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LEAN IN 19 EXTREME FAT LOSS PLAN



EMOTIONAL EATING

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Introduction

Obesity rates in all over the World are soaring with a ridiculous number of people being classed as clinically obese.

Despite Government warnings that we are turning into a bunch of couch potatoes and risking obesity-related illnesses such as heart disease and cancer, our waistlines keep growing.

But despite appearances, overall physical activity levels have remained constant for the last quarter of a century during which time weight levels have rocketed, Professor John Speakman claims that the average man burned 1380 calories per day in the 1980s and continues to do so today. The average woman has burned 950 calories a day during the same period. What has changed is that calorie intake has increased by at least a third to on average 3,500 calories a day, he said.

Prof Speakman, who is a member of the Energetics Research Group at the University of Aberdeen, said that his research showed that small changes in lifestyle were not enough to fight the obesity crisis.

"Over the past 25 years, during which time obesity levels have increased enormously, there has actually been no change in our levels of physical activity," he said at the British Science Festival in Birmingham.

"We seem to have homeostatic mechanism that regulates our calorie expenditure. The more exercise we do during the day, the less active we are during the evening.

"The idea that small changes in life style are enough to offset obesity is wrong. In fact enormous changes in energy balance are needed and that can only realistically be achieved through changes in diet."

His team calculated energy expenditure using the "doubly labeled water technique" which tracks the progress of a water isoptopes through the body, the speed if which in turn indicates rate of metabolism.

"We should be promoting exercise for health reasons but weight is not

realistically going to benefit from exercise alone," he said.

"Exercise is not enough to reverse the epidemic.

"Dieting on the other hand does have an effect on energy intake and this is a more realistic approach."

To illustrate the point he said that an hour of intensive exercise will only use up on average 300 calories - the equivalent of 10 per cent of food consumption or a small sandwich.

"Since the 1980s when the obesity epidemic really took off there has been any change in energy expenditure.

"We may watch television at night but that has always been a time when we were inactive. Before television there was sitting around reading or listening to the radio and now there is looking at a computer.

"There may be differences in what we are doing but we use the same amount of energy."

To be honest I don't think that the extract above is really anything that you didn't know but why in an age of information at your finger tips on the Internet and more research than ever being done about nutrition are we still getting bigger?

I think its predominantly two things:-

1. Convenience – in a fast paced world it's easy for us to take the easy option, a multitude of chemically enhanced pre packed processed foods are available for us 24/7.
2. Emotional eating – as you will discover throughout this workbook eating and your relationship with food is not just about being hungry, by the end of this book you will be MUCH clearer on where you fall on this scale.

The problem is KNOWING this is not enough as we will shortly uncover.....

Your Beliefs

In 1957, Roger Bannister became the first athlete to break the four-minute barrier for running a mile. Prior to Bannister's achievement, on that evening in May at the unassuming Iffley Road track in Oxford, most athletes considered a sub-four-minute mile impossible. But that same year, sixteen other athletes also ran a mile in less than four minutes.

Did they become super-human overnight? Or, more simply, did their beliefs change? That is the way it works – if one person can do it, we can all do it, we just have to believe we can.



Weight loss or should I say fat loss is no different. I have been asked many times by friends and family "What's the best workout to lose weight?" or "What should I be eating to lose weight?"

Now I always consistently offer the same advice and the same nutritional protocols and yet the outcomes vary significantly.



So if two or more people follow the same nutrition plan and same exercise regime why is it that some succeed whilst others fail. To answer this you need to look much further than

simply the program being followed and start to ask what makes the individuals follow the program. Why do some take more action than others? What motivates them? What triggers impulsive behaviors? Why do some people sabotage themselves even though they know the plan works?

Ultimately I believe it initially comes down to 2 things attitude and belief. Your attitude is simply the way that you look at things. Some people are optimistic and some are pessimistic. In terms of weight loss people can generally be happy and positive when they are seeing results but it's actually when things don't go quite to plan that you really need this positivity. Changing your attitude is as simple as just changing the way you look at things.

Without wishing to delve too much into Neuro Linguistic Programming (NLP) this is a type of framing where you change the words you use to change the way you feel about things.

Within Fitness and Weight loss there are a few words that are worth reframing.

Diet is one that is always worth reframing. The word diet is usually associated with negative feelings about restriction and foods that you are not allowed to eat.

That's one of the reasons we refer to our program as a "Nutrition Plan" as we attempt to remove the stigma and imply that it is a structured way of eating nutrient rich foods that will make you feel better and look better.

When you are reframing you should consider the following:-

How could I look at this from a different perspective?

How can I change the meaning of this?

What's the benefit to me?

What can I learn from this?

So a classic example would be.....

"I really want to get in shape but the only time I've got is in the morning and and I hate getting up early."

We could reframe this to be:-

"Wow, my workout is over and done with by 7am so I can get in shape AND have my evenings free"

Can you see where I am going with this?

Here are some examples below that I want you to try and reframe into a positive attitude response.

1. If I go on a diet I will NEVER be able to eat out,

2. I have no time to exercise

3. It's impossible to start exercising now because I have a bad knee/leg/shoulder

“Winning is a habit. Watch your thoughts, they become your beliefs. Watch your beliefs, they become your words. Watch your words, they become your actions. Watch your actions, they become your habits. Watch your habits, they become your character.”

Beliefs can work for and against you and are unconscious programs that control your behavior. Beliefs are not facts more of an interpretation.

When it comes to weight loss our beliefs come from a wide range of sources, from the media, from your parents, from your work colleagues, from magazines from Dave “down the pub” , everybody knows a Dave don't they? The guy who is the fountain of all knowledge on EVERYTHING! ☺

If you weighed yourself and your weight hadn't changed you could factually say “My weight hasn't changed this week” but if you added “because this nutrition plan doesn't work for me and I'm not going to lose weight” then it has started to become a belief NOT fact. You formed this belief based on your own interpretation of your results. In this scenario the plan could be very effective but you may have gained water weight, new muscle tissue or you may have just forgotten that late night pizza you ate on Saturday!

Its human nature that if you don't believe something is possible you probably won't attempt it and if you do you will be much more likely to fail.

If you can fit new behavior into your belief system then it will be much easier for you to do.

For example if you strongly believe that drinking more clean water and eating more vegetables will give you significantly increased energy levels, reduced body fat and better skin then its much easier for you to eat them and believing that they are just “part of the plan”.

To get rid of these limiting beliefs it's important to be VERY honest with yourself. Start by asking yourself these two questions.

1. What causes me to be overweight?

2. What's preventing me from being leaner?

For most of you I'm guessing that your answers were some kind of limiting belief any of these sound familiar?

"I'm overweight and can't get leaner because....."

- I'm too busy
- I have no motivation
- I can't give up Wine
- I have a nigging injury
- I have a slow metabolism
- I've tried in the past and it didn't work
- I hate exercise
- I cant quit eating bread
- I'm too old
- I don't know what to eat
- I love food

A great technique that I learnt for examining the validity of a limiting belief was to imagine you were on one of these TV cop shows and you are interrogating the belief like it was a suspect, light shining in its face, good cop bad cop style. You need to find evidence against it, try and catch out.

Here is an example:-

"I'm too busy"

But.....

Didn't you find time to watch 3 hours TV last night?

Didn't you spend another hour talking about the TV shows on Facebook?

Are you REALLY too busy? Thought not ☺

An example of emotional eating

If you've ever had a bad day you will probably relate to this.

This is a real life example from my Facebook friends list, the guy in question was having a bad day at work.

It was just before lunch so what did he do to handle his bad day?

- Sit down and chill out whilst eating a salad and listening to the radio to relax
Or
- Convinced himself that he needed fast food to sort out his bad day and head off to the nearest fast food place.

The picture below is an actual screen capture from his page (I've blocked his name out for obvious reasons) notice the use of the word *deserve*, his belief is that as he has experienced a bad day he deserves to be rewarded with junk food. This is something we will look at throughout this manual.



What Is Emotional Eating?

Emotional eating is when people use food as a way to deal with feelings instead of to satisfy hunger.

We've all been there, finishing a whole bag of crisps out of boredom or throwing biscuit after biscuit in your mouth while studying for a big test. But when done a lot — especially without realizing it — emotional eating can affect weight, health, and overall well being.

Not many of us make the connection between eating and our feelings. But understanding what drives emotional eating can help people take steps to change it.

One of the biggest myths about emotional eating is that it's prompted by negative feelings. Yes, people often turn to food when they're stressed out, lonely, sad, anxious, or bored. But emotional eating can be linked to positive feelings too, like the romance of sharing dessert on Valentine's Day or the celebration of a holiday feast.

Sometimes emotional eating is tied to major life events, like a death or a divorce. More often, though, it's the countless little daily stresses that cause someone to seek comfort or distraction in food.

Emotional eating patterns can be learned: A child who is given sweets after a big achievement may grow up using sweets as a reward for a job well done. A kid who is given biscuits as a way to stop crying may learn to link biscuits with comfort.

So how do you know if you are an emotional eater?

Answer these 10 questions honestly:-

1. Do you ever notice that your hunger comes on quickly?
2. When you get hungry do you feel an almost immediate need to eat

and that you must eat something straight away?

3. When you eat do you pay little attention to the taste of the food or how much you are eating?
4. When you get hungry do you sometimes feel that you need a certain type of food or treat to satisfy that hunger?
5. Do you ever feel guilty after eating?
6. Do you get an urge to eat when you are upset?
7. Do you eat to get rid of a feeling of emptiness or sadness?
8. Do you stuff food in quickly, almost as if you are trying to stuff yourself?
9. Have you tried to lose weight in the past only to find your efforts derailed by the urge to eat?
10. Do you ever feel powerless over your urge to eat foods that you know are not healthy or powerless to control portion sizes of foods that are deemed to be healthy?

If you have answered "yes" to 3 or more of these questions then you are showing the symptoms of an emotional eater. It's important to be honest with yourself about this and admit if you are. It's also important to note that it's not these symptoms that are the real problem but we will cover that further on in this workbook.

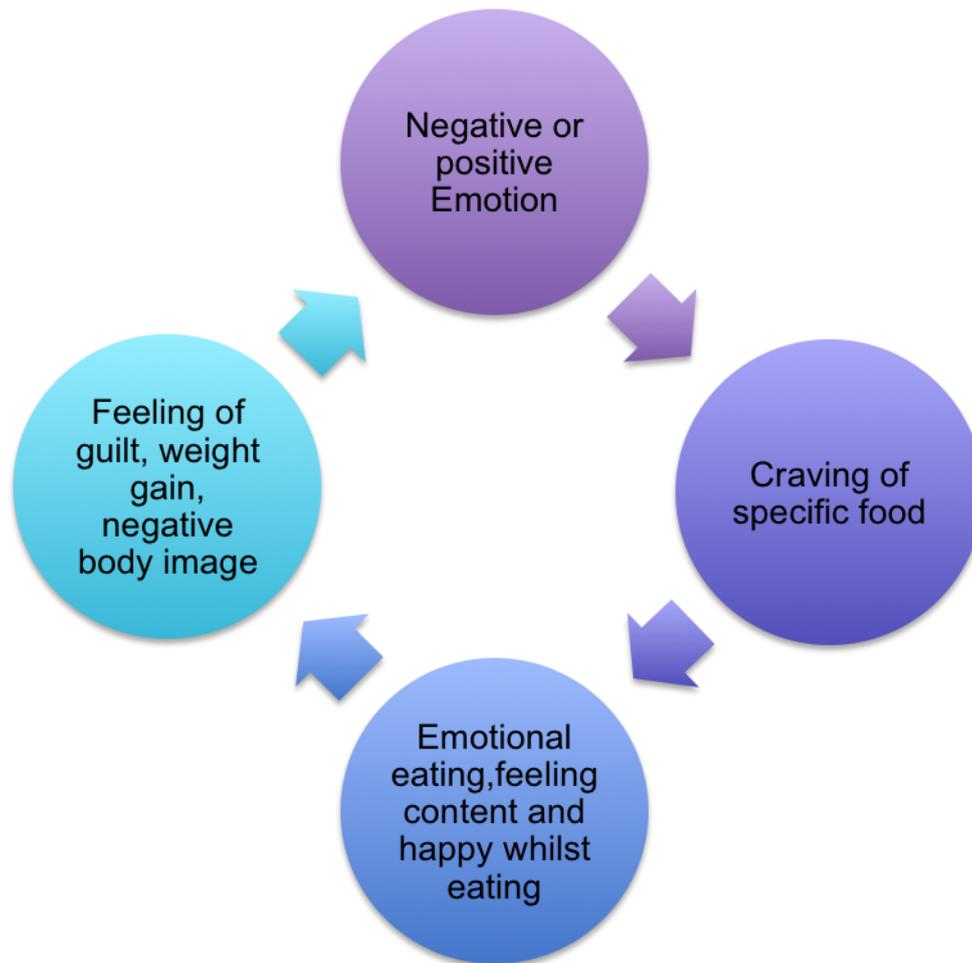
Why Emotional Eating is so hard to stop

Whilst there are a multitude of diet plans and exercise regimes out there for fat loss the underlying principle of all of them is usually to cut back or choose what you eat based on some kind of logical plan. The handing over of this plan and "get on with it" mentality implies that you are able to consciously control your eating habits and will readily choose spinach over chocolate.

Unfortunately if you are an emotional eater things don't work like this as the urge to eat is just too strong.

For emotional eaters until they learn to deal with using food as a psychological tool they won't be able to adhere to ANY diet plan for long. Emotional eaters often handle diets well whilst their life is running smoothly but the minute the slightest thing goes wrong they revert back to their old habits.

The problem is using food to deal with feelings creates a vicious cycle.



"Comfort" Foods

We all have our own comfort foods. Interestingly, they may vary according to moods and gender. One study found that happy people seem to want to eat things like pizza, while sad people prefer ice cream and biscuits. Bored people crave salty, crunchy things, like crisps. Researchers also found that guys seem to prefer hot, homemade comfort meals, like steaks and casseroles. Girls go for chocolate and ice cream.

This brings up a curious question: Does no one take comfort in carrots and celery sticks? Researchers are looking into that, too. What they're finding is that high-fat foods, like ice cream, may activate certain chemicals in the body that create a sense of contentment and fulfillment. This almost addictive quality may actually make you reach for these foods again when feeling upset.

Physical Hunger vs. Emotional Hunger

I genuinely think we're all emotional eaters to some extent (who hasn't suddenly found room for dessert after a filling dinner?). But for some people, emotional eating can be a real problem, causing serious weight gain or cycles of bingeing and purging.



The trouble with emotional eating (aside from the health issues) is that once the pleasure of eating is gone, the feelings that cause it remain. And you often may feel worse about eating the amount or type of food you did. That's why it helps to know the differences between physical hunger and emotional hunger.

Next time you reach for a snack, check in and see which type of hunger (physical vs emotional) is driving it.

PHYSICAL HUNGER		EMOTIONAL HUNGER
Tends to come on gradually and can be postponed	VS	Feels sudden and urgent
Can be satisfied with any number of foods	VS	Causes very specific cravings (for example pizza or ice-cream)
Once full you're likely to stop eating	VS	You tend to eat more than you normally would
Doesn't cause feelings of guilt	VS	Can cause guilt afterwards

Identifying your triggers

By now you should be clear on what Emotional Eating is, whether or not you show any symptoms of it and how emotional hunger differs from physical hunger. It's important at this stage to acknowledge that emotional eating doesn't happen without a reason. There is always a cause and they are usually referred to as "Triggers".

Triggers need to be identified so that you can be conscious of when you are around them and take necessary action to manage the situation, some Triggers are under your control, and others are not. Once you identify your Triggers the idea is to remove the ones you can control and prepare an action plan for the ones you don't.

Triggers tend to fall in to one of 4 categories; Places, People, Feelings or Events.

Here are a few examples but you will compile your own list later in this workbook.

- Stress
- Boredom
- Anger
- Fatigue
- Financial problems
- Relationship issues
- Restaurants
- Parties
- Holidays
- Weather
- TV
- Smell of food
- Sight of food
- Your kid's meals
- Time of dayAn example of a common Trigger for a chocolate lover is the walk of shame past the chocolate bars at the petrol station when you have filled up your car with fuel. Its clever marketing but the temptation is huge.

This is an example of a trigger that you can't control so it's one you need to manage. A couple of things you could do to manage this trigger would be:-

1. Fill your fuel tank up to the top rather than just putting a 'bit' of fuel to reduce the frequency that you have to go in there.
2. Consciously avoid looking at the offending Chocolate when you head in to pay!

Simple, but effective.

How to overcome emotional eating

So now we have looked at what the causes of emotional eating can be we need to find the solution.

Within this manual we have set out a number of exercises for you to complete but one of the most powerful ways to handle emotional eating is look at what your beliefs towards food are and what food means to you and of course if you are an emotional eater its highly likely that you will need to change them!



If you want to change a behavior then you have to change the beliefs.

The following two examples from the same client before and after a chat about her emotional eating.

She was asked to write down her beliefs towards Food and Fat loss.....

Original beliefs

- If I'm exercising I can eat more
- Everything in moderation
- Diet and Low fat products are better
- It's hard to eat healthily
- Diets don't work for me

After covering the material with her that you have just read in this book I asked her to split this list into two lists, one list for things she felt would help her progress and one for the list that she felt would hinder her progress I then asked her the same question again.

Revised beliefs

- Food is for energy
- I need to try and avoid artificial Sweeteners and preservatives
- It's good to eat as much organic food as I can afford to
- If I stick to my plan during the week I can eat ONE cheat meal at the weekend without undoing all my hard work
- Nutrients are more important than calories.

Creating your Healthy Habits list

The first exercise we will complete today is to compile a list of at least 10 healthy habits that you will adopt. Rather than being a wild statement we want you to take ownership of it and write a sentence below it starting your sentence with "I will"

Example Habit: Listen to your body

I stop eating when I'm full and only eat when I'm hungry

Write below at least 10 healthy habits and your "I will" sentences, say them out loud, if you have any doubt over whether you really mean what you say then don't include them at the moment. Remember these are beliefs not random sentences!

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

Your Motivation

Next step for us is to create your Motivation Mantra.

"I want to lose weight/fat so I can....."

E.g.:

- Feel better about myself
- Have more energy
- Stop envying other people
- Be more sexually active
- Be happier and more content
- Feel confident on holiday
- Relieve some of my depression

Make your own list of answers here:-

Take on your triggers

As we mentioned earlier, triggers tend to fall in to one of 4 categories; Places, People, Feelings or Events in this section we are going to also look at self-doubt.

We will look at each one of these in more detail and look at some of the specific triggers that may make you emotionally eat.

Triggers caused by events

In this section I want you to list events that make you emotionally over eat and explain why and what you do to interrupt this event. Difficult events can trigger these uncomfortable feelings have a look through the examples below and add any of your personal ones that have recently triggered emotional hunger for you.

Examples:

- Criticizes me
- Misunderstands me
- Judges me
- Manipulates me
- Accuses me
- Ignores me
- Embarrasses me
- Discourages me
- Compares me to others
- Invades my privacy
- Doesn't trust me
- Expects me to be perfect
- Opposes my view
- Wants me to feel guilty
- Betrays me
- Smothers me
- Deprives me of material things
- Takes their anger out on me
- Neglects me
- Ridicules me
- Treats me like a child
- Threatens me
- Rebels against me
- Lies to me
- Pressures me
- Takes me for granted
- Clings to me
- Tells me off
- Excludes me
- Is unfaithful to me
- Insults me
- Disappoints me
- Blames me

Take three of the above scenarios and write down how it makes you feel and what it provokes inside you to make you want to eat.

1
2
3
4

Example:

When my friends exclude me it makes me feel angry and jealous of my friends that have been included and the jealousy and anger makes me eat.

Triggers caused by unprovoked feelings

Sometimes after an event or an issue with another person more feelings may arise. These feelings are usually simply your brain trying to deal with what is happening in your life.

Below is a list of feelings rather than events or people that are common for triggering a strong emotional desire to eat something quickly.

What we are looking to do here is to tie the emotion to the circumstances when the feeling occurs.

For example: Sometimes late at night I am bored so I have to eat something.

Here is the common list:

- Depressed
- Jealous
- Bored
- Frustrated
- Lonely
- Ashamed
- Anxious
- Angry
- Overwhelmed
- Afraid
- Humiliated
- Uncomfortable
- Confused
- Guilty
- Needy
- Empty
- Scared

Circle any that apply and then create a sentence like our example to explain in detail what happens.

Triggers caused by self-doubt

Sometimes Emotional eaters can be very self-critical. In this section I want you to identify the three most relevant self-doubt triggers that make you want to eat.

"I find I need to eat when I am _____"

- Powerless
- Hopeless
- Unlovable
- Self-destructive
- Untrustworthy
- Inferior
- Mean and cruel
- Unworthy
- Childish
- Lacking strength
- Lacking ability
- Unable to deal with people
- Unable to live up to expectations
- Unable to make or keep a commitment
- Dependent
- Stupid
- Self-centered
- Helpless
- Boring
- Bad
- Alone
- Other _____

Example:

"I find I need to eat when I believe I am lacking ability so I will go out and eat whatever I can to feel good about myself again."

Boredom Binge Avoidance

Boredom eaters can't stand the feeling of being bored so they eat. Eating becomes a way to bring some excitement into their lives without rocking the boat or doing something too out-of-their-comfort-zone.

Boredom eating can come in many forms - eating when there's nothing to do is the obvious one.

But there are others. For example, you may be watching a TV show that you're only half into - and reaching for some munchies to turn up the excitement level.

You may be stuck in traffic - so you grab your stash of sweets in the glove compartment - just to get through the monotony of stop-and-go traffic.

Maybe you're out with a group of work colleagues and the conversation turns very dull. Instead of trying to liven up the conversation, you reach for the bread basket instead.

Boredom eating is a type of emotional eating - and it can lead to extra weight. Instead of eating when bored you can learn other ways to handle dull situations.

Whilst I can't stop you feeling bored I can give you a strategy and action plan for when those boredom moments kick in.

Check out the following list of questions:-

- **Am I thinking about eating because I'm physically hungry or for another reason?**
- **If its not physical hunger then why am I thinking about eating this?**
- **What will be the immediate consequences if I eat this?**
- **What will be the long term consequences if I eat this?**
- **What will be my rewards for saying NO to this?**
- **Is eating this going to move me closer to or further away from my goals?**
- **Is eating this worth it?**

Working with the above I suggest that you STOP, PAUSE, THINK and ask yourself these questions before you eat.

Why are you REALLY not losing weight?

As strange as this may sound some people deliberately sabotage their own fat loss progress.

Now this isn't very common but for some people there is part of them that feels powerless to create and maintain a sense of safety without being overweight.

Have a look at the list below and see if there are any that you identify with:-

"It suits me to stay fat _____"

- Because fat gives me an excuse to avoid contacts or make effort to be with people.
- So I can be more at ease with members of the opposite sex as there is less chance of a romantic relationship
- Because I don't have to deal with attention
- Because certain facial and bodily features won't be noticed as much if I'm overweight
- Because I will fail and I'd be worse off for trying
- Because it's a way for me to have lower expectations for myself
- Because it controls certain impulses that I don't know how to control otherwise
- Because I don't have to deal with my sexuality
- Because I don't have to be ambitious and therefore won't be disappointed
- Because it gives me an excuse not to express my need for closeness
- Because it helps me control my competitiveness

If any of these items do apply to you then ask yourself whether being overweight actually protects you from anything or are you just fooling yourself about some fear based decisions you have already made but are afraid to admit.

Past Success

Another way to help make the changes you need to is to identify past successes.

1. Think back to a time when you were happy with your weight/appearance
2. Why were you happy with your weight/appearance?
3. What else was going on in your life then that helped how you felt?
4. What was there in your life then that isn't now?

5. Using the exercises you have just completed what changes you can make to feel like you did in your answer to question 1 again.

But it's not just about fat loss.

Past awards and other mementos of our achievements serve as reminders of our past successes. Everybody goes through ups and downs in life. It is during those down periods when past successes become especially helpful.

Instead of just sitting there sulking when we are down and challenged by whatever life throws at us, we should be remembering how we have conquered obstacles to become successful in the past. We should recall despite the challenges, how we were able to work through them and still achieve victory.

Physical reminders of past victories such as trophies or certificates act to trigger these events back into our minds. We will then feel a surge of confidence as we realize that if we were successful before, then we can become successful again.

These reminders help us remember that although we might lose the odd battle, we can still win the overall war. Past successes do not have to be exactly related to current challenges either. My past successes in sports continue to help boost my confidence in many different challenges I face and many of these are not related to sport in any way whatsoever.

So keep all the reminders of your achievements so that you never forget your past successes, especially during times when you can really use a boost. Although you don't necessarily have to display them in prominent locations around the house, at least have them somewhere where you can easily access them to rekindle the wonderful memories behind them.

I did not keep my trophies to impress anyone. I kept them for myself as reminders of past successes when I need them.