

Stay Fit!

Key Tactics For Fitness, Nutrition And Vitality



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Stay Fit! - Coaching

Check this link:

<http://vitalcoaching.com/coaching.htm>

Stay Fit! - Online

Check this link:

<http://vitalcoaching.com/stayfit.htm>

What happened?

Imagine this situation:

You are in your 40's

You used to train, exercise and even compete in sports when you were a teenager.

Down the line, your career needs forced you to give up any form of exercise.

Add to this family life, comfort and big meals and you are now 20 or 30 pounds too heavy.

You know you don't like it!

You know it is bad for your health!

You know as well that if there was a simple and easy way to get back in shape you would take it, right?

In your mind, losing weight means sacrifice, cravings, suppression, lots of effort, time, energy and money.

This is why you resist even getting started with it.

What I want to give you is a winning mind set.

I want to help you change these beliefs because they are simply wrong and disempowering for you on the long term.

In a way it's not your fault

Walk into a supermarket and simply check the products.

80% of what is sold is bad for you!

This is not a joke!

80% of what you find in supermarkets is simply junk!

Sugar filled lines of cookies!

Addictive chips and other junk snacks!

Lines and lines of bottled calories filled soft drinks!

Ready made frozen meals!

Tined! Heavily processed! Fat! Frozen!

This is only a small sample.

What is left? What is good?

Greens and vegetables

Fresh and dried fruit

Grains

Etc.

Now, very little effort is put into marketing these delicious red lentils!

While the big billboards give you endless discounts on the pure addictive salt filled potato chips!

And there is not just one type of them!

Dozens of brands with the most exciting names!

It is all a set up!

That's the power of blind marketing.

The companies who make these products don't care about your health.

They don't care about what these chips do to you.

All they want is to sell them to you and make money!

This is why you might be a victim of all this hype!

This is why after 20 years of simply grabbing what is there, you end up with 30 unwanted pounds.

The environment you live in simply strongly stimulates unhealthy overeating.

Until you wake up!

It might be an alarming trip to the doctor who tells you about your cholesterol levels.

It might be a sudden frightening chest pain.

Or it might be this simple realization that walking up 10 steps should definitely not put you out of breath.

Waking up is good!

From being in the victim role, you actually decide to take action.

"I am sick of it!"

The next challenge

Once you decide to shift habits and loose some weight, you are faced with the same challenge.

Everyone knows it: 80% of weight loss processed products and diets don't work.

Yes! They work for while!

Yes! You might see some temporary results.

Unfortunately, for 80% of those who try them, the results do not last!

It is dramatic because here you are, taking the right decisions, asking for some help and guidance with this and bam! You are smashed with the same type of marketing hype about weight loss products.

I'll be very direct!

The manufacturers of these products have no interest in you winning the weight loss battle.

On the long term, the only reason they get rich is because people tend to get heavier every day!

The makers of these weight loss products are in business!

Sure, they might have some good underlying intention originally but somewhere down the line, this simple desire to have a positive impact is overtaken by the greedy need for money.

I know this is not a nice picture, but if you want to succeed, you need to wake up!

If “get slim” products don’t work, what does?

Well, you can imagine that I didn’t bring you all the way here to tell you that there is no solution.

There is a solution!

The solution is to establish healthy life style habits that you can easily maintain on the long term.

The reason why “Get slim” diets don’t work is because they are like a marathon.

They force you to suppress cravings and they can’t be maintained on the long term.

It’s clear that you don’t want to live on pink powder, right?

There are two direct and simple aspects to get back in shape:

- **The first one is to move your body more, train and exercise.**
- **The second one is to change what you eat and the way you eat.**

It is simple!

Now we are going to add some essential ingredients to this recipe.

Move your body

When you exercise, it has to be fun and varied.

If you train always with the same routine, your mind tends to get bored.

You might do it for a while and then step out of your routine without knowing why.

So, variation is a key!

The second key is to focus on fun!

If you base your training purely on discipline without considering the enjoyment factor you simply suppress a whole side of your natural needs.

You have to work with your nature not against it.

Any approach which is based on suppressing your needs only works short term.

You can discipline yourself immensely for a period of a month, two or even three.

If you are really good at it, you are going to maintain a steel discipline on your training even for a few years.

However, it will be tough and lots of effort!

If this is your line of training, I respect that.

Now, if you already tried the strong discipline approach and it does not work for you, I want to give you an alternative.

Your mind has a high resilience quality.

This means that you tend to adapt to new conditions.

When you start training, the goal is not to head for two gym hours a day for a month until you collapse.

No way!

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If you do, your full motivation gets instantly burned out and you are back to the starting point.

You want a gradual approach!

Even if you start with 5 minutes of stretches some evenings, it is great!

What matters is that you can maintain it on the long term without major effort.

The goal is not to win a short term challenge.

If you have not been training for a long time, think of a 3 to 6 months target.

Let's say that you feel that your body is only at 50% of what it could be.

You give yourself 3 to 6 months to get back to a level of 90%.

According to what you feel, you choose the target that is right for you.

If you are already in good shape, you can head for instance for finer waste line within a month.

If you need to loose lots of weight, you can decide for instance to reach your target within 5 months.

The way you set up your target is really up to you.

If you have no idea, I could help you with this of course.

What matters the most is that you set up a training approach that you can easily maintain on the long term.

This last sentence is the key!

You don't want a fast sprint to a top level to realize that you fall back instantly to old negative habits within the following period.

Many people step out of their training routine because they don't enjoy it or get frustrated in one way or another.

Conquering your health is a battle.

It is a battle to gain back control over how your body looks and feels.

For any battle you need an effective strategy.

You want a plan or approach which does make sense and leads you to victory in 90% - 100% of the cases.

Discipline is based on will power.

Yes! You do need some form of discipline.

However, what you need even more is to be able to enjoy your training or exercise every time you do it.

We'll go deeper into more training approaches later.

How to easily shift a negative eating pattern

If you have been struggling with making healthy shifts to your diet, here is a battle plan to help you.

Here is what you need to succeed with making diet shifts:

- **Motivation!**

You need a good reason to shift that pattern! This is motivation! It is energy which keeps you focused on it until you succeed

- **Better alternative!**

It's not enough to simply say "No!". You need a better alternative! Examples? White bread to whole grain cereals. White sugar in sweets to fruit sugar in dried raisins. Remember that just suppressing a need usually does not work. You want a better choice.

- **Battle plan: One week focus! – One change at a time!**

Shift one aspect of your diet at a time over a period of a week! If you try to shift many aspects of your diet at the same time, you usually lose focus and miss your target. 1 week gives you enough space to experiment with new recipes and ideas.

Remember that your environment, family or friends need to readapt to your new choices. It's not just you, you are educating, it is them as well.

After one week, maintain the new habit and if you need to, add a second change to your diet.

It will easily take you one to three months to really integrate a new eating pattern, so stay focused.

There is only one reason you will stick to a new pattern: if it is easy and fun to maintain on the long term without major effort.

Will power alone is not enough

I already mentioned that a few times but I will say it again because it is THE core key to long term results.

Applying the right strategy means that the changes you make will be:

- 90% effortless + FUN
- 10% will power and discipline.

Most people who start on a new training routine or nutrition habit want to do too much too soon.

In fact in their scale, the proportions I mention above will be reversed. It will usually look like 90% will power and 10% fun.

They burn out their will power and determination within a few months because the changes they try to make require too much will power.

Take easier steps and have fun with them.

This is what gives you the power to maintain a new habit on the long term.

Too much effort?

If the steps you are taking involve far too much effort, try shifting your approach:

- Shift first the aspects of your diet which are easy.
- Have shorter training sessions.
- Lower your expectations.
- Less repetitions.
- Use smaller weights.
- Be less fanatical with your training routine or new nutrition habits.
- One day a week, let go of your discipline.
- Train every second day rather than every day.
- Etc.

Make it easier on you.

The real goal is to keep on training + making positive nutrition changes long term!

If your discipline is too rigid or too hard to maintain you highly risk giving up all together.

Make it easier on yourself!

ENJOY! I mean it!

No excuse!

I am always stunned to hear people finding endless excuses not to get fit:

- I don't have the time.
- I don't like the taste of fruit.
- I can't afford it.
- I hate the gym.
- It's my kids who buy junk food.
- I can't help myself.
- I was injured 2 years ago.
- I feel so tired.
- Etc!

If you want excuses, it is very easy to find dozens of them.

But guess what?

Excuses are just that: reasons you find not to do what you know you must do.

It's a way of not taking responsibility and saying: "You see... I have a good reason not to be healthy!"

Well... here is the scoop!

You have no reason and no excuse!

Whatever excuse you come up with right now, I am here to tell you that being unhealthy is NOT acceptable + it is 100% YOUR responsibility.

That's YOUR body!

No one but you can do something about it!

No excuse! You are in charge!

Interval training

If you want to burn more calories in your exercise session, interval training is the way to go.

What's interval training? You shift rhythms.

For instance, instead of jogging for 30 min at a given pace, you sprint for 15 sec and then jog very relaxed for 45 sec.

You repeat this 10 times.

If you are biking, do the same, alternate sprints with recovery periods.

This will build up strength and burn on average twice as many calories as if you were just training on one steady pace.

N'joy!

Get a bike!

Another very simple tool to add to your get fit environment!

Get a bike! Use it! Go for rides!

You don't even have to push yourself or shift to training mode when using it.

Simply riding around to go to the local shop (rather than taking the car) will already burn calories.

It is simple life style choices like this one that make a huge difference long term + It's really fun!

Outdoor!

When you want to train, ideally alternate indoor and outdoor sessions.

The energy kick you get when jogging through a forest is very different than what you experience in the gym.

I encourage you to try everything and alternate these two training environments!

To your power!

Gym!

The gym is a powerful environment to stay in good shape or lose weight.

The gym is your friend.

Use EVERYTHING a gym gives you.

Don't disqualify any exercise or class!

Try everything!

Diversify! Experiment! Have fun!

Yes! You win!

Honestly, the strategies I describe here are within your range.

I believe that every single person on this planet, is able to implement this type of changes.

This is NOT rocket science.

Weight loss IS simple but you need focus and consistency!

Start taking small steps today!

You will win this!

1 new strategy/week

You don't have to radically change your diet in a day or a week!

You can give yourself much more time. Think of a 3 months target instead.

Every week, you identify one core nutrition pattern you want to change.

What is the EASIEST nutrition habit you could change right now that will bring you one step closer to your target?

What is it? You might have a few ideas... Write them down.

Now, look at this list for a minute and chose the one you feel the most attracted to.

Next step, implement this new habit for a week and during that week change nothing else.

Your goal is that within a week, you feel comfortable enough with this new pattern and don't feel like you are forcing yourself.

The following week, do the same: Select a new habit you want to change.

While maintaining the healthy habit of the previous week, implement this new one as well.

If you do that each week for 3 months, you will have changed 12 or more core nutrition habits in your life!

Can you imagine the impact?

Don't rush!

Take your time to really ground these new habits in your life.

6 small meals/day

This is a key strategy in your weight loss approaches.

Six meals a day doesn't mean that you actually eat a full meal, ok?

A piece of apple is a snack and a meal in our scale.

Your body needs an energy boost every 2 to 3 hours, especially if your meals are small.

Next time your body is hungry, don't try to suppress this feeling!

Listen instead!... And give your body a healthy snack!

It will thank you for that!

Get rid of junk food!

These cookies, sweets, chips in your kitchen... What are they doing there?

Who do you think will eat them if they stay there?

TRASH THEM NOW!

Be smart with that one.

Don't buy junk food + don't leave it in your personal environment.

Replace junk by healthy alternatives!

One day a week, let go of your discipline!

One day a week, let go of your discipline!

You will get better results on the long term if you give your body and mind a break.

What does it mean to let go of your discipline?

It means that if you feel some craving, lightly indulge yourself.

Take a break from training.

Relax with what you eat. Don't be fanatical on that day.

If you want to maintain your discipline on the long term, it is essential that you don't run full speed all the time!

Relax! Rest!

Your body needs recovery time after training.

The rest period between training sessions is as important as the training itself.

Understand that it's in the healing process after training that your muscles grow and get stronger.

We are talking here about overall health and vitality.

Rest is what allows you to sustain these strategies on the long term.

If you are in the high performance mode all the time and don't give your body a break, sooner or later, injuries and physical exhaustion tend to kick in.

Why suppression strategies don't work!

This is probably THE most important piece of information you will get on weight loss strategies.

If you base your approach on trying to suppress your hunger feelings, you are doomed!

This is NOT the way to go!

So, what are these suppression strategies?

- Skipping meals
- Having a yoghurt for lunch
- Starving yourself with endless calorie counting
- Eating pills instead of food
- Etc.

If you feel hungry any time during the day, consider that you are already using a suppression strategy.

You don't have to feel hungry to lose weight!

Probably 90% of those who want to lose weight will use a suppression technique, get some results and then fall back in their old patterns.

They will usually regain whatever they lost within a few weeks or months?

Why?

Because they don't manage to maintain the suppression strategy on the long term.

Suppression strategies use LOTS of will power + They are usually not fun at all!

They make you feel like a disempowered victim who is being punished.

So, what's the alternative?

Eat when you are hungry BUT do choose carefully what you eat:
lots of greens and vegetables + healthy snacks like pieces of fruit.

Next time your body sends you hunger signals, don't try to suppress them!

Listen instead!

Suppression tactics don't work because they require too much will power and motivation from you.

Sooner or later, your motivation drops.

Usually after a few months.

What happens next?

You gain back the weight you lost or even more!

This is why the usual diets fail for 80% of people.

Because they are based on suppression!

This shows a total lack of understanding for the body's dynamics.

You need to partner with your body and work with your instincts, not against them.

Trying to lock your hunger in a prison is like shooting yourself in the foot!

It is self destructive on the long term!

Focus on healthy alternatives and makes shifts in your eating patterns that you can easily maintain on the long term.

The key word here is easy!

If it is hard, you will succeed for a few months, but eventually fall back.

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The reason why you succeed is because you make small changes at a time that both your body + emotions enjoy and can embrace!

This is the key long term solution!

You realize that this strategy does not involve any fancy powders, or get slim bars!

It does not involve surgery either!

This is the very reason why you don't hear much about it!

Because big corporations have no way of making big profits out of something which is that simple!

Don't be misled by the fact that there is no hype around the strategies I share with you.

The reason you don't hear about them is because there is no profit involved in marketing this type of ideas.

Be consistent with your strategies and steps

If you take positive action for a week or even a few weeks, it is usually not enough.

You need to keep your mind focused on your target for at least a few months.

Many people start on a new exercise or diet routine and give up after a few weeks because they don't see results fast enough.

You need to stay focused!

Results can take a few months to kick in.

Don't give up half way or you'll miss the target!

Realistic targets

Losing 5 pounds in 30 days is a realistic target.

Losing 20 pounds in a week is not!

Be smart!

There is no point hitting a target by using pure will power to realize that you can't maintain a given discipline on the long term.

Make a quick reality check on your target before you try to implement it.

Ask yourself:

- Is this something I will enjoy doing?
- Can I maintain this new habit on the long term without major effort?
- Is the impact on my body really healthy?
- Is this something I can truly afford?
- Do I have the time to implement this strategy?
- Etc.

Following pipe dreams is a waste of time and energy.

What you want is make real changes, not dream about them and then miss your targets.

Supplements or not?

95% of what your body needs should come from the fresh products you buy.

If your diet is already super healthy and you feel you still need a small boost here and there, using some supplements won't hurt you.

But look at the proportion of 95% food / 5% supplements you must keep in mind.

The absolute top priority is to have a super healthy diet, it is not to get a new set of pills in your system, ok?

Why?

Because any supplement is highly processed.

When preparing them, they often extract one core ingredient out of the product but forget about all the rest.

An "apple extract" won't feed you like a real apple! You know that of course.

But all this marketing hype might make you forget this.

Remember this simple rule:

At least 95% of what your body needs must come from fresh products, not pills!

More raw!

When you eat raw, you eat food with very high nutritious value.

Because it is not cooked, all vitamins, enzymes and nutrients are intact.

When you cook a vegetable, you tend to lose a big fraction of its nutrients content.

Now, what happens when you eat food with poor nutritious value like junk food?

Your body keeps sending hunger signals until it gets what it needs.

If the food you decide to eat is highly processed and has lost most of its value, your body will only get a small fraction of the nutrients it needs with the same volume of food.

Result? You will eat much more to get the nutrients your body needs.

When confronted with a choice between raw and cooked, always chose for raw!

To your unlimited health!

If you are hungry, eat!

Don't suppress, eat!

You need to be careful with what you eat though!

That's the key!

- Healthy snacks
- Smaller meals
- Drink a lot of healthy liquids
- Smoothies
- Fresh fruit
- Etc

Trying to suppress your hunger doesn't work!

More fruits and vegetables!

This is the simplest nutrition habit you can change.

Ideally, these should represent 50% or more of your diet.

Next time you head to a supermarket, make sure that you come out with at least half your cart filled with fresh fruit and vegetables.

Marketing hype and how to protect yourself from it

The reason why so many people are overweight is because of the junk food which is being sold in supermarkets and fast foods.

You are bombarded daily with marketing messages that push you to eat junk!

So, when you want to get back in shape, you have to fight a battle against all these messages.

In other terms you need to become 100% junk food ad proof.

Once you win THAT battle, you are bombarded by a whole new set of ads which this time promote health and diet products.

These will be pills and supplements of any sort + weight loss products or machines.

95% of what is promoted to you does not work long term.

The real changes you need to make to your life style to lose weight are super simple and won't cost you a thing!

Investing your resources in the latest pill will only make a hole in your wallet!

It won't give you a strategy you can maintain on the long term.

You need to be super smart with weight loss strategies. Don't buy into the hype! Go for what's easy and obvious.

Getting back in shape is NOT rocket science and all the strategies and tools you need already exist!

Healthy nutrition is obvious. It is nothing complicate!

Start with small steps

Another key strategy!

You want to start with small steps and then build this up until you reach your target easily.

For instance, if you haven't been training for years, start with a couple of 30 min sessions/week.

Do that for a month.

Next step, either stretch your sessions or add two more.

That way you would end up with 2 one hour sessions/week or 4 x 30 min sessions/week.

Your body and mind need to readapt to this new habit.

If the step you try to take is too big, you will burn your will power and tend to give up because the bar is too high.

Yes! You can take it easy in the beginning!

Take one small step at a time and make sure that this small step is one you can maintain on the long term.

The goal is not to engage in some training marathon and give up after 3 months!

The goal is to establish habits in your life that you embrace, enjoy and will still be there 20 years from now.

Got that?

This is ESSENTIAL.

You want to stay healthy LONG TERM, not just for a few months.

Strategies you can easily maintain on the long term

Another key idea to succeed with your weight loss approaches.

The strategies you implement must be easy to maintain on the long term!

If the approaches you chose require too much will power and discipline, you will tend to drop them after a few months.

Instead, you need to focus on fun and take tiny steps at a time that you can REALLY embrace.

Here are some examples:

Instead of deciding to jog every day for an hour, decide to start with 30 min jogs twice a week.

Instead of not eating meals in the evening, decide to eat lighter raw based meals.

Instead of having just a yoghurt for lunch and feeling like you starve for the rest of the day, have a light salad + a few snacks spread during the day.

Be gentle with your body.

You don't have to force yourself within some form of super rigid discipline.

Make sure that whatever change you make can easily be maintained on the long term without major effort.

Smoothies! Get yourself a blender!

This is such a powerful recipe!

If you have a blender handy, you will start using it!

The next step is to make sure you have enough fruit and vegetables for a few days.

You don't need a recipe.

Simply cut whatever fruit you have and mix it with some water in the blender.

The benefits of drinking smoothies are immense!

- Vitamins
- Healthy snacks
- Liquids
- Delicious and refreshing
- Energy boost
- Etc.

It's one key nutrition strategy you should implement straight away!

Diversify your training approaches

This one is essential too!

Your mind will tend to get VERY bored if you simply repeat the same approach over and over again!

Yes, it is better to diversify rather than sticking to just one training approach.

For instance, instead of only jogging, you can swim and bike as well.

Instead of only going to the gym, you can train outdoor.

If you trained your upper body, focus on legs, abs and back the following time.

If you went solo one day, train with some friends the following day.

The key is to diversify in any way you want.

More fun! - Less discipline!

For most people, weight loss sounds like effort and suppression.

In fact the process itself doesn't appeal too much because people tend to look at it from a discipline perspective.

Weight loss is NOT about discipline and suppression!

It is about putting in place simple daily habits you can easily maintain on the long term.

If one approach doesn't appear like fun to you, shift and do something else that you will enjoy.

Make your home exercise ready!

You need to create an environment which is conducive to exercising easily.

If every time you want to train, it takes you 5 min to prepare the space, you will miss dozens of opportunities for short training sessions.

Here are some ideas:

- Get some small weights and keep them around.
- Create a space on the floor big enough to lay your yoga mat and be able to easily move in all directions.
- If you work from home, wear clothes which are comfortable enough without having to change the minute you want to exercise.
- Have a bar somewhere in your garden or in the house that you can use for pull ups.
- Clear clutter and create space.
- If you like the idea, invest in a couple of training machines - getting a cross trainer sounds like a good choice.
- Get a Swiss exercise ball for abs, back and balance practices.
- Get some training elastics - This is the simplest training gear you can get and will give you instantly dozens of exercises you can practice straight away.
- Get a jumping rope.
- Get a pair of jogging shoes.
- Subscribe to a couple of fitness magazines like men's health or women's health - Seeing pictures of fit bodies will be a reminder of the type of target you want to reach.
- Etc.

If your personal environment is filled with small training reminders, you will naturally engage in these exercises without thinking about it.

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You will start with small steps and within a month realize that you are already moving your body much more than before.

Nutrition + Exercise strategies!

This one is essential if you want to break through!

For weight loss to take place, you usually need to shift both, nutrition patterns + exercise patterns.

In other terms, you need to train more + eat healthier

Doing just one of these usually is not enough to see visible results on your scale.

In other terms, you need to train, burn calories or move your body in whatever way you want + eat less and healthier.

If you are applying some fresh nutrition strategies and see little weight loss results, your body IS enjoying the healthier food and this food is impacting POSITIVELY on your body... But you simply see no visible or measurable result yet.

That's the first essential fact to understand!

On the other hand if you are training hard for 3 months and see no weight loss result, it usually means that you still did not make the appropriate nutrition shifts.

You train harder, burn more calories, might eat bigger meals because you are simply hungrier when you come back from the gym.

The solution: shift a couple of essential nutrition patterns... You have a dozen key strategies you can choose from.

Be REAL! To see results you need to tackle both sides:

EXERCISE + NUTRITION

If you work on only one of these, you will usually see little visible results on your weight loss targets

Follow up on your strategies

You won't get any results without focus and consistency!

What does it mean?

It means that when you set up your target and design a set of strategies to reach it, you need to follow up on that strategy.

So many people know exactly what to do but simply don't apply positive actions for long enough.

One week, 2 weeks or even a month usually doesn't give you the results you want.

You need usually to set up 3 to 6 months targets and maintain your line of action during that time!

Simplify your cooking style

Here is a simple question for you:

Will you eat less or more if the food is delicious?

Of course, the more time you spend in the kitchen the more you focus on actually eating.

If you prefer delicious refined meals you will have more pleasure eating and of course tend to eat more.

If you simplify your cooking style, the natural impact is to eat less because you will be less tempted to eat just for pleasure.

Ok, I agree you don't really need to become a "bad" cook.

But, you do want to simplify your cooking style.

This strategy alone can again cut your calorie intake by another 20%.

You will eat what you need but not more.

Use a small fork or a small plate

This one seems like a joke, right?

Well, it is not.

You can cut your calorie intake by 20% with a simple strategy like this one!

Try it! It really works.

This specific strategy was tested on a large scale and scientist simply discovered that people tend to eat whatever is on their plate.

If they are given big portions, they will eat them.

If portions are smaller, they will eat what's on their plate and feel satisfied with it.

3 months target

I'll say this again.

With fitness strategies, you need to focus on long term targets, not short term.

A 3 months target is a good place to start:

What results can you realistically expect within 3 months if you put in place your new nutrition or training strategies?

By the way, if you prefer a 6 months or a year target for instance, it works as well... the key is LONG TERM target rather than short term.

You want to put in place life habits that you can easily maintain on the LONG TERM, not short term.

You might see close to no results for weeks at a time!

REALLY!

It can take a month or more for certain strategies to be really grounded in your life.

This is your goal!

If for instance you are at 60% - 70% of your health or body potential right now, this is what it takes to shift negative eating patterns.

Your body and emotions need to readapt.

You can force lots of eating habits much faster but will they stick?

Once you relax and stop using your will power, will this habit be maintained?

You need to think long term!

You are not looking for some quick fix solution.

You want to establish new eating patterns you can easily maintain on the long term.

To do that, you need the right strategy!

So, here is what you can do:

Make a list of 10 eating patterns you would like to change.

These will be for instance: more vegetables, smaller evening meals, cut junk food by half, etc.

Simply make a list of 10 eating patterns you would like to shift.

Next, select the one that appears to be the easiest to change.

Which one is it?

Do you feel it is possible and easy on shifting that specific habit for a week?

Ok! Then practice your new eating pattern for a week without changing anything else...

The nature of your challenge

It is very simple:

When you enter a supermarket, you are bombarded with marketing messages which tell you to buy food which won't give your body what it needs.

In fact, this marketing brain washing goes on all the time, not just when you enter a supermarket.

You turn on the TV and commercials for frozen pizzas, sugar filled ice creams and addictive potato chips are forced on you whether you like it or not.

Conclusion?

You need a solid strategy to tackle this.

If you simply respond to this marketing hype, you end up buying and eating food which is very poor in micronutrients.

The result is that you need to eat much more to give your body what it needs.

Marketing hype!

A corporation cares more about profit than your health!

It is that simple.

If you try to rate their priorities, profit scores 99%

Your health is probably at a lousy 1%!

This is simply how the commercial world works.

It is driven by profit.

Food is an industry.

Sure, corporations function with ethical guide lines as well, but these guide lines are very weak.

The truth is that a food processing corporation is more accountable to its share holders than the health of its customers.

Again, this is not about good or bad.

It is simply how the commercial system works.

So, wake up and stop being fooled by it.

How to respond

Trying to attack this marketing reality is a lost cause if you do this as an individual.

These corporations have too much power and are backed up by an army of lobbyists.

Yes! This reality might shift.

The solution will come from the people and political pressure.

Eventually, junk food will be labelled and discarded the way cigarettes are today.

In the mean time, for your own sake, you need an emergency battle plan.

Spending your time trying to attack these big fishes won't give you back your fitness or health if these ones are in trouble.

Ad blindness works much better ;)

You simply stop responding to the marketing messages you receive and chose better and healthier options.

These healthy options are still there.

You simply need to be very clear about what they are.

Raw is good!

That's the first strategy or mind set you want to manifest.

Focus on raw and non processed foods.

Every time a vegetable or fruit is cooked or processed, it loses a big part of its micronutrients.

With vegetables, you probably lose 50% of its value just by cooking it.

A seed which is cooked won't grow, right?

It is dead.

Its life force is gone.

A seed which is not cooked has usually the potential to grow into a plant.

It is alive!

Ask yourself:

Which one of those two do you think has the highest nutritious value?

It is that simple!

The only reason why raw food is not yet in people's minds is because raw food is not marketed.

There is little profit in marketing raw food.

Again if a corporation has the choice between:

Selling you a bag of 150 grams potato chips and making 1\$ profit per bag...

Or

Selling you a kilo of carrots and making 0.10\$ profit...

Which one do you think they will chose?

Wake up!

If you want to get healthy, you need to take your choices in your hands and not let the marketing hype make these choices for you.

You need to be smarter and see through.

This is the first big step!

Once you are aware of that reality, you already manifested half of the solution.

The next step is to be very smart when you go grocery shopping!

Smart grocery shopping

Entering a supermarket is like entering into a battle field.

You need to identify your targets and stay focused on them:

- Fresh fruit
- Fresh vegetables
- Dried fruit
- Non processed foods
- Whole flour
- Etc.

If I ask you, I am pretty sure that you can tell me exactly what is healthy and what is not.

It is really easy!

The challenging part is to not buy what is bad for you.

What is bad is

- Frozen
- Highly processed
- Canned
- Ready made meals
- Junk
- Potato chips
- Cookies
- Sweets
- Ice creams
- Etc.

The list is long!

These bad foods represent 95% of a supermarket's surface.

So, you need to be very smart and don't let this junk food in your basket!

What about fish and meat?

This is more of a personal choice.

I am pretty sure that eating reasonable amounts of those is ok.

Now for ethical reasons, you might prefer being a vegetarian or vegan.

That's something you can find out for yourself.

If you consume very high quantities of red meat, your health might suffer as well of course, but overall meat and fish are still within the line of product which is relatively healthy to consume.

That's my personal opinion.

This is of course a topic for debate.

Other animal product like dairy and eggs are in the same category.

Simplify your meals!

I know that being a good cook is usually highly praised in society.

Usually, the fancier the meals, the more you tend to eat.

If you prepare meals which are simpler, the temptation to overeat is smaller.

You don't usually need fancy recipes.

Most of what you can prepare can be very simple.

It starts with cutting a few vegetables, putting them in a bowl, adding some oil, vinegar and herbs!

That's it!

I created a few videos with very simple meal preparations that work really great.

Go and check them on my "stay fit" channel:

<http://vitalcoaching.com/stayfit.htm>

How to easily change an eating pattern

Change one simple habit at a time.

For instance, focus on eating more fruit during a week.

During that week, don't change anything else, only eat more fruit.

By the end of the week, your body and emotions will be more used to this idea.

It takes a bit of time to recondition yourself.

Why?

Because food is emotional!

Your body got used to a certain diet for many years.

When you shift an eating habit, your being responds emotionally.

You need some energy reserve to shift an eating pattern.

This is why it is very good to shift one thing at a time.

Focus on one new habit for a week.

The following week, you focus on a new eating pattern while maintaining the one you established the previous week.

If you do this consistently for 3 months, you can totally shift around the way you eat and establish 12 new eating patterns in your life!

Healthy eating patterns

Here are some of the top changes you can make to your diet.

These are some of the strategies you can choose from if you don't know where to start.

Your instinct is a precious tool though.

If you already know, which specific habit you must tackle first, start with that one.

You won't even need this list.

If you don't know where to start, here are a few habits you can shift:

- Eat less bread
- Cook smaller meals
- 3 vegetable servings for cooked meals
- Fruit for snacks
- Power breakfast strategies
- 6 meals/day
- Healthy 3pm snack
- Drink more water
- Drop soft drinks
- Replace cookie snacks by dried fruit snacks
- Yoghurt and fruit for evening snack
- Have a fresh salad for every family meal
- Etc.

Most of these strategies are very simple.

One strategy only won't be enough of course.

One week of progress is a small step.

Now imagine if this new habit actually sticks for the rest of your life!

What if you implement 10 new similar habits over a period of 3 months?

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Now, you totally rebuilt your diet and are able to stay healthy long term!

You just reached your target, right?

That's exactly what you want.

My advice is simple:

Be smart and if healthier nutrition is one of your priorities right now, focus on this target for 3 months!

It does work!

Believe me!

You need some focus though.

If you feel you can't do that alone and need some extra power and strategies, get in touch and sign up for a couple of sessions:

<http://vitalcoaching.com/coaching.htm>

I will help you make the right choices and show you more ways to tackle challenges if you face them.

Combine fitness and diet

The final victory comes from combining healthy eating and exercising patterns.

Your body needs to move!

Nutrition is only half the solution.

The other half is in the way you train, exercise or move your body.

Another e-book and set of strategies is available on this topic, so I won't expand on it here.

While you shift diet patterns, check these other fitness strategies as well.

You can combine them or alternate them.

For instance if one week, you shift an eating habit, the following week you can focus on a new training routine.

What happens when you eat junk food

Your body enters into crisis mode.

You don't give your body what it needs, so a panic response is sent out!

You start overeating because whatever food you ate is not giving your body satisfaction.

So, it keeps sending out the hunger signals.

Your body needs more than calories!

It needs vitamins and a whole lot more micronutrients than what is contained in junk food.

If it is bad for you don't buy it!

If you put it in your basket, you will buy it and eventually eat it.

If it is bad for you don't let it through your door.

Junk food destroys your health!

It is that simple.

The best way not to eat it is not to buy it in the first place.

If you already bought it and it is in your house, get rid of it!

Go through your kitchen and throw away sweets, chips and unhealthy snacks!

Get rid of them!

The moment you do, you feel like a weight is lifted off your shoulders.

This is how you take control of your body and health.

By realizing that you are the one in charge!

You decide what you eat!

Never go groceries shopping on an empty stomach

This is simple strategy to limit temptation.

Before you go groceries shopping, eat!

Eat well!

When you just ate the temptation to buy junk food lowers by at least 50%.

This is so simple and it truly works.

Next time you plan to go groceries shopping, make yourself a fresh salad and eat it before you go!

You will tend to buy smaller quantities as well.

What if you have children?

If you have children and want to shift your eating patterns, you will face a couple of extra challenges.

However, having children is by no means an excuse not to take steps!

Don't use them as an excuse!

Here are some simple guidelines to tackle this challenge.

First, it is your diet you are shifting, not theirs!

The choices you make are for you first.

Don't try to force your choices on either your partner or kids.

This usually triples the challenges and brings tension in the family.

So, the solution is to focus on diet changes first for you!

How do you do that?

You start by tackling first what is easy for you.

For instance, you can start with healthy snacks.

Focus on having for instance fresh carrots or a fresh fruit shake as snack.

You can create a healthier breakfast.

And much more of course!

Focus on making small changes at a time until these new habits are fully grounded for you!

Most people make the mistakes of trying to change their habits + those of their family at the same time.

In some isolated case your partner or children might be as committed to this diet change process as you are.

In that case only, you can eventually oversee diet shifts for your whole family, not just for you.

But this situation is relatively rare!

In probably 90% of the cases, the nutrition shifts you have in mind are for you first, not yet for your whole family.

What about the evening meal?

Should you prepare two different meals, one for you and one for the rest of the family?

I don't think it is necessary.

Here is what you can do:

For instance if you want to add more raw vegetables to the evening meals, make a fresh big salad that everyone can eat from.

Don't force it on your kids or partner.

You prepare as well, other dishes like pasta or rice that you know your kids usually enjoy.

This can be meat or fish as well.

You simply prepare smaller quantities of it.

Put these various dishes on the table and let them choose.

When you serve this fresh delicious salad for yourself, offer to serve them as well.

If they don't want it, that's fine.

The following day, repeat the same idea.

You simply have the very healthy alternatives and other dishes prepared.

If your kids see you enjoying these fresh salads, they will eventually try it as well.

Don't expect instant changes!

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Forcing your choices on them usually creates conflict and lowers your motivation.

So, don't fight with them unless your healthy diet habits are already super strong in you, ok?

Friends or family members might tease you with your new eating patterns.

That's fine, let them laugh!

The reason why they tease you is because seeing you eat healthy challenges them.

Deep inside, they know they should be doing the same.

So, teasing you is their way of fighting back a bit.

Now, you are entitled to eat what you want.

Real conflicts arise only when you force your choices on others.

That's when you get in trouble with kids, family and friends.

So, respect everyone's freedom and live in peace ;))

Once your new healthy nutrition habits are fully grounded for you and you are happy at least at 80% with your diet, you can eventually start influencing or educating others if they are open for it.

Remember that you can't help someone who does not want your help.

All you can do is say something like:

"In the last few months, I experienced a few new eating habits that really work for me. Would you like me to share some healthy eating ideas with you?"

You ask for permission.

With your children, of course you feel responsible for their health as a parent.

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Once you are very strong with your nutrition choices, you can eventually use some of your power and motivation to positively influence them.

There is a smart way to do that!

Simply forcing new habits on them usually gets them to rebel.

We enter here into parenting strategies, which is a whole new subject

Educating others in an effective way is a vast topic.

That's one new e-book topic I'll certainly keep in mind.

If this is a challenge you face, simply get in touch and sign up for a couple coaching sessions.

I'll be happy to design new strategies with you:

<http://vitalcoaching.com/coaching.htm>

How to shift your mind

Most of what we experience in life is a conditioning.

The way you eat today is the result of a conditioning.

If you were born somewhere else in another culture, you would eat differently.

So, the goal is to recondition your present tastes and emotions evolving around food.

It takes 3 months to get used to eating more raw salads for instance.

It takes 3 months to permanently shift from bread based breakfast to whole grain cereal breakfast.

3 months!

That's the target you need to keep in mind with nutrition changes.

Why isn't it instant?

Because both your body and emotions need to readapt to a new equilibrium.

When you change an eating pattern, you are shifting decades of your own conditioning.

Your body and emotions need to get used to it.

Stop cooking! – Start preparing!

Nowadays, I might cook some rice or lentils maybe once a week.

This is it!

I no longer use the stove.

I could live without it.

Why?

Because most of what I eat now is raw.

I no longer cook, I prepare meals.

When you shift to healthier nutrition, this is what naturally happens.

Again, the idea that you need to “cook” a meal is outdated!

It is no longer needed!

You can 100% live without it!

Speed food!

Be effective in the way you prepare your meals.

Like most human beings, you are probably a busy person.

If you spend 30 min cutting vegetables for your salad, that's far too long!

You need to go faster.

Why prepare meals fast?

Because time is precious and you need to implement ways of preparing meals which is easy!

No hassle! No effort!

That's how you maintain healthy eating patterns on the long term.

For instance, many people won't eat oranges because they can't be bothered peeling them!

If you know a simple trick to peel an orange in 10 seconds, this simplifies your life, right?

So, you need preparation tricks to be super efficient at it.

It must be fun, not a burden.

Variation myths!

Another key mind set to shift!

Every meal doesn't need to be different.

In fact you can easily feed yourself with a basic set of 4 different meals preparations.

Simplify!

You might feel this social pressure to be a super good cook and spend hours in the kitchen, adding lots of variation and taste.

Sure, cooking is an art form and you can certainly experiment with it if you enjoy it.

Now, you don't have to!

Frequently, the simplest preparations are the ones that work best!

You can create a salad and eat that for a couple of days, alternating with fruit shakes as snacks for instance.

Remember, simplify!

Organic or not?

If you watched some of my videos or listened to my MP3's, you might have heard already that I don't put eating organic as the absolute first priority.

Here is why:

Eating organic can be 2 or 3 times more expensive + shopping organic can be very time consuming and stressful.

Is it really worth driving an extra 30 min through traffic jams to get your carrots from an organic shop?

In my experience, it is not.

Organic is not yet main stream.

You probably don't like the idea of getting pesticides in your body but what will you get in your lungs by driving another 30 min through noise and pollution?

Is it really worth it?

Now, if your health food shop is next door and budget is not an issue, then go ahead and delight yourself with organic products.

Now, if organic is not easily accessible, don't use it as an excuse not to eat healthy.

Non organic raw fruit and vegetables are still 100 times better than junk food!

You know that, right?

Eat when you are hungry!

This is one key mistake so many people make.

When they feel hungry, they think:

“I am trying to lose weight, so if I don’t eat for another couple of hours, it’s like a small victory. I will discipline myself and wait till evening before I eat...”

Wrong! Wrong! Wrong!

This is the type of reasoning that leads to failure!

Absolutely!

100%!

When you are hungry, this is the way your body signals it needs energy.

If you don’t give it, your body enters into a crisis mode and starts sending even stronger emotional signals.

You don’t notice it straight away because your will power is still strong and you lock them, but you pay the price later!

Your body is conditioned to survive.

It knows exactly when it needs energy.

If you try to suppress that feeling, you usually overeat at the following evening meal.

Or you end up heading for the snack machine because after 2 hours of hunger suppression you enter in real crisis mode and need an emotional kick.

You need to be smarter!

Much smarter!

When you are hungry, eat!

Don't eat just about anything!

You eat a piece of fruit or a carrot, or a healthy snack!

You eat! You don't suppress!

When you do, your body already thanks you for that and lowers the hunger signals instantly.

You think you lose weight by trying to suppress hunger signals but actually the exact opposite is true!

On the long term, you lose the battle, because you try to suppress something (hunger) which must not be suppressed.

The more you try to lock this feeling in, the more it will rebel!

Yes!

It is perfectly healthy and normal to feel hunger every 2 to 3 hours!

There is absolutely nothing wrong with you!

The solution is not to suppress, it is to choose healthy alternatives!

This is one of your core battle strategies!

Remember!

There is no victory without it!

Why skipping meals is the worst possible weight loss strategy

This one follows up on what I said earlier.

Skipping meals is trying to suppress the hunger feeling but on a wider scale.

Your body needs energy and nutrients!

You don't feed your body with control and suppression!

This is the worst mistake you can make

It is one of the key dead ends people face when they try to get back in shape.

The solution is not to eat less!

The solution is to eat healthier!

When you eat healthier, your body gets all the nutrients and energy it needs with much smaller quantities.

The hunger signals disappear!

You get back in shape because the call for eating more is gone!

It is that simple!

It is like a mathematical equation.

When you let go of wanting to suppress and eat something healthy when your body needs energy, you step into a new territory!

This is the long term solution!

Eat as much raw fruit and vegetables as you want

This might surprise you, but if all you eat is raw fruit and vegetables, you will probably get back to your ideal weight within 3 months.

Why?

Because raw fruits and vegetables are packed with so much micronutrients that the hunger signals disappear much faster.

You stop eating before you are full.

In the beginning, it can feel slightly challenging to have a diet based on lots of raw!

It takes probably 3 months to get used to it.

Again, the best way to go is to take small steps.

Start for instance having a 3 vegetables fresh raw salad every evening.

Once this new habit is solidly established – Usually within a month – ad a new habit.

For instance you can have a couple of small carrots or a piece of fennel as afternoon snack every now and then.

The key is to take small steps at a time.

Don't skip meals!

Skipping meals is just one example.

It is a suppressive strategy that so many people try to use all the time!

The thing is that it totally fails as a weight loss approach.

Let's dive into the inner dynamics you trigger in you when you decide to skip a meal.

Here is what goes on:

"I know I am starting to get hungry now but I think I can last till dinner time without eating".

"If I don't eat now, it will save me from taking in an extra 500 calories and I will get slimmer"

This happens around noon.

If you didn't eat anything since breakfast, by 2 pm your body is usually in a state of energy crisis.

You start feeling irritable and now really hungry.

You still try to hold on to your decision of not eating till 6 pm.

By 4 pm you are so hungry that you rush to the vending machine and get a snack.

You think: "Not a big deal if I slip now... It's only a snack, not much calories in that one"

By 5 pm you leave the office and are still really starving.

You rush to have a coffee with some friends and respond to the temptation to have this blueberry muffin with your cappuccino decaf!

By now, you already took in the calories you thought you would save by not having lunch.

The thing is that your body is still in a state of crisis.

The nutrition you gave yourself since breakfast is very poor!

Nothing healthy there!

High calories! No nutritious value!

You get home still in a state of crisis!

So far, today, your body did NOT get any of what it needed!

You know that!

You can feel it!

At dinner, you end up having two large servings because your body is trying to compensate and is now shouting loud internal hunger signals!

Do you recognize this?

Of course you can see it doesn't work long term!

So why do people do it?

Because it's an instinctual reflex.

You believe you are being a good person by not eating at lunch.

You also don't see another smarter way to reach your weight loss targets.

That's your best shot at achieving the results you want.

The thing is that this best shot is not good enough!

By far!!!

What's the alternative?

Have a healthy lunch!

When you are hungry, eat!

Always have healthy options with you!

Are there any healthy options when you want to have lunch?

Of course there are!

Even if all you have is a fast food place, nowadays you ALWAYS have salads in there!

You can have a salad with a bit of dressing.

What's healthier? A Big Mac with fries and coke or a salad with some water?

That's an easy one, right?

What about that one?

What's healthier? A fast food salad or trying to suppress your hunger till 6 pm?

Think about this carefully because I believe the key to long term successful weight loss is right there, in the way you choose between those two.

Now, you might say:

"I am done with fast food salads anyway!"

That's great! I applaud you for your choice!

So, what are the alternatives if you know you must eat lunch?

Here are some ideas:

- Bring some lunch from home.
- Find a whole foods with a salad bar.
- Find other healthy alternatives.

Now, realize this!

90% of what you will find when you are trying to rush for some lunch are not good enough!

Most of the meals you can quickly and easily grab have poor nutritious value and are too heavy to have for lunch.

It takes planning and understanding to get it right.

But that's for later.

The first step here is to understand that the skipping meals approach is a waste of your time and energy, and usually triggers the opposite outcome!

You go for higher calorie foods when you are really hungry!

In a recent BBC documentary, doctors analyzed how people respond when they are hungry.

They made a brain scan and analyzed how emotions were triggered when shown picture of different types of food.

The first test was to take a group of people, feed them well, put them through a brain scanner while showing them pictures of different types of food.

The photos they were shown were pictures of healthy options like salads and fruits and unhealthy options like cakes and donuts.

The second test was to let them fast for 12 hours and then put them through the brain scanner and show them the same pictures.

Here is what they found:

In the first test, when their stomach was full, the emotional stimulation and desire for high calorie unhealthy foods like cakes and donuts was normal and similar to the desire for healthy options.

In the second test, when they were starving, the desire for high calorie bad foods was way higher.

That's normal because they are hungry of course.

What is stunning is that when they were hungry the desire for bad options was WAY higher than the desire for healthy options.

In other terms the body is starving and sends out signals that say: "Give me as many calories as you can, fast! I am dying here!"

It's an instinctual response!

If I lost you with this detailed experiment, here is the key and simple point to remember.

When you are hungry you are way more tempted by bad, high calorie foods!

That's what you might end up eating because your body's instinctual need, overpowers your repressive will power.

Got that?

If you remember just one piece of information from this book, this is it!

So I will say it again!

When you are hungry you are way more tempted by bad, high calorie foods!

The conclusion is:

Eat BEFORE your hunger level sky rockets!

If you are even a bit hungry, eat!

And choose healthy options!

What's a suppressive tactic?

A suppressive weight loss tactic is an approach in which you try to suppress your natural needs and desires!

You try to force your body's response!

You deny the hunger signals!

You try to suppress them using your will power!

Doing that is like trying to stop a mountain torrential stream with your bare hands!

It usually works for a while!

You need LOTS of will power!

It requires you to stay totally focused and motivated for extended periods of time.

The problem is that you eventually run out of will power!

You run out of motivation juice!

Trying to suppress hunger is too much effort and eventually your hunger instincts win!

You are flooded by needs you can no longer stop and you get back to the old habits in no time.

If you check in your social circle, you will see the same pattern being repeated over and over again!

It is this yo-yo dieting effect that so many people face.

They try one diet, have short term success, fall back, try another one and so on.

You know that, right? Maybe that's something you faced yourself.

More suppressive tactics

The skipping meals example is just one situation many people face.

Many more suppressive tactics are used all the time.

Here are some examples:

- Radically shifting your diet overnight.
- Deciding to stop eating meat.
- Trying to radically control meal portions.
- Trying to remove all fats from any meal.
- Etc.

Not all suppressive tactics are bad!

It's only when it is overdone that it hurts your success!

In my experience, some suppression or discipline is fantastic!

I use discipline myself all the time!

It's only when you need too much of it that you will most likely fail.

For instance progressively shifting to eating more fresh products is a positive choice that requires at least some discipline.

In the process of doing so, you might crave for some junk food and be able to successfully stop that craving by giving your body something healthier.

The question is: "How much discipline or suppression tactics you use?"

In my 10 years successful coaching experience helping people with this type of issue, I feel that the right balance is this one:

10% discipline – 90% fun

Discipline = Will power, structure, suppressive tactics, etc.

Fun = Flow, instinct, inspiration, etc.

I believe that using some suppressive tactics is good!

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You need some discipline and will power to succeed with dietary changes.

The problem arises when the will power you need to make specific changes is too high!

If it requires way too much effort and you rely mainly on will power to get results, you will soon run out of motivation and fall back in the old habits.

The way to use less will power when making changes is to focus on smaller steps you can easily afford.

This is one key!

The second essential key is to create an environment which is conducive to make these changes.

Here is an example:

Suppose that you decide to start training.

You want to do it all alone.

You decide to go jogging by yourself every day, 5 days/week.

That's the high will power and difficult way to do it.

Here is another way:

- You sign up at the local gym which has tons of exciting classes and fantastic installations including a pool.
- You make new friends and flirt a bit when you get there.
- You decide to train with an exercise buddy.
- A couple of times a week, you decide to still jog outdoor to add variation.

See what happened?

You just created an environment which supports the changes you want to make.

It is now fun to make these changes.

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You no longer carry the whole “getting fit” responsibility on your shoulders.

You have a fitness trainer at the class who motivates you.

Your training buddy comes to get you for a quick session after work.

The fact that you have now a support structure gives you the tools to win your fitness challenges.

80% of diets out there fail!

If you check the stats, you will see that numbers are stunning!

Most people who start a diet will usually fail after a short term success.

What does it mean to fail?

It means that the strategies which are used are not sustainable long term!

Why not?

Because most of them try to do one thing: suppress your hunger!

The body REALLY doesn't like that!

After a few weeks or months of directive, will power based discipline, it rebels and fights back!

Within weeks, you gain back all the weight you lost and you are back to starting point, resentful and frustrated!

If suppressing doesn't work, why do people keep using it?

It's quite simple actually!

It's because they don't see possible alternatives.

Another element has to do with marketing hype!

Most diets out there are **BUSINESSES!**

They are aimed at making money!

And they use YOU to achieve their goals!

They often keep you hooked on products and services that they know will most probably fail.

BUT they make tons of money in the process!

When you are out there, looking for a solution to this weight loss issue, you will try things and trust!

There is nothing wrong with that.

If they promise results they can't sustain or deliver on the long term, we can of course question their ethics and motives.

Saying that you are the victim of a vast marketing conspiracy is quite accurate.

Now that you know this, it's useless to keep denying it.

You can try over and over again to dive into suppressive approaches or wake up now and look for other options!

This is what I will try to highlight in this book!

This is a wake up call to help you find solutions that actually work!

If suppression doesn't work, what does?

What does work?

Any nutrition habit that you can EASILY maintain on the long term!

90% FUN!

10% discipline!

Most people who diet feel truly miserable!

They are irritable and frustrated!

Why?

Because suppression is NO FUN!

How can you lose weight if you don't suppress?

You get smarter!

Here are a few core principles!

Change one eating pattern at a time!

Eat differently, not less!

Replace unhealthy options by healthy ones!

Change one eating pattern at a time

Your body and mind need time to READAPT!

If it's too much at a time, the body and mind can't take it!

Suppose that you have been eating fast food for many years, you decide to eat healthy and prepare meals at home.

Don't make that change in one day!

Do it progressively!

Why?

Because if you do it all at once, your system will be in a state of shock!

So, what do you do?

You start by having a healthy breakfast at home.

You might start with cereals and fresh fruit.

What happens when you do that?

Your whole being readapts!

- Your digestive system develops a new intestinal flora.
- You get used to the taste of fruit in the morning.
- You try some new preparations and search for new recipe ideas.
- Your whole body gets progressively transformed all the way down to cellular level.
- You develop new emotional associations connected with that type of food.
- You rearrange your time to be able to do this at home.
- You train yourself not to respond to the fast food triggers when you walk by a fast food joint in the morning.

- Etc.

As you can see, that's A LOT!

If you force too many processes at the same time, your body enters in a state of crisis!

You can of course use will power for a while to sustain many simultaneous changes.

But eventually you relax!

You want to be able to relax and embrace nutrition shifts you can enjoy!

So, rather than aiming for a short term one week success.

You aim for long term 1 year profound and lasting transformation.

Less will power!

More fun!

Let's go back to the previous example.

If you make this breakfast shift and sustain it for a month, then that's a success.

It takes around 3 months to ground a new eating pattern.

In these first 3 months, the risk to fall back to the old habits is still there.

So, it's essential to stay focused on just 1 target you can easily oversee and master.

In that case, this target is "Having a healthy breakfast".

This is the REAL alternative to yo-yo dieting.

It is to move slower but sustain long lasting changes!

GOT THAT?

This is ESSENTIAL if you want long lasting success!

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After 1 to 3 months of practicing healthy breakfast , you can ad a new habit.

This could be have a healthy 3 pm snack or a light lunch.

Practice that for 3 months while maintaining the healthy breakfast.

And so on.

Do you see how it works?

It is progressive and easy!

You need way less will power to do it that way.

After the first 3 months of healthy breakfasts, a few things happen.

First, you start liking this refreshing healthy breakfast WAY more than the fast food alternative.

Why is that?

Because you see the changes in your mood and body!

In other terms, the healthy breakfast creates PLEASURE!

Way more pleasure than the old fast food option!

You enjoy it!

Because you found some new preparations and got used to the tastes, you now feel really happy with your new choices!

When this happens, there is no desire to go back!

The “morning fast food triggers” are gone.

You can stay in front of the fast food joint and not even be tempted to go in!

Why is that?

Because your body is satisfied and saying that you!

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When you present it with the fast food alternative, it responds by saying something like: “Why are you showing me this junk food? I am already full and happy! I no longer need it”.

If your body could speak that’s exactly what it would say.

Eat differently! Not less!

This is the next core idea!

When you eat healthy and give to your body healthy nutrition, it needs less food!

The hunger signals die out way earlier than when you eat junk food.

Food contains nutrients.

These are compounds like proteins, vitamins, enzymes, salts, etc.

They are the microscopic biochemical units that feed us.

Imagine that your body needs vitamin C and that the food you are eating right now does not contain any.

What happens?

The body keeps sending hunger signals.

It says something like: "I need vitamin C and I am still not getting it. Give me more! More! More!"

So, you keep on over eating until you are really full.

You eat way too much.

Now, if you eat a small meal and finish with a fresh orange juice, your body might go: "Thanks! Got what I needed! You can stop eating now!"

These are of course simplistic examples and the reality is way more complex.

But I am sure that these basic dynamics are true!

If the food you eat is poor in nutrients, you need to eat way more to give your body what it needs.

Replace unhealthy options by healthy ones

This is another core nutrition tactic you can start using straight away.

Here is an example:

I love chocolate.

I was born in Switzerland, so you imagine!

Lots of chocolate around here!

Many of my snacks as a kid were chocolate with bread, chocolate bar or a glass of milk with chocolate powder.

Of course, most processed chocolate bars with all the saturated fats and refined sugars are unhealthy.

So, about 20 years ago, I progressively started shifting my diet to healthier options.

When it came to chocolate, I started replacing it with dried raisins and other dried fruit for snacks.

This was still giving my body the sugar kick it needed without the negative saturated fats content.

I felt that the process was still incomplete.

So, some years ago, I went one step further and started preparing myself snacks made of a mix of dried fruit, cashews and raw cacao nibs.

Whaou!

What an awakening and realization.

The craving for chocolate?

Gone! Instantly!

I am not kidding!

Here is what I believe happened

I feel that my craving for chocolate was due to 3 core ingredients:

- Sugar
- Fat
- Cacao = Stimulant

When I prepared my mixes here is what I was getting:

- Dried raisins = Sugar
- Cashews = Fat
- Cacao nibs = Stimulant

In other terms, from this home made mix I was getting the exact ingredients I was craving for, simply in a different form.

Instead of thinking “I have to suppress my craving for chocolate”, I said instead “Let’s try to replace chocolate by a healthier option”.

It took me a few years of testing and research to actually get this!

Nowadays, when I think of chocolate, what comes to mind is the heavy saturated fats and the bad impact it has on your teeth.

The emotions associated with chocolate have shifted.

If one day, I am really hungry and I have no healthy snacks with me, if I am in a city and I see all these chocolate bars in a kiosk, I might be tempted and get some.

That could happen.

But these are totally isolated cases.

I go now for years without ever buying chocolate.

In 99% of the cases, when offered chocolate, I simply say “No thanks!”

Now you might argue that dries raisins still contain sugars or that having some cashews without soaking them first means that the enzyme inhibitors are not yet deactivated.

Well... I agree!

The food that you eat is NEVER perfect.

For dried raisins, I simply don't use too many, just what I need.

Here is what I believe:

The energy mix I use (dried raisins, cashews, raw cacao nibs) gives me a health score a 8/10.

I believe that the chocolate I used to consume is at a lousy 2/10.

Most chocolate bars are JUNK FOOD!

So, did I make a big jump forward by making that shift?

Absolutely?

Can you make the same type of healthy shifts in your diet?

Of course you can!

Will it take you some experimentation to identify the exact ingredients you need to replace your unhealthy options?

Yes! I think it will!

Let me give you another example:

Cheese!

With cheese, it was the same story as with chocolate.

I have been consuming tons of cheese since childhood!

Some years ago, when I started realizing that cheese was not that healthy, I started looking for alternatives.

It's only 2 years ago that I succeeded with that one.

In my case the core substitute for cheese is coconut!

I now use coconut in all sorts of recipes!

I use coconut cream, coconut nibs and coconut water.

I use them in salads, in dressings, as snacks and in my energy mixes.

I put coconut water in my smoothies.

It works!

When I put coconut in my preparations, the craving for cheese disappears.

Why is that?

Because I believe that coconut contains ingredients which are similar to cheese.

That's protein and fat.

If you check the nutritional content of cheese and coconut, you will see that they are very similar.

That's why I believe you can easily replace one by the other.

If you just try to fully remove cheese out of your diet without giving your body a substitute, it is tough!

That's a suppression tactic.

It requires 100% will power and it's no fun!

If you substitute cheese with coconut, it requires 20% will power and 80% flow.

It's actually quite natural to do it.

As you can see, I still use some discipline when making that shift.

It takes around 3 months to get completely used to a new nutrition shift.

If the nutrients in cheese and coconut are quite similar, why is it that the shift is not instant?

Why is it that you still need to use some discipline and will power?

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It is because the addiction that you naturally develop to foods is not just connected with the biochemical composition of that food.

Here are 2 other aspects that play a role as well in your attachment to food.

These are “tastes” and “emotional associations”.

Let’s have a look at these.

How to retrain your taste buds

We are used to certain tastes.

Tastes are something we develop and train from childhood.

We get used to them, develop them and sometimes change them.

When you decide to stop eating French fries for instance, you will need to do 3 things:

- Find a winning substitute.
- Retrain your taste buds so that you start enjoying that substitute.
- Retrain the emotions associated with French fries.

This is a 3 stages retraining happening at the same time.

At the same time, profound biochemical changes are happening throughout your body and cells while they adapt to new foods.

We already checked “finding a substitute” earlier.

Let’s look at retraining your taste buds.

Your tastes are not crystallized!

They evolve.

It takes 1 to 3 months of training to actually shift a given taste for a certain type of food.

You can learn to actually like a given food.

I know so many people that say for instance “I don’t like vegetables”.

That’s simply because the vegetables they ate in the past were tasteless, overcooked or prepared without any spices.

Or it is because in their childhood and adult life, they never got used to eat them.

The thing is that if you start eating something you never ate before, it will taste funny in the beginning.

Here is an example.

I was 23 the first time I tasted coriander!

Why? Because that herb was never used in my childhood.

It was hardly used where I grew up, in Switzerland

I remember exactly my first reaction when I first tasted it!

We were sitting in a restaurant by the sea in Costa Rica with some friends.

My first reaction was: “Yuk!!! What is THAT!!!”

Really!

What happened over the next few years?

I got used to it and now love it!

My taste buds got trained!

Sometimes, being able to make a successful shift and integrate a new ingredient in your diet will take some practice.

If you don't like it at first, keep trying.

Try smaller quantities, or mixed with other ingredients or prepared differently, smaller slices, grated or blended.

Your taste buds EVOLVE!

If you are not used to a given taste, just give yourself some time to retrain your taste buds.

Emotional associations

Any food you eat brings back memories from the past.

When you try to give up on a certain type of food, you reject as well the emotions connected with that food.

Suppose that spaghetti and cheese remind you of the fun times you had with your college mates.

You go shopping years later, you will naturally be tempted to buy pastas because the memories associated with that type of food are fun.

If you try to eat more salads and you never really ate salads before, your neural network has little emotional associations connected with salads.

In other terms, you see salads and feel nothing!

No excitement!

That can be your starting point.

In another scenario, still with salads you might have visions of your mom forcing you to eat your vegetables!

Not nice!!!

You get the picture?

Each type of food that you eat is associated with a set of thoughts, feelings, emotions, impressions and vivid memories .

This is what I call emotional associations.

Sometimes, just by eating a certain dish or type of food, you can recall pleasure or a comforting situation.

One more example.

Imagine for instance that when you were a kid your dad was coming home with a box of pink donuts every Sunday morning.

This scenario repeated itself dozens of times years ago.

Each time you see pink donuts comforting memories are subconsciously recalled in you.

You might even still buy pink donuts today because you want to experience these same comforting feelings over and over again.

Suppose that one day you decide to give up eating these pink donuts.

You decide that a fresh smoothie is a healthier option.

You never really drank fresh smoothies before.

You have very few emotional associations connected with these delicious drinks.

On the other hand, you have years of conditioning around pink donuts.

As you get used to the smoothies, your whole neural network in your brain is building new associations and dissolving the old pink donuts ones.

In my experience I feel that it takes around 3 months to complete this emotional associations training connected with foods.

I am not saying this out of some detailed medical research.

This is what I experienced!

When I tried to make core dietary shifts in the past, I carefully observed how my tastes and emotional associations were evolving during that time.

For instance, I shifted to green smoothies for breakfast around 4 years ago.

I feel that it took around 3 months for the shift to be complete on an emotional level.

This is not an isolated example.

It happened many times in similar ways with other types of foods I experimented with.

And I agree! This is NOT an absolute model!

I am sure that you can for instance decide to become a vegetarian overnight and succeed with that.

Or you can give up alcohol suddenly and never drink a beer again.

All possible variations of this model do exist.

I am simply sharing with you a dynamic that I observed in me and in many people I coached.

The conclusion is that it takes some time to build new emotional associations connected with a certain type of food.

It takes as well a while for old emotional associations to be dissolved when you shift your diet.

Makes sense, right?

Visible weight loss is only one of your indicators

Here is what can happen...

You make some essential changes to your diet, add fruit and vegetables, cut on fat and red meat, cook smaller meals and eat now healthy snacks between meals.

Imagine that your main target is weight loss.

You might take all these steps and see little change in your weight.

Why?

Because the changes you made are impacting on your health and energy level but not on your weight yet.

Visible weight loss is only one of the indications that a set of nutrition patterns is working for you.

The other indications are greater health + greater energy level.

The more subtle impacts are as well, more joy and happiness, less irritability, more personal power and confidence, etc...

The health and energy impacts are more subtle and tricky to measure.

You don't have a scale at home that measures your level of energy for instance.

The health benefits can be measured but are really long term.

After eating healthy for a year, you might realize that you haven't been sick in quite a while which means that your immune system was boosted by healthier eating habits.

So... If you shifted a couple of habits and still see no visible results, it does not mean that it's not working, it means that the results are more subtle and tricky to measure, that's all.

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Believe me! Your instincts know exactly what is healthy and what is not.

If you made key shifts to your diet and don't see direct weight loss, here is what you could be thinking:

"See!!!?? It does not work... Now give me back my potato chips + my pint of ice cream!"

Simple!

Don't use the lack of visible measurable results as an excuse to head back to the junk food section at your local supermarket ;)

Got that?

NEVER GIVE UP!

Results can take a while to kick in.

You need to be smart and not use the apparent lack of change in your weight as an excuse to give up.

A part of you is looking for reasons to disqualify these strategies because these strategies mean change.

They require focus and investment of time and energy.

You have to tackle resistances and know EXACTLY what the objections to your success are.

Here we go:

One key mistake is to give up!

Yes! It's that simple!

NEVER, EVER give up on your resolutions to be at the best you can be!

Yes! Sometimes, you will have to slightly shift a strategy and adapt it to your situation but the key is to keep moving in the right direction, ALWAYS!

Put it this way:

Your body will be with you for the rest of your life (at least this

**incarnation ;)) so you better
treat it right and do whatever it
takes to be at your best.**

The rewards are INFINITE!

The pleasure and delight you get from living in a healthy and strong
body are priceless!

Conclusion

I hope you enjoyed this material!

Feed back? Questions? Success stories?

Email me at francisco@vitalcoaching.com

For coaching:

<http://vitalcoaching.com/coaching.htm>

For more topics on dating and personal power go to:

<http://vitalcoaching.com>

To your power

Francisco Bujan