

Welcome! In this section we are going to take an honest look at all of the ways that you have tried to lose weight in the past. I know that may sound strange but trust me there is a very good reason to do this.

You are going to dig deep to see what your previous attempts to lose weight may have had in common, and you will discover the real, underlying reasons they did not work for you.

The most exciting part is that once you really get honest about the diets and gimmicks that have failed you in the past, I guarantee you will start to see a pattern emerge, and as this pattern becomes clear, you will be filled with genuine hope for what your future has in store. Why? Because there is a very good chance that this pattern will show you once and for all... “It really wasn’t me that failed, it was all these weight loss myths that I have been told for years!” Perhaps you believe you have tried dozens of different ways to lose weight, while the surprising reality that you will discover is that you have only tried the same strategy--but with different names and gimmicks --dozens of times. That may seem odd, but don’t worry, you will see what I mean shortly...and it will set you free from yo yo dieting forever.

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More importantly, you will realize, as I’ve said before and will keep saying, you are not the problem, the problem is outdated science, starvation diets, and overhyped marketing that promises results that are unrealistic, harmful, depressing, and quite literally biologically impossible.

Also, before we get into our first exercise, please remember--like we always say--repetition is the mother of skill, so be sure that after watching this once all the way through and doing the exercises, you listen to it at least a couple more times while you are driving or doing chores. This will automatically help the science “stick” and make taking action on it and seeing the transformative changes that will result so much easier!

Now let’s jump into our first exercise. Are you ready? It’s really simple. All you need to do is NOT think of a pink polar bear. Got that? So again, this is about as simple as it gets...all I’m asking you to do is NOT think about a pink polar bear for the next three seconds. Ready? Go. Do NOT think of a pink polar bear for the next three seconds [Pause]

I would imagine that over the past three seconds, in your mind’s eye, there was a big fluffy pink polar bear staring you right in the face. Don’t worry, you didn’t fail this challenge. It’s actually an impossible challenge based on the way

the human mind works...and it also illustrates why just about everything you've been taught about weight loss has failed you to date. It's a psychological concept known as Ironic Process Theory, The Ironic Rebound Effect, or Paradoxical Intention. When you tell your brain NOT to do something, your neurological wiring actually makes it MORE likely for that thing to happen. The good news is that with one simple psychological shift, you can make this unavoidable mental process work for you, rather than against you, but before we go there, let's lay the groundwork by taking an inventory of and accepting with love and compassion what has not worked for you in the past. Through this process, as you allow yourself to accept your past, you'll see how to let go of those thoughts of failure and move forward into a future full of hope, health, energy, and slimness.

And don't worry I won't ask you to focus on the past for long, this is all about moving forward with love and embracing the new you. We never want to dwell in the past, but sometimes you do need to take notice of what hasn't worked, so that you are ready to fully embrace and accept what will work.

Once you acknowledge the things that have not worked, and you let them go, you will have the power to apply powerful new ideas and strategies that I alluded to before and that may seem counterintuitive at first. However, these counterintuitive ideas are exactly what will work for you this time to help you reach your goals. And for what it's worth, wouldn't you agree that given how horribly the "intuitive" approach of "just eat less" has let you down, that a new and proven counterintuitive approach revolving around eating more--just smarter--may be just what you need to succeed? This counterintuitive approach is based on a field of psychology pioneered by Drs. Paul Watzlawick, John Weakland, and Richard Fisch in the 1960's. Seeing that the psychotherapy of the day often took years to see even the slightest improvements they set out to speed up the process of profound change... not by focusing on the past or digging up repressed memories, but instead by focusing on new methods of change that the patients had never even considered before. Their main insight was that people keep trying to solve their problems using the same methods, over and over and over again. In their words, "Rather than acknowledge and accept failure" many patients simply repeated "attempted solutions" year after year and never saw any results.

The Doctors found that even when a solution had been proven *not* to work after many attempts, most patients simply felt that they "just needed to try harder" instead of accepting that what they were trying just did not work and

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moving onto to trying other methods to change. Patients just continued to do “more of the same.” This is often because what people are trying is common sense to them, it’s the only option they see as viable. It’s what everyone is telling them they should do. Again, they believe they just need to “stick with it longer”, or “try harder,” when effort is not the problem, the problem is that method they are trying will never work for them. This is often the true hidden cause of yo-yo dieting.

This phenomenon is also connected the concepts of *Ironic Process Theory*, *Ironic Rebound Effect*, or Paradoxical Intention that I mentioned earlier. Those are just fancy terms for the fact that what people often think about, even fixate on, the exact things that they are trying to move away from in life...and that very strategy is what causes them to constantly suffer though the exact opposite of what they want.

For example, have you ever had a hard time falling asleep and then found that the harder you *try* to fall asleep the more awake you felt? Or how about the last time you *TRIED* not to worry about something. Maybe you needed to speak in public and the more you told yourself “calm down...calm down...calm down!” the less and less calm you became?

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This ironic and paradoxical psychological process is the reason so many self-help books and positive thinking guru’s may lift you up for a day or two, and then a week later leave you feeling worse! At best, your life looks exactly the same as it did before you spent the \$20 dollars on the book with that sexy title, or the \$2,000 thousand dollars on the weekend retreat in maui. Or, even worse, you feel even worse than before because you feel like you have failed yet again.

Let me really quickly explain what is going on here...because once you understand why this happens, you’ll be able to make it work for you rather than against you. When you tell your brain *not* to do something, the only way your brain can “help you” avoid that thing is to constantly be on the lookout for it. In other words, when tell yourself “Don’t think about X” or “Avoid X”...it’s like your brain hires a dedicated security guard whose only job is to keep a look out all day every day for that thing you want to avoid.

For example, say you are walking on a rocky uneven surface and say to yourself “Do not fall.” In order for your brain to help you avoid falling, what does it need to do? It needs to focus on all the things that could possibly make

you fall. In short, when you say “don’t do something” whatever need to prevent that thing from happening needs to focus on that thing. One more time: When you tell yourself “don’t do X” your brain must focus on X to help prevent it from happening.

For example, imagine that you are trying to cut back on sweets. To help you avoid sweets you have told yourself over and over “Do not eat sweets.” “Do not even think about sweets.” Guess what is going to happen? Of course you are going to be thinking about sweets 24/7! Cookies, cakes, and candy will relentlessly invade your mind, and the worst part is the more you struggle to NOT think about them... the more and more you ARE going to think about them! But...and this is a big but...the great news is that there is an alternate and more effective path. The path pursuing the positive instead of attacking the negative. Why is this so awesome? Well, with this simple switch, you will be making this ironic and paradoxical psychological process work for you rather than against you. Here’s how. First, you have already taken the initial step. Just realizing that this is how your brain functions gives you the most important tool to release yourself from its grip. That tool is awareness.

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Just like the practice we have done together in the previous segments--like practicing awareness of negative behaviors emotions, habits, cues, and rewards-- we are going to practice awareness of the things that have not worked for you in the past. By becoming aware of the things that have failed you in the past...and WHY they have all failed you...you can then begin to move past them.

Specifically, I want you to focus on, for just a moment, the diets and quick fixes that have failed you in the past. Then, as you see what they have in common you will know why they all failed and then your mind will open to new solutions and new ideas that will never fail you...or, What I like to call “SANE solutions” that are based on the latest cutting edge research, instead of disproven myths that have only helped to increase obesity and disease in the last 50 years. Look, I think you would agree that especially with diets, it is common to try diet after diet, racking up a long list of programs that failed you... and then feeling like you’ve tried so many different things, you may conclude that the problem must be you so why even bother. This means that not only did the diet fail you, it had the opposite effect of what you intended. Instead of making you slim and happy, it left you sick and sad. But again, and as we’re about to prove, it was the diet that failed, not you. As always this is a 100% shame free zone! All those diets focus on what not to do--do NOT eat too much fat, do

NOT eat too many calories, do NOT eat too many points...and guess what that tells your brain to do...focus on the very thing you do NOT want to do!

This is why I love the famous quote: “Insanity is doing the same thing over and over again and expecting different results.” In order to finally achieve the results you want, it just makes sense to try something new, and to completely let go of the ideas and actions that have failed you in the past... especially willpower-based negative strategies like eating fewer calories, eating less points, and not eating anything but prepackaged meals.

And the best part is you really only need to do ONE thing. It’s that one simple psychological tool I mentioned earlier that makes the ironic and paradoxical behavior of your brain work for you...rather than against you. Look at all those failed diets. What do they have in common? In short...no matter what sexy name they give it, and no matter how hard they try to hide it, they are all telling you the same thing: Do NOT eat.

Yes it seems like you you have tried a dozen different things, but are you starting to see how you really tried one thing--do NOT eat--A bunch of different versions of starvation dieting--and that is the one thing that is guaranteed psychologically and biologically to give the you opposite of what you want. All sorts of different way to get the same message to your brain--do NOT eat--which you now know will actually *CAUSE* you to constantly think about eating.

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And here’s the key: I bet you’d agree that constantly thinking about eating is a great way to increase your cravings while double, tripling, or even quadrupling your chances of overeating!

That’s of course really frustrating, but now with the awareness you are developing...you are in such an empowering place. Just think about it. Now you know you haven’t tried everything. You know that you’ve been told to try different names for the same thing, and it’s the very thing that will never work based not only on your biology, but as you now know, your psychology.

And you also know that what you try next can’t be another version of “do NOT eat.” It can’t be starvation. I don’t care how excited the celebrity guru is...or how many pictures of smiling people they have on their website, if the program is fundamentally about “helping” you NOT eat food...it will...always...”help” you yo-yo diet as it clogs up your metabolism and causes your brain to do the opposite of what you want.

Now here's my favorite part of all of this: At the heart of SANE eating is one simple message: Eat more--smarter. Period. In fact, one of the most common questions we get on our coaching calls and in our online coaching group is: What if I can't eat all this food? Let me ask you a question: When is the last time you tried a "weight loss" program where the most common "problem" with the program is people being TOO full?!

I won't go deep into the science here about why SANE eating is so effective - if you do want to know more, our free masterclass is the perfect way to learn all the in's and out's about SANE eating - I will however give you the simple version. When you "Go SANE" you will be 100% focused on eating MORE SANE foods. And with that simple mental shift, guess what that monitoring process in your brain focuses on? Where can I find more healing food? How can I enjoy more healing food? And if your subconscious is constantly coming up with ways to eat so much natural, delicious, and healing SANE food, that there just isn't room for any inSANE foods that cause weight gain, this fundamentally different approach MUST give you a fundamentally different result. In fact, researchers at Laval University in Quebec have been studying this mental shift to eating more healing food vs. less of everything, and found this approach to be almost unbelievably more effective than "do NOT eat" message you've been fed for years.

That said, you may be wondering: Why is this saner approach so much more effective? In short, with this SANer approach, you change what you've put into your mind: Eat MORE healing food. And that constantly monitoring process you learned about earlier will cause your mind to make changing what you put into your body so much simpler. It's that all day every day mental "security guard" we talked about before. Now she is working 24/7/365 to help you do more of what you want vs. ironically causing you to do more of what you don't want.

You are working *WITH* your psychology and biology rather than against it. And you will finally see the results you want. A fundamentally different approach will give you a fundamentally different result. Always.

Phew! OK, let's really put this proven powerful psychological shift in place. Go ahead and make sure you have printed out the worksheet for this section and as always feel free to pause this at any time to really experience your emotions and answer the questions honestly.

First, let's take a quick inventory of all the things that have not worked for you in the past to lose weight. Be honest here and remember this is a shame free zone, you are not the one that failed, it was bad information and bad ideas that failed you. List all the diets, quick fixes, and gimmicks that you have tried. Really think back. Everything you have tried to lose weight that has not worked for you. Now, write out next to each one--in ten words or less--the real key of this program. For example: Do NOT eat calories. Do NOT eat more than one meal. Do NOT eat too many points. Do NOT eat anything other than our prepackaged meals. Do NOT eat carbs. Do NOT eat fat. When you look at that list how does it make you feel? I know it may be discouraging, but I promise you, things are going to start to change and hopefully they are already getting better for you. Allow yourself to feel whatever you are feeling. Hopefully you can start to see why SANE is so different, and that our loving family is here for you to support your lifelong journey to better health.

Now...just look...really look at what you have created...do you see a pattern? What do all these "different" diets have in common? What you might see is you tried a series of things that on the surface appear to be different, but are actually the same thing at their core: Do NOT eat. Over and over again. Do NOT eat.

Next go ahead and write down what they may have in common. Just right there next to each one of them. Feel free to pause this if you need a moment.

Now, let's try one more thing. To the right of each item you've listed, write three words: Simple. Consistent. Long-term.

Now, look at each diet and ask yourself: Was this simple? Or, was there very specific and therefore very complex food lists, or counting, or precise tracking and meal plans involved? For example, if you tried vegetarianism, I would imagine you'd agree that it **IS** simple. You simply don't eat meat. However, that doesn't mean it's easy...but that's a topic for a different day. Now compare that to Weight Watchers where you literally need a multi-million item database to help you count the precise point value of everything you'd ever consider eating. I bet you'd agree that anything involving math and giant databases is complex!

If you really feel the diet was simple, circle it. However, if it was at all complex, cross it off.

Let's move on to the second word: Consistent. Think back to when you were on this diet. Was the focus on making small consistent changes, or, were you told make massive changes right away so that you could see quick fix results? If the diet was all about gradual consistency, circle it. Otherwise, cross it off.

Finally, let's look at "Long-term." Did the diet focus on simple consistent changes so that you could keep it up enjoyably in the long-term? Or, was it all about short term results goals like "How much weight did I lose this week?" If the diet urged you to ignore the scale in the short term so that you could enjoy long term results, circle it. Otherwise, cross it off.

Now, is there anything left on your list you haven't cross off? I bet not. I bet you are staring at a list of negative, complex, extreme, short term ways to starve yourself.

So what does this tell you. What does this concretely SHOW you? You did NOT fail. All of these programs are literally programmed to fail based on your body and mind works. They may be easy to market, but they are a mess biologically and psychologically.

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With this insight, you now know that what you try next must be simple. It must be all about consistency. It must be about your long-term success. And it must be about what to DO...rather than what NOT to do.

It must be a completely different model of eating and caring for your body. It has to be something that you can stick with, not for a month or two, but for the rest of your life, that is focused on pursuing the positive simply and consistently...rather than attacking the negative with complex and extreme quick fixes.

Now, go to the next page of the worksheet where you can focus on the future rather than the past. On this new page, we want to look at the reasons you really can lose weight and keep it off this time. Not why you think you might. I want you to really feel the positive belief in yourself that this time you will succeed. To help increase this belief in yourself let's take a look at some of the areas of your life you have created positive change in the past.

Go ahead and list out any hardships you have overcome in your life that make you the kind of person who can overcome anything. We have all been through trials in life that have tested us. Which of these trying times made you a better

person, even though they may have been difficult at the time? Go ahead and write at least one down but really try to get three.

Next, I want you to write down three positive character traits you have that you can rely on to ensure your success. Are you persistent? Are you smart and caring? Are you able to easily identify and start working to fix problems? Or it can be as simple as "I always have a smile, and a positive attitude." Just write down any of your strengths that you feel will help you be successful. Don't worry if it takes you a few minutes, pause this and really think about this. Now, for your finale, imagine if you could combine all of that personal power with the proven psychology you've discovered today along with the proven biology of SANE eating. Take the beauty that is inside of you and combine it with this totally different approach, and then write down three reasons why you can achieve a totally different result. Take your time. Enjoy the process. And write as much as you'd like.

By doing this you are starting a SANE solution that together we'll continue and take to the next level over the coming weeks and especially in your Masterclass. Save this sheet...it's going to come in handy in the future.

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So as we wrap up this section, I hope that you are filled with hope because you have concretely proven to yourself that you haven't tried everything. You haven't failed. You aren't broken. In fact, just the opposite is true.

You have such light insight you...and you have such a bright future ahead of you. You have access to a more SANE solution that literally cannot fail you like all those starvation diets did because the science is proven and because you are not broken... You are beautiful...and with simple sane psychology and nutrition, you can take a totally different approach that will give you a totally different result. Nice job. I'll see you again soon.