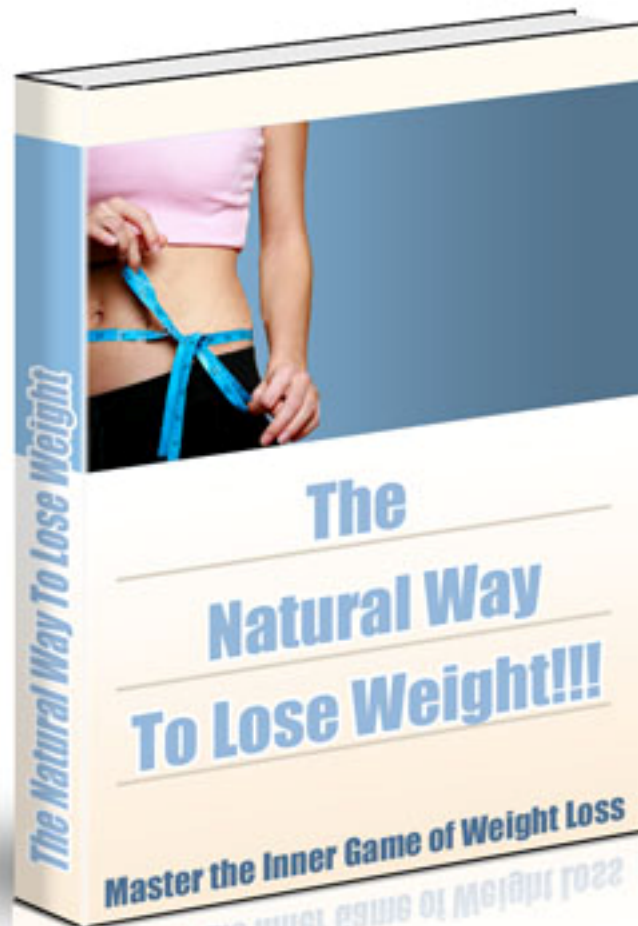


***The Natural Way To Lose Weight***  
*How to master the 'inner Game' of weight loss*  
John Ryan and Helen Reddy





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If you have diabetes, chronic hypertension, high blood cholesterol, cardiovascular disease, or any other medical condition or metabolic disorder requiring special nutritional considerations, we suggest you consult a health care professional with a clinical nutrition background (MD, RD, or CCN) for your special nutrition program.

Your nutrition plan will not be effective by itself. You must combine a good diet with an appropriate exercise program for optimal results. If you have been sedentary and are unaccustomed to vigorous exercise, you should obtain your physician's clearance before beginning an exercise program.

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## **Contents**

<b>1. THE INNER GAME OF WEIGH-LOSS</b>	<b>7</b>
The Mystery	7
A 360-Degree Revolution	10
The Pain of Hate	11
Face the truth	13
When the Earth was Flat	13
A Real, Earth-Shattering Realization!	16
Do the Unthinkable!	17
A Smoking Revolution	18
“Zen monks are ‘mad’ – I don’t think so!”	18
The Secret-revealed!	19
<b>2. YOU ARE GIVING UP NOTHING AND GAINING EVERYTHING!</b>	<b>25</b>
The Experiment	25
The Swedish Experience	26
The Power of Psychology	29
The Final Step	32
The Miracle of Your Body	36
You’re NOT the age you think you are!	37
<b>3. THE FIRE OF MOTIVATION</b>	<b>40</b>
“Motivation is to Weight-Loss What Water is to Life”	40
Be Kind to Yourself	41
The Four Keys of Motivation	42
The Power of Natural Wisdom?	46

<b>4. HOW TO LOVE THE FEELING YOU GET WHEN YOU CAN'T EAT WHAT YOU WANT?</b>	<b>62</b>
<b>The Root Cause</b>	<b>63</b>
<b>An Easy Way to Change your Feelings</b>	<b>65</b>
<b>Your Feelings</b>	<b>68</b>
<b>5. THE POWER OF DECISION</b>	<b>74</b>
<b>A Real Decision</b>	<b>74</b>
<b>Negative Thoughts</b>	<b>75</b>
<b>The Quality of your Decision</b>	<b>78</b>
<b>A True Decision</b>	<b>81</b>
<b>DIETS</b>	<b>92</b>
<b>SUMMARY</b>	<b>95</b>

## 1. The **Inner Game of Weigh-loss**

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### ***Losing weight is a funny business.***

We all know the basic practicalities of how to do it. There is no mystery or doubt to it.

Plenty of simple, natural food;

Lots of pure water;

And plenty of exercise – and you **WILL** lose weight.

Millions are doing it successfully – every day.

There is no doubt it can be done but.....yet, why do most of us find it so **difficult?**

---

### **The Mystery**

If you are reading this book, you genuinely want to lose weight – but 'something' seems to make it very difficult for you.

You start off well.

You're positive, optimistic and feeling good.

Things don't seem too difficult. The new diet is fine – even the exercises don't seem too bad.

But after a few days, things seem to get hazy.

You start to lose focus.

Will.

Desire.

You begin to put off the exercise and slip up on the diet.

You stop enjoying the process – and it starts to become a chore, a duty – something you must force yourself to do, if you want to be successful.

Soon, you don't want to do it – but you feel you **must**, if you want to lose the weight.

---

## The Outbreak of War

Soon, we're at war with ourselves.

Part of us wants to lose the weight, while another part of us wants to put off trying – 'just for now, you understand – but I'll definitely start again later'.

This part of us will come up with hundreds of 'reasonable' excuses why we can stop now and start again later.

Yet, the 'positive' part of us will **resist** this and want to stick to the diet.

Eventually, we end up feeling.....

- Tired
- Exhausted
- And fed-up.

Everything starts to look bleak and helpless.

And after a little while....we end up eating the chocolate cake, or whatever is at hand!



And then, we feel even **more** miserable!

And after we have eaten the 'cake', we realize that it wasn't even **that** nice.

In fact, we KNOW that we could easily have done without it and been just as **happy**.

---

## **Time to Wake Up**

Things are **not** as they seem.

Although we may not realize it, the problem was **NOT** the 'cake', or the take-away even though we ALL **believe** it is.

The problem was NOT even the 'feeling' of emptiness that we felt in our bellies when we couldn't eat the cake.

**The problem is our BELIEF that we MUST eat 'the cake' if we want to remain HAPPY.**

**And the follow-on belief, that if we DON'T eat the 'cake' or whatever it is - we WILL feel miserable.**

This is, actually the key of the issue.

Can I repeat it:

The problem is our BELIEF that we MUST eat the cake, or the pizza or whatever it is, to 'fill up this feeling of emptiness' if we want to be HAPPY.

And if we don't, we believe we will be **miserable**.

We all have this *impulse* to remove discomfort *immediately*.

It all comes down to this:

**We hate the 'feeling' we get when we can't eat what we want.**

---

### **A 360-Degree Revolution**

Never, NEVER ....even for ONE minute.....will we consider another possibility.

That there is nothing at all wrong with this 'empty', 'lonely' feeling we get when we can't eat the foods we want to eat.

**The truth is: The problem is not this feeling but our fear and hate of this feeling.**

When we can't eat the foods we are used to eating –yes, for a brief period, we WILL feel .....

- Empty
- Deprived
- Neglected
- And lacking, as if everything is pointless

But these are only temporary **sensations** in our body that will come, try to annoy you for a little while and then be gone.

That's all!

**Tiny,**

Empty,

Insignificant

Sensations

Of Lack.

They come ...and then they are gone.

---

### The Pain of Hate

But for some reason, we have all been **conditioned** to **HATE** this feeling when we can't eat what we want!

We all *believe* we should intensely DISLIKE it.

We sit there in our seat, watching TV...but all the time, we are struggling with this feeling, convinced that we **MUST** do something to make it GO away.

But **why** take this approach?

Why do you want this 'empty TEMPORARY sensation to GO away?

Why don't you like it?

Why NOT just accept it? Let yourself feel it as it arises and falls away.

But the most important question of all:

**Why are you SO CONVINCED this TEMPORARY feeling/craving you get when you can't eat or do what you want is so bad – so undesirable?**

Why make such a big deal out of it?

---

### **A Great Sign?**

In fact, why not see it as a **GOOD** feeling – a great feeling?

As a **signal**, that you are.....

- **Renewing your body...**
- **Regenerating it.....**
- **Transforming it.....**
- **Effortlessly, melting away all that unhealthy fat and surplus weight.**

---

### **The Great Secret**

How you deal with this empty, uncomfortable feeling you get when you can't eat what you want **WILL** determine how you will **FEEL** during your diet.

Losing weight can be a miserable experience ...however, it **CAN** also **EQUALLY** be an incredible **ENJOYABLE** and happy one.

**It ALL depends on your core, underlying attitude towards what you are doing.**

---

### **Face the truth**

Above all, we all need to look at our 'conditioned' thinking about losing weight. We need to look at all the underlying *thoughts* and *assumptions* we have about cravings.

For example, just because you assume something is true does NOT mean it is true.

**Even if you have ASSUMED it all your life.**

In our [10 day free online Quit smoking course](#), we give this famous example.

---

### **When the Earth was Flat**

...



For CENTURIES, people ASSUMED that the earth was flat.

And so for centuries.....people were **T-E-R-R-I-F-I-E-D** to cross the sea where the sky and the sea met, in case they fell off the earth !

***Even though, at that time this belief was obviously incorrect, the FACT that people ASSUMED it was TRUE, **AFFECTED** their **WHOLE** lives in regard to travel***

All their attitudes, feelings and plans about traveling to different places were **colored** by this assumption or **belief**.

It took one courageous man to challenge this belief and to prove it was not true.

Immediately, when people realized the earth was not flat, their attitude to travel was transformed.

*All their fear and apprehension at the prospect of traveling vanished – instantly!*

You, too have the false belief that as you "sail" towards the horizon of giving up smoking permanently or losing weight that it must be difficult.

And because you have believed this for so long, like the travelers of old, you begin to really feel terrible if you can't eat what you want.

---

## A Story

Imagine you were alive at the time when the world really **ASSUMED** the earth was flat.

Imagine: you still believe that if you travel too far out to sea, you could fall off the edge into oblivion. Sure death and horror.

Then, suddenly, you are asked to sail out to sea to find the king's lost money.

And you are given **no** choice. You must do it.

How do you think you would be feeling now – the night before your travel?

Tense?

Anxious?

In fact, probably pure dread, because like everybody else, you believe that if you sail too far out, you might die and never be heard of again.

Then ....an amazing thing.....

The next morning, you hear the most exciting news that has just reached your area and you can't believe it.

A foreign sailor has sailed around the world and discovered that the earth is round and that sailing is one of the safest forms of travel available.

In one instant, your whole attitude to your journey is transformed and now you are full of excitement and joy at the adventure ahead of you.

As a smoker, the old belief that the journey ahead of you will be hard and terrible is false, but if you continue to follow that old belief, you will *feel* the same fear and emotions as the travelers of old"

***And it is the same when you are losing weight –if you believe it will be difficult when you can't eat what you want to eat.***

No, it won't be.

But to help you believe this – we need you to take a leap here and ask you a big what if....



**What if .....**

**There is nothing wrong with feeling 'empty and lonely when you can't eat something you want?**

**What if .....**

The real mistake lies in *resisting* this feeling and *judging* it as 'bad', as 'wrong'?

What if.....

The real problem is in wishing this feeling wasn't there and trying to 'will' it away; or worse, battling with it, trying to overcome it with willpower, force or vacuous positive affirmations.

---

### A Real, **Earth-Shattering** Realization!

If we could only REALIZE this 'temporary discomfort' is just an energy fluctuation in our bodies – no big deal.

It comes for a little while, makes known its presence ..then vanishes.

That's all.

That's all....it is.

And it repeats this process a few times an hour ...until it gets fed up and leaves you forever...

Unless.....

**You give it an importance and prominence it does not deserve**

**And then 'FEED' it with your own fear and resistance.**

Can you now start to get a sense of how giving all this energy, attention, will, and struggle to this 'empty craving' to eat only perpetuates the very thing you wish to be free from?

Hating, fighting, not wanting it to be there .....and then trying to get rid of it is a futile, counterproductive venture.



---

### **Do the Unthinkable!**

The way forward is to do something you have probably never done before:

**Be happy when you get this feeling, when you can't eat the food you want.**

Welcome this *temporary* feeling of

- Lack
- Emptiness
- And loneliness.

Become FRIENDS with it.

**That is the real secret.**

**Become genuine FRIENDS with it. It will only be here for a week or two. So you haven't got much time!**

It sounds mad but: EVEN LOOK FORWARD TO HAVING this empty feeling when you can't eat what you want.

## Smoking Revolution

Nearly 10 years ago, we advised smokers to adopt the **exact** same philosophy when they got the intense craving to smoke.

The result was a revolution.

Since then, over 150,000 smokers have used our approach at [www.quitsmokingonline.com](http://www.quitsmokingonline.com) and enjoyed giving up smoking.

Unfortunately though, we can't claim the credit for this insight!

---

### “Zen monks are ‘mad’ – I don’t think so!”



Zen monks have been using the essence of this approach for years!

In fact, it probably explains the secret of the incredible bodily feats they are able to carry out.

In fact, in a recent TV documentary, two Zen practitioners were filmed as they sat happily and without-a-care-in-the-world in ***FREEZING, ICE-cold water*** for hours?

Not only were they able to handle this terrible discomfort (imagine getting up tomorrow morning and having to jump into an ice-cold bath! –and stay in it!) they were able to ENJOY it!

## Actually **E-N-J-O-Y** it!

It definitely puts the temporary discomfort of not been able to eat what we want into perspective!

---

### The Secret-revealed!

Although it seems incredible, the secret is actually very simple.

It lies in HOW they RESPOND to what they feel *moment-by-moment*.

If they are feeling a sensation they don't like, i.e. like ice-cold water - they don't **automatically** resist this feeling.

They don't automatically start to hate it.

Or make it **wrong**.

They don't immediately 'judge' or label it as 'bad' or 'wrong'.

They simply ALLOW themselves to OPEN up to whether sensation is present.....and train themselves to WELCOME it.

## They **MAKE FRIENDS WITH IT**.

They allow themselves to stay with the feeling moment-by-moment, noticing it's

- Movement
- Progress
- And intensity

They allow themselves to get '*comfortable with their discomfort*' – and then; an extraordinary thing HAPPENS.

**They discover the joy, the bliss, and the real pleasure that lies at the center of every feeling, of every craving if you will ALLOW yourself to discover it.**

(For more details of how this technique works – and *how to experience it for yourself* – see the best-selling [The Bliss Technique](#))

But Most of us would **NEVER** consider DOING this.

Why?

Because we are too BUSY hating this empty feeling.

**We are too busy WANTING it to go away.**

In truth: We are AFRAID of this empty feeling in our belly when we can't eat the cake or the fast-food takeaway.

However, if we want to ENJOY the process of losing weight (AND it can be enjoyable), we must consider this possibility.

---

## Absolute Certainty

The good news is: There is no doubt we **can** lose weight.

And there is absolutely no need for fancy diets, special supplements or expensive gimmicks to do so.

All we need to do is follow a common-sense program of small, healthy meals, obtain sufficient vitamins and mineral and enjoy a good daily exercise program – and we **WILL** lose weight.

That is an absolute **CERTAINTY**.

**ABSOLUTE** science.

We all know it **IS** possible. And if we are overweight, we all **WANT** to do it but.....

....Why do we keep failing?.....and find it so hard in practice.

We have discussed one reason; we eat because we are **AFRAID** of the empty feeling of lack we get when we can't eat - but there is another cause; consistent ***lack of motivation***.

---

## Nighttime Desires!

Here's a practical example. It's about eight at night.

You've had your main meal of the day and you have decided that you will eat nothing for the rest of the night.

You're sitting down now, waiting for one of your favorite TV programs to begin.

Then, after a little while, you remember something: that lovely chocolate cake left over in the fridge from yesterday.

Now, what a position to be in: Your favorite TV program and the 'thought' of enjoying a lovely cake in the fridge.

Now, let's say there are two people in this situation.

Person A

And Person B

Now let's imagine both experience the same TEMPORARY feeling of emptiness and of lack (Almost as if there is a hole in the center of their being) when they think of the cake they can't eat.

They are also aware of the belief we all share that to be happy and enjoy ourselves IN THIS MOMENT, we believe we must fill this feeling of emptiness with food.

Otherwise, WE BELIEVE (Not true – but we all believe it) we will be miserable.

Now.....let's see what happens to both of them.

### **Person A**

Person A remembers the cake, accepts that for a moment she feels a little lost, a little bit empty, even a little deprived when she remembers she can't have it .....but then laughs it off....and continues watching and ENJOYING her favorite program.

### **Person B**

Person B also remembers the lovely cake in the fridge .....but soon... he is in a state of turmoil and feeling absolutely miserable.

He just can't get the thought of enjoying the cake out of his system. He can't concentrate...it's ruining his program.

Soon he has his mouth full of the lovely cake.....and when it is devoured, he feels WORSE than ever.

Two people....in the SAME situation....facing the SAME temptation....yet both have two totally different EXPERIENCES.

And this is happening everyday with people all over the world.

**Lots of people are ENJOYING their weight-loss program while the same number are absolutely HATING theirs.**

---

### **The Difference that makes 'all the difference in the world'!**

And yet.....if you look closely at these two people (and we have been doing this for 10 years!) the only real difference between the two people lies (1) in their motivations and (2) in their core beliefs they hold about food and weight-loss.

We must master these two issues if we want to enjoy losing weight.

#### **1. Motivation**

Motivation and desire to succeed are a **must**.

In the module 3, we tell you how to develop and maintain this motivation- because it is essential. It is 50% of the battle.

For example, imagine your doctor told you that you **MUST** lose weight or you **WILL** die within weeks.

Do you think that little cake would bother you?

Or, let's say you are losing weight for your wedding in the next few weeks.

Again your motivation would be so strong that the little cake would have no chance.

Yes, you would still feel a temptation to eat – and even feel 'deprived' and 'alone' for a few moments when you can't eat it – but this would

only be a temporary discomfort. You'd soon put it to the back of your mind. Your motivation to succeed would be so strong.

But if your motivation or decision to lose weight is weak or fuzzy .... this will affect your ability to deal with these feeling of emptiness and discomfort you'll get when you can't eat your usual foods.

You'll prevaricate, fight with yourself, struggle.....and find it all very hard and difficult.

So to be really successfully in losing weight...and learning how to enjoy it you must learn HOW to GENUINELY motivate ourselves and then....

...you must learn HOW to handle and enjoy the cravings you get when you can't eat what you want ( chapter )

In summary, you must learn...

(1.) How to be consistently motivated to succeed?

And (2). How to deal with the craving to eat when you can't?

These ideas **in action....**

**Before 267 pounds**



**After 145 pounds**



Beth Campbell lost **122** pounds by putting all these ideas and principles into action. Find out how ....We'll tell you at the end of this e-book.



## 2. You are giving up **NOTHING** and gaining **EVERYTHING!**

---

Here is another vital secret to losing weight: When you change your diet, you **MUST** realize that you are giving up **NOTHING** but gaining **EVERYTHING**.

Right now, this way of looking at your diet will seem stupid to you.

But if you'll honestly consider the idea, it could change forever your approach to losing weight. You could begin to enjoy it!

This is the idea in another way.

**When you give up *useless, unnecessary, high-sugar, Trashy Foods*, you are giving up **NOTHING** but gaining **EVERYTHING**.**

Now your first thought will be: "This is stupid. Of course, I'm giving up something. For a start, what about that lovely cake?"

Yes, on the surface level, it **SEEMS** that you are 'giving up' the cake.

However, try the following experiment – and see if your perspective changes.

---

### **The Experiment**

In your mind, (or better still in reality) pick up a 'lovely cake'.

Now, allow yourself to eat it, **VERY, VERY SLOWLY**.

Moment-by-moment.

Again, this is important: Eat it slowly, PIECE-BY-PIECE with FULL AWARENESS and CONSCIOUSNESS.

You must let yourself be fully conscious of what you are doing, munch-by-munch.

Pick up the cake slowly....,

....slowly crunch it,

munch it.....

..... and swallow it with full conscious AWARENESS of what you are doing.

**Now repeat this process slowly....all the time, just *concentrating* on the *mechanics* of eating the cake until the cake is eaten. Don't let your mind wander.**

If you do this exercise properly, you'll be amazed!

After one or two bits, you won't want to eat anymore.

The first one or two bites are the most enjoyable – this is where you experience and enjoy the sensation and flavor of the food – and the rest is actually unnecessary. It's just your mind eating it out of HABIT or training. You DON'T GET ANYTHING AT ALL FROM IT.

This has been proven in hundreds of similar experiments.

---

### **The *Swedish* Experience**

In fact, in a fascinating experiment in a Swedish university, a group of students were asked to eat all their meals blindfolded.

In other words, this forced them to concentrate FULLY on their meals – and on nothing else. They had no distractions.

The results were incredible!

**Most only needed to eat a *tiny* amount of the food they would usually eat to feel full.**

The implication is clear: *A lot of our eating is unconscious, just like smoking.*

Our bodies don't really want or need all this food to be full.

But because most of us are not PRESENT when we eat – we are either watching TV or reading the paper – we are not LISTENING to our bodies – but just eating out of habit!

**We all eat unconsciously.**

**Like robots!**

Why not do the experiment on yourself for a week – and see what happens? Simply blindfold yourself when you eat.

You'll be amazed.

Now....back to our 'lovely cake'.

**We all believe we MUST have it – that we NEED to have it OR...we'll be miserable.**

But if we actually eat it with full awareness, MUNCH-BY-MUNCH, we'll REALIZE that the cake is not really what we are LOOKING for.

It is no big deal.

We all know this instinctively ourselves: how many times have you eaten a simple treat like this – and afterwards thought "Why did I do that? I didn't really need that. It hasn't done anything for me. Could easily have done without it – YET I ate it?"

What is happening is this:

When we can't eat our familiar 'treat', like the cake, we get this empty feeling of lack, even a feeling you could describe as loneliness – a feeling that gnaws away at us.

**Now if we don't make a big deal of this feeling, just accept that we will have it for a little while, it will easily PASS AWAY.**

However, at some unconscious level, we believe that if we don't respond to this empty feeling and eat the cake - we'll be miserable.

**We believe that if we don't act and eat it, the feeling will stay there and we won't be happy.**

So we start to fight with ourselves and begin to feel miserable.

The problem is not the cake, or the takeaway or the drink down in the pub. If you fail and eat the cake –you'll quickly realize you didn't REALLY need it.

**You just believed you HAD to have it to GET RID of this empty feeling. Or more accurately: you believed you'd feel bad if you couldn't eat it**

---

## **The Power of Psychology**

In fact, 90% of wanting the 'cake' or snack or drink is psychological. You don't really need the cake and you CAN be perfectly happy without it.

I'm not saying having a 'cake', or a beer or whatever food you like and enjoying it is wrong.

Of course not!

Having a cake now and then can be a lovely treat – and we should fully enjoy it.

The problem, however is not the food, but our belief that we HAVE TO HAVE IT or else we'll be miserable.

**That is the idea that makes you want to eat the cake, not the cake itself.**

The idea: "If I can't have this food, I won't be able to enjoy myself today. Or I won't feel full or content". That is the REAL problem.

**It is your unconscious acceptance of this belief that makes giving up unhealthy foods difficult during your weight-loss program.**

---

**Leave the Past Behind.**

However, instead of eating the cake or drinking the extra pint of beer – and feeling guilty - there is another way!

Why not change HOW you relate to this craving to eat the 'cake'?

In other words: Why make an **enemy** out of this temporary feeling of emptiness in your belly?

Why **dread** it?

Why **fear** it?

Why not just accept you will have it, it will stay for a few seconds ....and it will soon be gone.

No big deal!

**If we could only**

**STOP**

**and**

**REALIZE**

**that we are not giving up ANYTHING but this ILLUSION of need - we'll all find losing weight so much easier.**

When you feel the urge to eat what you cannot – stay in the moment – and try to realize that this is not a **real** need.

Your body doesn't really want it – and if you don't eat it – you'll still feel fine.

Nothing terrible will happen. The sky won't fall down.

You won't feel bad or terrible, or miserable.

Yes, the tiny temporary feeling of emptiness, of loneliness you will have is REAL – but the need to fill it with food in order to be happy is an illusion.

And very soon, this tiny temporary feeling will go away for ever ....and as it goes away and vanishes, so too will all those pounds of extra fat!

And then ...you'll really realize that you're not giving up anything – you are GAINING EVERYTHING!

“What do you mean by everything?”

Well, what about the following for a start?

Health

Energy

Vitality

Perfect weight-loss

The fat literally melting off  
you

And Soon ...radiant

- Eyes
- Skin
- Hair

- **And complexion**

But we're also gaining something more intangible but equally invaluable: Power and freedom.

No longer will we be at the mercy of these cravings to eat.

We won't be afraid of them.

We won't eat to stop us from facing them. They won't be able to make us miserable and unconsciously run our lives.

---

### **The Final Step**

However when we realize this simple truth – there is one extra step we must take.

Let's go back to the example of you sitting down watching your favorite TV ....and the chocolate cake.

When you realize you have a choice – and you do not NEED to eat the chocolate to enjoy your TV program, a part of you will feel disappointed, deprived and empty (remember it's OK to feel like that. It's only temporary).

However, a greater part of you will feel ABSOLUTELY delighted, ecstatic and free.

***You will KNOW that you are on your way to achieving your goal – and that it won't be as difficult as you thought.***

However, there is one final step: You now need to daily affirm and re-affirm this success every time it happens during the day.

Take time out – even for a minute during your TV program or whatever you enjoy doing – to realize and celebrate what you have just done.



Instead of NEEDLESSLY and, as in the past UNCONSCIOUSLY filling your body with

**Useless**

**Unnecessary**

**High-sugar**

**Trash Food.....**

....you are now giving it a chance to *repair, renew*, and **regenerate** itself.

You're allowing your body's natural intelligence to effortlessly **burn off** and **MELT** all the unnecessary fat that is hindering it's natural functioning.

Now as you celebrate this for a minute or two, take a moment to breathe deeply and to imagine a great radiant LIGHT or ENERGY present all around you.

**Now imagine *every cell* in your body, even the cells in your bones and your blood *breathing in*, almost 'eating' this pure healing, radiant light.**

Try to feel this light is full of joy, optimism and healing sparkle.

Now as each cell of your body is 'breathing in' this energy, try to quietly realize this: A few days ago you would have been putting, dead, useless, trashy, high-sugar, processed junk into your body.....now: you're breathing into every cell of your body a good, healing, high-frequency energy that is filling and nourishing you.

**Celebrate that you are not giving up anything but are gaining everything. Practice this as often as you can each and every day.**

By doing this simple thing every day, you have made a great advance. But it really is important that you practice it every day.

In the beginning, it will take great CONSCIOUS effort.

We are used to doing things a certain way, i.e. if we see a 'cake' or snack, we tend to grab it and eat it without thinking. Our impulse is always to remove discomfort immediately.

In many ways, it's like going to a foreign where you have to drive on the different side of the road.

In the beginning, you have to take great CARE and CONSCIOUSLY remind yourself of your new behavior – but after a while, it too will become normal – and soon you will be driving that way without thinking.

The same will happen with your eating habits.

***We must CONSCIOUSLY remind ourselves that we don't really NEED this type of food.***

Yes, in the beginning, we will want to eat it – because that is what we have always done. We have conditioned ourselves to want it.

But, now we won't mind this feeling.

We'll expect it.

Open to it.

Allow ourselves time to get to KNOW it.

To get acquainted with all it's different moods.

To notice when it arrives ... and how long he stays.

To notice what effect he has on our minds – i.e. the way our minds suddenly start to come up with all different excuses to put off our diet.

In essence, we become friends for the little time we have together.

Because soon....it will be gone forever..

In fact, the great news is that after about 10-14 days, you won't miss all these dead, useless, trashy, high-sugar, processed junk snack foods at all.

I know it is hard to believe, but it is true.....

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## The Proof is **Everywhere!**

Last year, there was a fascinating TV program on here in Ireland about healthy eating.

Every week, entire families were taken off all these processed, high-sugar foods and put on natural, healthy foods, like juices, fruit and vegetables.

In the beginning, virtually all the families were TOTALLY convinced that it would be hell.

## **PURE** agony.

And for the first few days, it was very difficult as their craving to eat the old, comforting foods was very strong.

But after about three weeks, an extraordinary thing happened: None of them started to miss all the high-processed, high-sugar junk foods they used to eat.

When they realized this, most of the families were **dumbstruck**; they couldn't believe that they could be **happy** and **healthy** without all their 'old, comforting, sugary foods.

Their amazement and sheer disbelief was extraordinary to see!

But it is really no surprise.

Our bodies actually WANT and ENJOY natural, wholesome foods.

In fact, they deeply *resonate* with these foods – and not the dead, useless, trashy, high-sugar, processed junk snack foods that we have been conditioned to eat.

And if you eat properly and co-operate with your body – and give it the type and quality of food that it naturally wants - you may be pleasantly surprised by what your body is capable of!

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### The **Miracle** of Your Body

By providing the right conditions - good, natural, healthy food, water and exercise, your body has an EXTRAORDINARY capacity to renew and repair itself.

In fact, your body's natural intelligence will effortlessly burn off and MELT all the unnecessary fat that is hindering it's natural functioning – if you provide these conditions.

But most of us have NO real IDEA of what the body is capable of. (Here is an excerpt from our new e-book, 'THE Smoker's repair Kit').

This, however WILL give you some idea.....

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### Your Body's **Extraordinary** Ability to **Change!**

"As Dr. Deepak Chopra reveals in 'Magical Mind Magical Body – 'our bodies are extraordinary: we make a skeleton every year, new skin

every month. We are easily capable of renewing and repairing ourselves.'

Most of us have read about this – but again, we all tend to dismiss it.

Why?

Because it just doesn't APPEAR to be true – so we don't really grasp it's full implications.

When we look in the mirror every morning, it **SEEMS** we have the same skin, the same bones and the same skeleton all the time.

Yet – we don't. It's an incredible *illusion*.

Every micro-second, **extraordinary** changes are occurring in every cell and organ of our bodies, at a subatomic level.

We are being....

- **Remade**
- **Renewed**
- **Regenerated**
- **And recreated.....**

BEFORE our very eyes!

But because it all happens so seamlessly, so naturally, so effortlessly, all in less than the 'blink of an eye', we 'miss' it and assume nothing changes. In fact, you're not.....

**You're NOT the age you think you are!**

In fact, we are all much younger than we think.

The constant regeneration of cells and tissues means much of our body is weeks, years and even decades younger than our actual age.

For example, your birth certificate might say you are in your late forties, but your muscles and bones will be only around 10 years old!

It's true.

Other parts of your body will be even younger with red blood cells having a span of just four months and the cells on your skin been replaced every two weeks.

So every two weeks, you have brand new skin! So the next time someone asks what age you are – it's actually an impossible question to answer!

"Well, my skin is ten day old, my red blood cells about 3 months old, and my bones 10 years old!! It that any help?"

In fact, in a recent article, **New Scientist** asked this question: "*Do you eventually renew your entire body? If so, how many do you go through in a life? If you live to old age, is there anything left of the old you?*"

And listen to how Dermot O'Connor, the Irish author who used the body's natural healing intelligence to recover from an aggressive form of multiple sclerosis (MS) after doctors told him it was incurable, sums it perfectly in his excellent book, '***The Healing Code***':

*This natural intelligence or what psychologists refer to as the subconscious mind is responsible 24 hours a day, 7 days a week for maintaining your heartbeat, breathing, digestion, repairing damage to your body, growing your hair and your nails, as well as regulating your body's temperature, water content and sugar levels.*

*And as we have seen, it also has control of your body's regeneration, including growing a new skeleton every year, brand-new soft tissue every three months, a new liver every six weeks, eight square meters of new skin every four weeks and a new stomach lining every five days! **In fact, 98% of your cells in your body are replaced every year***

The fact is:

YOUR body is a magnificent, self-healing, self-repairing system and organic wonder that you have yet to fully appreciate."

And if you consistently provide it with the right conditions - good, natural, healthy food, pure water and plenty of exercise your body will easily and effortlessly lose weight.

But to provide those conditions consistently – you must be ***MOTIVATED*** to take action every day.

### 3. The Fire of **Motivation**

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In the beginning, as you change your eating habits, it will seem like a struggle.

You will meet a lifetime of old conditioning, of doing things in a certain way.

In the past, like giving up smoking, we were told that losing weight was all about 'willpower'.

Yes, willpower is required, especially at the start to keep you alert and focused on your goal – but if you continue to force yourself to do something you don't want to do – it will eventually lead to failure and frustration.

That's why it is so important that you get the psychological aspect or '**inner game**' of losing weight absolutely right. Otherwise, you'll end up fighting and resisting yourself.

And ...the first key thing is **motivation**.

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**“Motivation is to Weight-Loss What Water is to Life”**

You must want to make this change – to really lose this weight.

And you must keep that motivation at the front of your mind every day until your new eating and exercises habits are firmly established in your routine.

**In fact, especially for the first *three weeks*, this goal should be your primary concern in life.**

You should write down your target weight and all the benefits you will enjoy when you actualize that goal. Then, you **MUST** affirm this written goal to yourself every morning and night.



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## Be Kind to Yourself

However, try to be kind to yourself, especially during the first few weeks. You won't feel positive and confident about your success all the time.

Some days, you will feel depressed, and fed-up about your progress.

You'll feel a tremendous urge to give it all up – to go back to your unconscious ways of eating – and start again next week.

Everybody who has given up smoking will recognize all these subtle mind traps.

To feel like this sometimes is natural. Everybody does.

It's to be expected.

And it's not a bad thing. It is part of the natural geography of change and achieving new goals.

The important thing is to accept that sometimes you will feel like this – but it is only a temporary natural by-product of change.

**The body is RELEASING the energy of all your old habits – and as they come to the fore to be released, you feel a temporary desire to hold on to them because they 'feel' 'familiar' and 'comforting'.**

That's all that is happening. In fact, feeling like this is a GOOD sign. You should welcome it. It means change is OCCURRING and success is near.

So don't be so hard on yourself. And don't let these temporary bad days distract you from your overall goal – and new way of being.

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## The Four Keys of Motivation

The key component of losing weight is motivation – being able to **access** the extra energy you need everyday to overcome the downward pull of your old, unconscious eating habits – and establish new, healthier ones.

As we have touched upon briefly, the key to motivation is not just brute willpower.

Yes, you must want to succeed and be focused and dedicated to it – but motivation is not just this brute will to succeed.

It's real power lies in understanding all the factors that 'produce' consistent motivation.

We can break motivation down into four key components.

1. You must **know** it can be done. There must be no doubt at all in your mind that your goal is attainable.
2. You must know **why** you want to lose weight and all the exact benefits you'll enjoy when you do
3. You must realize in your heart, and not just intellectually that you are **really not giving up anything – but gaining everything**. You MUST forget the old idea that a diet is all about depriving yourself and suffering. When you give up this junk food, you're not giving up anything but an illusion of pleasure and need – and in return, you are gaining what you really want.
4. You must select and write down your **target weight** and all the benefits you will enjoy when you actualize that goal. Then, you MUST affirm this written goal to yourself every morning and night. This is to help you to keep your maximum red-hot, especially for the first three weeks or until your new habits have

become firmly entrenched in your daily routine.

5. You must learn how to **cope** with and eventually learn to **love** the empty cravings you get when you can't eat what you want.

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### 1. **Know it can be done**

If part of you believes that you can't lose weight – that for some reason, you never have, and thus never will succeed - this 'hidden' belief will eventually sabotage your success.

It will gradually undermine and destroy your motivation – and you will start to look for excuses to fail.

You need to make sure that 'all of you' believes in your goal.

You need to believe that it is not an impossible dream – but a simple goal that millions of people achieve every day- all over the world.

***And they do. And you can to.***

The good news is: There is no doubt you can lose weight. It's scientific fact.

All we need to do is follow a common-sense program of small, healthy meals, obtain sufficient vitamins and mineral and enjoy a good daily exercise program – and you WILL lose weight.

That is an absolute CERTAINTY.

Millions have done it, are doing it NOW and will do it in the future.

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## Success Research

Now I want you to take some time out now and do some important research.

I want you to read through some quality dieting magazines or search through the Internet – and find pictures and true stories of people just like you who have already succeed.

This is important.

Spend some time and build a small photo album of all these success stories. Of **real** people and **real** successes.

As you read and study these examples, it will start to build a real confidence and excitement in **every cell** and **organ** of your body.

Your body wants to be fit and healthy and it will literally *'resonate'* and 'sing' with these pictures of health and success. Is it anticipating it's **new** future?

Your body natural intelligence doesn't want excessive pounds of fat and sludge, clogging up it's optimum functioning. It wants to help you release and dissolve this fat – easily, intelligently and enjoyably.

As we have seen earlier, the body is an incredible, self-healing, self-repairing, intelligent system.

And as science is now finding out, in some strange way, our cells and organs seem to operate with a 'spontaneous intelligence' to work and co-operate together.

*Collectively and individually, they seem to know how to keep our bodies functioning, and if there is a problem – how to repair it – if we let it and play out part.*

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The Power of **Psychoneuroimmunology**

Does this sound mad?

Well, it's not and the whole new science of psychoneuroimmunology is testament to it.

Your body, and especially your immune system literally **'hears'** and **'responds'** to the deepest feelings and beliefs you send it.

More: each cell and organ is acutely attuned to the vibrations emitted by these beliefs, good or bad.

In bare terms: What we think directly **affects** our immune system. This very radical concept has now been substantiated by medical science. At Harvard Medical School, researchers discovered receptors on our immune cells for neuropeptides.

Neuropeptides are chemicals produced by the brain that vary with your emotions. The results of this study point to the simple fact that your immune system is **actually** listening to your mental talk. How you think is how you feel. When someone tells you that you're only as old as you feel, believe it!

When you really **believe** you can achieve your weight-loss goal, your body **literally responds** to this reality in real physiological and chemical terms.

For example, we now know that the body automatically transforms every mental impulse we generate into biological information. In fact, we can all see the proof of this from a simple experiment.

Imagine any experience vividly enough, say, a time when you were really frightened, and all kinds of involuntary reactions – blood pressure, heartbeat, respiration, body temperature will start to conform exactly to how you feel now- just vividly re-living that experience.

***A vivid thought-picture produced the exact same physiological effects as the actual experience!***

We also now know that wounds actually heal faster if you consciously participate in the healing process by visualizing and actually feeling the wounds healing faster.

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## The Power of **Natural** Wisdom?

I think we all 'know' this instinctively. We all have a deep feeling that our minds can affect our bodies.

So it is important that we spend a lot of time collecting all these successful true-life stories and photographs.

And then spend time..... studying them.

Let their success and achievements permeate your thoughts and your beliefs. Study the pictures of how the slimmers were **before** – and **after** their success.

**Imprint** these inspirational pictures of achievement onto your mind.

**Celebrate** their success.

**Bath** in the sheer **energy** of their accomplishments. Take **confidence** and **belief** from their success.

These are ordinary people like you and me. If they can – we can.

We really can!

We must impregnate our subconscious mind with the absolute knowledge that there is no obstacle to us losing weight.

As humans, we all share the same physiology and biochemistry- so we are all capable of this success. It's as simple as that.

So knowing you can succeed is the first key to motivating yourself.

The second is knowing why you want to lose weight – and **never** forgetting it.

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## 2. Know All the **Benefits** of Losing Weight.

You must get it absolutely clear in your mind why you want to lose weight and all the benefits you'll enjoy when you do.

Maybe your doctor told you that you **MUST** lose weight for health reasons or maybe you are losing weight for your wedding in the next few weeks. Or any other special occasion.

These are very clear and motivational goals. Although they won't apply to most of us – it's important that we know why we want to lose weight.

For most of us here, it may be because we have gained a few pounds after giving up cigarettes.

Whatever your reason is, take some time now and read this to discover the essential health reasons why you should lose weight **NOW**.

This may be hard to read ...but it is something we must do now to sharpen and hone our motivation.

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### Why you **need** to lose weight – **NOW**

Here are several examples of how losing just a few pounds can alter your risks:

(Again, this stuff can be hard to read – but do it – it will give us great motivation to begin and stick to our new food and exercise habits)

#### **Heart disease and hypertension.**

The risk for heart disease, which includes heart attack, congestive heart failure, sudden cardiac death, angina, and abnormal heart rhythm, is higher in individuals who are overweight or obese.

In addition, high blood pressure, or hypertension, is twice as common in adults who are obese than in those who maintain a healthy weight.

Obesity also is associated with elevated triglycerides (blood fat) and decreased HDL cholesterol, also known as "good" cholesterol. Losing just **5 to 15 percent** of your weight can lower your chances for developing heart disease or having a stroke.

Weight loss also improves blood pressure, as well as triglyceride and cholesterol levels.

### **Diabetes.**

A weight gain of 11 to 18 pounds increases the risk for developing type 2 diabetes to twice that of those who maintain a healthy weight.

There is a direct link between overweight and diabetes: More than 80 percent of people with diabetes are overweight or obese. You can lower your risk for developing type 2 diabetes by losing weight and increasing your physical activity.

Recent research shows that a 5 to 7 percent weight loss can prevent type 2 diabetes in people who are at high risk for the disease.

### **Cancer.**

Research shows that overweight and obesity are associated with an increased risk for some types of cancer. These including endometrial, colon, gallbladder, prostate, kidney, and postmenopausal breast cancers. Also, women who gain more than 20 pounds between age 18 and midlife double their risk of postmenopausal breast cancer, compared to women who do not gain weight. Maintaining a healthy weight may decrease cancer risk.



**Sleep apnea.**

This disorder, which causes interrupted breathing during sleep, is more common in obese persons. Studies show that weight loss improves symptoms of sleep apnea.

**Arthritis.**

Excess weight is hard on the bones. For every 2-pound increase in your weight, the risk for developing arthritis increases by 9 to 13 percent. Symptoms of arthritis improve with weight loss.

If you think you've heard enough, there's more: Excess weight is associated with increased risk for gallbladder disease, incontinence, and increased surgical risk. Also pre- menopausal women who are overweight can experience irregular menstrual cycles and infertility. Extra pounds can cause complications during pregnancy, too. Obesity during pregnancy is associated with increased risk for death in both the baby and the mother and increases the risk of high blood pressure. Women who are obese during pregnancy also are more likely to have gestational diabetes and experience problems with labour and delivery.

Finally, obesity affects quality of life as well. Excess weight can lead to depression and anxiety.

**The Benefits!!**

Now ...here are all the great benefits you'll start to enjoy .....

**Live longer.**

Keeping your body mass index (BMI) at 24.9 or less could add up to eight years to your life, according to a study in the Journal of the American Medical Association.

Why?

The higher your BMI (30 or higher is considered obese), the greater your chances of developing diabetes, high cholesterol, high blood pressure, heart disease, gallbladder disease, or osteoarthritis. In fact, 80 percent of obese adults have one of these conditions, and 40 percent have two or more. These are the factors, experts believe, that eventually contribute to higher mortality rates in overweight and obese people.

### **Dodge diabetes.**

When participants in the national Diabetes Prevention Program, who were all at high risk for type 2 diabetes, lost just **5 percent to 7 percent** of their body weight, they reduced their risk of diabetes—a life-threatening disease that causes chronically high blood sugar and can lead to heart and kidney damage—by a **staggering 58 percent**.

### **Ward off heart disease.**

Obese people, even those who have no other risk factors (such as high blood pressure and high cholesterol), are at four times greater risk for hospitalization or death from heart disease in older age than people who maintain a normal weight, researchers from Northwestern University found.

### **Lower your blood pressure.**

Drop 10 percent of the weight you've gained since you were 18 and chances are you'll decrease the top number of your blood pressure by 7 mm Hg and the bottom number of your blood pressure by 4 mm Hg, says RLHL expert Michael F. Roizen, M.D., coauthor of *You: The Owner's Manual*.

So, for example, if you've gained 20 pounds since high school, losing as little as two pounds will usually lower your blood pressure. You could also take up to five years off your body's age.

### **Boost your fertility.**

Being overweight (with a BMI between 25 and 29.9) can lower your chances of conceiving. Carrying extra pounds increases estrogen levels, which may prevent you from ovulating regularly or at all.

Shedding just 5 percent to 10 percent of your weight can reduce that risk.

### **Increase your odds of beating breast cancer.**

Women who were overweight before being diagnosed with breast cancer were one-and-a-half-times more likely to die from the disease, researchers from the Brigham and Women's Hospital Nurses' Health Study found. And women who gained an average of 17 pounds after diagnosis had a more than 50 percent greater risk of recurrence or death. Experts suspect the reason obese women have less success battling breast cancer is that they tend to exercise less, have fattier diets, and have higher levels of estrogen-all of which can increase risk.

### **Have more sex.**

Half of the obese people in a Duke University study reported low libidos compared to just 2 percent of their healthy-weight counterparts. Obese women and men reported sexual problems such as avoiding sex up to 25 times more than those who fell within normal weight range.

### **Get more years out of your knees.**

With every 11 pounds they lost, overweight older women in one study halved their risk for developing painful knee osteoarthritis. The math is shocking: Being only 10 pounds overweight increases the force on your knees by 30 to 60 pounds with every step-ouch!

### **Get more sleep.**

Losing 10 pounds can result in a 30 percent reduction of sleep apnea-a sleep disorder common in overweight people that causes a person to stop breathing for short intervals without realizing.

Make this a daily habit!

Try to remind yourself of all these **benefits** during the days when your motivation and desire to succeed is weak and you feel an urge to go back to your old ways.

**Read them again and again – until they really sink in. You are really changing your life here.**

**Study this list – and your photo-album of true-life successes until you feel your motivation soaring again!**

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### **3. Know in your heart that you are really not giving up anything – but gaining **EVERYTHING**.**

This is an aspect of motivation for weight-loss that is *universally* overlooked.

If you want to stay motivated and enjoy losing weight it is essential that you realize that you are, in fact giving up nothing and gaining everything.

We have talked about this already – but because it goes against our natural common-sense view of losing weight – it is an idea that gives most of us a lot of trouble.

My friend, Martin is a great example.

Martin was one of the first people to come across our Quit smoking site, [www.quitsmokingonline.com](http://www.quitsmokingonline.com) in 1997 – and by following our approach successfully gave up smoking. In fact, this year is his ten anniversary of being a non-smoker!

Although Martin did very well, when he started to apply this principle of ‘you are really not giving up anything – but gaining EVERYTHING’ - to losing weight, he still found it difficult.

In Martin’s case, he loved having a few cans of beer at night, watching the football. Now the idea: you’re not giving up anything was to him ‘pure nonsense’.

As he said to me: “What you do mean I’m NOT giving up anything. I’m giving up my f\*\*\*\* beer!”

"Look, I said to Martin, most of us are **robots**.

We do the same things everyday, because we are convinced we enjoy them.

Or more accurately: ***We are convinced that if we are deprived of them, we'll feel terrible and won't be able to enjoy ourselves***’.

We are all absolutely convinced of this.

And -- as an ex-smoker, you KNOW this. Before you stopped smoking, I remember you telling me that THERE WASN'T A CHANCE IN THE WORLD that you could survive and be happy if you couldn't smoke.

You were absolutely convinced of that. Isn't that true?"

"Yes – you're right'.

'And today – 10 years later you now know you were COMPLETELY wrong. You can be just as happy – along with the other millions and millions of people worldwide without NEEDING to smoke.'

'It was an illusion. A horrible, terrible illusion that kept you trapped SIMPLY because you BELIEVED ABSOLUTELY that your pleasure and happiness was totally dependent on it- smoking.'

'And, Martin, remember the survey we did last year with the 1,000 smokers who took part in our survey.

Remember how amazing the consistency of all the replies were.

Virtually all of the ex-smokers agreed on one thing. They couldn't believe they could be so happy now without smoking. They all thought that without smoking, their lives would somehow be less, that without this 'pleasure' there would be a huge, gaping hole of emptiness and blackness in their lives.

They all thought that quitting smoking would be a pain, a suffering they'd have to put up with – for the sake of their health.

But they all discovered that the truth was different.

They discovered that after a while they didn't EVEN MISS it. That it was not a real need – only a 'habit', a way of life that they had fooled

themselves in to believing they needed, to be happy, to survive, to get by.

They all agreed: 'I couldn't believe I could be happy – or get by without smoking. Yet the simple truth is: I can! I can! I can! ( If you're reading this and still smoking –if we could only convince you to give this idea a chance in your life – your struggle as a smoker would be over Try it? Start our free 10 online course again at [www.quitsmokingonline.com](http://www.quitsmokingonline.com) )

But back to Martin – and his beery-belly!

So I ended by saying this to Martin: This is exactly the same as your cans of beer watching a football match!

You see, because you have been doing it for so long, you're convinced that if you stop for a few weeks – you won't be able to enjoy your evening of football.

Yes, for the first few days, you'll feel a temporary discomfort; a feeling that something is missing, something is not normal – but once you don't make a big deal out of this feeling, once you allow yourself to expect it and get comfortable with it – it will soon disappear and like smoking, you'll soon realize you are not missing or really giving up anything – but ONLY THE **belief** you **must** drink a few cans of beer to enjoy watching the game.

In fact, not only are you not giving up anything – but as you sit there, beer-less, the pounds will be melting off you; your belly will be shrinking; and your health will be soaring!

In fact, you're GAINING all these things and only losing one thing: **the BELIEF that your happiness or pleasure is dependent on a few cans of liquid!**

You are giving up nothing – but gaining everything!

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## The **Joy** of Moderation

Just a small note here: Again, I'm not saying that there is any thing wrong with enjoying a beer or a glass of wine every now and then when you want it.

The problem is when you believe that you **MUST** have it. When you **BELIEVE** your happiness or contentment is dependent upon it. When you can't take it or leave it.

So if you are on a weight-loss program, you should have no problem reducing or cutting it out while your program lasts.

And, anyway, like everything else, a beautiful substance soon loses all it's value, mystery and taste if it is used everyday.

To enjoy something, it must not be something you do out of habit. You must be fully conscious and **PRESENT** when you are enjoying it. You must be fully appreciative of it.

Imagine a connoisseur about to taste a ***hundred-year-old*** wine.

All his senses will be super-alert and heightened. The mere sight of the wine will send ripples of delight through his body. In fact, the mere thought that he will soon be tasting the wine will be enough to send him into a state of ecstasy.

Such a man is **FULLY** conscious of what he is doing. He is enjoying the wine for it's own sake – and not as a substitute to block or repress his feelings or cravings.

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**4. You must **select** and **write** down your target weight and all the benefits you will enjoy when you actualize that goal**

Here is great advice from Frank Sherrill, a former U.S. Army Ranger, martial arts expert and the creator of the Bully Xtreme Portable Home Gym

According to personal achievement experts, the most effective way to write an affirmation or goal statement is in the present tense (for example, "I am now my perfect weight of....." or "I have a 30 inch waist").

One reason for that is because your subconscious -- the part of your mind that generates autonomic bodily functions and automatic behaviours (habits) -- is very peculiar in the way it can take things literally.

If your affirmation is, "I **will** lose 20 pounds", your subconscious mind says, "WHEN???" It's possible that your subconscious will interpret that statement as, "Someday in the future I will lose 20 pounds."

If you keep saying an affirmation in future tense, the literal interpretation by the subconscious mind is to keep the goal in the future, delaying action and postponing achievement.

However, writing goals in present tense is not the only method that works. If the need to write a goal in the present tense were absolute, then no one who says, "I will" or "I want" would ever reach his or her goals.

Plenty of people have reached goals by simply saying "I want X" or "I will achieve Y." Some people don't write a goal with any tense, they just write: "My goal: 130 pounds, 16% body fat."

What's most important is that you begin by giving your mind a specific target to aim at or at least a direction to move towards.

You see, the subconscious is influenced in many ways -- not just words. What is equally, if not more important as the written affirmation, is the mental picture, the emotion and the belief underlying your affirmations.

Words, mental pictures, emotions and belief could collectively be called **INTENT** and it's your INTENT that counts because words mean different things to different people.



In some cultures, words do not even exist for certain things or concepts, and if words do not exist, then the experience or emotion of that word cannot take place.

INTENT also has to do with belief.

**A very wise teacher once said that INTENT is what you want AND what you believe, combined.**

You see, you might want something, and write it down as a goal or say it as an affirmation, but on a deeper level, you might not really believe you can get it.

So "wanting," to some people, is negative because they have wanted things and not received them and that's because they didn't believe they could have them.

If you intend to achieve something, this means you must want something and you must believe you will get it and you deserve it, so regardless of whether your affirmation or goal is phrased in present tense or not, your subconscious mind gets the message loud and clear.

Suppose this is your goal: "I will lose by 14 lbs by May 31st."

As you read that goal, if you are creating a mental picture of yourself winning and you attach a lot of emotion to the image, steadily holding the picture with belief and faith (you truly INTEND to make it happen), you will be motivated from within to take the actions necessary and it will become reality - even though you said, "I will" (future tense) instead of "I am" (present tense).

Words have great power, but writing and reading your goals in present tense is only one way to help impress the goal into your subconscious mind. There's more to the subconscious goal achievement mechanism than just words -- there is the mental picture, emotion, belief and many other factors that also influence the subconscious mind and help change your behavior, which helps you achieve your goals.

Here is a complete list of 10 of the most powerful secrets for setting goals and writing affirmations to program your subconscious "computer" for success.

1. Make your goal specific. Vague goals like "I want to lose weight" make little or no impression on the subconscious and give you no

definite sense of direction.

2. Make your goal positive. Set a target for what you want to achieve, not what you want to avoid. Whatever you focus on will be accepted by the subconscious as a target or an instruction and you will move towards that.

3. Make your goal personal. Start your affirmations with "I." The subconscious mind is influenced by external conditioning, but it is influenced even more by your own personal instructions and self talk.

4. Make your goal present tense. Write goals and affirmations with "I am," "I have," and so on. This reflects an already having received attitude, which is a powerful way to influence your subconscious.

5. Visualize your goal as already completed. Your mind "thinks" in pictures. Making mental pictures of yourself already having achieved your goal (or taking the action steps necessary to achieve your goal) is a powerful way to program your subconscious mind for success.

6. Emotionalise your goal. Don't just "see" what it would be like to possess your goal, "feel" what it would be like. Strong emotion deeply impresses the subconscious mind. Write, read, visualize and think about your goals with deep feeling and emotion (this one is powerful and most people miss it)

7. Back up your goal with faith and belief. It's not enough to "want." In fact "wanting" can be negative because it expresses lack (not having it yet). Intent is wanting and believing. You achieve what you intend. The opposite of faith and belief is doubt and doubt cancels out positive affirmations. Remember the biblical proverb about "vain repetition?" vain repetition is goal setting (or "prayer") without faith and belief -- it's powerless.

8. Impress your goal into your subconscious through spaced repetition. A sure-fire way to eventually penetrate your subconscious mind and create changes in your behaviour and results is to repeat visualization or properly-phrased affirmation or goal statements over and over and over again. It's not fast, glamorous or high tech, but this one always works (Repeat a lie often enough and even that becomes the truth in your world). Carry a goal card with you every day to expedite this process.

9. Read and or visualized your goals a relaxed state. The altered state

of consciousness during relaxation ("alpha brain wave state") allows the subconscious mind to be more easily penetrated. This scientific fact explains why first thing in the morning and just before bedtime are good times to review your goals: your body is physically relaxed and your mind is receptive and impressionable. This is also what makes hypnosis work.

10. Let go and detach from the outcome. Worry, like doubt, is goal setting in reverse. It's like setting a goal for non-achievement because worry is visualizing something going wrong or not working out. Relax, and understand that if you plant the seeds and take the daily actions necessary you will and you must reach your goal in time.

I recommend that you use ALL of these methods and write your goals in the present tense for maximum impact -- with one exception:

If you feel extremely uncomfortable reading your goal statement phrased in present tense and doing so triggers doubt, disbelief and negativity, you'd be better off NOT writing your goals in present tense. Instead, write your goal in a way that makes you FEEL good about it and focus on the other 9 methods of impressing your subconscious mind.

For example, suppose you have 39% body fat and you weigh 280 pounds and this is your goal statement: "I am so happy and grateful now that I weigh 172 lbs and my body fat is only 12%."

If your mind has a lot of old, negative programming, this kind of goal statement might make a negative voice pop up in your head that says, "Who the heck are you kidding? You're so far from 12% fat its not even funny." This voice is accompanied by a negative image of you being stuck forever at your current weight and that triggers negative emotions and makes you feel bad.

Do you see the problem here? A positive affirmation under these circumstances can actually be detrimental. If this happens to you, then simply write your goal as a statement you can believe such as, "My goal: 172 lbs and 12% body fat." Or you could simply write, "I will weigh" "I want to weigh" "I'm going to weigh" in order to set a direction.

Another method is to use PROGRESSIVE PRESENT TENSE. In other words, phrase your affirmation as if you are in the process of making progress towards your goal rather than already being there.

The most famous example of this affirmation, from Emile Coue's book, "Suggestion and Autosuggestion" is "Every day in every way I am getting better and better."

Although this is not specific, it embodies the principle of progressive present tense.

Here are some specific examples in the health and fitness context:

"I am becoming leaner and leaner every week."

"I am getting better and better at choosing natural, nutrient dense foods with every passing day."

"I am on target for successfully reaching my goal of.....by May 31st"

"I am losing at least two pounds of body fat every week until I reach my target body weight of .....pounds."

If you're uncomfortable with present tense, try progressive present tense and see how that makes you feel. If it makes you feel positive and optimistic, and does not trigger any negative or disbelieving emotions, you'll know it's the right affirmation you.

If you start an affirmation with, "I AM" and you want it badly (burning desire) and believe it to the point of experiencing it in your mind as if it has already happened, that is certainly the most powerful affirmation of all. The words "I AM" have great power. But remember, to invoke the power of "I AM", you have to want it, believe it, image it, feel it, intend it and let go as you work and take action to achieve it!

And let me finish by re-emphasizing that last point -- action. There's a lot of talk these days in the personal development world about attraction, manifesting, intention, visualization and positive thinking and these are all important and powerful success-attracting principles -- but they are all next to worthless by themselves.

***Positive thinking without action will achieve almost nothing. Positive thinking + positive action will achieve almost anything."***

Good, simple, effective advice.

Now for the last part of creating super motivation: How to learn to cope with and eventually **love** the empty cravings you get when you can't eat what you want.

This is the final component of creating super motivation.....

#### 4. How to **love** the feeling you get when you **can't** eat what you want?

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*"Instead of resisting any feeling, the best way to dispel it is to enter it fully, embrace it, and see through your resistance".*

Dr. Deepak Chopra

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Let's say you have started your new weight-loss regime, and you're doing fine.

It's a Tuesday night – and your friends are visiting you – and they start to eat a lovely pizza.

Naturally, you want to eat some of it too- but you have promised yourself you won't.

Your friends had offered not to eat the pizza because they knew you were on a diet – but you said, "No it was fine- they could have one. You didn't mind."

But looking at them, of course you would like to eat some.

But what will happen if you fail and **DO** eat it?

Afterwards, you'll actually feel bad, depleted, even – 'empty', as if you have let yourself down.

You'll also realize that you didn't really need to eat it – yes, it was nice but you realize you could easily have done without it.

---

## The Root Cause

What really happens in cases like this?

People will say: " *I just wanted it. I just didn't care – I just had a terrible urge to eat it and to hell with everybody and everything.*"

But....what would have happened if you had denied yourself that piece of pizza?

Yes, for a little while, you would have felt frustrated, angry, victimized (Why me? They can eat it – why can't I?).

You would sense a real empty craving, like a huge hole in your belly.

You would feel that you are depriving yourself of something important – but, of course the truth is you are not, and in a few minutes this craving or feeling will go.

if you didn't eat the pizza, you succeed because (1) you 'saw' through the illusion of the pizza and (2) because you did not fight, hate or resist this temporary empty feeling that you got when you couldn't eat it.

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## (1) Seeing through the illusion

Here's a simple experiment you can carry out when you are alone.

Break off a piece of the pizza and put it on a plate.

Now, bend down and really look at the pizza.

Zoom in on it.

Notice EVERYTHING about it.

The colors, the textures, the aroma, it's shapes. Now break that piece of pizza into an even smaller pieces and now crumble them up.

Now zoom in on these pieces even closer so you are literally face-to-face with them.

Now.... you'll soon start to realize this pizza is just pieces of non-descript flakes and crumbles- just coarse, empty flakes.

In fact, if you went further now, and looked at these flakes of the pizza through a telescope, all you'd see would be molecules and atoms, and still further down, you would see nothing but **empty** space!

**In truth, your pizza is just a dancing field of energy, made up of dancing electrons, and empty space!**

Suddenly the pizza starts to lose it's awesome power to ruin your evening –if you can't eat her.

You begin to think: 'Why do I let this empty field of mere energy **control** my evening with my friends?

Why do I think I'll feel **terrible** if I am deprived of this **empty energy**?

Try this experiment of seeing the pizza or the cake as it really is a few times so that you can get a 'full' picture of all the food you think you **have** to eat to be **happy**.

Take a moment to go beyond the '**surface**' of the food and see the pizza as it truly is.

Yes, it will take a while for this understanding to grow – but as it does, you'll no longer feel bad or deprived as your friends stuff their mouths!

Again, this does not mean you can't enjoy a pizza now and again.

Doing this exercise will simply help you to realize that if you don't eat the pizza or any other food – that, it is no big deal – and you won't feel bad about it. Heck, deep down, it's just a 'field of electrons dancing in empty space'.



## You really want to eat it, simply because you have got used to eating it.

It's as simple as that.

Now by seeing the pizza, or cake or fried chicken in this way, it will simply help to *loosen* it's *power* and *seduction* over you.

So let your friends enjoy their pizza.

You know that by seeing it as it is, beneath the surface – you're not really losing out on anything – well apart from those electrons! – so you're not being deprived of anything really important.

So you too can be incredibly happy.

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### An **Easy** Way to Change your Feelings

Here's the idea we've been talking about throughout the book: instead of hating the feeling you get when you can't eat the food you want – **be happy** when you get this feeling.

Do the unthinkable:

Allow yourself to have this temporary, empty feeling.

"What! ", I can hear you say, "Don't do anything - just allow the feeling to be.

No.

No.

No.

I couldn't do that.

It's bad.

Dangerous.

Not possible.

I don't want to have to **feel** and experience this feeling of absolute emptiness, of lack, and of loneliness when I can't eat the foods I want.

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### **Terrified to Feel**

This is a very important point, because it reveals another core belief that most of us are totally unaware that we possess.

## **We are all terrified to feel.**

Our first impulse is to always **remove** discomfort.

In fact, most of us will do anything -- ANYTHING -- to escape from having to face unpleasant feelings and sensations.

We refuse to face them directly in the mistaken **belief** that we can't bear the temporary emptiness .

Now...here is something that most of have never considered before. It is the very **foundation** of our quit smoking success philosophy.

If we could just learn to sit down and make friends with these feelings/cravings and sit with them **in the moment**, like a scientist without trying to change them, escape from them or resist them in any way - just to allow them to be without judgment - an incredible change would occur.

The feelings which you thought you did not like would lose their 'heaviness' and their 'pain' and you would feel and experience them as they really are - **Pure energy, pure harmony.**



A GREAT NEW DISCOVERY AWAITS YOU.

You would **FEEL** a tremendous difference.

I bet you find this, right now very difficult to accept.

That is fine.

It is a new concept for most of us and, yet this simple concept is the KEY to enjoy the process of losing weight.

This is why we feel awful when we go on a diet – and can't eat all the trashy foods that we like.

Do you know what is REALLY making it hard for?

You are TERRIFIED of the feelings you'll get when you can't eat what you want. You are afraid you won't be able to handle them – that they will make you miserable.

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## Your Feelings

You will even feel **lonely**, as if you have lost some 'old friends' (food can become so familiar that we come to regard it as old friend!).

Remember this:

Losing weight can be very difficult, but the pain and difficulty - does not come because you can't eat certain foods but from how you deal with the feelings you get when you can't eat them.

Please underline the following in your mind:

This feeling itself is not bad. It's only a temporary, RESTLESS, EMPTY feeling.

The difficult that people associate with losing weight comes from RESISTING - from DENYING or FIGHTING these feelings.

When you can't eat the 'cake, or the lovely pizza the 'feeling' you'll experience then is not bad in itself.

***The pain comes from worrying about and trying to resist or push this feeling away because you believe it is 'bad' or 'unbearable'.***

This is one of the most important concepts in this book.

Now this time, when you get this feeling you're going to do the unthinkable: you are going to **welcome** this feeling in your body, every-time it comes.

You are not going to RUNAWAY from it or try and take your mind off it by eating.

You are NOT going to cross your fingers and hope and pray that they will go away.

You are simply going to allow the feeling to be and stay with it as it presents itself **IN THE MOMENT** and simply observe it - like a scientist observing an experiment.

And it is this simple, non-judgmental observation - this simple 'non-doing' that will transform this heavy painful feeling of lack into its essence - pure energy.

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### **The Power of Simplicity**

Please do not believe this will be difficult for you to do just because it is new to you.

It is really quite easy. But don't let its simplicity fool you.

**It has never occurred to us to welcome it.  
To just let it be.....until it fades away of its  
own accord**

It seems the most natural thing in the world to do the exact opposite and mentally fight it.

We all do it. But this OLD WAY method does not work.

Please remember a very simple psychological law:

**WHAT YOU RESISTS  
PERSISTS.**

If you have a feeling you don't like: i.e. the feeling you get when you can't eat trashy foods.....stop resisting it.

Why not try a new way?

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## Three Simple Steps to **Transmutation**

The secret lies in taking a different approach to these feelings and desires and in following a simple way to transmute them.

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### 1. **Accept this craving you have to eat.**

Why judge it to be 'bad' or 'wrong'.

For example, if you feel a terrible desire to eat the pizza or whatever your favorite take-a-way, totally accept this feeling. **What's wrong with feelings like this for a few days?**

It is OK.

It is natural.

However, you do not have to **act** upon it.

The feeling/ the craving is like a **recalcitrant child**. It will **calm down as you observe it and embrace it without making it wrong....**

....With warmth and kindness.

ALLOW yourself to open up and embrace the craving.

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### 2. **Put the feeling or craving in context.**

Always keep at the back of your mind, that this real feeling to eat these old unhealthy foods is only temporary and it is not you.

It is only..... passing through.

Like a cloud in the sky.

As you just watch the craving .....**coming** and **going**, you will get the **direct experience** that you are not these feelings. They are something that 'enters' you and then 'exits'.

Don't get upset about them. Don't feel that they are making your life a misery and that you'll never be happy again. Yes, it feels uncomfortable now....but this is only a temporary phenomenon.

Keep it in context: It's no big deal.

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### **3. Just observe and feel the feeling.**

This is the hardest thing for most of us simply because we are not used to it.

Stay with the craving. ***Allow yourself to have it.***

Don't wish it was different or that it wasn't there.

Accept it.

Don't run away. Hold steady.

Be fully aware of what you are feeling.

Allow it all.....Don't get involved and don't judge this craving you have to eat this food .....and as you continue this positive, non-judgmental awareness..... just watch your feelings as they CHANGE .....

You will experience these feelings/cravings for the first time AS THEY REALLY ARE - pure simple energy.

## Nothing to hate or run away from. Just energy in CONTINUAL motion.

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### 4. Kindness and patience.

Be kind, patient and gentle with yourself as you practice this new technique.

Give yourself plenty of time, especially during the first few weeks.

As we mentioned earlier, you won't feel positive and confident about your success all the time. Some days, you will feel depressed, miserable and fed-up about your progress.

You'll feel a tremendous urge to give it all up – to go back to your unconscious ways of eating – and start again next week.

To feel like this sometimes is natural. Everybody does.

It's to be expected. And remember what we keep repeating: This is not a bad thing. It is part of the natural geography of change and achieving new goals.

The important thing is to accept that sometimes you will feel like this – but it is only a temporary natural by-product of change.

The body is **RELEASING** the energy of all your old habits – and as they come to the fore to be released, you feel a temporary desire to hold on to them because they 'feel' 'familiar' and 'comforting'.

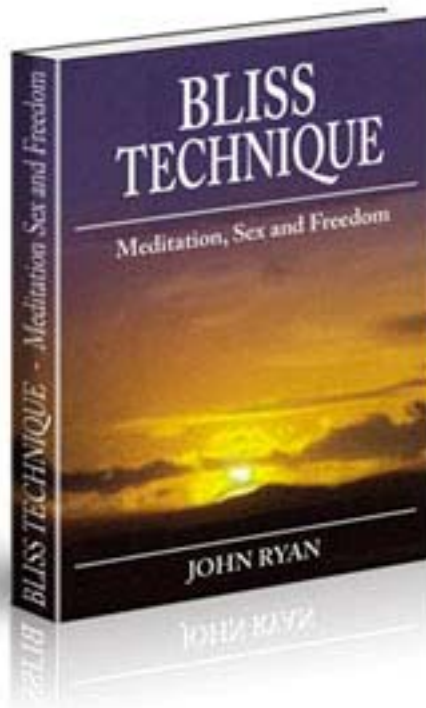
That's all that is happening. In fact, feeling like this is a **GOOD** sign. You should welcome it. It means change is **OCCURRING** and success is near.

So don't be so hard on yourself. Just keep practicing this simple technique when you get the craving to eat any of your old unhealthy foods or drinks.



You'll be amazed how simple and powerful this technique.

And when you can combine this technique with an absolute, TOTAL decision to lose weight, nothing can actually stop from being successful.



Instead of **'filling'** yourself with unnecessary junk food - take time out and **'fill'** yourself with the energy of **real joy** that lies now behind your restless, anxious mind.

Most of people who successfully lose weight and gave up smoking find the practice of the **Bliss Technique** extremely helpful.

Not only will it reduce stress, but, the daily practice of this simple technique can be extremely pleasurable, even **blissful**! Find out how.

**Go to:** [www.quitsmokingonline.com/bliss.htm](http://www.quitsmokingonline.com/bliss.htm)

## 5. The Power of Decision

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"Our doubts are traitors,  
And make us lose the good we oft might win,  
By fearing to attempt."

W. SHAKESPEARE

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### A Real Decision

Soon you will make the **decision** to stop all your old eating habits – and start on a new regime of healthy eating.

So now - you must the decision to stop but it must not be like '**any ordinary decision**'.

You have now prepared yourself properly by reading this book on how to prepare yourself psychologically - and also on studying the basic, **practical** laws of losing weight.

(We recommend this excellent book on losing weight by Beth Campbell, [Eating2Lose](#).)

Beth doesn't just talk or write about it – she's done it – and has ability to explain it all in simple language. You'll find more details at end of the book.

### The Decision

When you have prepared yourself properly, you must sit down and make the **DECISION** that you are going to commit yourself to this new way of life - **AND YOU MUST REALLY MEAN IT**.

This is one of the **key tenet** of the psychology of the inner game of losing weight

You must really know that, no matter what happens, you are going to stick to and enjoy your new eating habits.

You will never again respond to that feeling 'I want a pizza or a high-sugar chocolate bar' **by unconsciously giving in to it.**

You must make that **total commitment** to yourself.

And when you have made that decision, you must not waste ANYTIME **moping** about it or questioning it. You must not ALLOW yourself to torture yourself!

For example, you must be able to say to yourself:

" No matter- what happens – and no matter what I feel I'm going to commit myself to and really enjoy these healthy, life-giving, life-enhancing, sparkling healthy foods. I know now that I am not depriving myself of anything – only the false belief that I need these old unhealthy foods to be happy. That is absolute nonsense – and soon I WON'T MISS THEM AT ALL. I'll be FREE "

I am now going to commit myself TOTALLY to this objective.

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### **Negative Thoughts**

Your Decision must be so **total** that when your desire for these useless, unnecessary, high-sugar, trashy foods...begins tricking your brain INTO MAKING EXCUSES LIKE .....

"Well I'll just have one bun or one take-a-away, today, there's no harm in that. It won't affect my diet"

Or .....

"To-day is not the right day ( when you're trying to lose weight, there is never a right day) - I will definitely start tomorrow - or next Monday. Definitely".

# No

Your **decision** must be so **total** that you will not even spend a second - a **split second** of your time in giving ANY credence to these excuses.

You are now on your diet – and these foods play no part in it.

Please understand this DOES NOT MEAN that you should **worry** if you have these thoughts or doubts of wanting to eat these foods.

Of course you'll have these thoughts

Everybody who starts a healthy diet will experience these thoughts, doubts and false excuses running through their mind, especially for the first few weeks.

The important point is:

**YOU MUST NOT GIVE THEM ANY CREDENCE OR IMPORTANCE.**

**YOU MUST NOT WASTE TIME FIGHTING OR STRUGGLING WITH THEM.**

**JUST WATCH AND OBSERVE THEM AS THEY COME INTO YOUR MIND AND GO.....**

The only **power** they had in the past was the power YOU gave them - by FIGHTING them and WORRYING about them.

NOW you are not going to bother about them, and bit by bit they will just fade away and die.

Your **attitude** will be:

'So what if these ideas or excuses come into my mind? In the **first week** or **two** --of course they will. So I will **expect** them - and not make a big fuss of them. Soon they will be gone .....

This is a key point to realize if you want to enjoy the process of giving up unhealthy high-sugar foods.

As far as you are concerned, once you have made the DECISION to stop - **that is it.**

The key idea is this:

**It makes no difference what excuses or doubts flood your brain. You will not waste ANY time or energy even in considering them'.**

**Compare** this to the person who has only made a **weak commitment** to stop. **Compare her frame of mind.**

What she is **really** saying to herself is this:

"Well I'm not too sure how this is going to work out. But I want to lose weight so I'll give it a go. Hopefully, although I suppose it will be very difficult, I will survive - but let's see what happens".

But that person will soon begin to experience the **doubts** and..... the mind's **clever excuses** that everybody who tries to goes on a diet has to face.

You, too will experience these doubts - these excuses.

**Your brain will be on overtime.**

What is happening is simple.

You want the **comfort** and **security** of your old foods. You're starting on a new, unfamiliar way of life - and now you're simply feeling **uncomfortable** and terribly **lonely**. Don't worry –it will soon pass.

So one part of you wants to go back to it's old familiar foods so it conspires to get the help and co-operation of your past conditioning – to help it.

It will **flood** your brain with *wave after wave of doubts, negative thoughts and excuses.....*

"I'll do it tomorrow - next week - next month etc..." Now is not the right time. I'll start.....

These **questions, doubts** and **excuses** - no matter how many times they cross your mind ARE NOT IMPORTANT - **WHAT IS IMPORTANT IS HOW YOU RESPOND TO THEM.**

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**The Quality of your Decision**

This is where the importance of the '**quality**' and '**depth**' of your decision comes in.

If your decision to stop is weak, like the person above, you will find yourself **struggling, fighting** and **resisting** these excuses - these fears.

You will experience doubt, agony and restlessness.

You will begin *to listen to them and wonder if, maybe they are right.*

A struggle will then gradually develop between your desire to stop and these negative thoughts.

As this **internal battle** RAGES on, you will feel tired, frustrated and fed up with the whole thing - and in disgust you'll probably have that 'chocolate cream cake'

And what will this actually do: It will simply **confirm** your old belief that you'll never be successful losing weight.

But all this agony **IS NOT COMING** because you can't eat these unhealthy foods. It is coming from your mind. **You caused it by your half decision.** You had not made a **fully committed** decision.

What happened is that you **ALLOWED** yourself **to listen** to and get personally involved with these 'doubts and excuses'.

A **thought** pops into your head....

"Maybe I got it all wrong - I don't have to lose weight now  
- all I really need to do is just cut down a little."

If you have not made a **total commitment** to stop, you WILL START TO ALLOW YOURSELF TO REACT TO THESE EXCUSES.

What if.....?

Should I .....

No I can't .....

Well, should I consider it .....

And on it goes .....

And as we allow ourselves to consider these doubts, we experience struggle, tiredness, frustration.....etc

**The key idea is this;**

**If your decision is ill-defined, weak or fuzzy then you will be PRONE to react to all these doubts**

.

Compare this to the person who has made a **total commitment** to his diet.

He has told himself that **under no circumstances** will he go back to the old ways of eating.

It makes no difference what may happen or how he may feel on any particular day - even if the heavens should fall down – the old ways are gone.

Because that person has made such a **TOTAL, CONGRUENT AND COMMITTED** decision to lose weight, when these negatives excuses pop into his brain - he will not experience any struggle, restlessness or frustrated agony - simply because **HE WILL NOT RESPOND TO THEM.**

Sure he will recognize that they are there, but to him they are just passing visitors.....like clouds passing in the sky.....no point getting worked up about them.....soon they will be gone .....

He can hold this attitude because he has made the decision that he will never go back to these old, unhealthy foods again - **SO WHAT IS THE POINT IN EVEN THINKING ABOUT THESE EXCUSES..... PASSING THROUGH HIS MIND.**



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## A **True** Decision

Most of us do not realize what a **true decision** really is.

Most of us use the term so loosely that it has come to mean a **wish** or a **preference**.

'I'd like to lose weight ' - is **not** a decision. **It is a wish**. It means nothing.

Making a **true decision** means **COMMITTING** yourself to achieving a result and then cutting yourself off from any other possibility.

Making a **true decision** means..... that you will no longer even CONSIDER the possibility of not following your diet UNDER ANY CIRCUMSTANCES when you finally decide to stop.

And when you can reach that **level** of decision, you'll find committing to your new health-regime easier and easier every day.

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## Make the **decision** NOW

Now—to help you make that **totally, congruent** commitment to your new health-regime, go over now – once again - all the fantastic benefits you enjoy when you lose weight.

And then set a date and make your decision!

## Jump with Joy- All The **Benefits!!**



Again...here are all the GREAT benefits you'll start to enjoy as you start to lose weight.

Again, this stuff can be hard to read, as it also shows us the dangers we are prone to if we don't loose weight – but please read it as often as you can – it will really motivate you to stick to your decision

### **Live longer.**

Keeping your body mass index (BMI) at 24.9 or less could add up to eight years to your life, according to a study in the Journal of the American Medical Association.

Why?

The higher your BMI (30 or higher is considered obese), the greater your chances of developing diabetes, high cholesterol, high blood pressure, heart disease, gallbladder disease, or osteoarthritis. In fact, 80 percent of obese adults have one of these conditions, and 40 percent have two or more. These are the factors, experts believe, that eventually contribute to higher mortality rates in overweight and obese people.

### **Dodge diabetes.**

When participants in the national Diabetes Prevention Program, who were all at high risk for type 2 diabetes, lost just **5 percent to 7 percent** of their body weight, they reduced their risk of diabetes—a life-threatening disease that causes chronically high blood sugar and can lead to heart and kidney damage—by a **staggering 58 percent**.

### **Ward off heart disease.**

Obese people, even those who have no other risk factors (such as high blood pressure and high cholesterol), are at four times greater risk for hospitalization or death from heart disease in older age than people

who maintain a normal weight, researchers from Northwestern University found.

### **Lower your blood pressure.**

Drop 10 percent of the weight you've gained since you were 18 and chances are you'll decrease the top number of your blood pressure by 7 mm Hg and the bottom number of your blood pressure by 4 mm Hg, says RLHL expert Michael F. Roizen, M.D., coauthor of *You: The Owner's Manual*.

So, for example, if you've gained 20 pounds since high school, losing as little as two pounds will usually lower your blood pressure. You could also take up to five years off your body's age.

### **Boost your fertility.**

Being overweight (with a BMI between 25 and 29.9) can lower your chances of conceiving. Carrying extra pounds increases estrogen levels, which may prevent you from ovulating regularly or at all. Shedding just 5 percent to 10 percent of your weight can reduce that risk.

### **Increase your odds of beating breast cancer.**

Women who were overweight before being diagnosed with breast cancer were one-and-a-half-times more likely to die from the disease, researchers from the Brigham and Women's Hospital Nurses' Health Study found. And women who gained an average of 17 pounds after diagnosis had a more than 50 percent greater risk of recurrence or death. Experts suspect the reason obese women have less success battling breast cancer is that they tend to exercise less, have fattier diets, and have higher levels of estrogen—all of which can increase risk.

### **Have more sex.**

Half of the obese people in a Duke University study reported low libidos compared to just 2 percent of their healthy-weight counterparts. Obese women and men reported sexual problems such as avoiding sex up to 25 times more than those who fell within normal weight range.

### **Get more years out of your knees.**

With every 11 pounds they lost, overweight older women in one study halved their risk for developing painful knee osteoarthritis. The math is shocking: Being only 10 pounds overweight increases the force on your knees by 30 to 60 pounds with every step-ouch!

### **Get more sleep.**

Losing 10 pounds can result in a 30 percent reduction of sleep apnea-a sleep disorder common in overweight people that causes a person to stop breathing for short intervals without realizing.

And here's all the **benefits** expressed in a great personal way by an Internet reader.

***I want to tirelessly run around with my children (or grandchildren) - without gasping for breath.***

***I want to swing from the monkey bars - having the strength to lift my own body.***

***I want to be flexible and have full range of motion in my body.***

***I want the endurance and fitness to go for a long hike with friends.***

***I want to eat and enjoy food, without feeling restricted or becoming obsessed with a rigid food plan.***

***I want to carry my shopping bags up the stairs - without assistance and with little effort.***

***I want to remain healthy well into old age - with a strong immune system, a strong heart, and freedom from any other common health issues such as Type II Diabetes***

***I want to look good. (There are very few people who don't have some desire to look good. It is worth delving into this statement. What is looking good and when does it become vanity? What does size have to do with looking good?***

***I don't want to feel ashamed of my body (again - this is a state of mind rather than your appearance.***

***I want to sleep well and feel energized during the day***

Try to remind yourself of all these **benefits** during the days when your motivation and desire to succeed is weak and you feel an urge to go back to your old ways. Read them again and again – until they really sink in. You are really changing your life here.

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## The **Next** Step

You have now mastered the '**inner game**', or inner psychology of how to loose weight.

This is important as it provides you with the foundation and the right mental attitude you'll require to actually **enjoy** losing weight.

Unless you have these life-affirming attitudes and **apply** them, you'll find losing weight a shore, something you must force yourself to do.

And although you may be successful in the short-term, using that approach, eventually you'll find that willpower alone is not enough to guarantee you real, long-term success – and eventually, you'll find yourself gaining all the old weight back on again – and back where you started.

So get the 'inner game' right first. Get your foundation in place first.

That is our expertise.

And to tackle step two.... we recommend Beth Campbell new e-book, **Eating2Lose** as a great investment.

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## Step 2

Step 2 is an equally important step – **mastering** and **applying** all the **PRACTICAL** laws and secrets of losing weight.

To help you with this second step, we recommend the expert in the field, Beth Campbell and her excellent new e-book [Eating2Lose](#)

**Before 267 pounds**



**After 145 pounds**



Beth Campbell lose 122 pounds by putting all these ideas and principles into action

Beth's book is different because she writes from bitter and practical experience.

She has **achieved** what she writes about – and she knows what works – and what doesn't from **real** experience.

There is no nonsense in it –only a simple, effective plan that works – and which everyone can follow.

And we have tried it!

Both Mary and Susan here at [www.quitsmokingonline.com](http://www.quitsmokingonline.com) both tried and tested it out.

Mary lost nearly **14** pounds while Susan started it just five weeks ago and has already lost over **10** pounds.

Beth's book is the **ideal companion** to our own expertise in the Inner Game of weight loss, which we have detailed in this book.

To find out more about **Beth's** book....

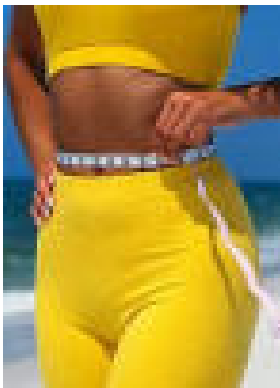
[Click here](#)

Good luck!

## Appendix 1

This is from our [free 10 day Quit smoking course](#). Please read it –if you are NEW to our quit smoking course and if you are considering giving up smoking – but are worried about weight-loss

### Q: Will I put on weight when I quit smoking?



This is a vitally important question because it is behind one of the most worrying **trends** in smoking:

The idea that if you stop smoking, you will automatically gain weight.

### The Old Willpower Method

This is important.

There are **two parts** to this problem and it is important that we understand BOTH of them.

First, we need to be honest.....

Yes, in the past, people DID tend to gain weight and certainly not lose weight when they gave up smoking.

But please remember this: This was BECAUSE most people tried to give up smoking using the **old Will-Power Method** alone.

They believed that..... when they gave up, they would feel terrible.

They were then told that the ONLY way to deal with these cravings was to **endure** them.....and hope that, with time and persistence, they would go away.

They were advised above all..... to use their Willpower and FORCE themselves not to smoke.



And.....finally, they were told.... to eat snacks or nibble this or that - ANYTHING, in fact to keep them busy and their minds OFF smoking.

Why eat?

Because the feeling or the 'hunger' for a cigarette is very similar to the feeling you get when you are hungry.

And so, in the past, people ate in the terrible **mistaken belief** that by eating, they could satisfy their craving for a cigarette and that it would help them keep their minds off smoking.

But of course it didn't work.....

....And the **MORE** the feeling came back..... the **MORE** they ate in the belief it could help them.

So, we have to accept there was some **validity** for people gaining weight in the past when they tried to quit.

But the **CAUSE** was not giving up smoking **but HOW** people went about the process of giving up smoking.

If you look closely at how they went about it, you'll see our old friend again : **Fear**.

**People ate TO NUMB their feelings.**

Remember, when you give up smoking, you too will get these selfsame feelings - 'I want a cigarette.'

And you will **experience** similar feelings when you realize that you cannot have one.

But unlike the old willpower method, you will not **eat extra** in order to ESCAPE or NUMB these feelings.

Why?

Because you will want to WELCOME and ACCEPT these feelings. You will WANT to transmute them.

## **These FEELINGS/CRAVINGS are the KEY to your success.**

Please underline this:

The Old Way was to hate and fear these cravings - these uncomfortable bodily sensations.

You were told you had a **big fight** on your hands - these feelings would be unpleasant and overpowering.

And because the feeling you get when you want a cigarette is similar to how you feel when you are hungry, of course, you believed that by eating, you could **satisfy these feelings or at least alleviate them.**

But all you did was to **temporarily block** off these feelings.

**By eating, you give yourself an excuse not to have to deal with and really feel these feelings.**

**You put off the evil day.....and started to put on the pounds.**

Never forget that when you give up smoking, you will CONTINUE to have these empty, restless, insecure cravings for the first two or three weeks.....

**Now, for the first time in your life, LET yourself have these feelings, these empty sensations in your body.**

Actually **feel** them, moment-by-moment in your body. **CALL THEIR BLUFF.**

Sure, you will get the **temptation** to eat extra - to **compensate** - to **'fill'** in the feelings you believe you are now lacking.

These desires are natural, normal.

They are not bad in themselves. And they are ONLY TEMPORARY.

Just feel them! Yes, it takes courage not to run away **and try to escape by eating extra.**

If you will just have patience and stay with these feelings you will discover your moment of truth - that **these feelings are no big deal and that you can easily handle them. You don't have to eat to escape from them.**

Please underline: The belief that you will gain weight automatically if you stop smoking is a **myth**. In actual fact, if you practice this psychology correctly - you should lose weight!

However, there is one other issue we must deal with in regard to weight gain before we proceed.

This is the second part of the problem we mentioned earlier.....

**Increased metabolism?**

## Diets

Giving up smoking does not automatically lead to weight gain and can lead to weight loss.

And even the latest studies seem to confirm this.

In a large study in the UK involving over a thousand women giving up smoking - no clear picture emerged.

Some women gained, others experienced no change whatsoever while other women actually LOST weight!

However, in regard to the women who gained - the average gain of between 5 to 10 pounds over a number of months was generally attributed to **metabolic alterations** i.e. the change in their metabolic rate.

Let's look at this carefully as a lot of people, especially women STILL use this as an excuse not to give up smoking.

## The effects of smoking

To help us, let's try to understand the **effects** of smoking on your weight.....

First of all, smoking DOES burn calories, up to 200 a day in a heavy smoker. Thus smoking can increase your energy expenditure or metabolism.

What does this mean?

It means that quitting smoking can cause slight gain (unless we take appropriate action!) because the body begins to work more efficiently and the body's metabolism slows and food is digested more efficiently. This can also cause insulin levels to increase, which enable the body to process more sugar for energy.

Is this bad news? No. it's not.

Consider this.....

An average candy bar contains 300 calories.

If you were to stick to your regular eating habits but eat just six fewer candy bars (or equivalent calories found in some other food item) per month, you could easily prevent yourself from **gaining even a single pound**.

It's that easy!

Let's show you how you can easily outsmart the pounds.....

But first, get it clear in your mind.

When you give up smoking and do not RUN AWAY FROM or NUMB your cravings by EATING, **YOU WILL NOT GAIN WEIGHT** when you stop smoking.

The only gain some of our readers should be aware of is a slight gain of up to 5 pounds due to the change in their metabolic rate.

However, you can **EASILY** even avoid that and lose weight by taking the **FOLLOWING SIMPLE ACTION**.

Here's how to....

### **Outsmarting the Pounds**

**To lose weight when you quit, follow these simple steps and improve your general health at the same time**

- To burn an estimated 200 calories used by smoking, for example, walk briskly for **45 minutes** or **swim laps for 30 minutes each day**.
- Eliminate 200 calories of food intake, and you've used up the extra calories from not smoking. What does that translate to?
  - 2 lite beers (220 calories).
  - 20 regular potato chips (220 calories).
  - 4 chocolate sandwich cookies (213 calories).
  - 2 tablespoon of butter (200 calories)
  - 2 oz. of cheddar cheese (220 calories).
  - 1 small order of McDonalds fries (210 calories).
  - 1 hot dog and roll (250 calories).
  - 2 frozen waffles (240 calories).
  - 1/2 cup macaroni and cheese (205 calories).

One **benefit** of quitting is that as your body realizes the benefits of not smoking, your **energy levels** will increase, and you will begin to feel better physically. **A moderate increase in physical activity can keep weight gain to a minimum.**

Here are more helpful hints

- NEVER try not to satisfy the oral fixation of smoking by snacking.

Wait to eat until the urge to smoke subsides, so that the smoking activity is not replaced psychologically by eating.

- Exercise daily.

A daily moderate workout not only distracts you from smoking, but

also helps reduce tension and stress. Endorphins released in the brain during exercise actually make you feel better. Exercise also increases metabolism, helping you burn more calories.

- Eat square meals based on sound nutrition, and keep track of what you are eating, how much and why.
- Weigh yourself weekly and keep track of your weight.

Don't wait until your clothing is tight to realize you've put on a few pounds.

#### FACT

The good news is that the **very fear** of gaining weight is also the **#1 deterrent** to avoiding weight gain.

The great news is that studies show that at least 25% of all former smokers **so fear weight-gain they actually LOSE weight once they've quit!**

## Summary

Remember:

If you do not RUN AWAY FROM or try to NUMB your cravings to smoke by EATING, **YOU WILL NOT GAIN WEIGHT** when you stop smoking.

And even if you are one of those who may experience a slight weight gain of up to 5 pounds, due to metabolic changes- that is nothing!

Follow our simple advice - and you will not even experience that!

But the important thing to remember here is this:

In the old way of giving up - the idea that you must use WILLPOWER alone to force yourself to stop and then you must keep yourself **BUSY** to help to take your mind off the desire to smoke - **people looked to substitutes like food to BLOCK or to ESCAPE from these feelings.**

By doing this, it ruined, of course any chance they had of not gaining weight.

## Diets

But our approach is the **exact opposite**.

We will want you to FACE and WELCOME ALL the cravings you get when you stop. We want you to TRANSFORM them.

You now know **that by allowing and opening to every feeling and desire WITHOUT judgment or resistance you can MAGICALLY transform how these feelings FEEL, moment-by-moment in your body.**

They can actually be experienced as enjoyable sensations - and **thus you will feel no compulsion to use food to escape from these cravings.**

So why continue EVERY DAY to....

**CONGEST** your lungs with cancerous tars.



To **CLUTTER** up and **POISON** your blood vessels.

And to SENTENCE yourself to a lifetime of.....

- Filth
- Bad breath
- Stained teeth
- Burnt clothes
- Filthy ashtrays
- And the foul smell of stale tobacco....

.....**all because of the mistaken BELIEF that if you stop smoking, you must gain weight.**

Go on....show the world by your own PERSONAL EXAMPLE that it is a LIE!

**Because it is!**

And as you show them, **ENJOY** fully all the immediate benefits you'll experience when you stop.....

- You'll feel stronger, younger, healthier
- Your complexion will be better.
- Your teeth and fingers will no longer be yellow.
- Your eyes will look healthier, more alive and vibrant.
- And your clothes and breath will no longer stink of stale smoke.

**You'll feel f-r-a-n-t-a-s-t-i-c !!**

