



THE
Challenge Guide

HOW TO GET THE MOST OUT OF THE CHALLENGE



BE READY TO GO AND READY TO ACT

Make sure you have your digital guide ready. You'll learn a lot of new things about food and weight this week. You are more likely to remember the things you take note of.

ACT LIKE YOU ARE IN THE ROOM WITH ME

If I ask a question, answer it. Remember, you signed up for this challenge to get motivated, take control over food, and get a kickstart in your weightloss goals. No sabotaging yourself by allowing distractions and excuses to be more important than what you are learning. Just because I can't see you, doesn't mean you can't see yourself.

INCLUDE YOUR FRIENDS AND FAMILY

Have your friends and family sign up for the challenge so y'all can feed off each other's enthusiasm.

KEEP THE LEARNING GOING

You will learn a lot, but what you DO with that information is key. It's not enough to hear it and get inspired. You need to set your mind to doing the things you learn.

WELCOME



I'm going to show you how you can go from years of overly complicated diets that leave you confused, deprived and feeling restricted to taking control over food.

This week you'll learn common sense thinking and eating techniques that take you from feeling like a hopeless dieter always looking for an answer to losing weight the way you want to live your life.

And together, we will unwind years of doubting that you can lose weight so you can see that weight-loss is possible when you remove the bullshit the diet industry has taught you.

I know what it's like to...

- Be confused about food to the point you don't know your ass from second base.
- Worry that if you are around certain foods you'll have no control.
- Envy people who seem to eat whatever they want and never gain weight.

That's why I created the **Take Control of Food Challenge**.

It sucks to feel like food controls you and that you'll never be able to lose the weight you want AND have a life! This week you'll learn how to drop the hopeless dieter mindset and adopt a No BS Weight-loss Mindset.

YOU will learn simple, doable, commonsense guidelines that put you back in the driver's seat of your food AND your weight.

A LITTLE ABOUT ME...

I grew up overweight. From the age of 9, I was the biggest kid in class, wishing every day I could lose weight.

Nobody got what I went through with food.

My brother could eat whatever he wanted and stay skinny. Meanwhile, I was 12 years old hitting my first Weight Watchers meeting embarrassed as hell but hoping it was the answer.

In my 20's, co-workers constantly started diets and easily ripped off pounds while I worked my ass off, barely lost weight, and felt like I was DYING in the process.

I had a baby and wasn't one of the lucky ones who lost weight nursing. I held steady at 250+ pounds and eating to have enough energy to keep up.

All my life I thought, “What the hell is wrong with me?” Food was either my enemy or the only friend I had. Everything just felt so hard.

More times than I can count, I’d start a diet, do good all day, only to be face down in ice cream at night.

Or, I would make it through the week, lose a couple of pounds, and then find myself eating through the weekend and starting over on Monday.

I never understood why all this kept happening to me. Why food seemed to be so hard.

I kept finding myself in a frustrating loop of doing good and then blowing it.

I would start a diet full of deprivation and restriction, thinking this was the only way to lose weight.

Every day I would eat foods I didn’t like and cut out foods I loved.

I had a big problem. I was training myself to be a Hopeless Dieter.

A Hopeless Dieter is someone who starts a diet, hoping this is the one, and sets themselves up to lose weight the hard way.

The problem is this. The diet only gave me instructions on food. I wanted it to be the fix for my life. Well, I quickly found out that losing weight or a diet didn’t mean...

- People would suddenly start treating me with respect. People just kept talking to me the same way. **And I still felt bad even if I had lost weight.**
- I would never have a bad day again. Flat tires still happened. My boss would tell me to work late when I didn’t want to. My kid still had sleepless nights. My spouse and I still fought.

And, I still felt bad even if I had lost weight.

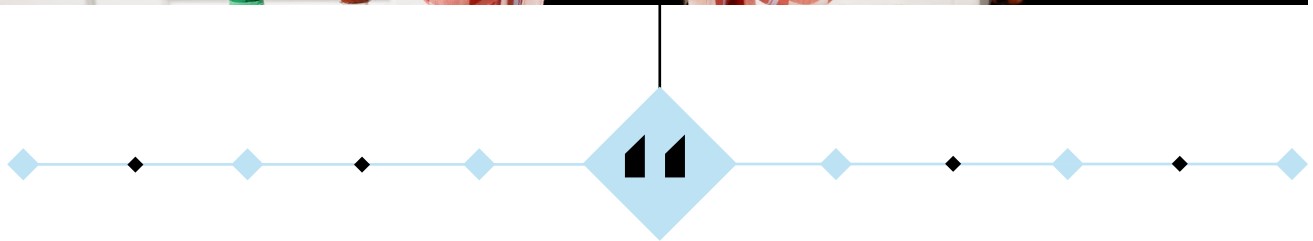
I wasn’t learning how to make food easy enough that I could stick with it even when I felt bad.

So I did what every woman who suffers with eating and weight does.

I’d have a bad day, think “fuck my diet,” and eat because I needed a break. I couldn’t do life and a bat shit crazy meal plan.

And, the second I overate, ate off plan, or messed up, I would think something was wrong with me. I’d call myself names like lazy or stupid, spiral in fear thinking I’d never be able to lose weight, and then quit all together so I wouldn’t have to feel so bad.

You have to hear this right now because it’s the FIRST step to making food easy.



**NOTHING IS WRONG WITH YOU WHEN YOU
STRUGGLE WITH FOLLOWING
TRADITIONAL, OUTDATED
*dieting techniques.***



You are simply falling into Hopeless Dieter traps. We all do!

Hopeless Dieter traps are what keep us stuck in endless dieting cycles that have us on and off diets or losing weight only to gain it all back.

You need to know this so you can breathe a sigh of relief that there's something WAY better out there for you.

NO BS WEIGHTLOSS MADE SIMPLE CHEATSHEET



BASIC #1

Before you eat anything this week, ask yourself: "Am I hungry?" If you aren't physically hungry? Don't eat until you are.

Halfway through any meal, ask yourself: "Have I had enough?" If you think you have, stop eating. If you think you haven't, keep eating until you're just shy of full.

BASIC #2

Make a Doable 24 Hour Plan first thing in the morning. Write what you will eat, not what you think you should eat. Make it doable this week.

BASIC #3

Drink at least 64 ounces of water a day. Flavor it if you need to, but get it done.

BASIC #4

7-9 hours of sleep per day. Do the best you can. Count naps, too!

THE SECRET BASIC!!!

If you mess up, don't fuck up the day when saving it is an option. Focus on the next meal and stop any asshole self-talk.

That's it. You now can be the boss of your food.



DAY 1: THE FOUR BASICS

It's time to put some common sense back into how we eat.

The Four Basics help you know **WHEN** to eat, **HOW MUCH** to eat, and **WHAT** to eat so you can drop confusing diet rules and start feeling confident that you can lose weight the way you want to live your life.

Do these Four Basics, and in five days, you'll feel like you have more control over food and your body.

The Four Basics are important because what you do to lose weight is what you must **WANT** to do once you lose your weight. These basics are simple. They remove all the confusing food rules of what's good and bad to eat and allow you to eat foods you love in ways your body loves, too.



LOSING WEIGHT SHOULD CREATE THE
life you want. **IT SHOULDN'T BE**
WHAT YOUR LIFE REVOLVES AROUND.

Maybe you've lost weight in the past and regained it. Why do we do this? It's simple.

Once you lose weight, you are no longer motivated by your goal to keep eating in ways that restrict or deprive you. At first, we LOVE the weightloss, but eventually, that newness ends and we're left with the "diet" lifestyle we don't love. We're happy with our weightloss but miserable with the lifestyle needed to keep it.

The misery of the "trying to be good" finally outweighs the pride of the weightloss. We start eating to "take a break" or to "treat ourselves" for all the hard work.

Next thing you know, you're gaining a little weight and no longer feeling proud. You're feeling terrified you're gaining too much weight and finding yourself less and less happy.

Guess what? You either have to get back on the hopeless dieter train or go back to eating when you're stressed or upset. ALERT: You've now got yourself a lose-lose situation.

The solution is simple. Learn how to eat and lose weight while enjoying what you do and what you eat.

That's what the Four Basics will do for you.

Trust me, misery is not required to lose weight.

Most of the overeating we do has nothing to do with foods being "bad." You likely spend time eating because you're bored, tired, unsure of what's a good choice or eating because it's free or someone made it for you. You're also mindlessly popping bullshit in your mouth while cleaning up the kitchen or making dinner.

When we eat during those times, we aren't eating because we really want the food or are hungry.

We're eating so we don't have to feel uncomfortable, bad, or to avoid saying no to someone.

The Four Basics will help you find QUICK WINS by giving up overeating that's easy to spot and easy to stop.

When you keep the process simple, like I do in the Four Basics, you get small wins, weight starts coming off, you feel more confident around food, and next thing you know, you feel motivated to keep going.

The Four Basics help you unwind years of hopeless dieter tricks that work against how your body is designed. To top it off, these diets feel like shit and make it nearly impossible to have a life while losing weight.

Anyone can do the Four Basics. At any size, any amount of weight to lose, any age, and any past eating history.

One word of caution, though. You might not do things perfect this week because you'll be learning a whole new way to lose weight that nobody is teaching.

That's OK! You aren't here to be perfect. Hopeless diets REQUIRE PERFECTION. They require YOU to be perfect and LIFE to be perfect.

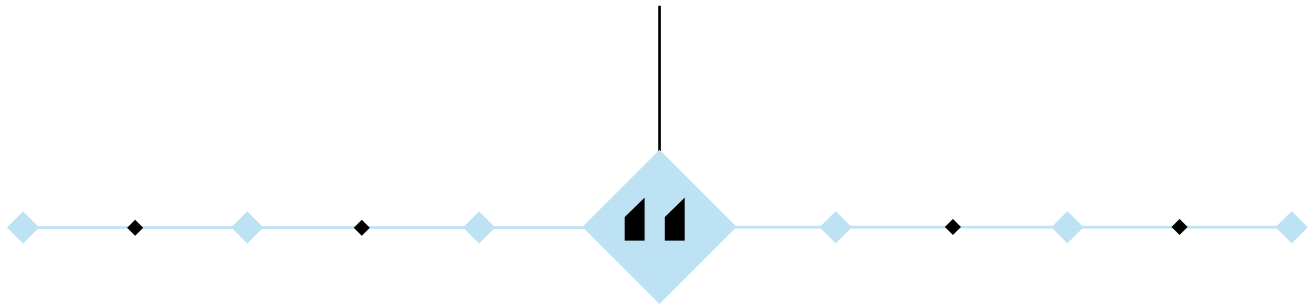
That shit doesn't work! The world isn't perfect and neither are you.

You are free to drop the unrealistic standards you have for yourself this week. You can always go back to being hard on yourself next week. I promise that your inner bitch will come back any time you want her to.

No BS Weightloss is about learning how to show up for yourself when the shit hits the fan. No BS is flexible because life has twists and turns.

You are here to learn how to lose weight for the long haul. That means you are willing to mess up, learn from it, and keep going.

So do me and you a favor. Promise you will not quit. If you make a mistake don't go fucking up the rest of the day. I simply want you to make your NEXT BEST DECISION.



WHY FUCK UP THE DAY WHEN

saving it is an option?



You have NO GOOD REASON OR JUSTIFICATION for being an asshole to yourself this week.

If you don't do something right, it just means you haven't done it enough to get the hang of it.

OK. I'll PREACH on this in our trainings all week, but it's good for you to start realizing there's nothing wrong with you. You are just learning a new, easy way to eat so you can take total control over your food.

The Four Basics are simple.



BASIC #1: DOABLE HUNGER

If I could only teach you one thing in weightloss it would be this:

Don't eat until you're starting to get physically hungry, and stop eating right before you're physically full.

Most of us go through life eating for all kinds of reasons like...

"I don't want to piss off my boss by not eating the doughnuts she brought in for employee appreciation day"

"Everybody else is getting dessert. I don't want to stand out."

"I'm worried if I don't eat now I'll get hungry before I can eat again."

“This tastes so good I hate to waste the last few bites.”

“It won’t taste as good tomorrow so I’ll just eat all of it now.”

Before you go on restrictive diets that take away your favorite foods or have you eating so few calories that you feel physically ill, weak or depleted, try COMMONSENSE eating.

When you learn how to eat when you’re actually hungry and stop just shy of full, this leaves room to include the foods that you like.

And when you learn how to eat foods you like using Doable Hunger, you also take away the need to overeat. You are no longer “eating bad” or “doing something wrong.” You remove the reason you end up eating your face off.

The diet industry has taught the hopeless dieter to be ashamed of what they eat. Countless diets have taught you conflicting food rules and regulations.

That shit ends when you follow the No BS Four Basics.

LIST 3 REASONS WHY WAITING FOR HUNGER COULD BE EASY.

- 1 _____
- 2 _____
- 3 _____

LIST 3 POSITIVES OF EATING UNTIL YOU’VE HAD ENOUGH (VERSUS FULL OR OVEREATING).

- 1 _____
- 2 _____
- 3 _____

BASIC #2: THE DOABLE 24 HOUR PLAN

This is super simple and makes your food and life easy.

You are actually going to plan food you like. What you aren't going to plan is foods you think you "should be" eating to lose weight. Remember, we are making food easy. We aren't making food dreadful.

You'll also plan for your life. If you have a busy day and a lot going on, this is the perfect time to put easy food on the plan. Yep, if you always hit McDonald's on Wednesday because it's a bitch of a day for you, then you will put it on your plan.

The Doable 24 Hour Plan makes sense for your life. You put foods on it you love, that you want to eat, and that help you stay on plan and make progress.

The Doable 24 Hour Plan will have you eating what you like so that you aren't feeling guilty and you feel like actually eating what's on the plan after a long day.

Remember, it doesn't require an immediate 180 on how you currently eat, triggering your brain to freak out and think, "Everything I love to eat is now a goner."

It's simple.

You write in breakfast, lunch, dinner, and any snacks you want.

There's no wrong or bad foods. You think about what you want to eat and you write it down.

For example, my first plans looked like this.

For breakfast, I liked waffles with peanut butter and maple syrup. I wrote that down.

Then for lunch I often ate fast food. I wasn't a cooker back in my day. I'd think about what restaurant I wanted and wrote in what I would get. McDonald's was my favorite. And since I wanted to lose weight, I agreed with myself that I could get a regular fry, stop adding mayo and cut my usual blizzard since I was going to eat ice cream at night. I figured I could have it once a day instead of twice. That felt doable for me.

Then for dinner we often ordered pizza. I'd plan for 3 pieces instead of the usual eating until I was stuffed. I got my husband to also agree we could go with thin crust instead of thick crust.

Then I planned ice cream each night. I loved my ice cream and ate out of the carton. At first, I didn't change this at all. I wasn't ready. But after a few weeks, I realized I could use a bowl instead of the carton.



It was the first time I wasn't punishing myself to lose weight by restricting foods I loved. I also stopped talking to myself like an asshole, saying things like, "You can't have this." I just started having a plan each day and asked myself, "What can I do today to lose weight?"

This is where I started, and it was magic. It doesn't matter if you have 10lbs or 100lbs to lose.

The magic was, I was asking myself each day, "What CAN I do?" instead of talking to myself about everything I couldn't have or couldn't do. It broke me free of the hopeless dieter traps and turned me into a No BS Woman losing her weight for good.

The small changes started adding up. I was feeling in control of my food choices for the first time. Some weight came off because I was actually eating a little better and a little less.

I felt EASE with food for the first time ever because I was talking to myself in a much better way.

I was also thinking about what I was READY to do next instead of forcing myself to be compliant. No more telling myself you HAVE to do this or you have to be GOOD to lose weight.

So here's the best way to get it done.

Do it first thing in the morning each day. Don't spend more than 3-4 minutes doing it. Literally write down the things you will like eating and can see yourself eating all day without dieter bullshit judgment.

First thing in the morning you are more likely to plan without emotional baggage. You have your own best interest in mind. It's also easier to think ahead about what you'll want to eat, what's on tap for your day, and more.

Plan for more food than you think you'll need.

Remember, you are only going to eat if you are hungry. You might plan snacks, but if you aren't hungry, you will simply know you can skip them. You have plenty of food to look forward to.

This is the EXACT method I teach my No BS Weightloss clients and they lose weight.

My clients and I make our plans when we wake up.

The Doable 24 Hour Plan works so well with the Doable Hunger Method.

You plan foods you like and can easily eat when hunger hits. You only eat if you are hungry. And when you feel like you've had enough, or just before you're full, you stop eating.

You never have to worry you aren't going to get enough. You can always trust you can have more when you get hungry again and eat things you want that feel good to you.

I'm giving you a blank Doable 24 Hour Plan page to use. Feel free to print enough copies for all 5 days or create your own.

WHY IS MAKING A DOABLE PLAN EACH DAY FREEING?

HOW DOES MAKING A DOABLE PLAN EACH DAY GIVE ME CONTROL OVER FOOD?

WHAT ARE THREE BENEFITS OF HAVING A DOABLE PLAN FILLED WITH FOODS I LIKE TO EAT? HOW IS THAT GOING TO HELP ME LOSE WEIGHT BETTER THAN OTHER METHODS I'VE TRIED?

DOABLE NO BS FOOD PLAN



Use this planning page each day of the challenge to plan your food and make weightloss easy this week.

BREAKFAST	LUNCH	DINNER	SNACKS

DO I FEEL CONFIDENT I WILL FOLLOW THE PLAN? _____
IF NOT, MAKE CHANGES UNTIL I DO.

HOW MUCH WATER WILL I DRINK TODAY? _____

MY BED TIME TONIGHT IS: _____

ONE THING I'M GRATEFUL FOR IS... _____

WHAT MIGHT GET IN THE WAY OF FOLLOWING MY PLAN? _____

ONE WAY I WILL MAKE FOOD EASY FOR MYSELF TODAY IS... _____

BASICS #3 AND #4: WATER AND SLEEP



There are only two other basics to do this week.

Drink 64 ounces or more of water daily AND get 7 hours or more of sleep.

Figure it out. Go to bed 5 minutes earlier each day to adjust. Drink one extra glass of water until you get to 64 ounces.

As the week goes, build up until you are hitting the baseline of 64 ounces of water and 7 hours of sleep.

Your body needs sleep and water above all else, and it will FIGHT to get them. It will beg for food in the absence of sleep and water.

So if you're sick of having cravings, wanting food when you aren't hungry, feeling like you need to eat when you know damn well you shouldn't be hungry...then get the water and sleep going.

You can use Mio, Crystal Light, fizzy flavored waters, tea, or whatever. Just hydrate.

And for 5 days, get your sleep. Skip the damn late-night staying up bullshit.

Water and sleep are the best fat burners around. They simply work best for weightloss.

WHAT TIME WILL I GO TO BED THIS WEEK AND HOW WILL I MAKE SURE THIS GETS DONE?

I PROMISE TO DRINK _____ OUNCES OF WATER A DAY. I WILL GET THIS DONE BY...

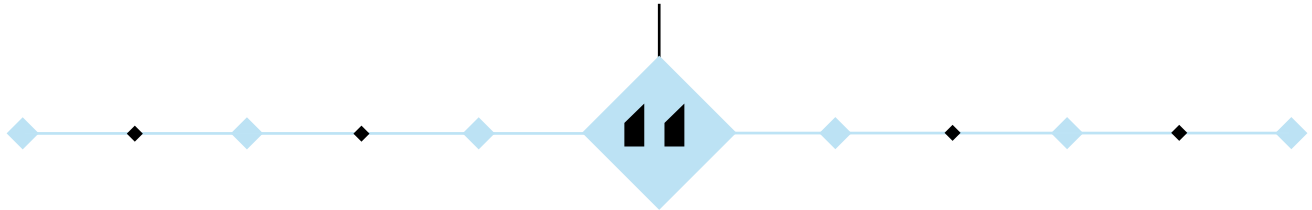
DAY 2: THE DOABLE HUNGER METHOD DEEP DIVE



You are likely overeating right now in little ways that can be cleaned up easily and immediately.

When you stop what I call “the bullshit overeating,” you see weight come off with simple changes. And guess what? Food immediately feels easier.

Here are the two most important questions when it comes to knowing how much food you need to eat.



AM I HUNGRY?

Have I had enough?



Why are they important?

Because they make you think about what you are fixing to eat.

Right now, you are likely going through life eating on auto-pilot or using old frustrating diet rules that you’re in the habit of using. This keeps you stuck in hopeless dieter mentality.

Most of us eat with our phones, watching TV, standing in the fridge looking for something to eat, on the way home, while working, or because “it’s time.”

You just eat without really thinking about it. You aren’t even asking if you are actually hungry.

How often do you wait until you feel physical hunger before eating?

How often do you stop eating when you've had enough food instead of full?

Most of us don't eat this way very often. It's not what we've been taught by diets, society, and growing up.

We've had enough when the plate is clean, when we feel like we got our money's worth, or when we're stuffed.

We eat because it's free or we don't want to be rude.

So here's what I want you to do.

Before every meal and snack, I just want you to question if you are physically hungry.

Simply ask am I hungry?

You don't need to wait until you are ravenous or hangry. I just want you to feel a slight twinge of hunger or just THINK you are hungry. Don't overthink it. Eat if you feel hungry or think you are.

It's that simple.

Slight hunger could feel like an emptiness in your tummy or maybe you notice you are low on energy and it's been a few hours since the last meal.

Maybe you just think you are hungry. If so, just eat. We're normalizing eating here.

Again, you aren't waiting until you want to gnaw off your arm.

This is just basic human hunger we were built to feel to operate at our best. By design, we have a stomach that talks to the brain. We've just been taught to quit listening to it by the diet industry.

Now, if you haven't been paying attention to your hunger for a long time and are just eating on auto-pilot whenever you WANT to eat, this may be hard for you.

So many of my No BS Weightloss clients didn't know any physical signs of hunger at first, and that's okay. Keep asking, and keep noticing your body. That's it.

That's more than enough to get you started and knock out basic overeating patterns.

You might also find after a few days you notice a pattern of just WANTING to eat.

This is good because I want you to notice how often you eat when your body doesn't need food yet.

You don't need to feel bad or think, "This isn't working."

In order to see the bullshit eating you want to give up, you have to know what bullshit eating you are actually doing.

See, a lot of our eating is emotional.

We eat to deal with stress, or we eat to have a good time.

The reason I want you to start with noticing the times you want to eat when you aren't hungry is so you can identify where you might be emotionally eating instead of eating for physical hunger.

So ask yourself, "Am I hungry?" If you aren't hungry, don't eat and maybe drink a glass of water. Wait 10-15 minutes. If you do eat, don't tell yourself you blew it and quit. Just note that you ate and do step two, which is asking, "Have I had enough?"

Let's talk about have I had enough?

This happens while you eat. I want you to ask, "Have I had enough?" during any meal you eat, even if you started when you weren't hungry.

The goal is to learn how to stop eating before you are full, finishing food just because it's there, or f-it eating because you are mad at yourself for eating when you said you wouldn't.

Again, we're looking to get some easy wins to build motivation and keep going.

The best way to nail stopping before you are full is by eating a little less than you do now.

Just a few bites left behind at each meal makes a huge difference. You can also serve yourself less than usual to make it easy to stop.

When you finish, I want you to feel just a little less than your usual full. When I eat just enough, often I feel like I could go for a walk. I can also wear my pants comfortably and I'm not burping or catching myself feeling too bloated.

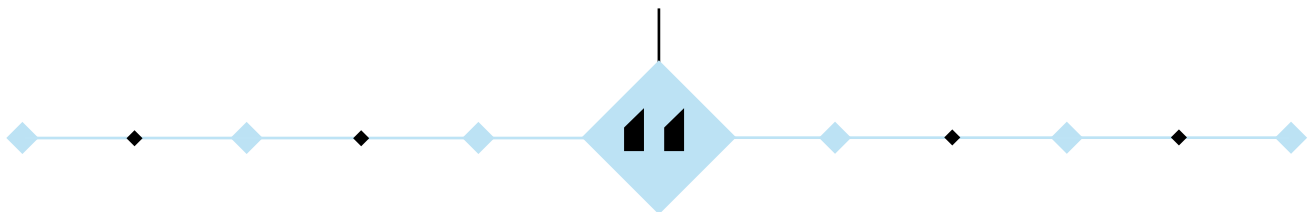
These two questions - "Am I hungry?" and "Have I had enough?" - are the FIRST steps to helping you finally figure out how to lose weight for good.

Again, If you notice you are eating outside of being hungry and having enough, you might feel bad about this. Don't.

WHAT IS THE DIFFERENCE BETWEEN SLIGHT HUNGER AND TYPICAL “DIET” HUNGER?
(REMEMBER, YOU ONLY NEED SLIGHT HUNGER WITH NO BS WEIGHTLOSS.)

WHAT’S THE DIFFERENCE BETWEEN FEELING LIKE YOU’VE HAD ENOUGH AND FEELING FULL?

WHAT’S THE BENEFITS OF DOABLE HUNGER OVER TRADITION HOPELESS DIETING PLANS?



YOU AREN'T **BROKEN OR MESSING UP.**

You are learning.



DAY 3: WHAT TO EAT



Let's talk about what to put on your Doable 24 Hour Plan. It's time to free you from outdated diet rules that lead to confusion and restrictive eating patterns.

After years of dieting, your brain is likely full of conflicting rules and advice fighting for attention with every bite you take. I call this Post-Diet Trauma or PDT.

We're taught in traditional, hopeless diet programs where losing weight equals suffering, hating our body, and restriction-based tactics.

When you try to lose weight, your subconscious replays what happened in the past. Your mind remembers being overly hungry, tired, grumpy, and an emotional mess because you stripped away foods you used to help cope with a bad day or to have fun. It remembers not being able to eat food you like without "blowing it."

This is why so many of us suffer from a lack of belief in ourselves. We have so many bad experiences with weightloss that it's hard to even imagine there could be a good one.

So, when you start a new weightloss program, you immediately are triggered to fear you can't do it.

Makes sense! It's not because you can't lose weight. It's because your mind is trying to protect you from the starving asshole tactics it remembers from the past.

PDT presents in several ways.

First, you'll think anything that is actually simple must be "not good enough" or "you're doing it wrong." Your mind only knows one thing. Dieting sucks and is hard. The problem is that it's wrong. It only knows ONE way. Your job is to remind yourself in these moments that there's ANOTHER way and that's what I'm trying this time.

Second, you'll start making amazing choices for yourself, eating and planning the foods you want, and STILL feel restricted.

It's not because you ARE restricted; it's because your brain just can't separate your old ways from new ways yet. Your mind will want to think about your new plan that you KNOW is good for you in the old way.

That's okay. All you need to do is remind yourself, "This is my old hopeless diet brain talking, but everything is okay. I planned this food and I'm trying something new. It takes time to quit thinking like the old me.

GOOD BETTER BEST: CHOOSING YOUR FOOD EACH DAY

Now for what foods you'll put on your Doable 24 Hour Plan. The Good Better Best Method (GBB) combined with the Four Basics is how you create a life-long plan to lose your weight in a way that you enjoy. When you enjoy how you lose weight, you never have a reason to quit eating in a way where you are in total control of food and your weight.

GBB is how you categorize the food you eat and make decisions each day on what goes on your plan.

You'll find the foods you love to eat that taste good, feel good, and work for you. It helps you see all that you CAN eat instead of what hopeless dieters do which is focus on what they can't have.

Focusing on what you CAN have feels good. Obsessing over what you can't have feels like shit. Remember, the goal is to lose weight feeling good.

But the best part of the GBB method is that you'll reduce the overwhelm of needing to eat "perfectly" to lose weight. Too often, we think the foods we eat are good or bad. And that means we also think that if I eat this food, I AM either good or bad.

Food you eat is not a morality or self-worth issue. GBB helps you see that food is just a choice and that no matter what, you are a good person figuring out how to treat yourself.

First, you simply need to categorize the foods you like eating. The reason I want you to write down as many foods as possible is so you can override your hopeless dieter mindset that wants to think FIRST about all the foods you can't have. To change your mindset so you can feel in control of food, you must see that there's a lot of food out there you CAN have and that you LOVE.

You'll list foods on the following worksheet that fall into one of the three categories.

Good Foods: These are foods that taste good and have no other job than to make your mouth happy.

Some of my favorite good foods: nachos at a restaurant (all the cheese, please), wine, hot ass French fries with all the salt, and blondies with vanilla ice cream.

Better Foods: Foods that taste good and you can lose weight easily eating them.

Some of my favorite better foods: nachos made at home with baked chips, baked fries, and frozen yogurt.

Best Foods: These foods taste good, you can lose weight eating them, AND they make your body feel physically awesome.

Some of my favorite best foods: steak fajitas, baked potatoes, fruits, vegetables, yogurt, sandwiches, anything that had eyes or had to be washed fits in this category.

You might be thinking, “Corinne, there’s no way I can lose weight eating these foods. What about the bad foods?”

Girl, here’s the deal. The only bad foods are the ones you DON’T CURRENTLY LIKE EATING.

When you stop restricting foods, your brain loses its need to eat out of control. It begins to feel safe around your favorite foods, and it gets easier and easier to STOP eating when you’ve had enough instead of stopping eating when you’ve ate all you can because you know you’ll try to deny yourself those foods again.

The goal is to learn to eat the foods you love with confidence. Then you can choose to have them when you TRULY want them and stop having them in F-it moments.

By allowing all the foods you love, it teaches you how to commit to your daily food plans.

When you follow your food plans and start eating when hungry and stopping at enough, you start losing weight. Your overeating stops.

Specific foods do not cause you to be overweight. Overeating those foods because you haven’t been taught how to eat them is what causes being overweight.

I promise you that the more you allow yourself to plan foods you like, learn to eat when hungry, and stop when you’ve had enough, the more control you have around food. You don’t feel you need to overeat because tomorrow you’re going to “get serious” or “make up for what you ate.”

The needing to take a break from your “diet” also diminishes because you enjoy what you are doing. It’s easy to plan weekends because you are simply planning foods you like and eating them with control.

Losing weight now is something you do that seems simple instead of like a second job where you are counting, measuring, abiding by long lists of do-not-eat foods, and over-exercising, all in the name of “health.”

You start to think of food as “I choose to eat this” instead of always looking around and thinking about what you “can’t have.”

And in the moments when you want something not on your plan, you have a quiet confidence that you can say no now and yes to it tomorrow. All you have to do is plan it.

Things To Know...

Don’t freak out if you have a lot of good foods. It’s okay. If you are like me, when you first start, you like way more good foods than you do anything else. Remember, if you aren’t overeating them, you will still lose weight. You can always mix better and best foods when you feel ready to do it. You don’t need to make yourself do anything you aren’t ready to do.

And watch out for overthinking. It's normal to think this isn't good enough. If you are thinking it's not good enough, you simply do it anyway. What's no longer good enough is hopeless dieting that ends in eating your face off because you took away everything you like to eat.



In the columns below, list your GBB foods. Remember, all foods count. Allow yourself to see the kinds of foods you want to build your weightloss lifestyle around.

GOOD	BETTER	BEST

DAY 4: WHY DO YOU WANT TO LOSE WEIGHT



You must learn how to find and use your why for losing weight so you can start thinking more about the big picture of your life. This helps you stay on track towards your goals when cravings and urges to eat hit after a bad day.

Our brains are wired to focus on what's wrong in the world and what's wrong in our lives instead of why I want more for my life.

You have a primitive brain in a modern day world. Our brains used to need us to remember everything that would hurt us or find what might kill us. We needed to know more about poisonous berries than we needed to know about the delicious strawberries. This means your mind will seek out what's wrong today instead of what you want for your future and why.

You must learn how to be an interventionist with your reasoning brain if you are going to lose your weight for good.

Why's help you pause before an overeat and think about what you want for your future versus only focusing on what you want right now. They also help you feel a deep connection and purpose to the things you do to lose weight instead of feeling like it's just something else you have to do.

USING YOUR WHY

You'll have lots of why's because you need to use the right why at the right time. Not every reason you want to lose weight will work for each urge to eat off plan or eat when you aren't hungry.

You must learn how to mix and match your why's to fit the needs of the moment.

Why's also must be used daily. You can't just write about them one time and hope to remember them when you are staring down the donuts. Writing them down routinely and having visual reminders keeps them front and center in your life.

And the best way to make a why come to life is to share them with people you care about. Putting your why's out into the world helps you build accountability.

Know this. Your why's don't need to be noble or deep. All why's count. They aren't selfish, superficial, or not good enough.

You get to have reasons to lose weight that are for you and you get to be excited about them.

A why is an internal reason. That means if it feels good, fun, exciting, or a little naughty...USE IT.

FINDING YOUR WHY



Answer the questions below to dig into why you want to lose weight.

HOW WILL I FEEL WHEN I LOSE WEIGHT?

WHAT WILL CHANGE ABOUT MY LIFE WHEN I REACH MY GOAL?

WHAT GETS ME EXCITED ABOUT WEIGHTLOSS?

WHAT PROBLEMS WILL NO LONGER EXIST WHEN I LOSE MY WEIGHT?

WHO IN MY LIFE WOULD LOVE TO SEE ME SUCCEED?

5 WHY'S



Now that you've answered some key questions around your weightloss, list 5 reasons why you want to lose weight. Try to positively frame your reasons.

For example, instead of, "Because I don't like feeling bad about myself," try using positive and uplifting phrases like, "Because I'm ready to feel proud of myself."

Once you list your 5 reasons, circle three that speak to you the most. Of those 3, write down the one you feel right now at this stage of your weightloss is the most important.

This will give you many reasons to use and one powerful why to keep in front of you daily.

FINAL WORDS ON YOUR WHY'S

We don't simply lose weight to wear smaller clothes, have better health, or to be beautiful. We lose weight to feel things we deny ourselves at our current weight.

What we really want is to...

- Feel good in our body and clothes.
- Speak confidently without being up in our head about our body.
- Know we're respected for more than our body.
- Allow ourselves to go after what we want in life.
- Be a role model for the people we love.
- Never feel guilt or regret over our body or food choices.
- Feel pride each day.

It's not enough to lose weight if you aren't losing your mental weight too. Your why's show you who you ultimately want to be. You must learn how to start thinking that way NOW so you enjoy rebuilding YOU while you lose weight.

You must stop the diet cycle of struggling through weightloss with negative thinking and hoping you've got enough willpower to get to your goal.

You can't wait to lose your weight to have this life.

You must lose your weight the way you will live.

That includes the foods you eat, the way you speak, and the way you think about yourself at ANY weight.

DAY 5: THE SELF-SABOTAGE SOLUTION



Do you think, “I’d be able to lose weight if only I were able to stop self-sabotaging?”

I used to think that all the time. I’d do good for a while, lose some weight, and feel better. Before long, I’d be sneaking in extra bites, hitting the drive-thru after a bad day, and making excuses to eat shit I knew I shouldn’t.

Next thing I knew, I was feeling guilty, out of control and regaining weight I worked so hard to lose. I’d wind up back into my old ways wondering what the hell happened to me.

This wasn’t the only way I self-sabotaged.

There were times I was so ashamed of my body, dragged down by my energy levels, and miserable with how I felt that I couldn’t pull the trigger to do what I knew I should be doing.

I’d sit there day after day, waking up fed up and then telling myself, “I just don’t feel like it right now. I’ll do better tomorrow.”

Tomorrow would be no better.

I was caught in these frustrating loops without a clue as to why they were happening.

You would think that if you don’t like your current state, you would do something about it.

Did I not want to lose weight bad enough? No. I WANTED to lose weight bad. What I didn’t realize was I didn’t want to do what I thought losing weight required.

That’s how self-sabotage works.

Self-sabotage is about finding what you are REALLY thinking about and being scared to death of what might happen (or not happen) underneath the surface.

Once you know how to find your self-sabotage thinking, you find out exactly why diets keep failing you.

A diet can only fix what goes inside your mouth. It can’t fix what goes on inside your mind. And your mind will always override any point system, carb counter, or restrictive food list.

Think about it. Have you ever started a low carb diet knowing you like bread, rice, potatoes, chips and cookies?

You find a low carb diet and start it anyway. Ignoring your likes. You’re focused on getting the weight

off no matter what. You can do anything for awhile right?

No. You can't if you have unresolved self-sabotage thinking patterns like a fear of having to give up your favorite foods to lose weight.

If that fear is lurking under the surface and you don't hear it or actively work on changing it, before you know it you'll be needing "a break" for just one weekend. You spend Saturday and Sunday eating all the bread and any carb not nailed down.

Monday you wake up feeling guilty, ashamed, and the scale up a little.

You didn't just feed your belly all weekend. You fed your insecurities around having to give up everything you love to lose weight.

Next thing you know, you're trying again but this time telling yourself over and over again you can't eat carbs or you gain weight.

When in reality? You can't eat ALL the carbs LIKE A MANIAC and expect to not gain weight.

The problem isn't that you can't eat your favorite foods.

The problem is that you must learn to understand how your mind works so you can stop picking asshole diets you have no intention of doing for the rest of your life.

That's the REAL problem.

This is important because we spend way too much time thinking about why we can't lose weight and then overreacting with diets that are either stupid, unhealthy, or not a good fit for us.

We don't spend enough time understanding what we can and will do to lose weight that fits the person we want to be and the lifestyle we truly want.

Self-sabotage is normal. We all have it. It won't stop you from losing weight as long as you notice it when it happens and rethink what you believe that drives the self-sabotage in the first place.

Remember, a diet won't fix emotional, mindless, stress-induced eating, and it won't fix habitual, compulsive binge-type eating.

Basically, a diet won't get to the root cause of why you overeat. But learning how to spot your overeating patterns, understanding the thinking that drives it, and then changing that root-cause thinking WILL help you stop overeating.

Losing weight comes down to paying attention to what you think about, spotting patterns, and changing habits. Control your mind and you control your weight AND your food.

COMMON SELF-SABOTAGE PATTERNS

I'm afraid I'll have loose skin when I lose weight.

This is a common signal for “fear of success.” This means you’re afraid something bad will happen if you lose weight. You could be afraid of loose skin, your partner not changing with you pulling the two of you apart, or your friends you currently do a lot of bitching and eating with getting jealous and leaving you.

These are fears you must learn to challenge. If you do have loose skin and don't like it, what else will make being thin worth it? Could your partner possibly love you no matter what size you are? Do you want friends who only rely on bitching and eating to connect?

I don't feel like it's possible.

Maybe what you've tried didn't work for you, but that doesn't mean something else won't. You ARE capable, just like other people are.

My partner loves good food, and I don't want to give that up.

You don't have to give up what you love to have the relationship with food you want. You must learn how to balance living for today with living for tomorrow.

Ask yourself, “Will I remember this cupcake in two weeks?” If so, go for it. If not, skip it.

If I lose weight, people will pay attention to me and I'll know if they really like me or not.

If you're scared of rejection and have been hiding behind your weight, you'll need to reset your self-concept and belief in yourself to stop the cycle.

I'm worried that I'll never be able to eat my favorite foods again, and I'll always feel deprived.

Stop doing those BS DIETS! If you don't enjoy your life, you're not going to keep your weight off.

I used to do ALL of these things. So I had to recognize these patterns and work on changing how I was thinking so I could take control of my food and lose weight easily.

I couldn't keep dieting and only focusing on making myself eat very little food and very little of what I liked. That just wasn't cutting it.

I had to lose my mental weight first so I could do the things I needed to lose weight.

WHAT ARE THREE THINGS THAT MIGHT NOT BE BETTER OR ACTUALLY BE WORSE AFTER WEIGHTLOSS?

- 1 _____
- 2 _____
- 3 _____

WHAT ARE THREE THINGS THAT WILL BE BETTER AFTER WEIGHTLOSS?

- 1 _____
- 2 _____
- 3 _____

WHAT DO I HAVE IN MY LIFE RIGHT NOW THAT WILL HELP ME LOSE WEIGHT?

WHAT DO I NEED MORE OF, OR TO FIND, THAT WILL HELP ME LOSE WEIGHT?

WHAT FOODS DO I WANT TO EAT AND STILL BE ABLE TO LOSE WEIGHT?

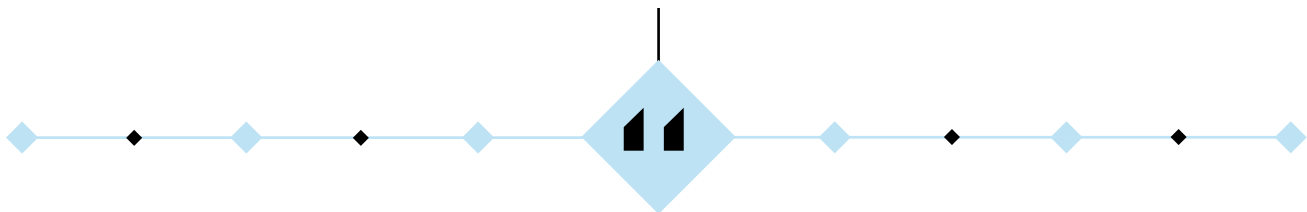
DO I BELIEVE WITH ENOUGH SUPPORT, THINKING IN NEW WAYS, AND PRACTICE I COULD LEARN TO EAT THESE FOODS AND LOSE MY WEIGHT? WHY OR WHY NOT? WHAT WOULD I NEED TO LEARN TO BE ABLE TO INCLUDE THEM?

IF MY BODY WASN'T AN ISSUE, WHAT DO I THINK PEOPLE THINK OF ME?

ARE THOSE THOUGHTS GOING TO HELP ME LOSE WEIGHT OR STOP ME?

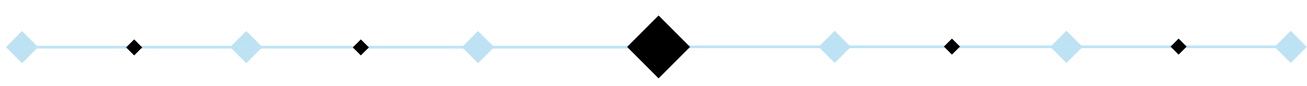
IF I COULD THINK ANYTHING I WANTED TO ABOUT WEIGHTLOSS AND MYSELF, I WOULD THINK THESE THINGS...

AND, IF I LEARNED TO THINK THOSE THINGS ON A REGULAR BASIS, HOW WOULD MY LIFE CHANGE?



“You need to learn how to select your thoughts the same way you select your clothes every day. This is a power you can cultivate. **If you want to control things in your life so bad, work on the mind.** That’s the only thing you should be trying to control.”

ELIZABETH GILBERT



IMPORTANT LINKS



Join the No BS Weightloss Program

Visit www.joinnobs.com for information and success stories.

Corinne Crabtree

Founder and CEO of the No BS Weightloss Program

Host of the Losing 100 Pounds Podcast with over 38 million downloads

Corinne Crabtree is a top-ranked health podcaster, Master Weightloss and Life Coach, motivational speaker, and all around badass. She's an expert in the field of weightloss, where she teaches her unique No BS Weightloss Program that helps women lose weight the way they want to live their lives. She is known for telling it like it is, showing up looking sassy or showing up with morning hair keeping it real. She lets nothing stop her from helping her women figure out their shit so they can live the healthy life of their dreams. She's a proud Mommy Tiger to Logan, wife to Chris, devoted cat lady, and holds it all down in Nashville, TN.

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