



Enough is

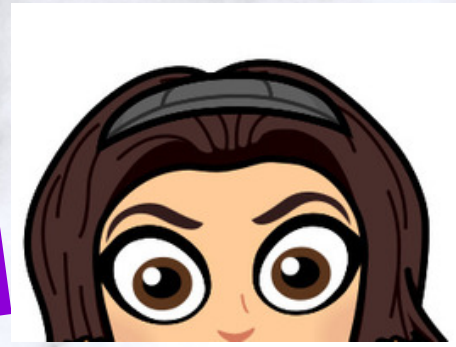
ENOUGH!!

YOUR EXACT NO
NONSENSE
GUIDE TO
SUCCESSFULLY
LOSING WEIGHT



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I'M BLUE IN THE FACE FROM TALKING ABOUT WEIGHT LOSS



When people meet me, I constantly get quizzed about losing weight, about whether this superfood will work or that pill will work or some sort of expensive shake will do the job, etc etc etc.

Listen, I'm going to make it as plain and simple as possible.

So I don't have to talk about it on my day off again.

*The ONLY way to achieve weight loss is to put yourself in an **energy deficit**.*

(i.e consume less, move more, it's simple but not easy!)

[P.S. This applies to **everyone**. So even if you have a hormonal imbalance, condition (PCOS, Thyroid or Menopause for example) or are taking medication – you still need to be in a deficit, which, it sucks, but, the deficit will need to be a little bit more than someone without those issues. Oh and "Starvation Mode" is a MYTH too!]

However, that does NOT necessarily mean that you should "go on a diet"

But in order to get lasting results, you're gonna have to make some *permanent changes*.

Ones that aren't too extreme, or have a tendency to make you "fall off the wagon". (*Banning chocolate forever might make you do that*)

DOES THE BODY THAT YOU WANT REFLECT THE LIFESTYLE THAT YOU ENJOY?

You need to logically look at the lifestyle that you lead now and see if it aligns with your goals... then ask yourself are you ready, willing and able to (permanently) change that lifestyle to match the outcome that you want?

This may be surprising but, it really doesn't matter how quickly or slowly you lose the weight – if you do not address your behavior & attitude in relation to energy consumption (food) you will ALWAYS end up regaining it.

So here it is, in one big swoop I'm going to map out your weight loss plan and tell you, in my opinion, the BEST way to achieve those weight loss goals... for good.

I'm sorry in advance as it's not sexy or magical...

But if you put this into practice, I guarantee you will get results!

**1. Figure out how much energy
you're consuming already.**

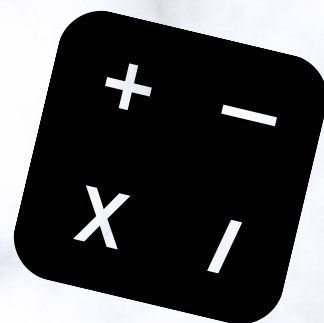


Yes, as in NOW. Every single thing that crosses your lips, write it down – including the quantity/ measurement/ portion. Record your weight daily and measurements weekly too! If your routine is the same week to week, then do it for a week. If you vary, do it for two/ three weeks. Tot up all those calories and divide by the number of days you tracked to get your average.

Disclaimer: **counting and tracking is a pain in the hoop**, it's time-consuming, it's not fun and it's not meant to be done for the rest of your life. And if you're tracking, subconsciously you will probably consume less – which in theory is a good thing, but for the start, just try to keep to your normal habits as possible to collect accurate data -> because you need to know your starting point.

The likelihood is that either your portions in your main meals are a little on the large side, or you're snacking too often. Or your choices are mostly high-calorie convenient foods which don't keep the hunger at bay for long.

2. Compare your average daily energy intake with what intake you need for weight loss.



A quick way to do it is to times your bodyweight in pounds by 10. (So 140lb = 1400 calories average daily for loss). You can also visit this [PN Calculator](#) for a more accurate reading if you have a certain goal to reach by a certain date. If there's a huge difference between the two, find a middle ground.

You can go as low as you like ONCE it doesn't mess with your head & your health. Now err on the line of caution here, I mean it, if you drastically cut calories and start to feel like crap, shakes, dizziness etc it's NOT going to work for you, even in the short term.

I'm trusting you to be a sensible adult, make rational decisions and you only get one body so treat it well. If you think you're on the brink of disordered eating, bin this book and contact me for 1-2-1 professional help.

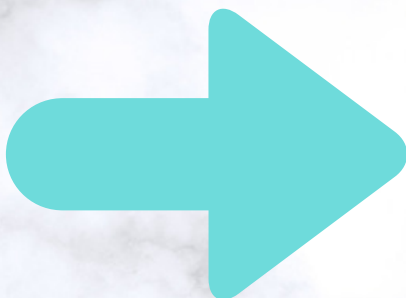
3. Respect your portions

(AND TRY TO ADD
SOME BALANCE TO
YOUR MEALS)



If you don't have a serving size or label to go by, use your hand. Palm for protein, cupped hand for starchy carbs, thumb for fat and fist for veggies.

And if you did step 1, you would have gathered enough info by now to be able to eyeball the portions on your plate and have a fair idea the amount of calories in that item. So yay, no need to do anymore counting!!



**USE UTENSILS TO
MEASURE YOUR PORTIONS
TOO!**



But what about foods that are not “meals”? - As in, crisps, chocolate, biscuits, ice cream, cake etc. Because a balanced diet allows for all of that too.

How often have you sat in front of the TV with a share size bag of Doritos or a tub of B&J and kept eating until there was nothing left? Just because it was in front of you. Mindless picking. And thus over consuming energy. I'm not telling you to never have that deliciousness again, but if you're trying to mindfully reduce calories then try serving **one portion** for yourself in a bowl and *put the rest away for another day.*

4. Slow Down & Stop when You're full



Slow down and enjoy your meal. Everything we do is so fast paced, we inhale our food before we even get to taste it!! The thing is, our bodies satiety sensations don't kick in until 20 minutes after the first bite!! So we often gobble down more than we need and feel like we could eat more. This is really difficult to do when we have something extremely tasty in front of us, and we're very very hungry. **If you want to gain weight, eat fast.** Because you will over consume on energy before your body starts to realise that it's satisfied.

Tip: If you're regularly “stuffed”, try stopping when you're not as stuffed. You can't send your leftovers to the starving children in Africa but in time as you get used to knowing how much is enough, you'll end up with less waste on the plate.

5. Step Back and Look at Making Small Changes

**USE LOGIC RATHER
THAN EMOTION TO
CRACK THE CODE!**

See, losing weight or managing your weight is a skill. You're not going to pick up a brand new instrument and instantly be able to compose a symphony. Or run a marathon tomorrow without any experience in running. So if you think that you're gonna be able to dramatically change your diet, get your 5 a day in, throw out all the “crap” and only drink water... I'm telling you now it's not going to last.

Look at your food diary and see what's missing in the puzzle. Is your diet nutritionally balanced? Are you getting enough protein, veggies, fat & starch at EVERY meal? Are your portions too big? Are you drinking a lot of calories? Can you swap your drinks with calorie-free ones? Do you really NEED to snack? Are you actually hungry or is there another reason why you're eating? Are you eating out of boredom? Do you regularly binge? What can you do to tackle it? (And so on)

Start with one thing. Something “easy”, that you can do on a daily basis that won't interfere with your life. If you're having six takeaways per week, have five instead. Or make sure at least one of your meals per day is fully balanced... then when that's down increase that to two. Learn how to cook a new meal. Once you have one thing nailed, add to it. One step at a time.

6. Don't Underestimate Your Own Intelligence



Think about it, you probably already KNOW where the “problem” lies. And most people would rather run 10 miles out of the way than deal with the “problem” at hand. **The “problem” is the reason WHY you feel like you need to lose weight.** How did you end up here? What happened? Can you deal with that on your own? Or do you need help? If you refuse to make any behavioural changes, yet are still scrounging the internet for the next quick fix, I'm telling you now in a year's time you'll still be searching for the silver bullet that doesn't exist. A balanced diet, regular movement, and *good quality sleep* are what you need – not a detox, wrap, drop or pill.

**DOES THE RESULT YOU DESIRE REFLECT
THE LIFESTYLE THAT YOU ENJOY?**

(That's where logic comes back in)

Reasons Why You're Stuck in a Rut



When Clients come to me for help with their weight management - it is usually down to 1 or more of these 3 reasons:

1. The **actual food** that you're eating is not satisfying ("wow that hit the spot"), substantial ("I had my salad an hour ago and I'm still hungry") or planned ("I'm absolutely starving, what's the quickest thing I can have NOW")
2. There's a lack of **Conscious Awareness** when eating - no mindfulness, always feeling stuffed and lethargic, not sitting down to relish the taste and enjoyment from eating a well prepared meal.
3. The **Subconscious Patterns** have Control - either automatic things such as clearing the plate regardless, being set on 3 meals per day and 3 snacks - or the emotional side - stress eating, boredom eating, fear of gaining weight, secret eating, binge/starve cycles, start again Monday Mindset or being enabled by a co-dependent relation, etc.

**REASONS 1 + 2 I'VE SHOWN YOU HOW TO SORT THIS,
HOWEVER REASON 3 YOU'LL FIND IT VERY DIFFICULT TO
RESOLVE BY YOURSELF.**

And it's my job to help you resolve that easily by rewiring those old patterns that no longer serve your overall happiness



Ingredients

- Track the calories you're already taking in & record your weight to establish if you're maintaining or gaining.
- Estimate the calories you need to lose weight
- Look at what you're already doing and see where you can cut calories easily without making drastic changes (i.e portions, minimise snacking, having calorie-free beverages etc)
- Aim to get a balanced diet of minimally processed foods **most** of the time
- Eat slowly & stop when you're full **all** of the time!
- Sort out the actions you take which work against your goals - you know what they are, no seriously, you know...

Put it Together

The main takeaway is that once you get used to finding a balance, that you will never ever **ever** have to second guess your food choices or feel guilty for enjoying more than a few nicey niceys once in a blue moon.

By sticking to **Intuitive Eating** (slow down/ stop when you're satisfied) you will lose weight to a point where it's "natural" for you according to your own hunger and satiety cues. You can still enjoy the foods you love without the need to go on a drastic diet.

And that's it!! A life of dietary freedom! Yay!

Still have Questions? Get in touch to Book a no-nonsense Appointment.



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