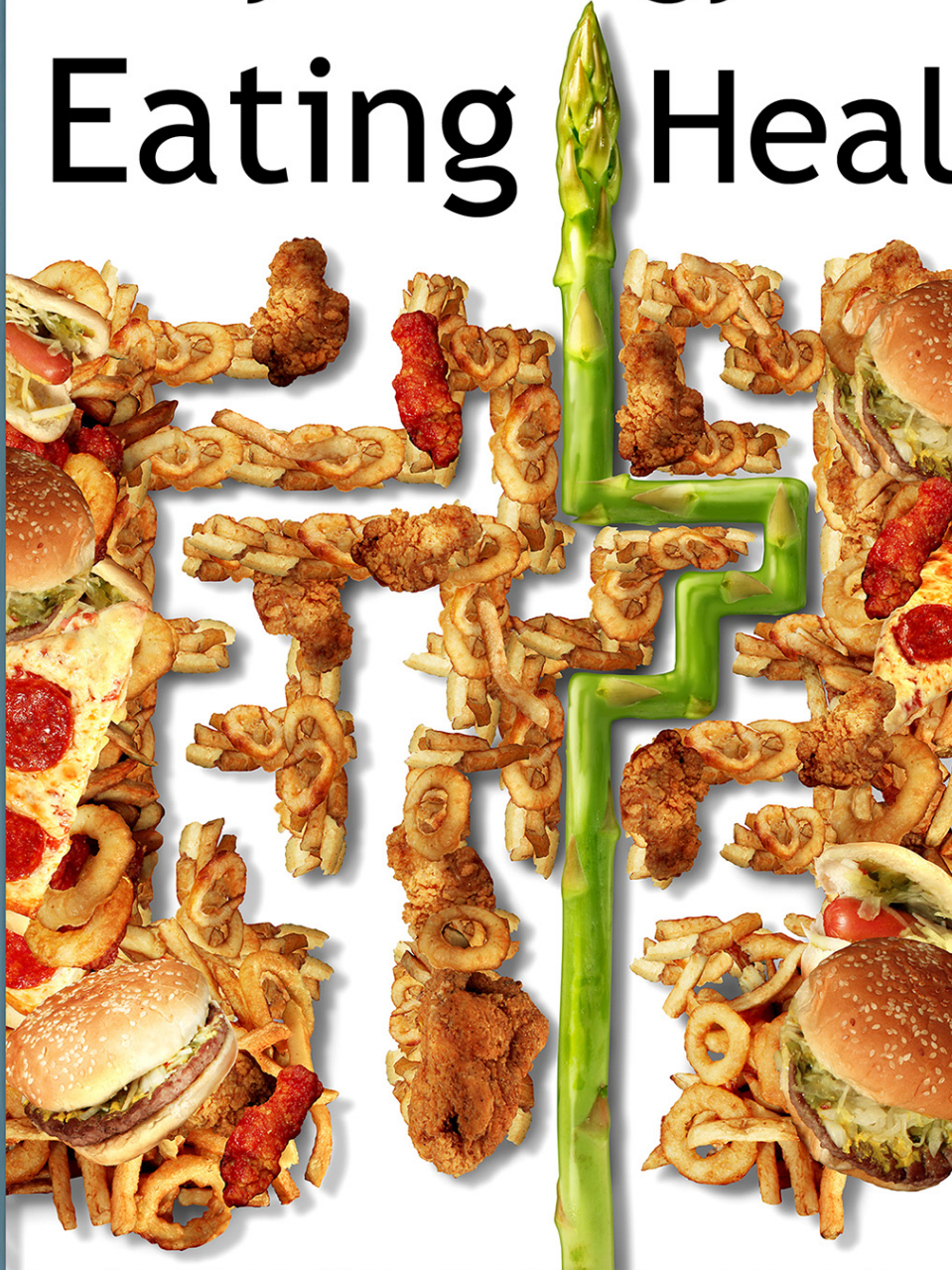


The Psychology of Eating Healthy



finding your path through
temptation and pressure

Uplift
Guided Fitness

www.upliftfitness.com

The Psychology of Eating Healthy



We're calling this a book, but it's more like a long letter we want you to read as you begin the journey of weight loss and fitness.

When it comes to matters of food and drink, we humans are weak. Everybody's a head case. Cravings are compelling. Peer pressure is hard to resist.

Our bodies are built for survival, too; they gravitate toward foods that can help us build fat stores, in preparation for the possibility that food could become scarce. So we like stuff that's not good for us – and we live in this modern world, where food is rarely, if ever, scarce.

The modern landscape is loaded with refined and processed eats and treats we don't

need for survival, but they taste good and we go for them. It's not exactly cave man days anymore, so you can easily gather up more calories and fat than you need in exchange for a little money.

According to the U.S. Department of Health and Human Services and National Institutes of Health, 36 percent of the adult population is obese, and 34 percent overweight. That adds up to 70 percent. So few people are at a healthy weight that it's considered an epidemic. The situation with American children is a mounting and serious problem, too: nearly 32 percent are either overweight or obese. That figure is up threefold in just one generation.

What we need to do is eat healthy.

Sounds simple, right? It's not. Even after you're given precise recipes and daily meal plans and measurement charts – even after you make a Day One commitment to eating better – you're going to face challenges along the way to becoming a lifelong healthy eater.

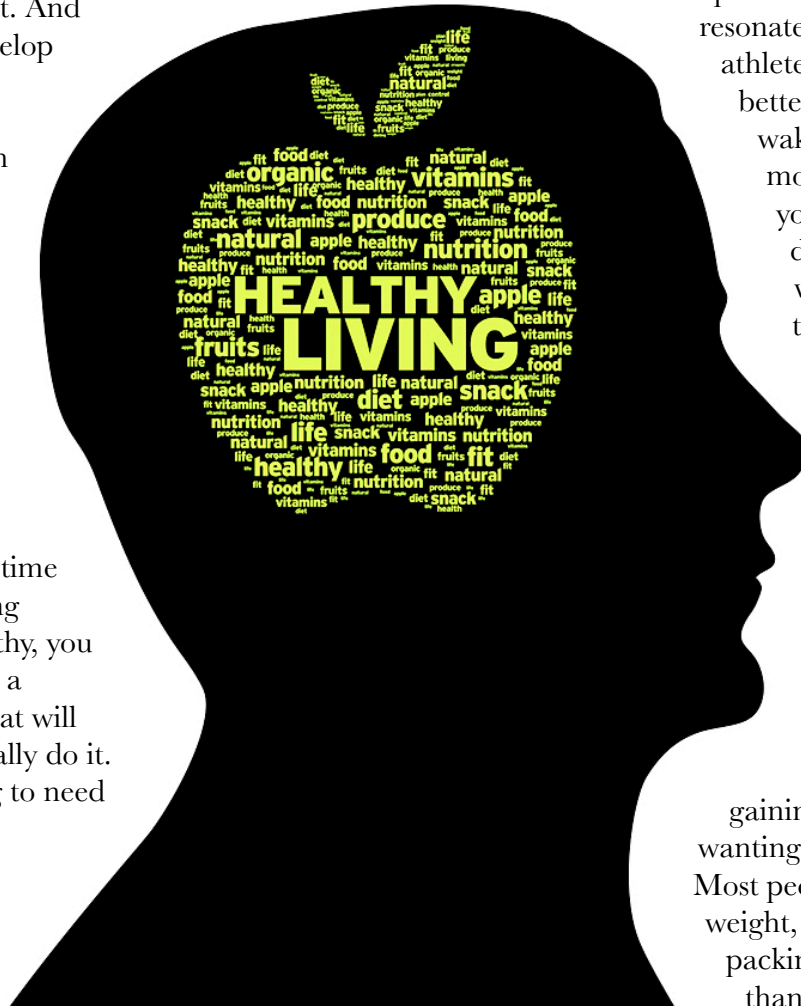
This is most assuredly guaranteed, because we humans all feel hungry at various times during the day, sometimes right after we eat. And most people develop unhealthy psychological connections with food. We know the truth: ice cream or cake or fettuccine Alfredo or eggs benedict can be the comfort blanket we seek when the going gets tough.

At the same time as you're learning **how** to eat healthy, you have to focus on a personal plan that will ensure you actually do it.

You're going to need a few words of encouragement.

In 1991, an ad agency from Seattle created a famous ad campaign for Nike athletic shoes, with the tagline “There is no Finish Line.” The television versions of the ads showed film clips of famous athletes of the day, like Michael Jordan and Alberto Salazar, in moments of glory, interspersed with a regular guy running, running, running.

“You're going to face challenges along the way to becoming a lifelong healthy eater.”



The point was clear, and it resonated with everyday athletes who wanted better fitness: keep waking up in the morning, tying on your shoes, and doing some kind of workout. Don't think about where it ends, because

there is no finish line.

The notion that the journey is the destination rings through many areas of life, and it's perfect for our battle with

gaining weight and wanting it to be gone.

Most people want to lose weight, because they're packin' more weight than is ideal. Again, it's part of what comes with the modern world,

where the wilderness has been tamed and it's unlikely that a dinosaur is going to run out from behind the trees and crush the slowest runner in the pack. So you can eat whatever you want, as much as you want, and still survive... **for a while.**

Most Illness is Preventable

The evidence is overwhelming that being overweight contributes to the vast majority of what ails us. Researchers from the Mayo Clinic found that 70 percent of all illness is lifestyle related, and therefore preventable.

Read that two or three times, so it soaks in. Most of the illnesses that can attack your body can be kept at bay if your body is healthy.

The leading causes of preventable death headline the list of conditions linked to obesity: heart disease, stroke, type 2 diabetes, many cancers, and more. Do you really want to eat crappy food and let yourself get dangerously overweight and play Russian Roulette with your health? We know you don't but where does that leave you? Chances are, at the starting line, standing there between the days of eating and drinking things that you shouldn't and doing too much of both and every once in a while thinking about how nice it would be to drop the extra pounds... and the actual beginning of something new.

Salazar, one of the best distance runners of his generation, is also famous for saying this: "I had as many doubts as anyone else. Standing on the starting line, we're all cowards."

So here you are, standing on the starting line.

We want you to feel full of confidence that you're standing on the right side of the starting line, that you will be able to fire off the starting line and glide into new days, only glancing back to remind yourself of where you were, so you don't go back there.

This could easily be called the *Psychology of Weight Loss*, because that means about the same thing as the *Psychology of Eating Healthy*.

Instead of looking at each day, at each hour, as part of the battle against eating things you aren't supposed to, it can help to look at each day as a clean slate. When you fall off the horse, climb back on. If you eat stuff you shouldn't on Monday, start over on Tuesday. Every day is a new opportunity to stack a day of healthy eating onto the others you have

accumulated. When the good days far outweigh the bad ones, you will get to your goal weight and be able to stay there.

Read this

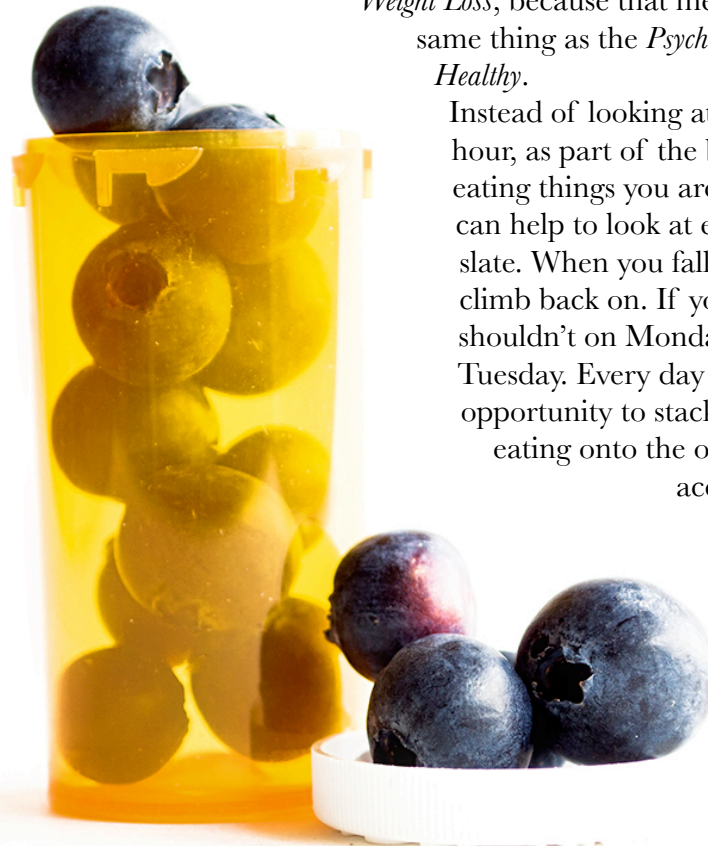
short book whenever you need inspiration to keep going. Understand the physical and psychological obstacles between you and the new you. Meet them head on. Use the strong side of yourself to win over the weak side.

You can do this.

When you do, tell us your story! We want to hear how you made healthy eating a lifestyle, and the good things that came along with the change.

Send your story to:

info@upliftfitness.com.





Prepare for Transformation

What gets lost in so much of the discussion about losing weight is that (for the vast majority of people) there is a transformation that takes place once you eat healthy, nutrient-dense foods most of the time. When you do that, you **feel** different than you used to, and it's a good different. Your stomach calms down, you feel far fewer cravings for things that are fatty, sugary, bad for you. You tend to crave the things that are good for you, because your body becomes accustomed to the steady feeling, the sustained energy, that comes from putting the "right kind of fuel" into the furnace.

Sure, most people still feel occasional or even regular cravings. But one of the best defenses against giving in to those cravings is reminding yourself – even if you have to

think about it consciously or even say it out loud – how good you feel **after** you eat healthy foods.

And, by the way, you will notice these good feelings when you drink the proper amount of water, too.

For people trying to lose weight, there's a funny idea that sometimes crops up. They've heard that water retention causes people to bloat up. So they think, "if I'm trying to lose weight, I should limit the amount of water I take in, so I don't have so much water weight." If you've ever thought this, toss that thought aside and embrace the amazing benefits of water. The list is long, and we've prepared a detailed look at 'Wonderful Water' that comes as part of our free newsletter. To receive it, here's the link:

<http://bit.ly/170peCW>.

Hooked on Feeling Good

In the same way that people become psychologically (and/or physically) hooked on the feelings associated with taking drugs, your body and mind become ‘hooked’ on feeling good from eating healthy.

To test this, have fun with your evening cravings. Especially as you start eating healthy, it’s extremely common to want some ice cream or candy or salty snack as you plop down on the couch to unwind before bedtime. You gave in to these cravings in the past, and it’s so easy to do it again. But fight it, and consciously focus on what you’re doing (reading, talking, watching a movie) instead.

Go to bed without giving in.

When you wake up, you will probably feel hungry and ready to eat. It’s best to eat breakfast within an hour of waking up, and you can do it right away if you want. Eat one of the breakfasts in the 21 Day plan, then focus on how you feel.

Amazing, right? You feel amazing. Your body is loaded up with the right kind of fuel, and it’s not dealing with the crap you almost ate last night. You feel like you could take on the world, so you do. Your work comes easily, because you can naturally concentrate better. Stress seems to have taken a back seat to the strength you feel, and to the reserves that are there for overcoming any obstacle that’s in your path.

This is what it feels like to eat clean. This is the feeling you can become hooked on, rather than the one that lasts for four minutes after you eat a bowl of ice cream. You can still allow yourself occasional treats, but when you replace your old ways with these feelings, it’s highly likely that you won’t want to go back. Feel for it, and let yourself become hooked on feeling good.

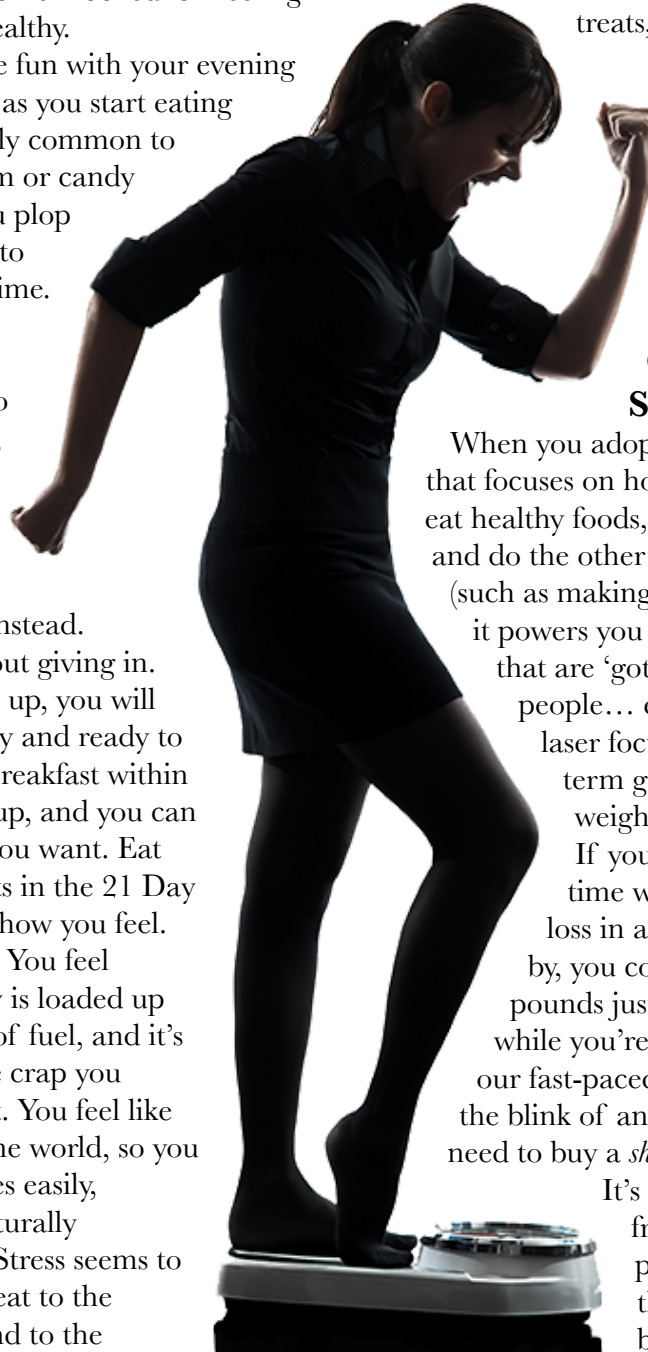
Getting Past Sticking Points

When you adopt this way of thinking – that focuses on how good you feel after you eat healthy foods, and drink plenty of water, and do the other things we want you to do (such as making time for regular exercise), it powers you past the sticking points that are ‘gotchas’ for so many people... especially if you are just laser focused on a vague short-term goal of “trying to lose weight.”

If you eat well most of the time, time will take care of the weight loss in amazing ways. Time goes by, you continue to eat healthy, and pounds just appear to shed away while you’re not paying attention. In our fast-paced world, a year goes by in the blink of an eye, and you suddenly need to buy a *shorter* belt! Isn’t that nice...

It’s so easy for “dieters” to get frustrated when they hit plateaus. It’s a huge reason they just give up and go back to eating crap. It becomes a reason they

don’t bother to even try to “go on a diet” as often, or maybe ever again.



Dealing with Being Social

Humans are social beings, and it seems like every social occasion revolves around food.

You already knew this, but now that you're seriously attempting to clean up your eating strategy, how do you remain social, snuggle up around tables of unhealthy food, and stay the course?

It's not going to be easy, because the sights and smells of foods you would really like to have can drive you crazy. But you can stay strong. One way of cheating the temptations is by eating something healthy right before you go to a party or go out to eat with friends. You don't have to eat so much that you're stuffed, but tamp down the evil spirits of fat and sugar by satisfying your stomach with one of your favorite healthy snacks.

If you're going to a restaurant, search the menu and order something healthy. Use the knowledge you gain through the 21 Day Healthy Habits course to guide your choices. Stay away from fried foods. Ask the server how they prepare certain dishes you're interested in, and ask them to make it for you in a way that reduces oils and sodium. They'll do it. These days, restaurant managers know they're in a competitive business and they should be aware that more people strive to eat healthy.

Take your time eating, especially if you ordered something small. And talk. If you're talking, you can't be chewing. While you're at it, talk to yourself, quietly on the inside, about how you are a healthy eater and you are happy about making healthy choices.

Every time you're in a social situation that's loaded with food, try this approach.

And keep reminding yourself that the gathering is about being with interesting people. Food should never be the star, even though it can become the star if you let it.



As more and more people witness your commitment to clean eating, they will tend to stop trying to shove cake and ice cream at you. As they see the transformation your body and energy levels go through, it's also likely they will ask how you did it. They will show interest in the food selections you make, and the food items you prepare and bring to parties.

Your healthy eating can become a catalyst for others to join you, and the cycle of success takes off. If friends join you on the road to healthy eating that will help, as you are surrounded by a support system that tends to keep temptations out of sight and out of mind.



Meanwhile, your habits become more entrenched by the day, making you less vulnerable to the old gotchas that used to trip you up. Bring on the parties!

The Healthy Mindset

It's such a matter of mindset! If you just simply eat healthy – and spend time trying different healthy foods so you find the ones you like best – you don't have to worry about going on a diet... or eating differently than the rest of your family.

Eating healthy just becomes one of the things you do. You can get into this habit, just like you can get into the habit of eating junk food, fast food, fatty food, sugary food.

The more you tell yourself that you are a healthy eater now – that you make it a priority to drink enough water, that you're in it for the long haul – the less confined you will feel. Some people who “go on a diet” report feeling as if they're caged in by the diet, that

it's something they know they will eventually ‘break free from’ and resume what they think of as a more “normal” eating pattern.

When that's the case, what value can there be in the diet? Anything that's temporary cannot provide lasting benefit. And pent-up desire to eat differently can only lead to eating too much of whatever you go back to eating after the diet is declared over.

One of the keys, psychologically, is to stop thinking of yourself as being on a diet!

To you, there is no such thing anymore. You are in the process of shifting the way you eat to the way all people should eat, all the time. It's not a cage. It's not a fence. It's not something to escape from, or stop. It's the new way you eat, and the benefits are so numerous that no amount of temptation can bring you back to the dark side, once you have tasted the clean side.

Deciding What Tastes Good

Be patient with yourself as you sample the super-healthy recipes and other menu suggestions. As you transition from how you were eating to a much cleaner form of eating, you might initially need to get used to what truly healthy food tastes like.

When your palate is accustomed to foods with added sugar, heavy sauces laden with unhealthy fats, etc., it can take time for your mind and system to adjust. Over time, most people come to like the taste of super-healthy foods much better than the overly-processed foods that were once their favorites!

The biggest mistake you can make is to come to an instant and permanent decision that you “don’t like” the taste of healthy foods. Take one chill pill and open your mind at the start of each meal. Allow your body and tastebuds to come to terms with the new you. What could be more “normal” than eating nutrient-dense whole foods?

Portion Control

Portion Control is a buzz phrase being touted by Hollywood celebrities, and it’s a good thing. We want you to eat often, so your system stabilizes and you feel fewer cravings, mood swings, and energy crashes. But we also want you to eat a reasonable amount at one time.

One thing that helps a lot of people grasp portion control is the use of smaller plates and bowls. If you have giant dinner plates, your healthy portion of food looks like a speck of sand, something that could never satisfy you. But take that same amount of food and

place it on a smaller plate, and it looks like a yummy meal overflowing with the potential to satisfy.

Yes, this is a bit of a psychological thing, but that’s exactly what we’re focusing on. We’ve already said this, but it’s one thing to know how to eat healthy and another thing to do it consistently for the rest of your life.

Keep the big plates if you want, but use them as platters that hold food for the whole family.

As you begin your healthy eating journey, it can help to actually measure out and weigh amounts. Over time, you’ll learn what 6

ounces of chicken looks like. We have a lot of details about serving sizes in the *Healthy Habits Cookbook*, and we go into detail on how much you should eat of each thing in our daily meal plans. At first, it will take longer to “dish up” than it ever has, but it’s worth the investment of time, so you develop the habit of

eating the right amount for your height, weight, and goals.

One thing you should try to avoid: the tendency to sit down in front of the TV or computer and absent-mindedly grab handfuls of food. If you don’t keep track of how much you’re eating, the amount will get away from you. Even though your hand is smaller than a large plate, if it’s used like a scoop shovel to go in and out of the bag without keeping track of the number of trips, it will find the bottom of the bag unless you stop it.

In so many ways, portion control is a huge part of your life now. It helps to know that your next meal is just a couple hours away, so you’ll be digging in again, soon.



Handling Peer Pressure

Even if you take control of your own cravings and get yourself on a steady path of eating healthy, the reality is that you will be bombarded with pressure – both subtle and ‘enthusiastic’ – to eat things you shouldn’t.

This pressure comes from friends, acquaintances, advertising, and other sources. People will kid you, push food toward you, hand it to you over and over while trying to get you to eat it. They’re eating it, and they want you to join them.

This kind of pressure can break down the most steadfast of healthy eaters. *Oh, what the heck, why not?* The best way we know of to handle this is to be polite but firm, and just as relentless as the pressure is. The more firmly you decide, in your own mind, that you’re not going to give in to peer pressure, the more likely you are to come out of each encounter with your healthy eating habits intact.

The Many Sides of Skinny

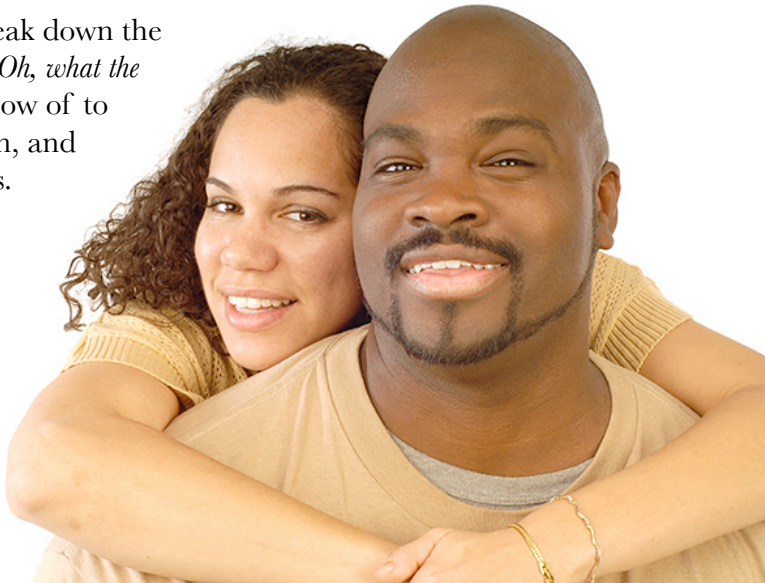
Facing reality, for most people, is as simple as realizing their primary motivation for “eating better” is to “get skinny.” We’re all vain, at least to a certain degree. It’s easier to feel good about yourself if you are proud of what you see in the mirror.

So what if the main motivator is vanity? It can only bite you in the butt if you use an unhealthy eating approach to lose weight. If you use our lifetime approach to healthy eating as the tactic for achieving your goal of “getting skinny,” there are many excellent side dishes of benefit that come along with the lost weight.

Eating healthy over the long haul changes your body from the inside out. So many of our members at the UpLift gym have been able to stop taking medications, and they tell

us of aches and pains that go away over time. They tell us about being able to deal with stress better, of being able to concentrate at work, of having energy left over to do the things they want.

Knowing these things should help you stay the course. When you stop thinking about only the scale and let yourself see and feel the benefits of eating well, a “plateau of pounds” means absolutely nothing. It’s no secret that we believe in the power of



resistance training for both women and men. When you increase lean muscle through exercise, your body burns more calories. Changing the composition of your body through healthy eating and exercise is the magic pill you are looking for.

UpLift members go through a transformation that doesn’t just seem magical... it is magical. You can see the difference in them! They’re leaner, their skin looks better, their eyes look clearer, they hit the day running with energy and enthusiasm. When your body gets “denser” because of increased muscle mass and less stored fat, it looks and feels fabulous.

Pay attention to the scale. But it’s not the sole measure of your progress, or your health.

Start Now!

This is the end of your struggle, if you start with the 21 Day Healthy Habits program and continue to eat this way for the rest of your life.

You'll love the way you look, and your body will be at peace with the pace of

modern life, less likely to break down and become sick.

It's time to stop thinking about losing weight and do it.

We have seen this program change people's lives.

The rest of **your** life starts right now.

