

Welcome! Before we jump right in and talk about how to Overcome Shame and Learn to Love and Care for Yourself one day at a time, one quick reminder you may recall from the earlier sections: Today we are really going to focus a lot on what researchers call your mindset, and as you know from before, much of your mindset is subconscious and therefore not under your direct control...that is, you can't consciously "try harder" to change it.

Now, again, while that may seem like bad news, because of the way we have structured this program, it is actually good news because the content in this program will not only give you the tools you need to consciously make transformative changes easily, but simply by watching and listening to this program repeatedly after you've sat down and enjoyed it once all the way through, will allow you to experience far more impressive results than simply watching it once. So after going through this section once, start to see it as something you can enjoy again and again in background so that through repetition it can automatically help reprogram your subconscious. This will change the way you not only think about weight loss, but also the way you act without you consciously having to do anything or "try harder." I think you would agree that taking action is really what leads to lasting weight loss, so that is what this program is all about. Helping you to effortlessly take the small actions that effortlessly move you closer to your weight loss goals.

So let's do it! and let's talk about how to Overcome Shame and Learn to Love and Care for Yourself one day at a time. See, Shame is a powerful emotion and when you learn more about it you will discover that it is the root cause of so many of the struggles in your life... especially struggles with weight and body image. Shame can fill you with intense feelings of fear, blame and guilt, and make real progress towards your goals almost impossible.

In this section you will discover how powerful shame can be and also how empowered you become when develop what's known as shame resilience. The good news is that by overcoming shame, you you will be much better equipped emotionally and physically to reach your goals. What used to cause emotional turmoil and emotional eating can quickly be seen for what it really is, and dealt with in a positive way. Shame may never go away completely, but awareness allows you to find a level of joy and happiness in life you may have never thought possible. In fact, I am also going to give you some specific tools and exercises you can use right away to overcome any shame that you may be feeling right now around food and your weight. Sound good? Let's get started! In a the really amazing book "I thought it was just me (but it isn't)" Dr.

Brene Brown takes an in-depth look at the very often ignored feelings of shame almost everyone feels in some areas of their lives. After hundreds of interviews, and years of research, she defines shame as: “The intensely painful feeling or experience of believing we are flawed and therefore unworthy of acceptance and belonging.”

I will read that again so it can sink in. Shame is the intensely painful feeling or experience of believing we are flawed and therefore unworthy of acceptance and belonging.

What does that look like in real life? Here is an example. Take a situation such as a weekend binge on sweets. Shame means that instead of saying “I made a harmful choice” which is the objective truth... you would instead say something more along the lines of “I am such a bad person for doing that.” It sounds like a small difference, but I promise that understanding the difference will have a great impact on many areas of your life.

It's the difference between thinking a specific action is bad and thinking that you are a bad person. That's amazingly important. Please write this down: It's the difference between thinking a specific action is bad and thinking that you are a bad person. We will talk about why this distinction is so important in a moment, but for now we need to cover how Dr. Brown found that under all feelings of shame, there are 3 conflicting expectations that society, our communities and our families put onto us. Those conflicting expectations are: 1) Who we should be 2) What we should be and 3) How we should be;

Again those 3 expectations are: Who we should be; What we should be and; How we should be;

These social signals come from our parents, our children, our partners, from TV, from movies, from magazines, You name it. Everyone and everything seems to be telling us how we “should” live our lives. And who we “should” be... another psychologist Dr. Albert Ellis often humorously said “we should all over ourselves”!

I think you would agree that is a recipe for frustration and failure for one very good reason. Nobody can ever live up to these unrealistic expectations. Right?

What's worse is that these shame inducing rules are almost always conflicting: Look thin, but don't obsess about your weight. | Be put together, but don't

fuss about your looks or spend too much time in front a mirror. | Go workout at the gym, but don't neglect family time. | Cook sweets and treats to make the whole family happy, but don't give your children sugar.

Do any of those sound familiar? Do they bring up any emotions or feelings for you? Again, this is all about becoming aware of your thoughts, feeling and emotions so let it come out.

Doctor Brown's research also uncovered why shame is absolutely the worst thing if you want to lose weight or make any other positive change in your life. She found that if you are trying to change your behaviours, such as eating differently or going to the gym, using shame *\*never\** works in the long run. In fact, shame, guilt, and blame *\*always\** takes you further away from your goals in the long run. This is because shame weakens the part of you that believes you are capable of creating lasting change. Again, shame is toxic because it weakens the part of you that believes you are capable of creating lasting change. The way this works is simple: If "you" are the problem, then *\*you\** have no hope to solve the problem... after all, *\*you\** *\*are\** the problem! However, the truth is that you are *\*never\** the problem. The problem is always either something external, a choice that was made, or a habit that has become hard to overcome. To put it more simply. You are never the problem. The problem is the problem. Plain and simple. Please write that down: You are never the problem. The problem is the problem.

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This is especially true around food. In my own research and working with clients for over 15 years I have found that anything that encourages shame around food is guaranteed to make you fat, sick, and sad. And unfortunately, this Fear of Food, or FOF, as I call it, is everywhere. Just think of diets where you count points or only eat pre-packaged meals. What is the underlying message? Food is bad...and you should do everything you can to eat less of it. Eating is shameful. In short, you should fear food. You should eat less. Look, I really need you to hear this and to know this: That is just not true.

You increase your power to make better choices when you understand and really accept that you are not the problem, the problem is that fear of food and shame that you've been bombarded with for the last few decades. Just think about how empowering it is to drop the shame you may feel around food and clearly look at the real problem. It's like the sun breaking through the clouds. It's incredibly empowering! So what is the solution to help you decrease shame, guilt and blame? Well it can be next to impossible to erase

shame, but you can work to dramatically dull its effect on your life and on the decisions you make.

In order to conquer shame in your life, the first thing you need to do is be conscious and aware of the problem, you need to be aware of shame and how it makes you feel. You need to become aware of your shame triggers and how you respond to them. Finally, you also need to understand that shame almost always has 3 characteristics that make it...frankly...a lie. A very powerful and insidious lie. This sham Shame is: personal, pervasive and permanent.

In other words it's about you as a person, the personal. It's pervasive because you feel it affects many areas of your life. Finally, because it's about you as a person, and not about an action you have taken, you feel it is permanent and you believe it's not something that you can ever change.

Again this sham shame is: personal, pervasive and permanent...the 3 Poisonous P's let's call them.

Now after you have become more aware of your shame triggers, you need to calmly look at any situation and solve the real problem without the layer of shame that distorts the truth and makes improving your life almost impossible. One thing you can start to do today to become more shame resilient is to really genuinely forgive yourself. Tell yourself that you are not the problem, the problem is the problem. One more time: Tell yourself that you are not the problem, the problem is the problem. Look, The best way to begin to heal the wounds of shame is to simply take better care of yourself by doing small things that let you know that you are loved and that you are perfect, just as you are. Your choices may not be ideal, but you are. And because you are, you can make better choices moving forward.

If you don't remember anything else we have talked about please remember this: You cannot solve any problem from a place of shame because if you believe "you are bad" then YOU are powerless to solve the problem. You need to know deep within your heart that you are not broken, you are beautiful, it's just that some of the choices you have made are not in your best interest. The best way to give yourself the room to make better choices is not to beat yourself up or worry about every choice you make. The solution is actually quite simple: you need to apply what we've discussed in the previous sections and then cultivate self forgiveness and self-love on a daily basis.

In fact, to put what you have learned into action so you can begin to build some shame resilience into your life, your first step can be as simple as reading Dr. Brene Browns book. Again it's called "I thought it was just me (But It Isn't). Now, if you haven't already, print out the worksheet. Go ahead and pause this if you need a second...And, throughout this section feel free to pause at anytime so you can really get clear about your thoughts. On the worksheet list out 3 areas or situations where you may have shame. This can be about what you eat, or how much you eat. It may be about how you feel about your body. It may even be about how you feel others perceive you. As always, no right or wrong answers, just go with the first three things that come to your mind that make you feel like you are not good enough.

Next, let's pick one of those areas and let's get more specific about the emotions, thoughts and behaviours that are behind it. Choose one that holds the most emotion for you. Go ahead and circle the area of shame you want to work on. Now answer these four questions: Question #1 is: What triggers shame in this situation? | Question #2 is: How does the trigger make you feel? | Question #3 is: What thoughts come into your mind when this shame is triggered? | Now Question #4: How does the trigger make you act?

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When I say act. What I mean is, do you get angry and yell? Do you get quiet and sad? Or do you react in some other way? Generally people either push inward or outward when they feel shame. Now, just take a moment to reflect on what you have written. Does it feel better to have examined these feelings, or do they bring up more difficult emotions? I know it's hard. Emotions can be hard. But remind yourself change can be uncomfortable. And although this may be uncomfortable for you, it means you are growing and learning. Can you see how those answers are probably personal, pervasive and permanent?

Now take a moment to consider what would you think if you saw someone say this to one of your good friends. Do you see how hurtful and untrue it is? The key is to become your own best friend and to make sure you never talk to yourself this way. Or, at the very least, if you do talk to yourself this way, immediately follow it up with an argument. Yes, argue with yourself. Imagine that someone you dislike just said to you, what you said to you, and argue with "them" in your mind. Many of us would never let another person talk to us the way we talk to ourselves. So if you do start shaming yourself, immediately see someone you don't like saying the same things to you, and explain to them why they are wrong. It may sound silly, but it works. Just give it a chance...after all, what have you got to lose other than disempowering toxic shame.

So go ahead and write out why this source of shame is not personal, pervasive and permanent and what you would tell a good friend if they were saying these things about themselves...or...what you would say to someone you don't like if they said the same things to you.

Again, it's time to be your own best friend and talk to yourself in a way that will help you, and not hurt you.

If you found this exercise helpful, go ahead and print out more worksheets and answer these questions for each area where you may feel shame.

I will leave you with one final thought: You will never avoid shame completely. So please don't make "never ever feel ashamed, ever" just another goal that causes you stress. Always work towards understanding your shame, feeling though it, and ultimately becoming more resilient to it.

Of course we cover much, much more about shame and how it is directly related to both weight gain, and how overcoming it can be a hidden key to weight loss in our SANE masterclass that you can attend right from home...but for now, you are off to a great start and have clear next steps so keep up the good work and I look forward to seeing you again soon.