



How to Eat for Results:

4 Simple Tools to Quit Looking For Random Diet Programs + Start Creating What Will Work FOR YOU Long-term

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Overview: Why Should We Care About This?

- 95% of people subscribe to the all-or-nothing approach
 - Driven by deprivation, perpetuated by binging
 - Boomerang Effect, weight regain, metabolic compensation
- All-or-nothing keeps us struggling
- Psychological implications = obsession, fear of food, “earning” your food, defeat/despair and perfectionism
- How do you break it?
 - Learn how to be okay with never eating perfect
 - Be a little LESS perfect to be a little MORE consistent
- Smooths out the highs & lows in eating – why do we want that?
 - Sustainability, less mental stress, higher compliance!

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Meals Don't Happen in Isolation

- How you choose to eat for breakfast will affect what you choose for lunch, etc.
- How you choose to eat on Monday will affect how you choose to eat on Friday, etc.
- Taking a *preemptive* approach takes edge off hunger/cravings
- **How? Assess:**
 - #SatisfactionFactor of each meal (1-10) – impacts cravings
 - Satiation of meals = protein, fiber, water (impacts hunger)
 - Mindfulness – surfing the urge, scarcity, FOMO, reward mentality (puts you in touch with physical cues)
 - Don't be afraid to break the rules

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Tool #1 - #Moderation365

- Learning to eat the same on Saturday that you do on Monday
 - Goal = never eat “perfect” ever, even if you *can*
 - Consistency > perfect for results
 - No more ups and downs in your eating (7 days moderate beats 4 days tight + 3 days of binging)
- **Tools:**
 - Navigate the middle every time you sit down to eat
 - Balance between starving and stuffed (requires mindfulness, asking: “How full am I?” and “How satisfied do I feel?” and “Could I happily stop eating now? Am I good?”)
 - Eating for **satisfaction** = how UNlikely you are to need to binge on more and worse stuff later
 - Just TRY. The old way will always be there! But mentally strap in for at least 6 months of needing to be resilient.

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Tool #2 - Mindfulness

- Mindfulness slows down time for an assessment:
 - How full am I right now?
 - How satisfied do I feel?
 - Will this food help me eat less later, or will I want to eat more?
 - Could I happily stop eating now? Am I good? Do I absolutely need (or want!) to keep going
- It's a low level of *thinking* going on all the time (opposite of obsession) – becomes automatic
- Applicable as you are eating, but also later:
 - If you overindulge, get clinical: what happened?
 - Learn to move on faster using tools of self-compassion, objectivity and resilience
- **Tools:**
 - Eating to 80% fullness
 - Intermittent Sampling

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Tool #3: Abundance Mindset Around Food

- Perpetuated by feelings of urgency, FOMO, Situational Eating, Calorie Matching, scarcity (“what if this isn’t enough food?”)
- The desire to EAT IT ALL RIGHT NOW – perpetuated by all-or-nothing approach
 - “Sunday night round-up”
 - Starting Monday so might as well “get the most of out the weekend/vacation/this event” – the promise of deprivation to come!
 - Value, money, “wasting” implications
- **Tools to break this mindset:**
 - There’s always more where that came from
 - If I want more I can get it, any food is available to me anytime
 - #moderation365 makes it so no foods are ever off-limits so resist the urge to “tighten up!” – the exact opposite approach!

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Tool #4: Daily Nutritional Commitments (DNCs)

- 3 Daily Nutrition Behaviors
 - Reduces overwhelm, not trying to implement 100 things perfectly
 - Unique to you – based on personal preference, schedule, likes/dislikes, your psychology & metabolism
 - Take care of 80% of your struggle, you know when you do them, you'll stay on track (leaves 20% for troubleshooting)
- DNCs must meet 3 criteria:
 - Enjoyable
 - Effortless
 - Effective*
- As for the rest? Do your best!
- What are your DNCs?

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Review:

- **Tool #1 - #moderation365**
 - SatisfactionFactor, balance between satisfied & stuffed
- **Tool #2 – Mindfulness**
 - Eating to 80% fullness, Intermittent Sampling
- **Tool #3 – Abundance Mindset**
 - Any food available anytime, err on side of less/no and then stay mindful and assess
- **Tool #4 – Daily Nutritional Commitments (DNCs)**
 - Enjoyable, effortless, effective – Figure out what yours will be

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Review:

**YOU DON'T
“DO A PROGRAM”
FOR 30 DAYS.
YOU EAT FOREVER.**

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Total Training Experience

The 52-Week Exercise, Nutrition & Mindset Solution

- **Enroll** → <http://jillfitlifestyle.com/train>
- 4 BONUS group coaching calls with me in September
- Enroll by end of day TODAY only (PST) – also eligible if you have already registered

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Total Training Experience

The 52-Week Exercise, Nutrition & Mindset Solution

- <http://jillfitlifestyle.com/train>

Why this program?

What does it include?

- Monthly workout calendar
- Full-length video workouts (all 20 mins or less) for download – new ones each month
- Weekly nutrition and mindset educational modules, including in-depth on hunger, cravings, overindulgence troubleshooting, mindset work and more (52 weeks!)
- A private closed FB group for all TTE members to connect, stay accountable and help troubleshoot with one another
- Archive of nutrition and mindset tutorial videos
- Recipes, simply food prep tools and techniques (no meal plans!)

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52 educational modules on:

1. Dissipating cravings
2. Handling hunger
3. How to eat for fat loss versus maintenance versus performance
4. All under the umbrella of taking YOU into account
 - I can give you the tools, but I can't do it for you – the program will guide YOUR process
5. Eating on the go, travel, dining out, trusting yourself with food
6. Food obsession
7. Extensive education in my go-to mindset tools and strategies
8. Body esteem and self-compassion, and much more!

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Need-to-knows:

- Begins September 1st and lasts a full year
- DIY + closed FB group for connection
- No meal plans and no hard & fast rules (I teach you how to create your own perfect eating and training plan!)
- Closes this Wednesday, not opening again until August 2017!

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Questions?

<http://jillfitlifestyle.com/train>

Enroll and send me your receipt: info@jillfit.com to get put on the list for the weekly coaching calls with me!

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