

**REVEALED AT LAST: THE REAL SECRET OF ACHIEVABLE,
SUSTAINABLE WEIGHT LOSS - by Neil Paddock.**

Revealed At Last: The REAL Secret of Achievable, Sustainable Weight Loss



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Please note:

If you have any issues related to food that may trigger an eating disorder, I would recommend you check with your doctor before embarking on this or any other eating plan. I would also advise regular health checks with your GP.

Although healthy for most adults, this diet is not suitable for children under 18, or pregnant, or breast-feeding mothers.

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INTRODUCTION

Welcome to my little e-book for sustainable and safe weight loss. I originally started this in February 2011 and updated it most recently in September 2013. It is the result of quite a few years of trial and error.

*I am delighted to say that both my wife Susan and I have been successful in this quest. **We collectively lost over 75lbs (that's three stone) during 2013, and I now have an "Ideal" Body Mass Index (BMI) of under 25. It was over 30! I was technically "Obese!"***

This is my BMI Test Result – As at 14th July 2013 – The day I finally hit my weight loss target = 80.7kg BMI < 25 = "Ideal".



*This e-book will set you well on the way to getting the same spectacular and life-changing results as us. Tell your friends and family or simply buy a copy of [Susan's e-book](#) for them and change their lives for the better too! **It's not BS. Our results are 100% true and verifiable.***

Check out our website to purchase [Susan's e-book](#).

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Why is this different? Here's what this e-book is not:

- 1) *A bunch of menus for you to try that you will hate and not stick to.*
- 2) *Another impractical, unsustainable calorie counting scheme that will make you feel miserable and inadequate when you finally stop.*
- 3) *A bunch of overhyped nonsense and empty promises designed only to benefit the author and part you from your cash.*
- 4) *Some revolutionary process the world has never seen before that will produce instant results for everybody, no matter how little effort they put in.*

So what exactly do you need to do to successfully lose weight and not regain it again once you finish “dieting”?

- 1) *How about it being simple and easy with the right “system” or “daily routines” or “disciplines” in place?*
- 2) *How about it not being complicated or difficult at all?*
- 3) *How about it being guilt free and geared for you to succeed instead of you inevitably falling short and ending up feeling like a failure?*
- 4) *How about starting with a new way of thinking about weight loss, exercise and your own personal weight loss journey?*

When I originally started writing this e-book I wanted to find a simple working definition for weight loss. Here are a couple of pearls of wisdom from online marketing guru Frank Kern.

They rang true for me, and I think they are worth repeating here:

- 1) ***“Imagine a guy wanting to lose weight (ahem). How many books does he need to buy? For the love of God, it’s easy! Put the fork down and walk around for a few hours a day. Do that for a month or so and you’ll weigh less. (Duh!) That’s been the winning formula forever, right?”***
- 2) ***YOU are the only person who can take you where you want to go. There is no Guru, teacher, mentor, author, speaker, shaman, or whatever who can or will do that for you.”***

[Frank Kern](#)

THE BOTTOM LINE IS:

You can do this. I did it. So can you. You really can do this. Yes, really, you can. But first:

You have to really believe that you can do it & that you will do it!

You have to step outside of your normal habit sets and any self limiting beliefs you may have and park them - until you have tried this for long enough to prove to yourself that it actually really does work!

You need to prove yourself to yourself. To get results before you give up.

I'll get into the nitty gritty of how I made this work for me in a little while. But here's an unpalatable truth for most people.

No system will work for you if you don't work the system. Nothing will change if you don't DECIDE to change.

So why not decide right now that it is time to make a change?

Set yourself a target. Go for it 1,000%.

My original target was to lose 30 pounds in 90 days.

Did I hit it? No. But get this: that is NOT that important.

What was important to me was that **I got self belief and I got momentum from setting that target** - *I lost enough on the way there over the first ninety days to realise I could go all the way and actually get the job done. (I went from 218 lbs to 202lbs in my first 90 days - that's a loss of 16lbs instead of 30lbs) And encouraged by my progress, I persisted.*

So eventually I exceeded my original target weight loss and lost 42.7 pounds. It just took a little longer to get there than my original target. I had lost 30 lbs by 2nd May 2012. It actually took 176 days instead of 90.

Does that matter now? No. What matters is that I got there (in the end) and (more importantly) *I have stayed around that target weight ever since.* I really don't care that it took nearly twice as long as my original target of 90

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days. I am now enjoying the healthy benefits of my new body shape together with my new eating and exercise habits and mindset - every day!

“THE REAL SECRET”

“I am not a dieter. I am not a Doctor. But between 14th Oct 2012 and 14th July 2013 I lost 42lbs. 3 Stone. 19kg. I got an incredible, life changing result. And I am going to tell you exactly how I did it.”

Let's cut to the chase. Here it is: My real secret of sustainable weight loss.

THE HOLY GRAIL OF HEALTH. OF CONQUERING OBESITY FOR GOOD. OF HAVING THE BODY YOU ALWAYS WANTED AND DREAMED OF BUT NEVER REALLY THOUGHT YOU COULD HAVE.

No biggie then. No. You won't be.

Not after you act on this secret, anyway.

Are you ready for this?

If you can implement the following secret successfully, then you won't need to read the rest of this book. But it might still help you get there.

Make no mistake, this was a HUMUNGOUS, 100% GENUINE, PARADIGM SHATTERING, LIFE CHANGING BREAKTHROUGH.

Both my wife Susan and I have experienced astounding results by acting on this secret.

Before we discovered and *acted upon* this secret, we were struggling.

Once implemented, the rest was not only achievable but rewarding and almost, dare I say... enjoyable! – For a diet that is!

And here's the good news:

Not Only Can You Achieve Your Ideal Weight Using This Secret...

You Will Never Again Be “Suckered” Into A Fad Diet That Doesn't Really Work - Never Again!

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And... You Can Spread The Word And Help Others Achieve The Same Incredible Results Too. It's Truly Mind Blowing!

So are you sure you are ready for this?

OK. Here it is:

Follow the principles of the 5:2 diet.

“What?”

That's the “Five Two” Diet.

“Eh?”

Restrict your calorie intake to 500-600 per day, twice per week (or more if you want to lose weight faster – that's 500 for girls and 600 for boys).

“Come again?”

Skip lunch twice a week. That's it. In a nutshell.

“Excuse me?”

Eat less, twice a week. Eat normally the rest of the time. That's it.

“So what is the 5:2 Diet anyway?”

It's also known Intermittent Fasting (IF).

You may well want to watch the BBC Horizon Program presented by Dr. Michael Moseley, or get [“The Fast Diet”](#) for your Kindle or PC from Amazon.

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As at August 2013, it had over 400 five star reviews on Amazon.com!

So that's the "big reveal" out of the way, now on with the rest of the book.

MY OTHER SUCCESS SECRETS

The following are my special additions to the 5:2 regime. They all contributed to our success.

EXERCISE – A NEW DAILY HABIT TO ACQUIRE

I'll add a bit more about this at the end, but for now:

Here's something else I have found that works. Exercise.

We go on a daily walk. We don't miss a day, or at least not very often. It lasts about 45 minutes, and we walk in our local park. We walk in the sunshine, away from the traffic and watch the local wildlife, wild birds and kangaroos. I could never really do that in Addlestone.

Since we have been doing the walk my weight loss has been pretty consistent. But that's not the whole story.

THE DIET MENU – THE 3 DAY WEEKLY FAST

Now this dieting secret is a variation of the 5: 2 diet.

I'll call it the 4:3 diet.

You restrict what you eat ["fast"] 3 days a week. The restricted days are called "Fast days". You restrict yourself to 500 calories (for a woman) or 600 calories (for a man).

My Fast Days are Monday, Wednesday and Friday. I did this for nine months and I lost 42 pounds = 19 kg.

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You can think of a “Fast Day” as simply skipping lunch. You can still eat breakfast and dinner, but you are restricted to 500-600 calories in total for that day.

I would start with a light breakfast (usually half a bowl of bran flakes or “Right Start” with some milk and perhaps a few strawberries and raspberries). I would have a salad for lunch (Susan’s secret salad recipe), usually with Tuna, but it could also be with egg or ham, turkey, prawn – whatever. I tended to have the same meal in the evening early on.

TRY SKIPPING LUNCH 1 - 3 TIMES A WEEK

Later on in the program I tended to skip lunch and just have an evening meal instead. Susan does a substantial stir fry with lots of veggies and prawns!

I would try to drink plenty of water and I would still drink a few coffees during the day too.

How many? Between 4 and 6 probably.

I found that doing this in combination with the daily walk I typically could expect to lose about 0.4-0.5kg (1 pound/lb) for every “successful” fast day. It would vary a bit but that was what it worked out to on average.

Then I would have 4 “normal” or “eat what you like” days. Admittedly they aren’t entirely 100% “normal”. That’s because I have found that once you start losing weight on the “Fast” days you don’t really want to pile it all back on again in the other 4 days. But there are no restrictions. I can eat something I enjoy like scrambled egg on toast on a non fast or normal day without feeling that I have completely ruined the diet.

Note: You will put weight back on during the non fast part of the week. There’s nothing to worry about if you do. The idea is to lose more overall during your Fast Days than what you put back on during your non fast days.

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I found that my weight loss on the fast days exceeded the gain from the other four days, including the weekend.

I could eat “normal” foods at the weekend, but I tended to have one burger in a bun instead of two. I have about half a pizza with a salad, instead of a whole pizza without a salad, and I don't miss the extra portions. Susan would serve food for the whole family using smaller plates. It seems so obvious, but after a short while you get used to the size of the plate and its correspondingly reduced portions.

It's the consistent “secret” salad or evening stir fry and the daily walk which have allowed me to lose over a stone in about 6 weeks.

MEASURE YOUR PROGRESS

- As at 6th Feb 2013 I had a BMI of 28.2 and another two stone (28lbs) to go to get to a “safe” BMI of 25.
- As at June 2013 I had a BMI of 25.77 – I was almost there, with about 7 pounds to go.
- And by 14th July 2013, I had hit my target of BMI under 25. I had lost 3 stone and 5 BMI Points, going from an “obese” 30 to an “ideal” 25. Fantastic!

I now tend to “graze” on fruit such as oranges or apples instead of bread and biscuits, although I still enjoy the occasional indulgence.

In the midst of the journey I wrote: “I am enjoying the benefits of the change. I consciously control and limit my visits to the kitchen for food. My weight loss is pretty consistent now, and sometimes pretty dramatic. I am on my way.”

What I was doing really worked for me, and it will work for you too if you do the same thing.

MY ROOT CAUSE - ELIMINATING “GRAZING”

Once I had actually started losing weight consistently during my 90 day challenge, I suddenly realised what I had been doing previously.

Whenever I got anxious or uncertain I was stopping what I was doing and going to the cupboard to start “grazing” – I was grabbing a biscuit or two or a couple of slices of bread and peanut butter between meals. This was a regular, daily event, several times a day. I don’t know how many as I wasn’t really paying attention. It got to the point where by the time I sat down to eat my actual dinner, I wasn’t even hungry, but I could still force down my main meal, because it was in front of me.

Fortunately, I admitted this to my wife and she was horrified that I would eat a full dinner when I was already full up. She was often asking me to eat my food more slowly and not to take multiple bites before chewing. I was trying to be efficient with my food!

At this stage, my eating habits were firmly established and pretty much unconscious – they were on auto-pilot. I was not in control.

I wasn’t weighing myself regularly either – We threw out our old set of scales when we moved to Australia and it was only when we plugged in my son’s Wii-fit for the first time and used it that I became aware I was over a stone [14lbs] heavier than I thought.

Working from home during the day, those all too frequent visits to the larder had brought me to almost 98.9kg with a BMI of 30.52 - I had had a big belly for a while, and a girl at work in Norwich had even said I looked “pregnant” a few years back! That was pretty humiliating!

But worse than that, an abundance of belly fat puts you in a high risk category for the onset of life threatening conditions such as type II diabetes, stroke, heart disease and cancer.

I thought I was going to be around 92kg / 203 lbs / 14st 7lbs. Not great, but that’s where I thought I probably was, so to be classified as “Obese” and approaching 16 stone came as a shock.

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Ironically, there had been a time when the other family members had had weight issues too, but at my first Australian weigh in - on 14th October 2012 - I discovered I was the most overweight and had the worst BMI of all. It was a rude awakening.

I found I was 98.9 kg (218lbs or 15st 8lbs) with a BMI of 30.52 - I was in the “Obese” category. Something had to change.

By failing to check my weight regularly, it had slowly spiralled out of control, without me even being (consciously) aware of it.

CHART YOUR PROGRESS (DAILY)

Setting up the Wii-fit and the Wii video console in our lounge so that we could check our weight on a daily basis turned out to be a master stroke.

I believe this is a critical component of us making consistent progress on our weight loss journey.

We got regular, daily, graphical feedback. This is invaluable. Nintendo’s Wii-Fit automatically plots a graph of your daily weigh-ins, as it stores your weight and BMI results each time you complete the “body test”. It also allows you to set a weight loss target. You can also plot out your progress with a spreadsheet too. We did both.

When I started in Mid October I weighed 99kg/218lbs. During the first month, I got to 97.5kg/215lbs. I had only lost 1.2kg/3lbs. The next month I lost 3.6kg/8lbs. Overall, I averaged just over one pound per week for 37 weeks when I reached 79.4kg/175lbs by 25th July 2013. Not stupendous, but consistent.

In Mid December, we got a breakthrough tip from a friend about the 5:2 diet, and after that, we were on our way.

After a somewhat shaky start, I am pleased to report that I weighed in every day during January 2013 and did not miss a day. When originally I wrote this, I was “celebrating” 1,500 days of having the Wii, but I had

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only really used it regularly since mid October 2012, for the daily “Body Test”. Some will say you shouldn’t weigh yourself every day. I disagree.

TRENDS WILL BE TRENDS

By weighing yourself regularly, and plotting the results graphically on the Wii-fit, you get to see both long term and short term trends and recurring patterns. These trends are your friends. You can actually see yourself succeeding. The chart will reward you for “good behaviour” with a substantial “dip”, and a downward trending line.

Even putting on weight at weekends is no drama, because the charts will tell you (provided you are sticking to your fast, that is) that you are still losing weight overall.

SHORT TERM TRENDS (DAILY/WEEKLY)

This chart shows that on the 14th July I broke out of the pink “Overweight” band into the yellow “Ideal” band for the first time.

I had finally reached my goal!



The Trend line is your friend – note the “crescent” shape between 9/7/13 & 14/7/13

I am more interested in each end of the curve than the curve itself...

Over the course of a week you are likely see a downward trending moon shaped curve – the initial “dip” is from weight lost on the fast day, and

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the slight upward curve results from normal weekend eating, followed by another “dip” in weight from your next fast day.

I think this is invaluable because it reinforces *consciously* focusing on your weight - your weight is brought to your conscious awareness, and if you do have a setback, you can attribute it to what you ate the previous day. If you have been “naughty”, you get found out. The chart doesn’t lie. It helps you “calibrate” your behaviour and to become more sensitive to how much food you can eat before the chart says: No change.

Q. If you only weigh yourself once a week, how would you know what caused your setback?

The important thing to note here is that the overall trend is downwards.

Once you see this pattern a few times, you simply don’t care if your weight goes up at the weekend. You don’t feel terrible because you ate a grape or some ice cream or you failed to lose enough on one particular Fast Day.

For me it builds a sense of understanding between what you are consuming daily, and the effect on your weight, either positive or negative. It builds your understanding of the consequences of the previous day’s eating decisions. The Cause, and the Effect.

It becomes scientific and objective, rather than whim based and emotional.

It helps you better understand the root cause of a gain and to take effective action to correct any mistakes or setbacks.

Short Term: If you skipped exercise, or had an extra meal, the Short term weekly or daily view from your graph will usually indicate that. This will prompt you to take corrective action. The Wii-fit even prompts you for an explanation, e.g. “I ate too much”, “I have indigestion”, etc.

Tip: If you do decide to use a Wii-fit, make sure you use the TV mute button! The sound effects from it quickly become irritating.

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LONG TERM TRENDS (MONTHLY/ANNUAL)

The benefits of a long term view are profound. You get to see the bigger picture. You also get to see your target weight and the goal line looming closer. It's very reassuring!

Crucially, you get to see the results of your *momentum* pushing you towards the approaching finishing line. This reinforcement is very powerful. I got to a point where *I simply knew I would get there*. That may not have been possible without seeing this type of evidence of my progress on a regular basis.

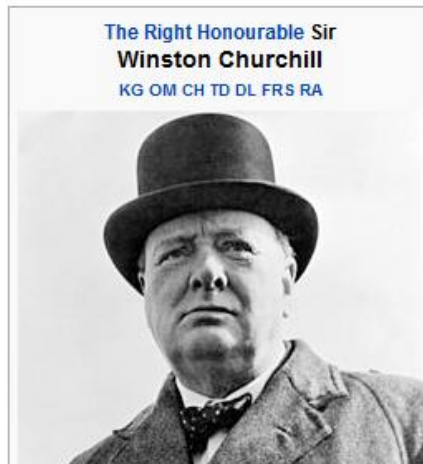


The Long Term View: Out of “Obese” but still “Overweight”: An undeniable downward trend towards my goal (i.e. The yellow line and the yellow band below it). With a graph like this to look at, success seemed inevitable...

DON'T GIVE UP! - KEEP GOING!

The final “secret” is to keep going after what you want and to never give up. If you never give up – nothing can stop you achieving your goal!

As **Winston Churchill** said:



“Never give up on something that you can't go a day without thinking about.”

“If you're going through hell, keep going.”

“Success is the ability to go from failure to failure without losing your enthusiasm”

“Success is not final...Failure is not fatal...it's the courage to continue that counts”

“A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty.”

Above all else:

“Never, never, never give up.”

APPENDIX - FREQUENTLY ASKED QUESTIONS

WHAT IS “THE REAL SECRET”?

Since I originally started this e-book, Michael Moseley and Mimi Spencer have written “The Fast Diet”. It really works!

My wife Susan has written a companion to the e-book you are now reading called [WEIGHT LOSS MADE EASY](#) which I encourage you check out at our website. It describes our practical implementation of “The Fast Diet” and will share in further detail how we both got our incredible results and provides useful links to further research and resources on Intermittent Fasting.

SO WHY AM I WRITING THIS E-BOOK?

“I don’t have all the answers – I am going to become the answer!”

Originally I wanted to set out a common sense program and a practical framework for weight loss that would work for us both in the short term and in the long term as well - I also wanted to cut through all the "BS" and pseudo science out there and present the common sense in a format that will work for us without trying to terrify you or part you from copious amounts of cash!

SO WHY SHOULD YOU LISTEN TO ME?

A good question indeed!

Because I actually lost the weight and I have kept it off too.

My intention is to share only the most vital and effective insights and skills you will need - so you can put these into action quickly - without incurring the expense or having to spend the time yourself researching and testing the best methods. I will only share diet related stuff that has actually worked for me. Seem fair to you?

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When I started writing this book in February 2011 I was overweight. I did not know how I was going to lose the weight. I just knew I wanted to. I wanted to find a way to do it that was sustainable and safe.

In October 2012 I set a goal to lose 30 pounds in 90 days. I missed my initial 90 day target but I got lucky. I got a very good tip from a friend about a Horizon program presented by Dr. Michael Moseley - this was the one extra critical element which finally set Susan and I on the right path after struggling to make satisfactory progress in our weight loss journey.

Back in 2011, I may well have been in the same place you are right now. I considered myself to be a "Normal" person who really wasn't that interested in dieting. To be perfectly honest, I wasn't all that keen on exercise either.

I am, by my own admission, probably the World's Least Motivated Dieter.

Do You Want To Take Advice From Some Ultra Slim “Goody Two Shoes” Who Has Actually Shed All The Weight Who Looks Fabulous And Frankly You Are Quite Envious Of Them Or...

...Merely Get Some Friendly Pointers From A “Normal” Guy Who Started With The Same Concerns, Issues And Challenges As You?

Actually, you don't have to decide that. Because my wife Susan and I have both lost the weight. We eventually got out of “Obese” into “Ideal” and we did start from a place of frustration and failure. A place of denial and disappointment. Of guilt when you inevitably fail with a “conventional” diet. When you cheat and have a chocolate bar, or a cake or an extra helping of ice cream. Luckily, this is not “conventional” in that sense.

How about learning from a “normal” couple who have collectively shed over 75 excess pounds in 9 months and significantly, not put the weight back on?

I lost nearly 20% of my body weight, starting at nearly 100kg and now weighing in under 80kg, with a BMI under 25 (“Ideal”).

It’s a significant result, way beyond my initial expectations, and it is simply too good to keep to myself, hence this e-book.

WHAT IS NLP?

I studied NLP - you could call it “the study of success” - so I felt that I should be able to “model” a ‘successful’ dieter, figure out what they do and write down exactly how they do it. But the problem was finding a dieter who could lose the weight and keep it off.

When I first started writing this book over two years ago I wanted to lose a substantial amount of weight quickly and easily. To make a significant change for the better.

I did like the idea of being healthy, but I couldn't easily get enthused about the commonly adopted methods of weight loss, e.g. eat less, move more!

Let's face it, it's not the most fascinating subject in the world is it?

But it is a Multi Billion Dollar industry!

SO HOW IS THIS GOING TO WORK FOR YOU?

Originally, I wracked my brains for what was most likely to work more consistently in weight loss for me personally and with the least mental effort and in the most effective way possible.

I wanted it to work, without it becoming an unhealthy obsession. I wanted results without it taking over my life in an invasive, intrusive way!

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I wanted to research diet and exercise and pick something that would work for me on a sustainable basis. And eventually, I found it. We tried it and we found we were onto something. We were finally on the right path - the last piece of the jigsaw fell into place when we heard the words 5:2 diet and - crucially - decided to act upon what we had heard about it.

I encourage you to keep an open mind during this journey we have embarked upon and be willing to try out new routines. Things you wouldn't normally do.

It's beyond the scope of this e-book to give you all the answers – I will share some principles and even some external links to additional material such as “The Fast Diet” - it's up to you to be prepared to experiment to find out what actually works best for you.

I also encourage you to share your answers (which you can do at the end of this e-book) in the hope that our collective common sense will win out over all these fad diets and hype and BS which has dogged dieters and doomed the vast majority of them to failure ever since I can remember.

IS WEIGHT LOSS A MIND GAME?

“No Pain, No Gain.”

I'm sure you have heard this expression many times.

According to “The Law of Control” (discussed in Brian Tracy's “The Psychology of Achievement”) it is reasonable to believe that there is an underlying root cause for your weight gain. A well established habit that has gotten you to the weight you are today that doesn't serve you.

It's easy to say: “I eat too much.” or “I don't exercise enough.”

I challenge you to objectively (i.e. without beating yourself up and feeling guilty) explore the answer to the question: Why?

1. Why do I eat too much?

2. Why don't I exercise enough?

It is up to us, as responsible adults, to discover the underlying root cause for our weight gain over the years and correct it.

You can even “reframe” the above questions to point you to a new, more empowering set of habit patterns, to serve you in your quest to lose weight and exercise more both now and in the future on an ongoing basis.

The more positive those questions are, the more specific they are in terms of providing you with a simple alternative to your old behaviours - and the less they seek to attribute blame and guilt - the better.

- 1. How might I eat less on a consistent basis without feeling hungry?**
- 2. What alternative foods could I eat instead that will allow me to feel full without piling on excess calories?**
- 3. What type of exercise am I most likely to enjoy enough to pursue regularly for at least 5 minutes every day?**

If you have an unsupportive habit that contributes to your weight gain - mine was “grazing”- going to the cupboard every 15 minutes or so - you need to catch yourself in the act and interrupt it.

Can we find out what your pain is? If so, can we fix it?

If we fix the pain, does that stop you gaining excess weight?

If we can address the root cause (i.e. figure out what caused it) instead of treating the symptoms (e.g. with diet pills) we may uncover why you acquired this habit and how you can unlearn it and reverse its effects.

There's a story motivational speaker Anthony Robbins told about a guy who keeps rescuing drowning people from the river (addressing the symptoms), but he doesn't solve the problem of them needing to be pulled from the water until he stops another guy further along throwing them in the river in the first place (thus addressing the root cause).

“EXCUSITIS”

So let's throw some possible causes (or are they excuses?) out there:

We need to see them for what they are (lies) and create a new routine that does not allow these excuses to have power over us.

WHY DID YOU PUT ON WEIGHT (INSTEAD OF LOSING IT)

- I eat too much
- I eat the wrong foods
- I don't exercise enough
- I have big bones
- I have poor self esteem.
- I have a slow metabolism (I'm really not convinced by this one)

WHAT HAVE DRUMS GOT TO DO WITH DIETING?

I like drums. Lots of them. I am particularly like mirror chrome wrapped drums. They reflect stage lights and look cool and shiny! Back in 1981, I got very excited when I saw this advertisement in the paper:



Yes, I did cut out and I have kept it all these years!

I asked my Dad to buy me (or even lend me the money) for this drum kit.

I really, really wanted it - It belonged to Mick Underwood, drummer with Deep Purple's singer Ian Gillan - They were in a band called "Gillan" at the time— Having this kit would help me feel like a rock star!

But: To cut a long story short... Dad didn't lend me the money. Doh!



Here's Mick playing the kit at Oxford Polytechnic on "[Rock Goes To College](#)" you can watch them play by clicking on the link:

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I did get to try it out at Kingsway Recorders in Holborn and I did get to meet Ian Gillan in the pub (he even bought my friend John and I a pint) but I couldn't raise the cash in the time allowed and I had to let it go. I was gutted!

A couple of years later I saw a stunning mirror chrome kit in ABC Music and felt I simply had to have it - so I bought that one instead. Then after about another 20 years I bought two more similar drum kits on eBay from America. I was probably still compensating for Mick's kit that Dad didn't help me out with all those years ago – or maybe I just like drums!



Here's a photo from April 2006 of all three chrome drum kits put together into one "humongous" kit with me sitting behind it – I eventually realised it was my way of expressing my independence:

"Look at me Dad! - I did this without your help after all!"

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I realised I did that simply to meet an unmet emotional need. My need for completion. To prove to myself I could do it without him. To meet my need to be self reliant. To make me feel better about myself. To feel like a rock star. And it worked!

It did take some 26 years after the initial event to make it happen though. I even bought a place so that I had somewhere where I could set it all up!

But that's just me. Having a big drum kit may not be an important part of your life at all.

But my point is this:

There will be things in your life that you value. That you really want. Like being slim. Being Healthy.

THE IMPORTANCE OF PATTERNS

Let me try to answer the question I raised earlier.

So what have drums got to do with dieting? Patterns.

To play a set of drums properly you need to lay down a consistent pattern. A steady beat.

Whether we achieve success or failure in life I believe depends on two things:

- 1) What we consider to be success (and failure).
- 2) Our ability to be consistent with who we are and what we want.

If you want something badly enough, you can find a way to get there. If you want the World's Biggest Drum Kit or the slimmest, trimmest figure, the patterns you habitually run will determine how you get there and when. And actually whether or not you get there at all.

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Whether we are consciously aware of it or not, we “run patterns” in our unconscious mind that either help us get what we want or stop us from getting what we want, and they govern how we feel in advance too.

We get to feel a certain way by rehearsing success or failure in our heads *in advance of the event itself.*

Whatever we rehearse in advance in our heads determines how hard we try and how soon we might give up.

I really wanted a drum kit. I ran a pattern. I didn't get it when I wanted it. Not at first. Did I give up? No. On the original kit, Yes. But eventually, I ended up getting something I considered bigger and better, and I did it without any help from Dad at all.

Here is the payoff:

I felt validated. I felt independent. In the end it was worth it, just to feel like a rock star – just for a moment!

I got to feel like a rock star, without having to go on tour, drink beer, hang out with groupies or sign autographs!

Now, the real trick here is this: Can you or I choose to feel like a rock star (or whatever it is you actually want to feel like) without any drums at all?

Can you feel like a Hollywood Superstar? A Love Goddess? A force of nature? A prince or Princess? In advance?

I believe you can. I believe you can make yourself feel like an absolute “Rock Star” or “Genius” or...

Put your name for “The Ideal You” here:

without even having a reason. You can and you should practice doing so regularly. And that may be the most important secret of all.

THE MOST IMPORTANT SECRET

Anthony Robbins maintains that we can change how we feel about ourselves, independently of what we own and where we live and so on.

Those other things can clearly help, but we should be able to feel a certain way first, without having to get a “thing” to make us feel good.

We can start rehearsing (feeling absolutely fabulous) right now.

Rehearsing. Practising. Practice makes perfect.

It can be as simple as smiling. Saying to yourself “I like myself.” It all may sound a bit weird as we have all been told not to show off or be arrogant. We have been conditioned to fit in rather than stand out. Actually most of us have been conditioned not to be noticed at all.

That title you give “The Ideal You” should excite you.

Thinking about how “The Ideal You” would feel all the time is important. Start practicing/rehearsing feeling that way now. Don’t wait until you are perfect!

Pretend you are already, and experience the feelings you think would go with being perfect right now.

LOWER YOUR STANDARDS

I recommend that you raise your standards for failure - Make failure much more difficult to achieve, and “Lower your standards” for success – I don’t mean be slapdash or sloppy, just make succeeding easier!

I heard somewhere that most people give up (on what they want) without even trying once! That’s a pretty dire state of affairs, but it almost certainly reflects their conditioning – What they have been taught to think and feel, and their beliefs about failure.

e.g. **“If you try and fail – you are useless.”** Ouch! Not much of an incentive there.

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What if you modify what you tell yourself to:

“If you try and fail – you learn, improve and eventually get what you want.”

What I mean is – Say, if you starved yourself for a week (which I am not recommending by the way) and then ate one grape, you could consider that a failure, you could consider yourself a cheat, feel horribly disappointed with yourself and consequently give up on your diet altogether.

You could focus on the “defeat” of the cheat (the grape) instead of the achievement of the previous week’s abstention from food.

YOUR UNMET EMOTIONAL NEEDS

Do you have any unmet emotional needs? To feel loved, appreciated, valued respected?

Do you use food (rather than collecting drums) to change how you feel, to make you feel better about yourself in the absence of feeling valued by someone else?

Is it possible that we might use food to meet some unmet emotional need completely unrelated to our physical hunger?

To satisfy emotional hunger or cravings instead of physical ones?

Could we be eating (in excess) to compensate for what we perceive to be a lack of love or affection from a parent or role model?

Or some other unmet emotional need to be solved with a completely unrelated extra dollop of ice cream?

I believe we can and do regularly use food to change the way we feel. To simply make us feel better about ourselves and give us a kick or a “high” in the moment.

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Eating chocolate can make us feel good, temporarily at least. Until we weigh ourselves again. Then we see we have put on weight and it makes us depressed. So we eat more to make us feel better and take the pain of the negative feelings away. And so the vicious self destructive cycle continues. The temporary fix just makes the problem worse.

SO HOW DO YOU BREAK THE CYCLE?

Change our relationship with food

The first step is to recognise this use of food to make us feel better –

Is it possible there is a practical non food related solution to our problem we can turn to instead?

If something is making you unhappy, write down what it is in one sentence. Once you can specify it in writing,

e.g. “My Dad didn’t love me enough to buy me an expensive drum kit, and that made me feel unloved and disappointed (boo hoo!)”...

...eating a doughnut may not be the best solution to that problem. Buying my own drum kits solved it in the end. I arrived at a non-food orientated solution to a non-food orientated problem.

I had to stop linking food to my self esteem, and my self esteem to how many drum kits I have and to how much my Dad did or didn’t love me.

It was born out of faulty programming.

Once I saw drum kits don’t actually have much to do with doughnuts, it was easy to focus on a practical non doughnut related solution.

Admittedly, it’s a bit of a silly example but I hope it demonstrates the point.

We need to stop seeing food as a solution to an unrelated emotional problem, and stop using food as an emotional or surrogate pain killer/sticky plaster / comfort blanket. Let’s

find other ways to feel better about ourselves instead (like exercise!).

So how do you change your attitude? Your “mindset”?

Here’s a few suggestions to sort out the unconscious habits, and make them more conscious, putting you back in control of them.

1) Practice Unconditional Love and forgiveness

Do you really love yourself - if you do, do you demonstrate that on a regular basis? How specifically?

Think about somebody you really love and respect and how you treat them...

Do you treat yourself in the same way?

If not, why not?

If somebody screws up but you still love them, do you forgive them?

If you screw up do you forgive yourself?

2) The "Dickens" Process

Anthony Robbins describes a process he uses of getting you to visualise keeping your current disempowering habits and associations and experiencing the pain they are causing you going out 1, 5, 10 and 20 years into the future.

Each time you re-experience it, you are told to double the pain it is causing. That’s a lot of pain!

You try to imagine what it will feel like to carry this "baggage" (i.e. your excess weight) with you into the future and how painful it will be and what terrible consequences might ensue if you don't let it go.

Then you visualise an alternative future and see how much better it will be without all the “baggage.”

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Then you get to choose which future you want to consciously bring into reality - the one with all the “baggage” or the one without it.

It shouldn't be difficult to figure out which is best!

3) The “I’m Cornered in a Dark Alley” Model

When I have an important decision to make which requires my focus I imagine the following completely fictitious scenario:

A spectacularly successful (and rather scary) senior business figure called "J.C." has cornered me in a dark alley and has put a shotgun up my nose - (The real J.C. wouldn't do this really). He asks me a question which I have to answer in 30 seconds and if he is not satisfied with the answer he will pull the trigger and blow my brains out.

I therefore have to focus to come up with the best answer in a 30 second timeframe that I possibly can.

Imagining this scenario is a good way to focus the mind in a short space of time. It encourages clarity and urgency.

We would apply this scenario in practical terms by imagining J.C. asking us how we or he would lose 30 pounds in ninety days, and racking our brains (whilst we still have them) for the most plausible answer.

Put your answer here:

4) The Airport “Excess Baggage” Model

If you have ever played Tomb Raider you will know that you get to control a pixelated action figure (Lara Croft) who runs and jumps around a computer screen from ledge to ledge and shoots the occasional bad guy

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or endangered animal on her way to discovering some amazing artifact or hidden treasure. You may have seen the movie starring Angelina Jolie.

Now imagine that you play this game where our heroine has replaced her normal two large pistols for a whole collection of suitcases and bags which she can hardly carry. She needs to check in and take them to baggage control.

First of all, notice she moves a lot slower. It's also a lot less fun!

She needs to drop the baggage to become light and agile.

One of the things I noticed when clients visited me for hypnotherapy is that they almost without exception lack confidence to perform a certain task or they lack self esteem - They usually don't like themselves very much.

The reasons for this may vary (e.g. parental expectations, abuse, trauma), but the problem is pretty universal.

Paul McKenna writes in "I Can Make You Happy" that problems are caused by *negative programs running in the unconscious mind*.

It's what you say to yourself just prior to taking action that determines:

- 1) How likely you are to take the action ("I can't do this" or "I don't want to do that")**
- 2) How you feel about yourself whilst you are taking the action ("This is too hard")**
- 3) How long you are likely to continue before giving up ("I've had enough of this!")**

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For many people, it is the degree of negative self dialogue [i.e. what you are saying to yourself on a regular basis] that determines your feelings, your consequent actions or inactions, your effectiveness or ineffectiveness and thus how much you like or dislike yourself.

Unabated negativity will eat away at your self esteem to the point where you may already believe that you don't deserve to be happy or healthy.

It has to stop. Brian Tracy says that nobody is born with negative emotions and also talks about a "negative emotion tree" which can be cut off at the trunk by eliminating guilt and blame of yourself and others and instead repeatedly telling yourself "I like myself" and "I am responsible".

What Is The Secret To Lasting Change?

For me it's simply this: YOU GOTTA WANNA!

I once asked the boss of Travelex how he had achieved all of his success in building up the Company from the ground up and he simply replied that he did it: "Because I wanted to".

If you really really want something, really badly, you will find a way or make one. Motivation is the enemy of procrastination and indifference.

How do I practice FORGIVENESS?

Practice. Take a good look at that person in the mirror and take all the [physical mental and emotional] "baggage" - the disappointments and missed opportunities and should-haves and regrets and perceived failures and...

FORGET EM! THAT'S IT - FORGIVE AND FORGET.

IT'S TIME TO LET GO!

You are what you are and you are where you are right now.

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There's no getting away from that.

Be OKAY with that. Accept it for what it is. Face up to it.

It is what it is.

LET'S ACCEPT THINGS EXACTLY AS THEY ARE AT THIS POINT IN TIME. Once we accept we are responsible for how we got here, we can take responsibility for how to move forward and create lasting change. To take the current situation and to start improving on it.

YOUR CURRENT SITUATION MIGHT NOT BE GREAT, or IDEAL,
BUT let's face it, whether we like it or not :

- It probably could be a lot worse!
- It's probably not even half as bad as you might think it is.

You might even ask yourself: "What's good about this?" and "What am I grateful for?" Start to foster some positive emotions and ideas. And let's start to consider a future without the negative baggage to weigh us down.

Let's Take All Of That "Junk" Attached To How Bad You Could Feel About It Right Now If You Really Wanted To, Get Rid Of It And Simply Move On.

After all, he who travels lighter, travels further.

I believe that by carrying AND CHOOSING TO HANG ONTO emotional baggage (i.e. NEGATIVE SELF TALK AND NEGATIVE EXPECTATIONS), we end up piling on physical baggage (i.e. FAT).

IF we feel that food will change how we feel and also satisfy the cravings of our emotional hunger, we can easily become addicted to using food as the main way we change how we feel.

We should therefore find more positive and empowering ways to change how we feel instead of relying purely on food to do it for us.

Note: we are not actually trying to satisfy our physical hunger, but only our emotional hunger.

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You can't fix your emotional hunger with a sandwich. A hug from a friend or an apology from an unreasonable relative might help fix it, but a sandwich will just make you feel physically full, not emotionally fulfilled.

Our "baggage" (our old habits of thinking and feeling a certain way as a result of our thinking) makes us "comfortable" and certain because they are so familiar to us. Well trodden mental pathways which are strengthened with repeated use. We can seem to be so attached to them. It's a bit like having a favourite cardigan you habitually put on or a grisly toddler with a dirty nappy. It can be so hard to let go. They sometimes really complain when you try to change them. It may be smelly and unpleasant but it is warm and "cosy" and "comfortable". A bit like failure when it becomes a habit! It's time to lose the dirty nappies and the sh*t that comes with them once and for all.

EXERCISE

I don't really enjoy exercise! But more recently, I have been enjoying it more. And I think it helps with how much you lose and how you feel physically. I feel a lot better physically than I did 6 months ago.

WALKING

I have found that walking for 45 minutes a day helps. We are lucky to live by a local park. It makes it easier to go out and walk every day. It's still easier to do in the summer though.

SWIMMING

I used to enjoy it back in the UK but I don't do it now. I got out of the habit. Too many Great White Sharks around our beaches. Nothing wrong with swimming though.

CYCLING

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I used to, but don't have a bike anymore. I may well get one and try it out again. It will be fun to cycle around our local lake (theoretically at least).

TABLE TENNIS

Great fun, especially if you can play at a club. We joined one recently and I can highly recommend it. You don't even have to be that good at it to enjoy it. – We play doubles, which evens things out a bit.

REBOUNTING

Approved by some guy at NASA. I have done it but not nearly enough for it to make a real difference. It shows how effective the 5:2 / 4:3 diet is. I have lost three stone without any regular exercise apart from walking.

The bottom line is, whether you enjoy it or the thought of it right now:

Exercise is undoubtedly good for you.

It makes you feel better about yourself, lowers your risk of disease and increases your life expectancy.

Find something you can do and will do every day, and stick to it as best you can. A daily 45 minute walk in our local park did make a huge difference for us. If you do skip a day, don't give up. Do it the next day and the next, until it becomes a habit. It will make your weight loss journey easier and more enjoyable.

POET'S CORNER – FOR WHEN THE GOING GETS TOUGH

Somewhere along the way I picked up a couple of inspiring poems. They are included here in the hope that they will inspire you to go for this 1,000% and stick to it where setbacks might tempt you to give in... one of them is borrowed from Brian Tracy. There's a link to his books and CD programs in the Bibliography section. I highly recommend them.

A MESSAGE FOR YOU...

This Is *Your* Life.

Do What You Love, And Do It Often.

If You Don't Like Something, Change It.

If You Don't Like Your Job Quit.

If You Don't Have Enough Time, Stop Watching Tv.

If You Are Looking For The Love Of Your Life, Stop;

They Will Be Waiting For You When You Start Doing

Things You Love.

Stop Over-Analysing. Life Is Simple.

All Emotions Are Beautiful.

When You Eat, Appreciate Every Last Bite.

**Open Your Mind, Arms And Heart To New Things And
People, We Are United In Our Differences. Ask The Next
Person You See What Their Passion Is, And Share Your
Inspiring Dream With Them.**

Travel Often. Getting Lost Will Help You Find Yourself.

Some Opportunities Will Only Come Once, Seize Them.

**Life Is About The People You Meet, And The Things You
Create With Them.**

So Go Out And Start Creating. Life Is Short.

Live Your Dream And Share Your Passion.

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From Brian Tracy's Goals: "There is a poem by an anonymous author that I think everyone should read and memorize and recite to himself or herself when tempted to quit or to stop trying. This poem is called Don't Quit.

1) "Don't Quit"

When things go wrong, as they sometimes will.
When the road you're trudging seems all up hill.
When the funds are low and the debts are high.
And you want to smile, but you have to sigh.
When care is pressing you down a bit.
Rest, if you must, but don't you quit.
Life is queer with its twists and turns.
As every one of us sometimes learns.
And many a failure turns about
When he might have won had he stuck it out:
Don't give up though the pace seems slow —
You may succeed with another blow.
Success is failure turned inside out —
The silver tint of the clouds of doubt.
And you never can tell how close you are.
It may be near when it seems so far:
So stick to the fight when you're hardest hit —
It's when things seem worst that you must not QUIT."

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**FINALLY: PLEASE SHARE YOUR RESULTS! - SHARING IS
CARING...**

I'd love to hear from you!

IF YOU HAVE SUCCEEDED IN A DIET...

Tell me what you did, how you did it and how much you lost in one sentence!

You can do this in a video format or just send me a FB comment. Put a link to your website if you have one too.

IF YOU HAVE "FAILED" IN A DIET...

Tell me why you think you failed in one sentence. Then try this diet. It works!

IF YOU HAVE WRITTEN A DIET BOOK...

Tell me in one sentence how it's better than "The Fast Diet".

I don't want to have to read the whole thing! I don't like diets!

After all, I am the World's Least Motivated Dieter! So I'll stick to this one, thanks!

CONCLUSION

When I started out on this journey, I simply wanted to be slim and healthy. For many years I simply believed this kind of weight loss was impossible – Now that I know it is possible, I encourage you to go for it 1,000% and share your success with others who have yet to discover "The Real Secret" for themselves. Share this e-book if you think it will help. If you need help, be sure to let me know. To your success!

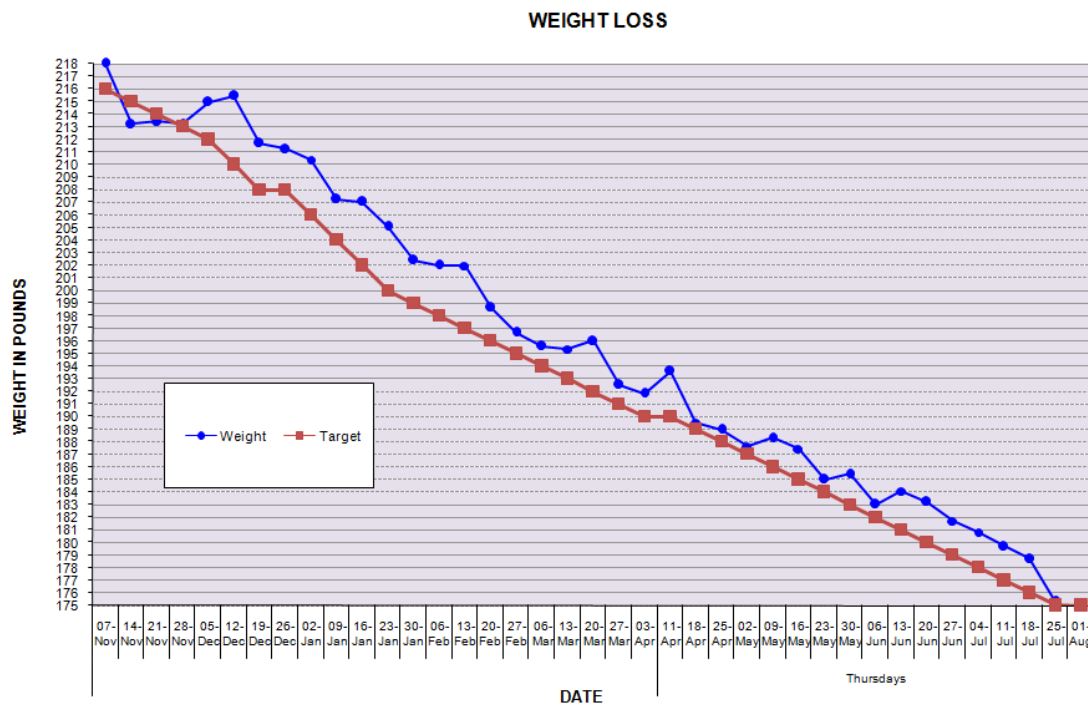
kindest regards

Neil Paddock

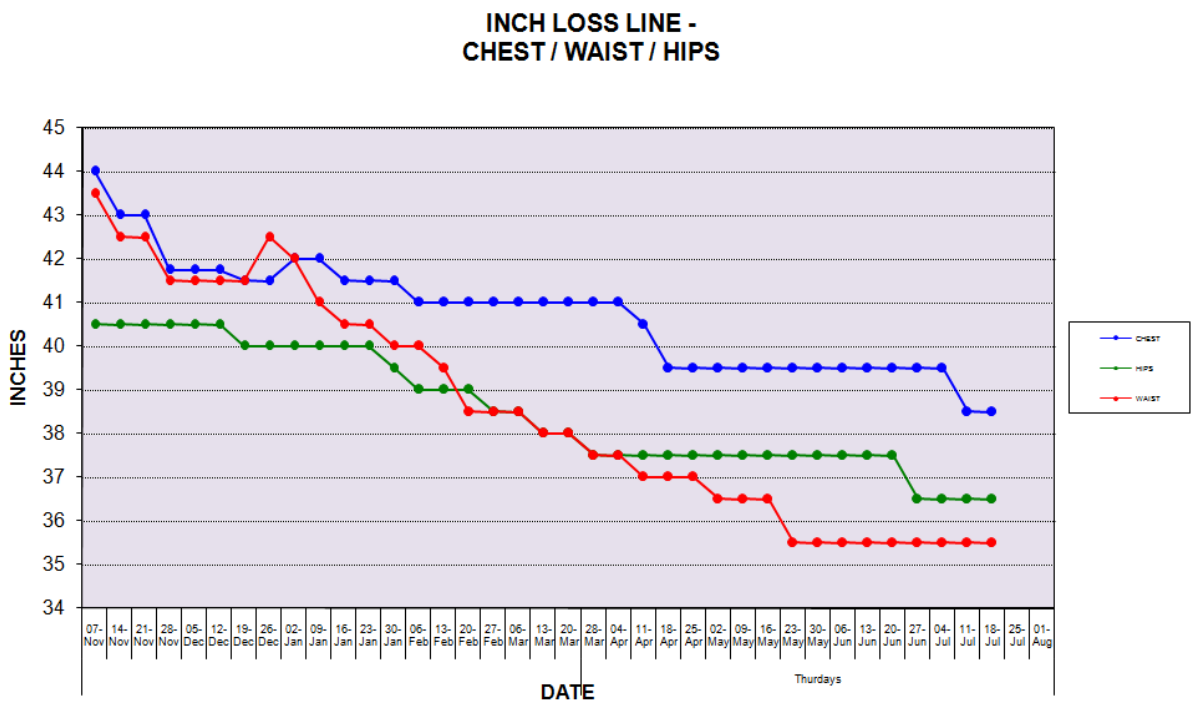
<http://neilpaddock.com>

<http://dareidream.com>

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The blue line shows my weight loss (in pounds/(lbs.)) vs. target (in red). At 7th Nov 2012 I weighed 98.9kg (218 lbs/15st 8 lbs). BMI was 30.5 = "Obese". I hit my target 80.7kg (178lbs) (BMI<25 = "Ideal") on 14th July 2013. By 25th July I weighed 79.4kg/175lbs 12st 7lbs having lost 19.5kg/42.7lbs altogether. 42lbs+. That's over 3 stone!



This chart shows my waist measurement (in red) reducing from 43.5" on 7th Nov 2012 to 35.5" as at 23rd May 2013. THAT'S EIGHT INCHES OFF OF THE BELLY! That meant drilling new holes in my belts (several times). I didn't mind though!

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ACKNOWLEDGEMENTS

[Frank Kern](#) – for some cool quotes about dieting and gurus.

Thanks to [Jo Barnes](#) for introducing me to [Frank Kern](#) via [YouTube](#).

Thanks also to [Chris Farrell](#) for showing me how to do online “stuff” (like creating e-books and setting up websites) through [Chris Farrell Membership](#) and the Chris Mentor Me program (Affiliate Links).

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