

HOW TO SUCCEED WITH WEIGHT LOSS

**Five Ways To Start Losing
Weight Today...**

...And Keep It Off For Good



**Ely Mind Coaching
& Hypnotherapy
Ely, Cambridge, Newmarket**

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How to Succeed with Weight Loss

Who is this e-book designed for?

This e-book is designed for anyone who wants to take control over their weight and their life.

It doesn't matter whether you've already tried every diet that's out there (and there are plenty!) or you have simply decided that now is the time to lose some weight sensibly and start looking better and feeling better.

It doesn't matter whether you are several stones overweight or just a few pounds or if you are just looking to regain control over your eating and drinking habits.

It doesn't even matter when you started gaining weight or how you do it or how you manage to keep it on.

All that matters is that you have decided that you want to lose weight, look good and feel good year after year.

Some of the things in this e-book may already be known to you and some may be new. Yet if you keep doing things the way you have been then you may as well go and read something else.

However, if you're ready to start giving it a go you can start to notice how easy it can be to take control over your weight (after all who said that weight loss had to be 'hard').

As with any guide or set of tips, take what is relevant for you, experiment and see what happens. Even if you only take one thing and apply it, I think you'll like the results you get.

Wishing you every success in your journey to health and happiness...

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What stops you losing weight?

There seem to be as many reasons why people *can't* lose weight as there are people who *want* to lose the weight.

The sort of examples I hear weekly are:

- I don't have time to eat healthily or exercise
- My job is too stressful that I need something to look forward to
- I don't know why I'm overweight as I hardly eat anything
- I just have a slow metabolism
- All my family are overweight so it must be in my genes
- It's hard with children as I snack with them
- It's hard work losing weight
- It would hurt my partner's feelings if I said 'no thanks'
- If I didn't eat snacks I wouldn't have enough energy
- I was taught by my parents to finish everything on my plate

Whilst all/some of these may currently be what you do it's time to accept that we are all fantastic at MAKING EXCUSES (although we like to call them 'reasons').

Even if all these things were currently true for you to some degree – how many of them could you HONESTLY not change if you had the motivation to be thinner?

So if you want to make changes then it's time to

DITCH THE EXCUSES!

If you want that thinner, healthier body and those good feelings of happiness then you need to ditch all those excuses from TODAY!

Otherwise you are simply choosing to keep doing things the way you have been – and that means staying overweight.

If you want to make that choice that's your call – your weight is your issue. However, you can save yourself some time by cutting your reading of this guide short right now so you can go and have another snack.

Winning Weight Loss Tip No. 1

Why Are You Here Anyway?

Understanding WHY you want to join the thin party

You're reading this guide because you, like millions of other people, want to take control over your health and weight and starting feeling healthier and happier.

The question then becomes

WHY?

Why are you here? Or more to the point – why do you want to lose those excess pounds and what makes you want to do it NOW?

Most people who come to me for successful weight loss sessions have already tried diet after diet and 9 times out of 10 have ended up putting on even more than they ever lost while following those diets.

You could just give up, call it a day and decide that cakes and chocolate taste quite nice thanks so if you're going to be fat at least do it in style.

Or maybe, just maybe, you have a burning desire to feel good and look good, to wear those clothes, confidently go swimming, walk down a beach care free or even walk up some stairs with puff left at the end.

And I don't mean a burning desire as in that all sounds nice I'd quite like to be thinner please.

I mean a burning desire in that you've accepted and decided that NOW is the time to lose weight and you're willing to make WHATEVER changes may be needed because it means that much to you.

The sort of desire so that if weight loss came by post, you'd run up the street and rip the postman's arm off before clawing through

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reinforced cardboard with your nails and teeth to get your hands on it.

The truth is you don't have to go that far (good news for postmen!) – all you've got to do is:

- 1) Find that reason **WHY** you want to lose weight – a reason so personal and so strong that you are going to keep going and stay motivated on your health crusade no matter what other people or life throws in your face.

Depending on where you are in your life right now that reason might be something like:

- I want to be able to play with my kids without needing to sit down and get my breath back
- I want to be a good role model for my family
- I want to live to enjoy life with my partner/kids/friends
- I've got all my old smaller clothes and I want to be able to wear them
- I want to go out socially (without feeling self-conscious or embarrassed)
- I want to put on my swimming costume and swim again
- I want to be able to confidently sun bathe in a bikini
- Or any other reason that feels good even as you believe how you are in control of making it come true.

- 2) Know **HOW YOU WANT THINGS** to be different

- 3) Take **ACTION** towards making it happen – **CONSISTENTLY**

To really turbo charge your motivation to make weight loss happen in the right way do this quick exercise:

- a) Close your eyes and imagine that it's five years in the future and you carried on doing things the way you have been with eating and dieting and exercise and habits. Imagine travelling out in your mind to that point and then notice exactly what your life is like – your health, the things you can do, the things you can't do, the clothes you can wear, how you look, how you move and get a sense of exactly how it feels to be here.

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- b) Bring those thoughts and images back to now.
- c) Now, imagine travelling once again to five years in the future only this time you started making changes from today – you completed that food diary, set that goal, ditched the excuses etc. and started losing weight in a healthy, sustainable way.

Again notice everything about yourself - your health, the things you can do, the clothes you can wear, how you look, how you move and get a sense of exactly how it feels to be here

- d) Bring those thoughts and images back to now.
- e) Take a few minutes to compare these two futures in your mind until it becomes such a simple decision which future you are going to create. Then decide to take responsibility for your health, your weight and what goes in your mouth and start making that future a reality.

Anytime you find your motivation flagging, simply repeat this exercise and lock the picture of how you want your future to be to firmly in your mind.

Winning Weight Loss Tip No. 2

Make Eating Conscious

Understand what you eat and when you eat it

As humans we are creatures of habit – most of the time we will do things in the same way every day - from the moment we wake up and our morning routine all the way through the route we take to work and beyond.

While this makes for a much easier life most of the time, when we consistently do things the same way we often stop really paying much attention.

It's a bit like when you first learnt to tie a shoelace – at first you had to think about it and pay attention, yet having done it so many times you can now do it without even thinking about it or paying much attention. And you may have had one of those moments where you wonder whether you actually locked the front door or you travel on your usual route and wonder how you got there!

And it's the same with food – we eat so many times a day that we often don't even notice what we are eating.

Whether it's the extra biscuit with a coffee, the cake your friend gave you a piece of or that piece of chocolate you saw while you were in the kitchen doing something else – it all counts.

And you only have to watch people eating popcorn at the cinema, eating while watching TV or talking on the phone to recognise that they aren't paying any attention to how much they are eating or when they have had enough. They are on auto pilot.

There is often a great divide between how much we THINK we are eating and drinking and how much we ACTUALLY PUT IN OUR MOUTHS.

And if you don't close that divide you aren't going to be as successful as you could be with losing weight.

So the first thing you have to do is understand:

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- **WHAT** you are eating and drinking
- **WHEN** you are eating and drinking it; and
- **HOW MUCH** of it you choosing to put in your mouth

By far the simplest way to do this is to keep a food diary and note down what you are eating and drinking and when you do it.

By making weight loss conscious, it will enable you to start doing things in a new way so you eat the right amount and feel good as the weight drops off effortlessly.

If you are committed about shedding those pounds then you really need to do this and you need to:

- Be **HONEST** – no-one is going to point a gun at your head to make you fill it in. But if you leave things out to make it look better then you're going to keep wondering why you can't seem to shift the weight.
- Do it **AT THE TIME** or as close as possible to eating. Not only will this make you pay attention to what you are actually doing there and then, it's much more difficult to try and remember back to record what you were doing (if you don't believe me try and work backwards from now over the last 5 days of everything you ate and drank –I pretty much guarantee that you'll have missed something).
- Do it for at least **ONE WEEK** and preferably longer until you really understand what you are doing with eating and drinking – and consequently with your body and your health
- For super successful results – note down how you were **FEELING** just before – huge amounts of food are consumed in this country by people trying to put a plaster over feelings of stress, boredom, loneliness etc.

To make life even easier, here's a food diary template you can use – so NO EXCUSES it's time to get started!

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MY FOOD & DRINK DIARY

DAY 1 DATE: _____

	Breakfast	Mid-morning	Lunch	Mid- afternoon	Dinner	Evening
DAY 1						
Time						
Feelings & Thoughts						
DAY 2						
Time						
Feelings & Thoughts						

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	Breakfast	Mid-morning	Lunch	Mid- afternoon	Dinner	Evening
DAY 3						
Time						
Feelings & Thoughts						
DAY 4						
Time						
Feelings & Thoughts						

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	Breakfast	Mid-morning	Lunch	Mid- afternoon	Dinner	Evening
DAY 5						
Time						
Feelings & Thoughts						
DAY 6						
Time						
Feelings & Thoughts						

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	Breakfast	Mid-morning	Lunch	Mid- afternoon	Dinner	Evening
DAY 7						
Time						
Feelings & Thoughts						

You can get further copies of this food diary by going to the **FREE RESOURCES** section of www.elymindcoaching.co.uk

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After seven days, stop and review your diary:

What patterns do I notice?

Check for patterns such as:

- Is there a link between how I feel and when/what I eat?
- What am I eating/drinking more of than I thought?
- What am I eating/drinking less of than I realised?
- What times of day am I eating when I'm not really hungry?
- What would I want to change about my eating & drinking?

NOTES:

Winning Weight Loss Tip No. 3

Know Where You Are Going

If you don't know where you're going how will you know when you get there?!

If you don't know where you want to be then you'll never get there!

So consider, where do you want to be? Where specifically?

The more specific you are, the more you can focus on that goal and the more successful you will ultimately be.

If you simply told yourself that you wanted to lose weight then that could be anything from one pound onwards. Now, if you are taking the time to read this, I doubt that you are only seeking to lose one pound.

And many people focus on 'losing weight' or not being 'so fat' – you always get more of what you focus on so make sure you aren't focussing on weight and fat!

So be clear in your mind how you will know when you have succeeded with your goal whether it's:

- ✓ 'to be a size 14'
- ✓ 'to weight X amount'
- ✓ 'to look good in my old jeans'
- ✓ Or something else specific that really focusses your mind on that target.

You also want to make sure that it's **REALISTIC** for you and that you put a realistic **TIME FRAME** on it (along the lines of 1-2 lbs weight loss a week is realistic if you want to lose it and keep it off).

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How to achieve your goal:

- Identify your weight loss goal – make sure it is SMART (Specific, Measurable, Achievable, Realistic & Timed). Make sure you focus on what you want. State it as if you already have it in the present tense. It may help to write it down.
- Close your eyes and see yourself achieving that goal like you are watching it on a movie or TV screen.

Notice as much detail as you can about this thinner, successful you – the look on your face, the clothes you are wearing, your confident posture etc. Watch and listen to that you succeeding with your goal.

- When the movie is exactly how you want things to be, step into the you in the movie so you are looking through your own eyes having achieved this goal.

See what you see, hear what you hear and notice how good it feels to be successful – then imagine a dial in the corner of your mind and keep intensifying that good feeling. Make the images bigger and brighter and the sounds louder and crisper. What will you say to yourself having achieved this outcome?

- When you are ready, step back out of the movie so you have a picture/image of yourself achieving your goal. Imagine floating into your future, taking the picture with you and put it in your future at exactly the date and time you will achieve it, knowing that it's just waiting for you to reach it, go through it and make it real.
- With that goal locked in place in your future, imagine a whole series of pictures of all the things and steps that will happen between now and that time. Imagine yourself in each one eating the right amount for you, looking thinner, having more energy, doing more things etc.

Each picture should gradually get bigger and brighter and more successful as you get nearer your end goal. Enjoy the fact that you are setting a road map in your mind.

Winning Weight Loss Tip No. 4

Move More

A little less of the fat; a lot more action!

EXERCISE!

For some people just the word itself can bring them out in a sweat!

And others remember days at school when they were made to run around the playing fields in all weathers or their old P.E. teacher who shouted a lot.

Or maybe you haven't started doing anything (despite your good intentions) because you're worried it'll be hard work or you won't enjoy it or you'll look a bit silly.

Whatever the reason you aren't exercising or aren't doing it as often as you keep intending to, the good news is that all you need to do to lose weight is

Move more than you currently do.

How easy is that!

Unless you want to turbo charge your results and enjoy the good feeling that comes from exercising, all you actually need to do to lose weight is move more. It could be parking further away from work/the shops, taking the stairs instead of the lift, getting up and going over to someone rather than e-mailing or anything else that makes you move.

And to get the real benefit, do it so that your breathing increases and/or your heart rate goes up a bit.

So all that's between you and your perfect healthy body could be a 10-15 walk each day. And even you could find just 15 minutes a day for your health couldn't you?

Or maybe you've always wanted to take something up like zumba, jogging or dancing. Why not just got for it now? If a little nervous

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then find an interested friend and push each other into taking that first step.

As mentioned above, if you want to succeed to you have to take action so DO IT NOW! If you wait you'll probably just find another reason to sit on your backside some more!

As always, if you plan to start exercising more then it's a good idea to check with your doctor first.

If you need a bit more motivation to start moving a bit more then do this:

GET MOTIVATED!

- Remember a time when you felt really, really motivated. It could be in relation to a hobby or interest, a cause you feel strongly about or some other time when you felt an unstoppable determination to move forward in a positive way with something.
- If you can't think of a time, imagine how motivated you would be to go and collect the cheque if you'd just won the lottery (and visualise the scene when carrying out the following steps).
- Fully return to that time now, float into your body as though you were right there now, seeing what you saw, hearing what you heard and feel that feeling of motivation as it spreads through your body.
- Keep playing through the time in your mind, make the colours brighter and richer, the sounds crisper and the feelings stronger and more intense. Imagine a dial in your mind that goes up to 100% and keep turning that dial up as the feelings of motivation grow and strengthen through every part of you.
- Notice the confident, motivated things you say to yourself about how you can take action and how nothing is going to stop you achieving your goal. Notice where in your body you feel that motivated feeling the strongest and give it a colour, then take the colour up to the top of your head and down to the tip of your toes. Make your colour of motivation brighter and brighter again.

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- When you feel completely motivated and that dial is at 100% (or higher!), bring to mind the thing you want to feel motivated about.
- Imagine taking this motivation into that exercise situation as though you were right there now, seeing what you'll see, hearing what you'll hear and feeling how good it feels to be so much more motivated in that situation. Even hear your internal voice say in a confident voice, 'let's do it' and how that propels you forward to succeed.
- As you imagine everything going perfectly, notice how motivated you now feel about that situation and how it becomes so much more obvious what your first step towards achieving it should be.
- If the feeling of increasing motivation isn't yet as strong as you'd like it then repeat the above steps, allowing yourself to use your own internal motivation from one experience and apply it to this one.

Ramp up the motivation! To get even better results, add a soundtrack that makes you feel even more motivated and energised e.g. the Rocky theme.

Winning Weight Loss Tip No. 5

Doing it differently!

If you keep doing things in the same way, you'll get the same results. When you start doing things differently...

If you want to get different results than those you've had up until now then you need to start making some changes.

Now these don't have to be life changing things that turn your world upside down, just by simply doing things in a slightly different way you will notice how easy it is to change and get the results you want.

For example, many people plonk themselves down in front of the TV at night, start getting a bit bored and then wander into the kitchen to find something whether they are hungry or not.

So anytime you start to feel that temptation to eat because it's there, do something different! Go into a different room, make a phone call, check your e-mails, do that thing you've been putting off or better still, go for a walk.

You can also make sure that you keep tempting foods out of sight in the cupboard so you don't happen to catch a glance of them and automatically reach out.

Many of my clients learn to pause for a few seconds before then deciding to eat something – they ask themselves if they are really hungry, picture how they want to look and decide how what they are doing now takes them away from or towards that future (of course you can still decide to have it – just know you are taking 100% responsibility of the choice and the impact on your future goals).

To win with weight loss try the following and see what impact they have. You can tweak them to work for you in any way that gives you conscious control over your eating decisions:

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- Keep 'treat' foods out of sight – when you can't see them you are less likely to be tempted.
- In any situation where you may be tempted to graze on snacks, use the other hand to the one you normally would. Just making this change means you will consume less.
- Consider using a smaller plate to find out how large a role your eyes make in your eating decisions (you may be surprised as to how the same portion looks so much smaller on a larger plate and may encourage you to think you haven't had enough).
- Do something different when in the past you would have been bored or snacked (when not hungry). Instead of going to the kitchen, keep busy and do something different, whether it's a hobby, housework or going for a short walk.
- Drink more water – it's impossible to tell the difference between hunger and thirst so have a glass of water and wait for a few minutes to check whether you really are hungry.
- Find time to relax – if you use food as a sticking plaster to try and make you feel a bit better then make sure you find 15-20 minutes a day to relax and unwind.
- If you aren't hungry and find yourself tempted, pause and imagine sticking the food to your stomach/bum/hips etc. Because there's a good chance that's where it's going to end up after a few seconds of taste in your mouth.
- Many people like to take a photo before they start (or keep one that's 'inspired' them to lose weight) and then take another one a few months later so you can see real progress (sometimes it can be a bit like growing taller as a child – you don't notice the subtle changes at the time but someone who hasn't seen you for ages notices how much taller you've become)

If you find something that works for you then keep doing it! And e-mail any other tips to me at dan@elymindcoaching.co.uk so you can help others too.

Winning Weight Loss BONUS Tip!

Your Strongest Supporter

Turn your harshest critic into your greatest ally...

Sometimes when I ask people what they say to themselves I get funny looks as though they think I'm suggesting they hear voices!

The fact is we talk to ourselves all day long, whether we notice what we are saying or not.

And if that voice in your head has been your harshest critic telling you things like 'you'll always be fat', 'it'll never work' or 'how did you let yourself get so fat you stupid XXXXXX' then it's no surprise if you feel a bit rubbish and expect to fail before you've ever really started.

Your internal voice may be crucial out of habit or because it doesn't want you to fail and feel bad. Either way, wouldn't it feel a bit nicer to say positive things to yourself to help you feel motivated and succeed?

So from today every time you catch yourself saying something negative about your weight and eating, pause for a moment, notice the tone of that voice and where you hear it in your head.

Then imagine letting the voice drift outside of you for a moment and turn the volume down. Now that you can hear yourself think again, decide what you want to say to yourself and the tone you'd say it if you felt motivated, energised, confident and successful. Let the new voice back into your head and start feeling good.

Do this every time you need to until it becomes natural to have positive, empowering thoughts that spur you on to create the life you truly want to live.

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And finally...

Ask yourself: when did I decide that losing weight had to be hard work and miserable?

If that has been your experience to date then chances are you were just using a method that wasn't right for you.

So decide today to experiment, have fun, lose weight and surprise yourself with how easy it can be!

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About the Author



Daniel Regan is a full time hypnotherapist in Ely, Cambridge & Newmarket.

As a therapist he aims to help every client meet their potential and achieve their goals. Each session is designed to meet the needs of the individual.

Daniel believes that every client can succeed 100% in making the changes they desire.

For more information visit
www.elymindcoaching.co.uk

What Dan's Clients Say:

"I used to binge eat lots and had no control over what I ate. After the session that changed - I was actually able to open a bag of sweets and just eat one or two, and put the bag back into the cupboard, without eating the whole pack and hating myself" Sarah, Ely

"I came to see you for help with my issues with food but you helped me with so much more than that. I have more energy to exercise and eat when I am hungry rather than as a coping mechanism" Nicola, Ely

"Thanks to you this was the first Christmas since I was a teenager that I had no anxiety whatsoever over what to eat and what not to eat. Emotional eating has stopped and I have just been eating according to my appetite. The freedom is amazing. I feel much healthier and happier" FP, Newmarket

You can read more about what Dan's clients have said here:
<http://elymindcoaching.co.uk/testimonials>

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