

CORINNE CRABTREE

HOST OF THE LOSING 100 POUNDS PODCAST | 40 MILLION DOWNLOADS



— THE —  
WEIGHTLOSS  
JUMPSTART

## DEDICATION



For my boys, Chris and Logan.

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# FOREWORD

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**BY KATHY HARTMAN**

Coach at No BS the Weightloss Program

You are about to meet one of the most influential people in my life...Corinne Crabtree.

She's a weightloss and life coach, but she's also a motivated, brilliant, self-aware woman. She has taught me, along with thousands of other women, how to trust ourselves and our instincts around losing weight and living our best lives.

She taught me what's turned into my own personal mission statement...  
It's never too late to change your life.

I met Corinne at a church retreat back in 2013. She was wearing pink camo and talking to women about advocating for what they need, anything from fixing foods that they loved to workout in ways that made them feel good.

She inspired me that day to sit down with my husband and say...  
"I'm going to try this one more time. And if you don't want to eat what I've fixed, you can go to Taco Bell and it won't hurt my feelings."

Over the next 18 months, Corinne taught me to...

- Pay attention to how different foods made my body feel
- Eat only when I'm hungry
- Stop before having to unbutton my pants
- And move my body in ways I never thought were possible.

She also taught me that there was so much more I could do with my life than be a wife and a government accountant.

I could create a life where I made an impact, and where I could become an example of what's possible.

I ended up losing 80 pounds, became a podcast co-host, ran a half marathon, and certified as a life coach, all while figuring out who I am and who I want to be in the world.

Now, nine years later, she's still motivated, brilliant, and self-aware, but she also has a vision... to teach every woman how to lose weight and feel as amazing as she deserves.

The No BS Team shares her vision and works every day to bring it to life.

From workshops to courses, from teaching to coaching, Corinne tirelessly loves us and models for us all the things she has learned over the past fifteen years.

I am certain that as you get to know her and watch her passion for this work you will love her as much as I do.

She makes losing weight and loving yourself during the process EASY. And for that, I will always be grateful.

Do you want to lose your weight for the last time? Do you want to do it in a simple way? If your answer is YES and YES, then keep reading. Corinne will teach you simple weightloss that you can do for the rest of your life so you can LIVE your life. And you deserve that and more.



# INTRODUCTION

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Are you ready?

It's time to lose weight in a way you can LIVE your life.

No more wasting time cutting carbs, counting points, and cutting out every food you love.

The Weightloss Jumpstart helps you easily take control of food and quickly get started with weightloss without any bullshit tricks and gimmicks.

It's simple. Read the book and start applying what you learn in each chapter right away. Don't wait to finish reading before you start trying stuff. You know what happens when you put off something for later. LATER NEVER COMES.

There are only a few key things you need to know to lose weight. I'll teach them to you quickly and then you'll start doing them immediately.

The best part? Nothing you'll learn requires a "pantry purge" or a "last supper" meal. Together we are going to STOP the diet hamster wheel that frustrates you.

Your diet doesn't start tomorrow. Your LIFE starts NOW.

The way I teach weightloss is common sense. Unfortunately, common sense isn't always common practice and that's why I'm teaching you quick, easy and doable things to take control of your food and your life starting now.

You and I are going to wipe out complicated diet rules that leave you feeling restricted, deprived and feeling like you can't have a life while you lose weight. There's a reason my program is called No BS. Instead, you'll get simple, doable, and proven. I've also given you easy questions at the end of each chapter to answer that will help you understand how to eat and think about your food.

(AKA what the diet industry doesn't teach you.)

But, why should you listen to me?

Well, I lost 100lbs after years of suffering with my weight. I always tell people the only time I didn't have a weight problem was at birth when chubby rolls were a badge of honor.

By the age of nine, I was the biggest kid in class and being bullied day in and day out. I often came home with tears running down my face saying, "Please don't send me back tomorrow."

Throughout my 20's and early 30's, I weighed over 250lbs. Starting and stopping diets was now a hobby after years of trying to lose weight and "fix myself." I woke up every day hoping I'd be good and then I'd try to follow some plan that took all the foods I loved away and barely gave me enough to eat.



You see, I know what it's like to feel as if you're a failure for not being able to eat and look like everyone else. I know how it feels to worry every day about what you weigh and what you can and can't eat. It feels like weightloss consumes your life and you begin to believe you can't handle another failed diet.

But, I also know what it feels like to finally lose weight in such an easy, common sense way that you know in your bones that the weight is never coming back. There's a better way and I'm teaching it to you.



# THE TWO-STEP WEIGHTLOSS PROCESS

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The number one question women have when trying to lose weight is this: what should I eat and how much?

The diet industry complicates the hell out of this.

I'm here to make it very simple.

Instead of giving you calories to count or entire food groups to get rid of, I'm going to teach you the easy way to know how much and when to eat.

Most of us don't want to realize how simple weightloss really is, but it wasn't until I realized I couldn't keep dieting the old-school way that I was finally able to lose 100 lbs. I was done spending every meal feeling deprived, sore as a boil from ruthless trainers who don't know how to train an overweight body, and counting and measuring everything that went into my mouth.

I knew there had to be a way I could lose weight without all the complicated and demoralizing shit.

I figured it out and today you'll hear one of the best things I ever did for myself. I created a 2-step process for knowing exactly when to eat and how much.

You see...

Losing weight should be easy and doable. It shouldn't overwhelm you or leave you feeling as if life has to go perfect to do it.

When you do traditional diets, it requires dread, willpower, and making yourself do shit you don't want to do. The diet industry is selling you plans that take away your favorite foods AND leave you starving. Traditional diets make you eat THE HARD WAY.

I believe how you lose weight should be so simple that you can do it for the rest of your life.

So what is the 2-step process for knowing when and how much to eat? It's a concept I teach inside the [No BS Weightloss program](#), and it's called the Doable Hunger Method.

It's two simple questions that will change everything.



Am I hungry?

And...

Have I had enough?

Now, why are these questions important?

Because they make you THINK about your next bite of food. They help you see your mindless and emotional eating.

Most of us are going through life eating on auto-pilot or by old frustrating diet rules.

We eat with our phones while watching TV, staring into the fridge, or in our car to pass the time.

We eat every two hours even if we aren't hungry or we don't eat but for a few hours each day because of some article on Google.

The best way to lose weight is to start paying attention before, during and after you eat.

We have to stop mindless eating before we stop emotional eating.

So here's what I want you to do starting now.

Before you eat, whether that's a meal or a snack, ask yourself: am I hungry?

If you're hungry, I want you to eat. If you're not hungry, I want you to drink a glass of water and wait at least 15 minutes before you assess hunger again.

Simple, right?

You will wait for normal, tolerable, and doable hunger.

You do NOT need wait to until you are ravenous or hangry like most diets teach.

Basic, normal hunger feels like a slight tummy growl. Some people don't even have tummy growls. I don't. My hunger comes on with yawning, thinking about food, and I notice I'm tired. Other people notice they get a dull headache and an empty tummy feeling.

Every person has unique physical hunger cues. This week you'll get plenty of practice waiting. Most people eat at least 21 times in a week if they only eat breakfast, lunch, and dinner. That's 21 times you can pay attention to what your unique hunger patterns are.

I just want you to see if you can find a slight twinge of physical hunger and then you eat. Even if you can't find a physical cue, take a guess if you're actually hungry or just wanting to eat for some bullshit reason.

The goal is to wait for doable hunger so you can get used to consciously deciding to eat instead of mindlessly eating because it's time, the food is sitting there, or you're tired.

Now, if you haven't been paying attention to your hunger this may be hard for you. So many of my No BS Women haven't even considered being hungry as a reason to eat since they were about five years old!

You might not know any physical signs of hunger at first and that's okay. Keep asking and keep noticing your body. The more you are willing to ask the question the more signs you'll start noticing.

And if you forget to ask if you're hungry before you eat, that's okay. Just remind yourself to do it next time. Maybe set an alarm on your phone for every 1-2 hours to help you start checking in with yourself.

One question I get about waiting for hunger is this: what if I'm not hungry when it's my assigned lunch time or when my family is ready to eat dinner? That's easy. If you notice you aren't hungry then for this week just eat a little something since you're not really hungry, and then start dialing back how much you eat at the previous meals through the week. Often I work with teachers, nurses, doctors and shift workers who need a week or two of adjusting the sizes of their meals so that they are hungry during their assigned eating times.

One other thing I get asked is: what if I'm not eating much at first? Won't this jack up my metabolism? No. What screws up metabolism the most is carrying too much weight. At first, your body might not ask for much food when it begins to tap on your stored fat. I like to tell myself when I want to eat but know I'm not hungry, "Alright! Time for those thighs to feed me."

Now let's talk about the second question in the Doable Hunger Method: have I had enough? You'll ask this question while you eat. I want you to ask, "Have I had enough?" about halfway through your meal. Start the checking in process just like we do with hunger. Maybe decide ahead of eating at what point you'll check in with yourself.

The goal is to learn how to stop eating before you are full. You wouldn't believe how much weight you can lose by eating just a little less than you do today. And what I notice in my No BS Women is that they often don't miss the food they leave behind because eating until enough feels safe, comforting, and leaves them satisfied for a few hours. After a few days, they start serving themselves less.

Now, with eating until enough, the biggest obstacle I often see is thinking you're wasting food if you don't eat it all. Look, the last time I checked there was not one hungry child across the globe sitting around feeling good because a woman cleaned her plate thousands of miles away. One way to overcome this is to ask yourself: is this better in the trash or on my ass?

I prefer not to be a human trash can. My body doesn't benefit from overeating. But I do waste a lot of my life overeating. Overeating makes it hard on my body to move, function, and operate. And overeating wastes your money.

Think about this. If you're always cleaning your plate you'll never learn how much food you truly DO need to serve yourself and eat. When you figure that out, you allow yourself to prepare and BUY less food. Right now, your overeating keeps the habit of overbuying at the store, too.

This week, while you're asking, Am I Hungry and Have I Had Enough you'll have two things happen.

First, you'll become aware of how often you eat without thinking, therefore overeating. A lot of times just being aware makes it easy to stop.

Second, you'll also become aware of all the reasons why you WANT to overeat. Even knowing you've had enough or you're not hungry won't be enough to stop. And that's okay.

This week, let's tackle the bullshit that's easy to stop and learn WHY there are times we still eat even though we know we don't need to.

To help you dial in on hunger and enough, here's a cheat sheet straight from the No BS Weight-loss Course on hunger and enough cues. This will give you an idea of what to be looking for.

		PHYSICAL SENSATIONS	THOUGHTS	FEELINGS
BEYOND HUNGRY	<b>SURVIVOR ISLAND HUNGER</b>	Completely weak, pounding headache, stomach pain.	I can't focus on anything else besides hunger. I'm ravenous.	Frantic, panicked.
	<b>HANGRY</b>	Intense stomach growls, slight nausea.	I'm starving, 'I'm so hungry!'	Grumpy, frustrated, irritated.
	<b>REAL HUNGRY</b>	Stomach rumbling, loss of focus. Slightly shaky.	I should have eaten a little earlier, I'm getting really hungry.	Very distracted, moody.
THE SWEET SPOT	<b>HUNGRY</b>	Stomach feels slightly empty, with a little bit of a gurgle. Not urgent or shaky.	I'm feeling hungry, I'm about ready to eat.	Distracted, ready to eat.
	<b>NEARLY HUNGRY</b>	Whisper of hunger in the stomach.	I think I'm getting hungry.	Slightly distracted.
	<b>NEUTRAL</b>	Not hungry, not satisfied.		Neutral.
	<b>NEARLY ENOUGH</b>	Food is settling into the stomach, hunger has subsided.	This food isn't tasting as good as when I started eating. I'm nearly satisfied – maybe just a few bites away.	Aware.
	<b>ENOUGH</b>	Not full, no bloat, and energetic – like you could do yoga or go for a walk.	My body is satisfied. I've had enough to quell my hunger and go about my day.	Content, satisfied.
BEYOND ENOUGH	<b>FULL</b>	Physically heavy in your stomach.	I shouldn't have eaten that last few bites. I blew past enough.	Frustrated, disappointed.
	<b>HOLIDAY DINNER FULL</b>	Some bloat and discomfort. You may need to unbutton your pants.	I ate way too much! Why did I go for that?	Guilt, discomfort.
	<b>DON'T TOUCH ME FULL</b>	Sick, extremely uncomfortable, and in pain.	I'm sick, I need to lay down and rest.	Post-binge shame, misery.

Alright. That's all I want you focused on with food for now. You don't need to change how you eat, do a pantry purge, or go buy up all the vegetables at the store that will likely just go bad in the fridge waiting on you to fix them. This week, I want you to eat your normal foods you typically eat, but I want you eating them when you're hungry and stopping when you feel your body has had enough.

As you leave food behind, wrap things up for carry out, or say no to a snack you know you aren't hungry for, give yourself a nice fist pump or pat on the back. By celebrating these small but powerful wins, you will really start to cement in the Doable Hunger Method as a new habit (and feel good doing it). Feeling good about what we're doing is the backbone of lasting change. So don't skip this part when it comes to all that you learn and implement from this book.

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Losing weight should be **easy and doable**. It shouldn't **overwhelm you** or leave you feeling as if **life has to go perfect to do it**.

# CAN I FUCK UP AND STILL LOSE WEIGHT?

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Now you know two of the most powerful questions you can ask yourself while losing weight: Am I Hungry and Have I Had Enough?

These questions help you become aware of mindless and emotional eating. And you learned that you can drop some quick pounds simply by getting rid of mindless eating that you didn't know you were doing. Things like eating your kid's leftovers, a few crackers or nuts while cooking dinner, or cleaning your plate out of habit instead of what your body is telling you.

Today I want to talk about how change works. It's important because when you learn a new way to eat it's common to mistakenly think, "Now that I know this, I should just be able to do it."

That's not how behavior change works. When you start using my 2-step weightloss for when to eat and how much, or as I call it inside the [No BS Weightloss Program](#), The Doable Hunger Method, you're not going to be perfect!

Think about it. Your brain is used to just grabbing food when it wants it. For example, if every night you grab a few bites here and there while cooking, you probably aren't thinking consciously about it. Until I point it out, you might not notice you even do it.

The eating isn't the problem. The problem is you don't notice it. And that's the first thing we have to fix. You gotta get aware of your eating as much as possible.

These unconscious tiny eats shit all over your weightloss. If you add up each grab-ass bite of food and multiply it by 50, you got a lot of extra calories going down in a day that you aren't thinking about.

Now I'm not a believer in counting calories, but it is simple math. If you're eating 5-10 extra bites a day of food, whether that's grabbing things or cleaning your plate, you're also consuming 250-500 extra calories. That's enough to throw most people into either maintaining or slowly gaining weight.

So it makes sense that we need to stop mindless eating to get a few wins on the scale. The problem is your brain is doing it so effortlessly right now that you're going to have times you eat and THEN realize you did it.

And that's not a problem. It's NORMAL to eat without thinking and then realize what's happening once you're paying attention. And over time you'll get better and better at noticing before, during and after.

What's not normal is quitting because your habits don't flip on a dime simply because you read a book. What's not normal is beating yourself up and calling yourself a failure while you're experiencing the normal process of behavior change.

Let me explain how behavior change works because I think it'll help you go from feeling scared you can't lose weight when you fuck up your eating, to feeling relieved that this is just part of the weightloss process.

There are four phases of behavior change and this actually works with ALL the things I teach inside the No BS Weightloss Course. Today we'll use it with one small behavior - waiting for hunger.

You're in phase one right now which is called the Waking Up phase. You learn something new, start using it, and about 20% of the time you do it. You'll start to put a piece of candy in your mouth and remember you're not hungry. You'll think about eating lunch and realize you aren't hungry yet. 80% of the time though, you're eating lunch and realize you forgot to think about hunger. Or you'll be halfway through dinner and realize you've been tasting everything when you don't really need to.

The good news is that your brain is waking up to paying attention to hunger. But too often we shit on ourselves thinking I shouldn't be doing this! This is why I can't lose weight. I learn something and fail at doing it.

Instead, why not think: thank God I'm starting to get this? I'm noticing mindless eating that wasn't even on my radar a few days ago. Or, I'm noticing sometimes before I eat, which means I can get better at this.

Weightloss is about being patient, not quitting, and learning how to do a little better each day.

It's not an Olympic sport in perfectionism.

Now, as long as you keep trying to pay attention you'll hit the next phase which is the Momentum phase. Here you'll ask Am I Hungry about 40% of the time. 60% of the time you're noticing midway through eating or after the fact. Regardless, you have momentum on your side because your brain is trying to catch mindless eating more frequently. Your brain increases how much it's paying attention simply because you are making importance.

You have something in your brain called the reticular activating system or RAS. This part of your brain knows what's important to you and then goes to work on making sure you now notice it. It also filters out unimportant things.

Here's how you know if you have a functioning RAS. Have you ever been in a crowded room and someone say your name? Did you perk up? Did you look around to see who might be talking to you? That's your RAS. Your brain filtered out the conversations happening all around you but did hear your name being called.

Until now, those mindless eats weren't important. You gave your brain no reason to find them so it stopped alerting you to when you ate. Now you've made them important so your RAS will try to make sure you know when it's happening. So when you hit the momentum phase that's your RAS helping you out.

The next phase is called the Make or Break phase. This is the one I see most people quit in. In this phase you'll be able to do the new behavior like ending mindless eating a bout 60% of the time. 40% of the time you'll still miss shit, notice eating after the fact or catch yourself in the middle of eating. In this phase, your brain is showing you more signs of improvement by catching more eating before, during and after. Your brain is on super alert and asking you to keep going.

But most of us misinterpret this phase thinking we should be doing it perfectly by now. We should only notice our eating before it happens or we can't lose weight. Not true! If you keep thinking this way you set yourself up to QUIT and quitting is the only way you don't lose weight.

## Four Phases of Behavior Change

**Waking Up Phase:** You learn something new, start trying it, and about 20% of the time, you're remembering to start at hungry and stop at enough, and 80% of the time, you're forgetting, overeating, or doing other normal habitual behaviors.

**Remember This:** Weightloss is all about being patient — keep practicing.

**Make or Break Phase:** 60% of the time, you're doing what you said you'd do. 40% of the time, you're still messing up, forgetting or making mistakes.

**Remember This:** This is the phase most people quit in, even though your brain is ready to keep going, because you're thinking you should be perfect by now. It's your job to keep working on ways to keep making progress, not give up.

**Momentum Phase:** About 40% of the time, you're remembering your new habit, but 60% of the time you're either forgetting to take action, or default into the old behavior.

**Remember This:** You have momentum on your side. You're catching things more and more often, and your brain is increasing how much it's paying attention. Your brain is starting to help you out.

**Habit Phase:** 80% of the time, you're working habits like a boss, but still making NORMAL mistakes 20% of the time.

**Remember This:** There's no phase called '100% of the time it works.' Accept that 80% is good enough to lose all your weight and keep it off for good.



What IS true is that your mind is showing you all the overeating and it's your job to keep working on ways to get more and more aware so you can keep making progress. What's crazy is by this phase you can see you are getting better at catching yourself eating, and yet you tell yourself you're failing because you aren't perfect.

The last phase is called the Habit phase which is 80% of the time you got this, and 20% of the time your old behavior comes up. Notice that to lose weight there's no phase where things work 100% of the time.

Perfection is not needed!

The only thing that's needed is you dropping the idea you gotta do everything right or you can't lose weight. This is why in my [No BS Weightloss Program](#) we learn the key basic eating habits and then get to the work on losing your MENTAL WEIGHT.

If you hang on to the mental weight of perfectionism, the weight of needing to do all the things or you won't do anything, or the weight of tearing yourself apart because you don't meet your own impossible standards, then you'll always start diets the same way. You'll start them excited, with a perfect plan, and go nuts trying to do everything right. Then at the slightest fuck up you'll quit.

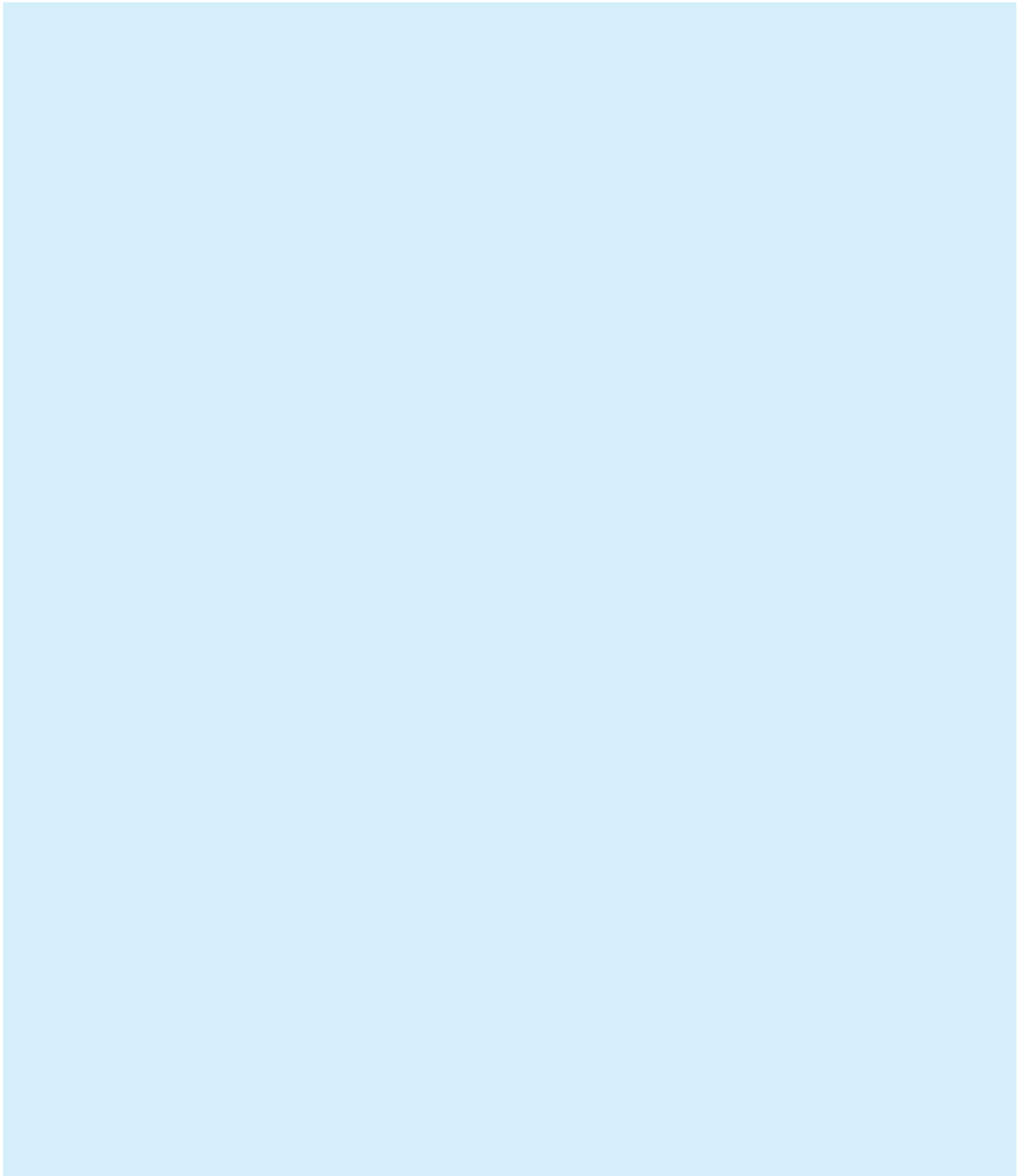
The mental weight you aren't unlearning will have you stuck in the on-and-off diet cycles.

My hope is that when you combine the Doable Hunger Method with an understanding of how behavior change actually works, losing weight will become easier. We are all going to fuck up in weightloss. Success stories understand it's just a part of the process and keep going. Yo yo dieters quit at the first sign of trouble.

And next, you're going to learn how to avoid the excuse trap. I'll go over some of the most infamous excuses in weightloss like I don't have enough time or I've never been able to lose weight and keep it off. Then I'll help you stop letting these excuses keep you from losing the weight you want to lose so bad.

# JOURNAL PROMPT ◆ ◆ ◆ ◆ ◆

Write about ONE 'aha' you got from this chapter on phases of change. How will knowing about the phases of change positively impact how you approach weightloss from now on?



# AVOIDING THE EXCUSE TRAP

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The difference between weightloss success stories and people who are stuck in the grind of yo-yo dieting is simple. Successful stories know what to do when excuses come in like the flying monkeys of the Wizard of Oz.

And in this lesson, I'm going to teach you how to stay out of the excuse trap so that you are free to keep making progress with your weightloss goals.

Overcoming excuses to overeat isn't some magical skill only a few people have. Every single person losing weight also invites their overeating excuses to suddenly be loud and clear.

You see, when you want to keep emotionally eating because you think something tastes good, you currently believe that it's "just true" that the food tastes good. So you keep eating without really thinking about it.

But what if "it tastes good" is just an excuse to keep emotionally eating? This is an emotional eat because you don't want to stop. Stopping probably feels restrictive, punitive or bad because you think stopping would be a punishment or that you can't have what you want. Avoiding a negative emotion is an emotional eat just like eating to feel comforted or happy is an emotional eat.

So, we do know the food tastes good. It's not like you're telling a big ass lie. You're just only thinking about ONE SIDE of the food story in the moment. What's also true is that eating more won't make the food taste better.

It's true that while it tastes good it also causes you regret when you're done eating. And it's also true that you could keep eating but you don't have to feel better. You could be grateful that you're losing weight while eating foods that you love.

You see excuses always make sense until you think them through. When you take an excuse and examine it, you can always come up with more ways to think about things that feel believable and insightful.

I teach my No BS weightloss members something simple. Don't try to make your excuses go away. Try to make them come up as often as you can so you can ADD something new to the excuse that feels true AND helps you make a different choice.

When you take away your overeating, you will hear tons of excuses your brain uses to keep you eating like you do now. Every diet you've ever done likely failed because no one taught you how to deal with excuses when they come up. Until now.

Now, let me warn you. This sounds simple, but it takes getting used to hearing excuses. Most people start hearing them and immediately have a bunch of shitty thoughts. They think things like I shouldn't think this way, my excuses won't go away, or I just want to never think this way again.

You must be willing to hear excuses and do something with them. You can't sit around hearing excuses and then BITCH about them. Bitching feels terrible. And the more you hate on or make excuses into some big-ass scary thing, the more likely you are to quit listening for them. You'll stop listening in an effort to not feel bad. But the price you pay when you don't listen for excuses is feeling shame and regret that you can't lose weight. So instead of giving up on changing your excuses, let's just quit making them such a big fucking deal.

The thing is excuses aren't a problem. Excuses you don't challenge are your only problem. Now you're ready for the overcoming excuses process that'll keep you out of the excuse trap.

First, stop overeating so you can turn up the volume on excuses. They will be loud and clear AND they will feel true. I also want you to know this will take effort. It takes zero effort to hear excuses and eat over them. It takes deliberateness to hear excuses and pause.

Second, when you hear your excuses you need to add something believable and doable to the inner conversation. It's important your brain starts to hear both sides of the story of your top excuses. No more one-sided inner conversations that keep you overeating. Give yourself both sides of the story so that you open yourself up to making better choices.

This doesn't mean you will always do the best thing. We talked about this in the phases of behavior change. But when you give yourself two sides of the story you have a 50/50 chance now of making a better decision. Without it, 100% of the time you will eat however your excuse thinks you should.

Third, no bitching and moaning that your brain offers up an excuse. Every time your brain tries to think you should keep eating you will tell yourself why you choose not to follow along. Yes, it's exhausting to do all this inner dialoguing, but so is waking up each day wondering why you can't get your shit together to lose weight. If you're going to be tired, be tired from being the boss of yourself.

Now, there's one problem we need to discuss. The moment your excuses come up it's not easy to figure out what to think. In the moment you're going to want to eat and have a lot of strong emotion behind it.

Most of us know our main reasons for overeating or quitting your diets. I want you to list them. And it's okay if they feel really true. You might not even think they are an excuse. Often people will not join No BS with the excuse that now's not a good time. I'm sure if you want to prove that true you could tell me all of your obligations. You have a job, you have travel to pay for and you got three kids under 8. Oh and don't forget you have a house to keep up, two dogs and parents that aren't getting any younger.

We can always argue for our excuses. But that just gets you feeling hopeless. The question is: can you see the other side of the story? What if those things are also true? Learning to eat only when hungry would force you to think about why you keep feeling so unappreciated at work.

Instead of eating snacks every afternoon to feel better, you learn how to reassure yourself why you're a great employee. And without the snacking, it's easier to focus because you've calmed yourself down.

Wouldn't it also be great if you learned how to eat in a way you can take on the road instead of eating like a jackass? Your usual on-the-road routine is to fuck it eat through room service and airports, leaving you coming home tired and sluggish. Learning how to eat on the road would save you so much time because your clothes would fit releasing the need to try things on until you find something comfortable enough to wear, and when you got home you'd have more energy for the kids and dogs because you aren't in food hangover.

Speaking of those kids. It's true you got littles and it's also true that overcoming emotional eating would allow you to give them the best of you; not what's left of you after spending day after day beating yourself for not being good enough of a mother simply because you eat like shit.

We all think we don't have time for weightloss. Most of us have done diets that required a lot of time in the gym, shopping, cooking and overhauls to just lose weight. But those diets didn't help us lose weight while improving our lives in the process. What's true is you can't waste any more time losing weight the old-school way. Now's the best time to lose weight in a way that improves how you live your day-to-day life.

Here's a few common excuses that come up for my No BS Women.

I've got so much weight to lose that it'll take too long. What else is true? Sitting around doing nothing today is what makes losing weight take forever. What's also true is if I do a few small things each day it'll add up. One day I'll be so glad I just fucking got started instead of bitching about how long it takes to lose weight.

Another common excuse is it costs too much money to lose weight. What's equally true is that I also spend a lot of money keeping my habit of overeating. The longer I keep eating more than my body needs the more my grocery bill goes up each week. And when I'm able to come off some of my meds I'll save money.

How about this oldie but a goodie? I've never been able to lose weight and keep it off. What's also true is that I've not tried to lose weight without restriction and deprivation. It makes sense those diets wouldn't work because they didn't tackle my mindless and emotional eating. And it's also true that every person who's lost their weight had failed every diet until the last one. I don't want to miss out on the one time it would've worked.

And the excuse I hear a lot: I've got PCOS or I'm in menopause. While these are medical conditions, what's also true is that people with these things have lost weight. I bet if I address eating out of sadness, anger or frustration over my diagnosis I stand a chance at seeing what my body actually can do.

I hope this helps you see the power of coming up with other things to think when your brain offers up an excuse.

Now, there's a lot of other things I teach No BS Women to do around excuses and the urge to overeat that helps them lose a lot of weight. But using this one simple process will help you clean up a little more overeating.

At this point, I've taught you what to do with mindless eating. And I've shown you that behavior change happens in phases so you can quit beating yourself up in the moment you need to see your progress. And now you've learned a way to clean up a fraction of your emotional eating.

Next, I'll teach you how to find your all of your whys for weightloss and how to use them at the right moment while avoiding using them in the wrong moments.

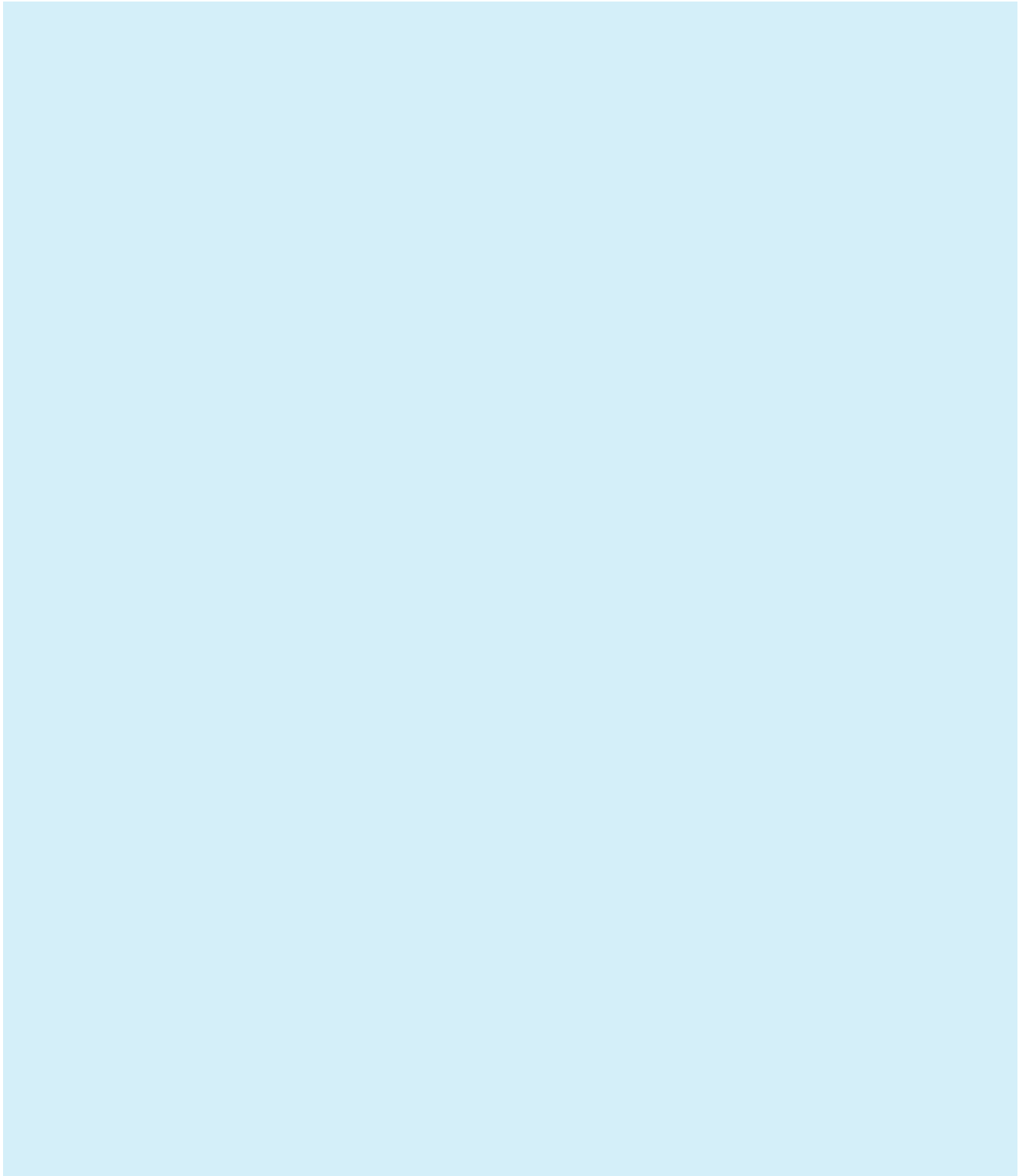
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**Don't try to make your excuses go away.** Try to make them come up as often as you can so you can **ADD something new to the excuse** that feels true **AND** helps you make a different choice.

# JOURNAL PROMPT ◆ ◆ ◆ ◆ ◆

Write about one common excuse you typically have and another way you could talk to yourself when it pops up.





# FIND YOUR WHY (IT'S NOT WHAT YOU THINK)

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You've learned there are three things vital to weightloss. First, you gotta focus on your mindless eating, like grabbing a few crackers while cooking or eating the fortune cookie just because it's part of takeout.

Then there's your emotional eating, like eating at 8 pm because you have no other way to relax at night.

And last, you've got to tackle losing your mental weight, like being a perfectionist or being overly focused on what you're afraid will happen if you try to lose weight again.

This is important because, in order to stop using excuses and change your eating habits, you'll need to know why you're willing to do all this work.

Having good whys helps you understand why you are going to do something you don't feel like doing in the moment.

Whys help us combat our excuses, like we need to keep eating because we've had a long day and deserve a treat.

I want you to start thinking more about the big picture of your life, and finding your whys for weightloss will help you do that. Rock solid whys help you stay on track towards your goals because they give meaning to all the work you're doing. It's better to have meaning behind your work instead of fear or having to make yourself do shit through willpower.

Unfortunately our brains are naturally wired to focus on what's wrong, causing us to feel anxious, doubtful or scared from day to day. If you're like the average person you sit around trying to stop eating at enough while thinking about why you can't lose weight.

No wonder it's so hard. Imagine leaving food behind while thinking about how you are choosing a better, healthier life for yourself. All it takes is catching yourself thinking bullshit and inserting more purposeful thinking about what's important to you.

This will help you go from anxious to calm. From doubtful to hopeful. And from scared to willing. The good news is, the latest research says that our default thinking can be changed no matter what our social conditioning is, how old we are, or what happened to us in the past. And using your weightloss whys is just one way to recondition your brain to think better making weightloss easier.

Whys can be based in what you want and what you don't want for yourself. Some people want to heal emotional or physical pain. Some want to have tons of energy to keep up with their grandkids. By knowing what you do and don't want in life you can quickly identify purposeful whys for weightloss.

So how do you find whys? One way I teach my No BS Women inside my private membership is to make a list of every reason you can think of for why you want to lose weight. Give yourself 5 minutes to write as many as you can. Then keep the paper handy and every day challenge yourself to add 1-2 more onto the list until you feel like you have a motivating list.

Now, finding your why is important but it pales in comparison to actually using it in the moments you need to. Your brain isn't going to remember them without some help from you.

I suggest you write your whys down on sticky notes and hang them up in places you need them like your car, mirrors or fridges. AND make sure you change them out every couple of weeks because you'll get used to seeing them. We don't want them to fade into the background of life. We want them front and center of our conscious mind.

I think whys are so important that I have my No BS Women write them down in their digital custom member planner daily. Now this planner is only part of my program so if you join us, you'll be able to access it. But if you don't, you can always create your own food planner. Just make sure you include a space to write at least one reason why you're losing weight today.

The last thing I advise is to share your whys with people you care about. Putting your whys out into the world helps you make them real and adds a layer of accountability. Inside the [No BS Weightloss Program](#), we pair you with accountability partners. Those small groups are the perfect place to discuss your whys so you can live them all day long.

Here's a few more things you need to know about whys.

There is no one special why that makes everything else fall in to place. This is why I have you think of many, many whys.

The goal is to mix and match your whys to fit the needs of the moment. For example, I wanted to be a role model for my son Logan. At dinner, it was easier for me to stop eating when I thought about being a healthy eating example. I'd see Logan's face, remind myself why stopping at enough would help him never go through weight issues like me, and then I felt willing to stop eating even if it tasted good.

But on date night, that reason didn't work at all.

On date night I would remind myself that one day I would be able to wear all kinds of cute clothes. I thought about sitting there wearing anything I wanted instead of having to search high and low for something that worked on my body.

Thinking about those whys helped me eat a little better and feel proud that I was working on myself and influencing the people I loved most in the world.

And another thing you should know about whys is that they don't have to be noble or deep. All whys count. They are your reasons and they are for you to use to stay focused, willing and motivated. whys are never selfish, superficial, or not good enough.

The last and most important thing to know about whys is they help you figure out why you REALLY want to lose weight.

We don't lose weight just to wear smaller clothes or to weigh a certain number. We lose weight to get the feeling we associate with smaller clothes and goal weights.

You probably want to lose weight so you can feel good about yourself. You're ready to love yourself and think losing weight is the only way to get there.

I'll be honest. I've worked with thousands of people who've lost weight on other diets and they come to me to help them stop being so afraid at goal weight. Crazy, right? But if you've ever lost weight, this might sound familiar...You arrive at your goal weight nervous around food, doubting you can keep your weight off and being on guard constantly for the slightest sign things are going south. When this happens, I know whys weren't used to lose weight. Strict and harsh talk was used to force being compliant.

My whys helped me enjoy becoming who I wanted to be. Instead of wishing my diet was over or thinking weightloss was taking too long, I felt small hits of pride each day. I shifted how I talked to myself as often as possible. When I left food behind I reminded myself of the improvements I was making. Each time I looked in the mirror I appreciated myself for changing how I talked to myself.

When there was pride, compassion and gratitude each day, I stopped thinking how long it would take to lose weight. I was already feeling the things I wanted that I thought I could only feel if the weight was gone.

Developing your whys is important work and it's also the most undervalued work in weightloss. Everyone over-focuses on what and how much to eat and under-focuses on the thinking that either motivates you or demotivates you to eat differently.

German philosopher Frederick Nietzsche said, "He who has a why can endure any how." This means when something is deeply important to you and you understand why, you are willing to do things you once thought you couldn't.

Writing your whys down on paper and reminding yourself of them daily helps you to remember them in the moments you catch yourself thinking crap.

I've taught you that your weightloss will happen in your mind. Unless your diet addresses how you think, you're just putting yourself through another diet that has you stuck thinking like an asshole while trying to lose weight.

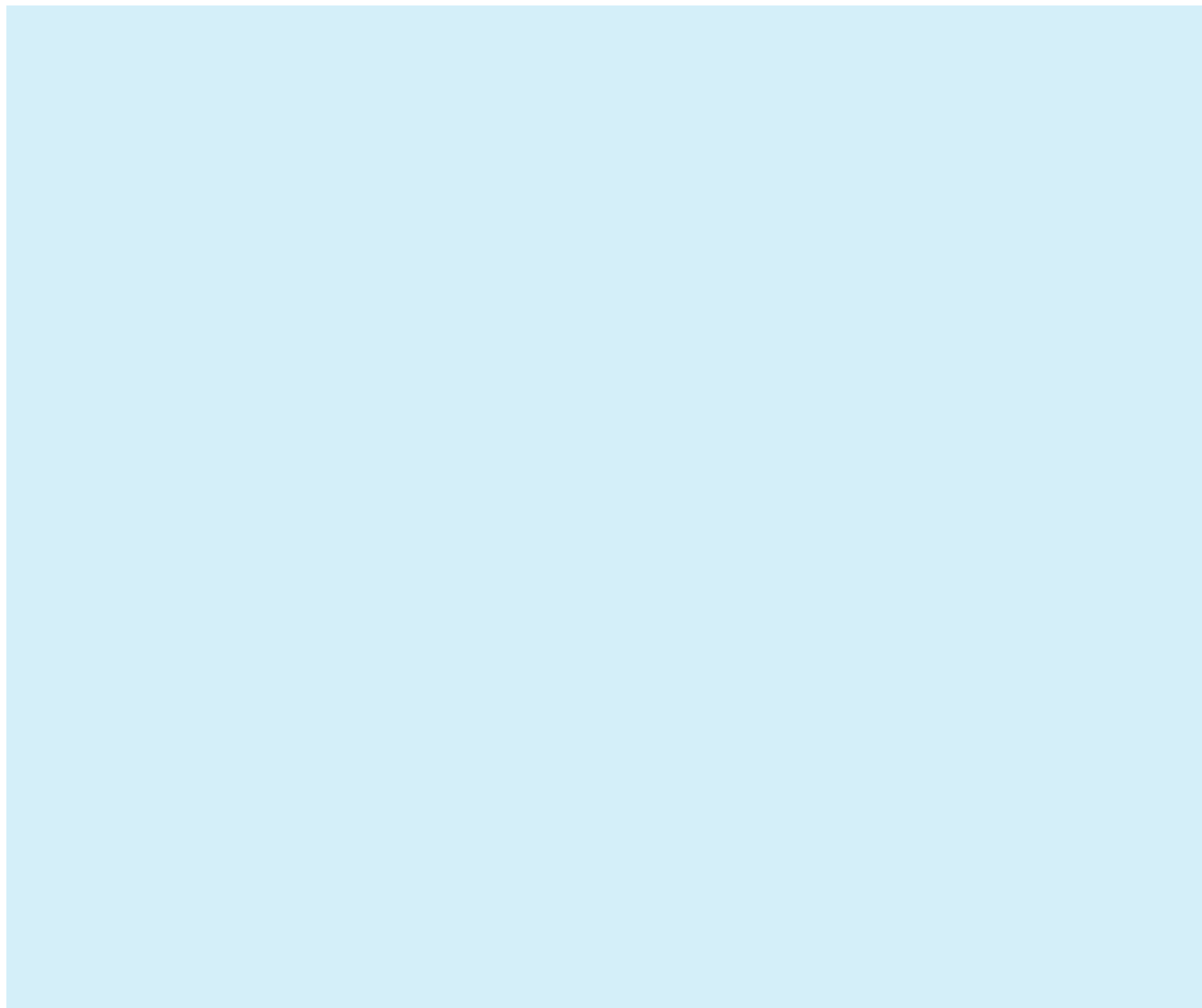
Let's lose weight in a new way. Today you can join me inside the [No BS Weightloss Program](#) where we will work together on your weightloss goals. Join now and you'll get instant access to the program where you'll learn how to finally lose your weight for the last damn time.

Next, I'm going to tell you all about motivation and why you lose it after the newness wears off. Don't worry, I'll also tell you what to do when that happens, too.

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## JOURNAL PROMPT ◆ ◆ ◆ ◆ ◆

Why do you want to lose weight? Write down as many whys as you can that get you motivated and ready to change your life. Bonus points if you put them on sticky notes and keep them around you.



# THE TRUTH YOU'VE NOT BEEN TOLD ABOUT BELIEF AND MOTIVATION

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Everything I've taught you so far might make sense to you on an intellectual level, but you're likely still worried, scared or doubting you can lose weight. Your brain might be thinking...

This sounds like it should work BUT I'm scared to try again. How do I get past it so I can be motivated to really give this a shot and maybe even join No BS?

Or, you might be thinking, "I'm motivated now, but I always do this. I start off strong, only to fizzle out after a few weeks."

You see, even when things make sense your brain might still hang onto to fear and anxiety about weightloss. And until we address this, you can't generate motivation for weightloss.

If you're like most women, you're tired of being overweight but you also think losing weight will be hard for you. This puts you into a lose-lose situation where you are afraid to stay where you are and afraid to take steps forward. And when you only give yourself two losing situations you'll take the one with the least amount of pain.

Even if you don't like being overweight, you at least get to keep eating and drinking when you're tired, bored, lonely or stressed. If you choose weightloss, you can't eat and drink when you're tired, bored, lonely or stressed. So without a third, more reasonable option you get stuck wishing you could lose weight but too afraid to start.

So why can't you get motivated even if things make sense? It might be a case of Past Diet Trauma.

Past Diet Trauma is a result of some asshole, restrictive diet where you also used harsh self-talk to follow the plan. You may have said things like you have to eat this or you're a failure each time you didn't lose weight, you called yourself lazy or too old for weightloss, or maybe you nitpicked your body no matter how much weight you lost.

You tried to fix yourself with a diet instead of improving your relationship with you and food. So, when you have Past Diet Trauma, your brain gets anxious as a protective measure any time you think of losing weight. Even if everything I say makes sense, your brain is triggered to feel unsafe.

It thinks “here we go again. We’re going to be hungry, deprived and miserable.” It remembers all the days you were so hungry you didn’t feel well, how you had fights with friends and family because you couldn’t eat anything “normal”, or the excruciating workouts that left you barely able to walk.

Your brain has an important role that’s never discussed in the diet industry. It’s there to protect you at all costs. So if you have a history of extreme diets like HCG shots, diet crack pills that are now illegal, extreme low-carb diets that new studies show rarely work for a female body, or low-calorie diets and points programs that barely met your basic human needs, your brain freaks out to protect you.

You don’t need to feel bad or broken about your past diets. Just be aware that your brain might take the doable way I approach weightloss as “threatening.” Your brain is hanging onto a distorted view of what losing weight will require.

So, the first thing I want you to do is to just notice any thoughts you have that this time won’t be different. Maybe you’re even thinking you’ll waste your money again. All of this is your brain’s way of REALLY saying, “I’m worried about you. Can we make sure this time what you DO is different?”

So let’s give ourselves a third option. Right now option one is do nothing. Keep eating and thinking the same way you do now. Option two is pick another shitty diet and hang onto an equally shitty self-concept.

But here’s option three. You lose weight doing things you can do for the rest of your life. You make small changes that feel doable and add up to normal and lasting weightloss. And while you do it you redirect shitty self-talk so you can feel motivated in the moments you need it the most.

Losing weight requires changing how you think along with how you eat. Combine these two things and you’ll notice you’re more motivated and losing weight a hell of a lot easier than in old-school diets.

Now, too often we overly rely on feeling motivated to lose weight. It’s nice but there are other feelings we can tap into until motivation kicks in.

I was in the throws of Past Diet Trauma when I first started my weightloss journey. I wasn’t motivated at all to start. I had so many doubts and fears at first, but I decided to use the feeling of courage to start. I made a promise: I would lose weight in a way I could do the rest of my life.

That made me choose my first steps thoughtfully. I started eating a little less ice cream each night before bed, and I decided I would walk 15 min a day so I could build up the strength to play with my kid.

All the steps I took are part of the [No BS Weightloss Program](#) because I believe the reason I lost 100lbs and kept it off for over 15 years is simple. I was courageous enough to start, and willing (which is another feeling I used a lot) to do things that made sense for me. It wasn’t long

before I was feeling better, more in control of my life and that motivated me to keep going. Now, that's how I created motivation, but what do you do when you lose motivation? It's simple. Listen for how you are de-motivating yourself by focusing on what's wrong with you or sitting back, letting your mind overly focus on what you are afraid of. Motivation is always created or sucked dry by what you let yourself think about most.

Ask yourself...

What am I feeling right now about losing weight that feels scary, doubtful or worrisome? I want you to notice what you are naturally feeling that could leave you unmotivated. So often we ignore how we are feeling when it's just our body's way of saying please help me. The feelings are there so you might as well acknowledge them rather than eat over them.

Next, I want you to remind yourself why it could be normal you feel this way. If you're afraid, write about how fear would be normal because in the past you did bat shit crazy diets. It makes sense your brain is on guard. It's also normal to be overwhelmed with what you're learning. You've not heard these things before and when you learn something new it can feel overwhelming. Your brain is just trying to make sure you're ready.

Now that you've normalized what you're feeling, you're going to settle yourself down a little more. I want you to describe it in the most neutral and boring way you can about losing weight. You might write things like...This week I'm going to wait for basic, doable hunger and then I can eat. I'll stop when I think I've had enough. I can eat anytime I'm hungry. Eating to enough means I get all the food my body needs. I have done diets in the past. I am working on myself today.

Nondescript boring descriptions always feel better than overly dramatic interpretations. So often we say things like, I've failed every diet instead of I've done diets. Or I have to wait until I'm hungry before I eat instead of I'm choosing to wait for doable hunger, then I CAN eat.

The last thing I want you to do is to ask yourself, what would I like to tell myself about weight-loss that feels doable? This is important because we want to go to fairy tale thoughts before we're ready. I want you to create doable beliefs for yourself. Doable beliefs are things you can think that feel as true as your old shitty thoughts about weightloss.

For example, if you think, I've never been able to lose weight, then a doable belief today might be, I've never tried to lose weight this way before.

Or maybe you think it's so hard to lose weight in menopause. A doable belief might be, it might be easier to lose weight when I stop eating out of frustration over being in menopause.

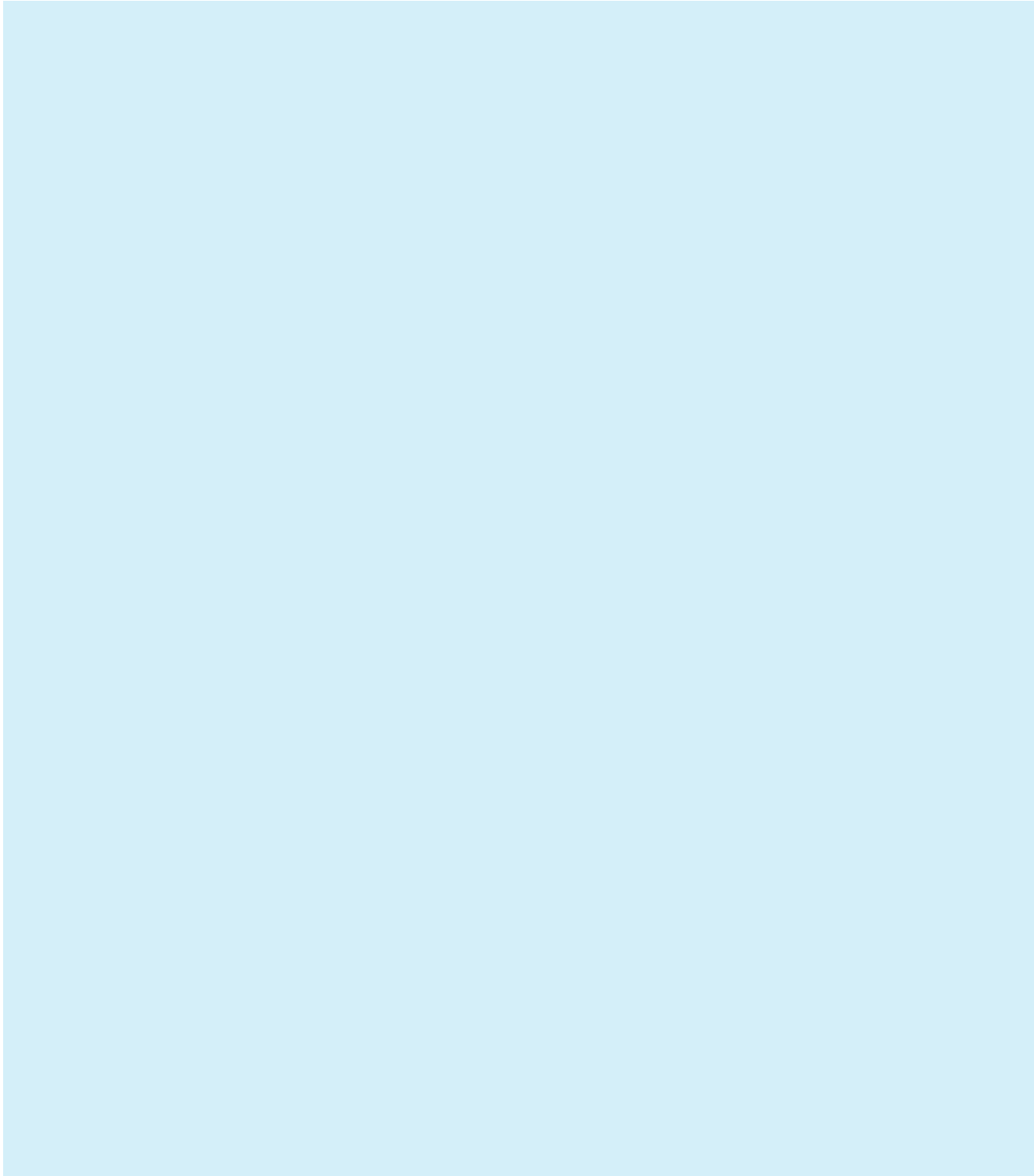
My hope is this lesson helps motivate you to think about what's possible for you. You've spent plenty of time in your life thinking about what's hard or what you can't do. Let's give a little time and attention to what's possible.

In the next chapter, you'll learn why setting goal weights often screws up weightloss. If you've been starting every diet with a number, you're doing it wrong and I'll tell you all about it.



# JOURNAL PROMPT ◆ ◆ ◆ ◆ ◆

What am I feeling right now about losing weight that feels scary, doubtful or worrisome? Why could it be normal to feel this way? What would I like to tell myself about weightloss that feels doable?



# WHY A GOAL WEIGHT SCREWS UP YOUR WEIGHTLOSS

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What's the first thing we do when we start a diet? You know, other than a last supper?

We set a goal weight!

For some people, this can trigger an avalanche of negative thoughts. What if I don't get there? Losing weight will take forever. I hope I don't fail again. Instead of addressing our fears we just get busy and hope we don't fuck up.

For others, a goal weight excites them. They immediately think of all the things they'll be able to do and how they'll feel. So they put their head down, get to work, and focus on how they will feel one day, but today? We need to be serious, work hard, grind it out, and get more willpower.

Basically, they burn themselves out before they reach their goal.

Setting a goal weight isn't good or bad. The problem is most people spend more time focused on the number they want to weigh or are afraid they can't get to, and hardly any time thinking about the life they want to live on the way to goal and beyond.

When you learn how to think more about the life you want and what you can do to build it while losing weight, the more likely you are to lose your weight for good.

A goal weight is good for a couple of things. It gives you an idea of what you might want to weigh one day. And it gives you some direction for your journey. But after that, you need more. Back in the day, I was obsessed with my weight and hitting goals. As usual, I'd decide to diet and hit up Weight Watchers even though I hated counting points, figuring out what I could eat and what I could get away with, and being overly hungry by the end of the day.

Every week I'd show up at the diet center where the grim reaper weighed me. I'd starve myself all day, barely sip water, and try to force a poop and pee before timidly stepping on the scale.

The moment the meeting was over I was eating my face off in a drive-thru thinking I got a whole week to make up for this.

This is a good example of your goal weight being too fucking important!

Instead of losing weight like a sane person and doing things I actually liked, I was losing weight like an asshole. I reinforced terrible habits, practiced being afraid of the scale and instilled an attitude of weightloss at any cost. That's a lot of pressure. No wonder I needed a super-sized #2 with a McFlurry after those meetings.

To stop goal weight sabotage, you need to set a goal that doesn't trigger you and then switch your focus to the person you want to become.

So here's my advice. Only set a goal weight when you're ready to.

When I first started at 250lbs, I wasn't ready. I had too many doubts and fears about losing all of my weight, so I decided I would focus on goals related to habits I wanted to create in order to lose weight. Goals like how many nights I served myself less ice cream or the number of times I waited for slight hunger. I didn't even settle on my goal weight until I had lost 75lbs!

You are probably losing weight because you want something different for yourself. That could be a new way of eating, freedom from medications, or the ability to play with your grandkids.

Maybe you want to shop anywhere for clothes and easily find something that fits and feels good on your body.

There are lots of goals we can set that have nothing to do with the number. Again, the number isn't a problem, but it's not the solution either. You need lots of goals and I sort them into three main buckets.

First is what you want to weigh.

Second is how you want live once you lose weight. This includes the habits you one day want to be just who you are.

And third is how you want to think and feel.

This is how we establish the goal life we are willing to slowly develop over the course of the weightloss journey. And to start on the path to your goal life you need to connect with your future self. This is a concept we talk a lot about inside the [No BS Weightloss Program](#). We're constantly connecting and asking questions to our future self who's lost weight.

I'm often asked, "But how do you talk to the version of you who lost weight...I don't know her."

Most of us have an idea of what the goal weight version of us is doing that's different than today. When I coach people inside the membership they often say, "Well, she goes out to eat and eats what she wants. She doesn't obsess or beat herself up anymore if something goes wrong. She is proud of herself."

So I want you to think about and answer questions like, “What’s different about you in 3 months if you join No BS and give it an honest shot?” In 3 months, how do you feel that’s different than today? Are you eating foods you like? Is hunger and enough getting easier and why? Have you lost 10-20lbs? What does your body feel like now that it’s thinner? What’s easier to do in life because of the weightloss? And, what’s different about your thinking? Are you starting to believe this time is different? Are your overeats going down?

Now, for some of you, it’s just too hard to imagine what life might look like. And that’s OK. If you’re stuck it’s sometimes easier to see other people’s success so you can imagine your future.

Take a look at what these success stories have to say.

You see, inside the [No BS Weightloss Program](#) we get it. We were once you and we want to help you lose your weight for good. Both the mental and physical shit you’re ready to unload. Now, I want to warn you. If you’re used to dwelling, regretting and ruminating about your past diets, this work might feel hard for you. But let me tell you, being able to redirect your mind to your future is a skill we ALL have to build. Humans aren’t naturally wired to do it, but we can learn it. And learning how to do this, thinking about your future in a productive way, is what creates success stories.

Your future self isn’t someone way off in the distance. She’s right next to you. Just like your past self-talks to you daily, your future self CAN be there, too.

So stop letting the past hold you back. When you catch yourself dwelling on the past you just have to stop it. Tell yourself, it doesn’t matter. What DOES matter is the choices I make today. And what I did on a diet back in 1996 has only as much influence on today as I’m willing to give it. The past only tells you how you got to where you are today. The future tells you how you’ll get to where you want to go.

So I wonder, how much time do you spend visualizing your future self?

How many minutes or hours do you write about or picture her?

Now compare that to the time you’ve spent visualizing your past self.

How many hours have you spent ruminating, regretting, and judging her?

When I talk about visualizing your future self, it’s not just making a vague mental sketch of the smaller version of you, or looking wistfully at old Facebook photos hoping you’ll get back there someday.

I’m talking about powerful visualization. Powerfully seeing your future self sees the awesome stuff for sure, but it also includes how she shows up in life when shit hits the fan, how she feels about her body when she looks in the mirror, and how she’s eating on a stressful day.

Most of us try to just make ourselves lose weight while keeping our old shitty thoughts. If your future self is eating with ease after a stressful day, that means you today eats slowly on purpose after a bad day so that you're focused on your food instead of your problems.

And if you envision your future self proud of herself, then you today has to stop dismissing compliments. If someone says, "You look nice today," then you have to stop saying, "Thanks BUT I've got 20 more pounds to lose."

So how do you visualize? One is by writing about her often in a journal. I often ask what would future Corinne do in this situation.

The next way is to spend 1-2 minutes a day picturing yourself at your goal. The more you experience your future thinking, feeling and doing, the easier it is to take new actions. Taking new action is the best way to build confidence and start believing you are truly changing.

Remember, you have a future you out there. In three months you will have changed. Let's make sure you change with purpose and the way you want to.

Once you journal about your future self, let's talk about what's next. You need a plan on what to do to keep up your momentum.

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**Your future self** isn't someone way off in the distance. **She's right next to you.** Just like your past self-talks to you daily, **your future self CAN be there, too.**

# JOURNAL PROMPT



Write about your future self. What is she like? What are her habits like? How does she eat even on a stressful day? How does she feel about her body?

A large, empty light blue rectangular area intended for the user to write their journal entry.



## ABOUT THE AUTHOR



### **CORINNE CRABTREE**

Founder and CEO of the [No BS Weightloss Program](#)

#### **Host of the Losing 100lbs Podcast with over 50 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 getting sassy. 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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