

THE SECRETS TO FAT LOSS

The things slimming clubs don't
want you to know

LIMIT
LESS

UNLEASH THE
WARRIOR IN YOU

THE BASICS

01

**FREEDOM FROM THE
WEEKLY WEIGH IN**

02

**SETTING UP FOR
SUCCESS**

03

**RESTRICTION IS
DIETING'S BIGGEST LIE**

04

**THE KEY FACTS TO
SUCCESS**



01: BREAK FREE FROM THE SCALES



Your weekly weigh ins is not your friend. It's been used to tell you how well you've done that week - or worse, how badly done that week! The truth is our emotional relationship with the scales is down to being taught to measure our progress by what they tell us WITHOUT understanding what they're telling us. Let me explain why. Scales ARE a useful marker of change if we understand what they tell us.

The scales give us our weight. Our relationship with gravity. They don't know how much food you ate the day before, what that food comprised. How you slept. How hydrated you are. Where you are in your cycle. They do not tell you your body fat percentage! Worse, they will fluctuate DAILY because all of the above fluctuates!

And isn't that the WORST? When you step on the scales and you've GAINED 3lbs overnight? Right, so don't do it to yourself. Understand that our body 'weight' fluctuates DAILY. So unless we weigh at the same time EVERY day and then take a moving average - the scales can't, on their own, determine our fat loss.

As well as weighing, at the start of your journey - or at any point - throw on your favourite underwear and take a photo. First thing in the morning. Front, side and behind (it takes some angles but you can do it!). Don't look at it for 8 weeks when you take your next ones and TRY if you can to stay away from the scales (unless you're going to weigh daily!)

Then use your focus to be consistent in your fat loss goals!

02: SET UP FOR SUCCESS

There is no magic button or formula to fat loss. No matter what the multi million pound dieting industry may lead you to believe. There are no free foods, there are no sinful foods. There are no diet optimising foods. FACT. I know, sorry - I wish it weren't so!

There is only energy balance. Measured in calories. How much we eat versus how much we expend or burn through movement. For fat loss to happen, we need to burn more calories than we eat - a term also referred to as a calorie deficit or negative energy balance. For the majority of the population, it is really that simple.

Simple doesn't mean easy - dieting is HARD! And part of the reason nearly 50% of the UK population stuck in a cycle of constant dieting. Soul destroying, isn't it!

That's because the dieting industry wants you to be - it needs you to be. It's how they make their money! This is why they don't give you the knowledge you need to make life long changes., they don't educate and empower you with the autonomy to manage your own relationship with food - for LIFE!

A lot of the work I do is all about changing that: together. Work out your calories using an online tool or (cough cough) a coach, hit your 10K steps each day, drink 2 litres of water and be consistent for a few weeks and watch! You will see changes happen! Use the scales too - if you want to, but be mindful in their application to your progress.

A lot of the 'science' of weight loss is wrapped up in consistency! You don't need to perfect, just

consistent!





03: RESTRICTION IS DIETING BIGGEST LIE

How many diets have we all been on where you're told you 'can't' eat that? Or you have to term certain foods as sinful? How many of those diets have worked - long term before you've hit the f*ck it button? If you're reading this - I'm going to guess zero. It's ok, it's not your fault - the diet itself has let YOU down.

For a diet to work, it **MUST** allow for the things we love to eat. If we can have a little of what we fancy, we don't feel deprived and are much more likely to be consistent. If we change the mindset from can't to can - the game changes!

Rather than focus on the food, focus on the calorie window. Eat a varied and nutritious diet dotted with foods you **LOVE**, and - if it's your thing, a glass of wine or 3.

Be consistent, and build a lifestyle.

Another myth is that eating less of any particular food group is better for fat loss. The easiest example of this is cutting out carbs.

Simply put, this is BS. Carbs are not the devil and are in fact, essential fuel for our bodies! For very specific health conditions, this may be a solution. **BUT**, for the general population - carbs **SHOULD** feature in every diet. Along with protein, fats and fibre. Don't get lost in the narrative of faddy diets. They create confusion and aren't helpful.

Eat protein with every meal. Fill your plate with fruit and veggies. Hit your weekly calories. **YOU WILL LOSE WEIGHT**. Even if you have chips every day! In fact, oven chips are your friend!! Powerhouse of vitamins **AND** will keep you feeling full up!

04: YOUR KEY TAKE AWAYS

There is no secret to losing weight. There is no magic button.

Understand the formula, do the work, be consistent and the results WILL come. They take time - think about how long it took for you to get where you are today?

The IMPORTANT thing is that you can diet without feeling dreadful about what you eat. Without guilt holding you in its grip every time you make a decision to eat something you fancy. Without dreading stepping on those scales and the number taking a little something from your soul.

We can reclaim our bodies.
We can change our own health trajectory.
Permanently.

I changed my life 7 years ago. I lost 7 stone and I ate cake, I drank alcohol, I wore bikinis, I ate pizza and I ate cake. I am happy!

I coach a lot of fantastic women who are all enjoying a life free from restriction, working hard and changing their own lives and long term health trajectory.

You can too.

To find out about how you can work with me to change your life, and be part of my inspiring tribe of women in Happy Healthy You get in touch today.

Alone we are strong.
Together we are stronger.

