

7 REASONS WHY DIETS Fail

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The Seven Reasons Why Diets Fail

Number 1: Because You are Denying Yourself and Feel You Are Sacrificing to Lose Weight!

Think about a diet you began where you couldn't eat a certain food. For example, let's say the diet you decided to follow would not allow you to have pasta and you LOVED pasta. You would eat pasta morning, noon and night if you could.

You told yourself the diet was only for a short period of time. If you followed the diet perfectly, got the weight off fast enough, you could then have some pasta. After a while, your mind began to focus on pasta. You became obsessed with pasta. Pasta was being served in every restaurant, and everyone was ordering it. You may have even started to notice commercials about pasta. Pasta was everywhere and you couldn't have any!!

How did that make you feel?

Most likely, it made you desire the food even more. Perhaps you began to feel sorry for yourself because everyone but you could enjoy that food. Maybe you began to hate the diet with every bone in your body, and then you said "Enough!" and went out and ate enough of that food for a whole years supply.

Losing weight should not be about sacrifice. If you are giving up foods you enjoy, that is a sacrifice. Losing weight should be a happy experience, one to be celebrated. How many times have you started a diet and said, "Well, I only have to eat this until these 10lbs are gone." Then you go back to eating whatever you were eating before. Oprah Winfrey is a wonderful example of this. She looked fantastic in her size 8 jeans, but as soon as she started to eat regular foods and did not drink her shakes any longer, she put most of the weight back on.

in order to successfully lose weight permanently, you need to change your thinking. You cannot think "short term" punishment or deprivation. You have to *think long-term changes in your behaviour.*

Reason 2: They are Temporary.

You cannot put fuel in your car once every 2 years and expect it to run all the time. You need to constantly add fuel to make sure it runs properly and gets you from point A to point B. You cannot read the first 10 pages of a book and know what is happening at the end (OK, maybe with some books you can, but you get the general idea).

When the majority of people think of the word diet, they think of depravation, starvation and temptation. In a word, when people think of dieting, they think of something to do with FOOD.

In any program, we must address the fact that we are all unique and different as human beings.

We have different eye and hair colours, we have different skin colours. We have different goals, wants, and desires. We all have a life filled with different experiences, both good and bad. These experiences have helped each of us develop our own wonderfully unique personality that comes with different quirks, hang-ups and interests.

Imagine you are reading your favourite “women’s” magazine and there is an article in there about a diet that promises you will lose 10 pounds within the next 15 days if you eat four pounds of grapefruit a day.

Now think of the other thousands of women who are reading that exact article. The article does not say, “Hey Jane living in Nottingham, this diet is for you and no one else!”

You simply cannot tell me that eating four pounds of grapefruit a day for 15 days is the diet for all of those thousands of women reading the article, including yourself.

Being that we are all unique, being that we have all had different experiences, being that we all have different lifestyles; wouldn’t it make more sense to follow a plan that is tailored for you, your lifestyle, and your personality?

Reason 3: *The Focus is on the Food, Not YOU.*

Take a moment to think about your lifestyle.

- Are you up at 5:00 am to get the kids dressed and off to day cares, and then are you fighting rush hour traffic to get to work?
- Do you travel a lot?
- Do you spend most of your days driving around in your car visiting your customers in your area?
- Do you work from home?
- Are you a stay at home mom or dad?
- Do you work outside?

Just as we all have unique personalities, wants and desires, we all have unique lifestyles.



Reason 4: No Set Meal Times

It used to be mum would stay home to take care of the children and the house. Dad would leave for work in the morning after a family breakfast and be home by 6:00 pm. During the day, dad would eat the lunch his wife packed for him at (gasp!) lunchtime. He would come home to dinner waiting for him on the table, and the family would eat together, discussing their day. Sorry, the days of the Cleavers are long gone.

In most homes, mum and dad work. Possibly there isn't a mom and dad, but only one or the other. We run out of the house in the morning with a cup of coffee and stop by the local bakery for some type of nourishment on our way into work. Our workdays have gotten longer. We are eating out more for business lunches and dinners. Our commutes to and from work are longer and more stressful. Our jobs require us to travel more. The kids spend a good portion of their day in nurseries. Who has time to cook dinner, let alone breakfast and lunch?

Most diets will tell you the time of day to eat and what you should be eating. In our hectic lifestyles today, it is nearly impossible to follow these eating plans.

Our airports are filled with foods that really aren't good for us, not to mention overpriced and lack any taste. If you do a lot of travelling, you know airline food tastes pretty bad as well. During the day, most of us rarely take a lunch hour, often eating at our desks or skipping lunch all together. Restaurants usually have a menu filled with food that isn't healthy for us, and if it is, the portions are huge - much more than we actually need.

Add in the office birthday parties and the "potluck" days where everyone brings their favourite foods, and we begin to realise that our days are filled with temptation after temptation. It can be difficult to overcome these struggles, and may even be considered rude or unsociable not to take part in some of these rituals.

In addition, family dinners have gone out the window. A sad but true fact. Our kids have after school and evening activities. We bring homework from the office. We have social obligations we must attend. Dinner usually means something out of the freezer and into the microwave, or a stop at the local pizza joint on our way home from work. Most nights, our families eat when then can, usually not together, and usually standing up in the kitchen or sacked out in front of the TV.

Our society puts a lot of emphasis on food. It is not something that is nutritious and used to fortify our bodies. Food is used to celebrate events such as birthdays. Our major holidays are all centred on a huge meal at the family dinner table. When was the last time you attended a family Thanksgiving dinner that didn't have at least four different heaping dishes on the table? Turkey, stuffing, three kinds of potatoes, gravy, vegetables, rolls, etc. etc.

Telling yourself you are only going to partake in a small amount of food at this holiday get together is one thing, but actually doing it is another. If you don't EAT, and I mean load your plate up and eat until you are going to explode, you can be considered rude and the cook may think you don't like their cooking. It seems we all have one family member that is always saying, "There is so much food here - EAT!"

Our society doesn't make losing weight an easy option. Our harried schedules, our lack of time and the way society views food puts a lot of pressure on us to eat. And to eat a lot of the wrong foods. We no longer have set times and places to eat as we did in the past.

Reason 5: *The Lack of a Support Mechanism for Continual Reinforcement*

Some people require continued reinforcement. Some people need coaching and to be held accountable for staying on the system. It is for this reason that the Kick Start was created.

If you feel you may need additional assistance with continued interaction and weight loss coaching, you may want to check out my 6 week Kick Start Program. Visit

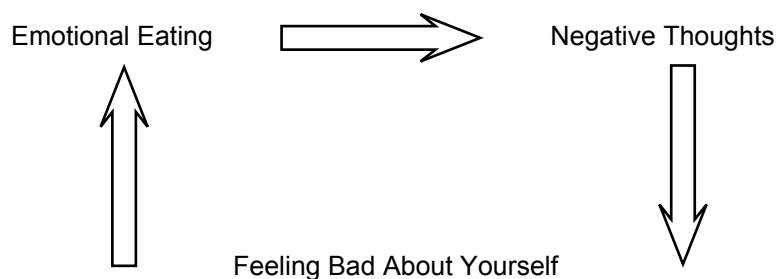
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The program provides regular assistance to insure your success with continual feedback to keep you motivated to lose the weight you desire and to make you accountable for your actions!

Reason 6: *They do not Address Our Emotional State of Mind!*

Eating in order to placate our emotions won't solve the problem that is causing those emotions. In fact, it only exaggerates our weight problem, which causes more emotional problems.

Often times when we eat because we are emotional about something, we then feel horrible afterwards. I am talking about getting down on yourself, saying horrible negative things to yourself. Maybe you would say something like, "I am going to be fat the rest of my life." "I hate myself for eating that." "Great, now I am only going to get fatter and I hate being fat!!" This only makes you feel worse emotionally, and then you begin to eat again. It becomes an appalling cycle.



Take a look at yourself to see if you fall into any of these categories of emotional eating. If you need to, chart your activities, your thoughts and feelings and when you eat.

There are some people out there who subconsciously hold on to the weight for reasons only they know about. These reasons may not be in the forefront of their minds, but they are there, embedded somewhere in their psyche.

Some people are simply afraid of what will happen once they lose the weight. Perhaps they are afraid of the attention they may get from members of the opposite sex. If the marriage has been a sexless one because of a weight issue, perhaps they are afraid of enjoying sex. Perhaps they don't feel they have the right to feel good about themselves and they suffer from low self-esteem.

Perhaps you may ask yourself, who am I to be strong, healthy, thin and beautiful? Who are you not to be? Being small doesn't serve others. Not living to our full potential doesn't serve others. Not ALLOWING yourself to bloom, to grow to be beautiful doesn't serve others.

If you are uncertain about your self-esteem, examine your thoughts. What are you thinking? Feeling? What changes might take place in your life if you lose the weight? Even if these changes are going to be difficult, are they really that bad? Will they possibly lead to a happier life?

Really get inside yourself and think about your life.

Many people blame their problems on their weight. Perhaps you are one of these people.

Maybe you say to yourself:

“If I was thin, I would get the promotion.”

“If I was thin, I would get a date.”

“If I was thin, my spouse would be nicer to me.”

If you do lose the weight, then your excuse for not getting the promotion, for not having a date and for being married to a poor choice of spouse are out the window. When you don't have an excuse for these things, the only thing you have to blame is yourself. It is much easier to blame a big butt for all of your troubles than taking responsibility for yourself.

You are responsible for working hard to get the promotion. You are responsible for getting out there and meeting people to get a date. You are responsible for deciding if you want to stay with your spouse.

All of these things I have just discussed fall back to one problem: low self- esteem. Your weight could be your excuse for everything that is wrong in your life. Your weight could be a result of not feeling as though you deserve to be thin, or to be happy.

Only you can decide whether or not your self esteem is an issue in your weight problem. Perhaps you will need to see a counsellor in order to really explore it. Perhaps it is there in your mind, and you have always noticed it but you chose to ignore it. Before you begin any weight loss program that is going to have permanent results, you need to believe you deserve the results you desire. You need to leave your baggage at the door and allow yourself to succeed.

And this is the biggest reason we have discovered diets fail: *THEY DON'T ADDRESS ISSUES REGARDING SELF ESTEEM!*

In this system we do address your self -esteem with each hypnosis session and in addition before listening to these audio's, you will be taking some time to examine yourself and see if there are underlying issues of why you overeat or why you hold on to your extra weight. You will write your thoughts down. You may use your own journal, or ours. Getting to the root of the problem, whether it be fear of failure, fear of changes which may occur once you lose the weight, or a low self esteem is crucial in order to make any weight loss program successful.

This program will allow you to successfully navigate this issue for your ultimate success of achieving your weight goals!

About the Kick Start Program

www.shedthosepoundsmindcoach.co.uk



After looking deeper into why people fail when dieting, I wanted to put together a program to cover all findings,

So I incorporated motivation and coaching from myself, also using mind techniques to change the state of mind.

You chose how many weeks the program runs. Can be 2,4,6 weeks can be more.

I work with Richard from Easton Fitness who uses his skills in losing pounds and transforming your body.

Richard will also help with advise on dietary needs to accomplish your ideal weight and body.

www.eastonfitness.co.uk

