

The Motivate Lose Weight 5 Step Success Formula

A Gift from Motivate Lose Weight

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Introduction

Weight Loss Motivation – Your Secret Weapon

The key to natural, sustainable weight loss isn't a big mystery. We all know that in order to lose those unwanted extra pounds and keep them off all we really need to do is consume fewer calories and exercise more. So how come only 5% manage to lose weight permanently while the rest of us struggle to stick to a diet or find the time to exercise? **One word – motivation!**

Weight loss motivation is what makes the difference between constantly starting a new diet or exercise programme only to abandon it a few weeks or even days later and seeing it through to the end. It's the secret weapon that gives us the strength to say no to cake and chocolate and opt for a healthy alternative instead. It's what makes us take the stairs rather than the lift and drag ourselves to the gym when we'd much rather be settled in front of the TV watching our favourite programme.

Quite simply, we only have the ability to see our weight loss plans through when our desire to lose weight is stronger than our desire to over-eat or avoid exercise.

Motivation is the key that will allow you to escape the endless cycle of yo-yo dieting, failure and despair and finally achieve your weight loss goals.

So we've taken everything we've learned about weight loss motivation from helping others, and put it into a simple system that you can use to get the weight loss you've been dreaming of. We call our system Motivate, Lose Weight and it's a simple 5 step process that will change the way you think about dieting and allow you to lose weight naturally, healthily and easily **without the cycle of failure, the endless disappointment, and the mediocre results** and then maintain your weight for the long term.

When you follow the 5 step Motivate, Lose Weight success formula, you'll discover...

- Why self-awareness is the key to successful long term weight loss
- How to identify the reasons why you overeat and patterns of behaviour that lead to you piling on the pounds
- How to develop the right mind-set for success and a positive mental attitude that will enable you to power through the challenges you encounter on your weight loss journey
- The three big weight loss motivation killers and how to overcome them
- The importance of setting goals and focusing on solutions, not problems
- How to maximise your chances of success by choosing the right diet program for you.

Thanks to our system, you'll discover exactly what you need to do to overcome every last obstacle that's stopping you from being your ideal weight.

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You *could* spend **hundreds or even thousands of pounds on diet programmes, pills, supplements and gym membership fees** that don't do a thing for you (except make you feel bad about yourself).

You can continue with the cycle of disappointment and defeat, trying one diet fad and exercise regime after another, always looking for the magic bullet that will melt away the pounds with no effort on your part and never seeing any results (while your self-esteem and confidence sink further and further).

Or you can make the decision right here, right now that this time it will be different, that you're going to find the motivation to see things through and make the lasting changes that will allow you to finally enjoy the permanent weight loss you've been dreaming of.

You have nothing to lose except those extra pounds... and everything to gain!

The choice is yours! What's it going to be...?

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1. Self-awareness

What's Eating You?

If you are serious about losing weight for good, it's essential that you take time to get to know yourself a whole lot better, to develop awareness of your unconscious thoughts and personal triggers for overeating and then make deep, lasting behavioural changes from the inside-out.

Many people believe that overeating is a sign of greediness or a lack of self-control but this couldn't be further from the truth. In fact, food cravings are often a symptom of much deeper seated emotional needs. We may eat because we're worried, stressed, irritated, frustrated, sad, lonely, bored, upset or for a hundred other reasons. Over the years we lose our ability to distinguish between physical and emotional hunger and can become conditioned to respond to stressful situations by reaching for food. Often we are barely aware of this automatic response, which can become a deeply ingrained habit.



Social and situational cues play an important part in triggering overeating. For example, as a child you may have been rewarded with food for good behaviour or taught that it's good manners to always clear your plate and this may have left you with unconscious attitudes towards food that lead to overeating in social situations. The impulse to overeat may also be triggered by specific situations or sensations – for example, if you ignore your body when you're hungry and then overeat later or if you can't resist the smell of freshly baked bread.

Actions

- ❖ Take time out now to think about some of the reasons why and when you have overeaten in the past and what hunger you were feeding. What was it you really needed? Love? Attention? Stimulation? Intimacy? Comfort?
- ❖ When you feel the urge to eat a whole tub of ice cream ask yourself why you are experiencing that urge and what it is you really need. The better you understand the difference between physical and emotional hunger and the real reason why you feel these impulses the more you will be able to take control and find different and more positive ways of feeding your emotional hunger.
- ❖ Keep a thought record to identify patterns of thinking that lead to negative feelings and unhelpful behaviours. Whenever you have a strong reaction to someone or a situation that makes you reach for food even though you know you're not hungry take time out to identify the thought that just flashed through your mind and the feeling associated with

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it. The better you get at identifying these “hot thoughts” that affect your mood and trigger overeating the more you will be able to catch them and replace them with more positive thoughts and solutions.

Learn mindful eating

Before you can begin to make lasting changes to your eating behaviour you need to slow down and become more aware of what, when, how and why you eat. This will enable you to identify undesirable eating patterns and provide clues as to the root causes of any emotional eating. Once you know what the underlying triggers are you can then develop a plan for tackling them.

Engaging in mindful eating can help us discover a far more satisfying relationship to food and eating than we ever imagined or experienced before. A different kind of nourishment often emerges, the kind that offers satisfaction on a very deep emotional level.

Mindful eating is all about choosing the eat food that is both enjoyable and nourishing to your body, using all your senses to explore, savour and taste and learning how to recognise when you are truly hungry or full so that you know when to start or stop eating. It's about acknowledging that there is no right or wrong way to eat, that each of us is unique and becoming more attuned to our bodies and patterns of eating.

Actions

- ❖ Start a food diary in which you record:
 - What you ate
 - How hungry you were at the time
 - What you were feeling (e.g. stressed, sad, bored, lonely, happy)
 - Portion sizes.
- ❖ Review your food diary at least once a week. Make a note of any clear patterns and the feelings associated with them. Brainstorm ways of dealing with those feelings that don't involve food.

Manage your stress levels

One of the most common reasons for overeating is that we use it as a way of coping with stress. When we are stressed, the body secretes a hormone called cortisol which causes carbohydrate cravings. Eating carbohydrate laden foods such as bread, cakes and biscuits leads to increased production of serotonin, which has a relaxing effect. If we allow stress levels to build up harmful stress hormones accumulate, leading to exhaustion and a general inability to cope,

“Awareness of the moment is when change can begin.”



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which can lead to overeating. The more you can control your stress levels, the less likely you are to experience these cravings, making it easier for you to stay on track.

Actions

- ❖ Draw up a list of the major causes of stress in your life. What strategies could you use to help you cope better with stress without reaching for food?

Stress Busting Tips

- ❖ *Use meditation, deep breathing and relaxation exercises to help you relieve tension*
- ❖ *Avoid the temptation to take on too much – instead aim for balance and make sure you have some “me time” every day, even if it’s only 5 or 10 minutes to relax*
- ❖ *Make sure you’re getting enough sleep – tiredness can make you more sensitive to stressful situations and be a trigger for overeating*
- ❖ *When you’re feeling stressed take time out for a brisk walk to clear your head*
- ❖ *Spend time with the people you care about and who make you feel good*

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2. Attitude

Decide You Want To Lose Weight For Good



No one can make you lose weight. Permanent weight loss takes time and effort — and a lifelong commitment. It's something you have to want to do for yourself.

Often, the only difference between those who are successful on their diet and those who are not is that the successful ones **DECIDED** to lose weight for once and for all. They decided that this time they would follow their decision through with action. They decided that this time would be different and they did it.

A decision is a conscious choice - it's not just a vague wish or a desire. You need to be clear about where you're going otherwise you'll never get there. Your decision should be something you truly want for yourself and are prepared to commit to.

So spend some time thinking about whether you're ready to make permanent changes and that you are doing so for the right reasons. And then once you're sure this is the right thing for you make a decision to commit 100% to your weight loss goals.

Actions

- ❖ Make a written statement of your commitment.
- ❖ Write your decision on index cards and stick them where you can see them several times a day as a reminder of the commitment you have made to yourself.
- ❖ Repeat your decision three times every morning and three times every night before you go to bed.
- ❖ Tell all your family and friends. Believe that you can do it and you will.
- ❖ Set a firm date to start your weight loss programme and get going!

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Find Your Motivation

Motivation is all about giving yourself opportunities to make conscious choices and then take responsibility for those choices. The three biggest motivation killers are:

#1 – Unrealistic expectations: expecting everything to be easy and that the weight will simply fall off with no effort on your part.

#2 - Seeing yourself as a helpless victim of forces over which you have no control.

#3 – Trying to be perfect.

Most people find dieting relatively easy as first. But as things get harder you need to develop new skills to keep your motivation levels high. Just like in all other areas of your life, practice makes perfect, so the more you practise these skills the easier you will find it to stick to your weight loss programme. At first, you will need to practice these new skills daily but gradually they will become second nature. Remember, **motivation follows action** so the more results you see from your actions, the more you will be motivated to continue.

Make sure that you are focused on the things you can control (i.e. how much you eat and exercise) and try not to worry about the things you can't. Focus on the small, positive changes you are making and life will become easier and more rewarding. Be kind to yourself and accept the fact that you're only human and if you fail from time to time it's not that big a deal and definitely doesn't make you a failure. Learn how to keep things in perspective and avoid beating yourself up too much.

Actions

- ❖ Compile a list of all the reasons why you want to lose weight. Refer back to it on a regular basis and in moments of temptation.
- ❖ Post encouraging notes to yourself and post some of your “fat” pictures in places where you will see them often during the day (for example, as a screensaver on your laptop or PC or on the fridge door) as reminders of why losing weight is important to you.
- ❖ Use visualisation techniques to reinforce your desire to lose weight. Close your eyes for a few moments and imagine the future you once you've achieved all your weight loss goals. Write down the vision you have for yourself. Be specific about what you want. Then spend a little time each day living in your dream world. Decide what steps you can take next to move towards it. Use it to allow yourself to be pulled forward towards your goals.

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3. Preparation



Mental preparation is a vital step before embarking on a long term weight loss programme. If you're half-hearted about it or have negative thoughts your motivation simply isn't going to be strong enough to keep going and you will quickly fall by the wayside.

Anyone can change their eating behaviour and lose weight in the short run. But if you want to achieve your weight loss goals and keep the weight off permanently, you need to establish new habits and patterns of behaviour that become a way of life. That means taking an honest look at your eating patterns and daily routine, identifying your personal challenges and then working out a strategy to gradually change habits and attitudes that have sabotaged your efforts in the past. You also need to have to plan for how you'll deal with them when problems arise, as they inevitably will.

Actions

- ❖ Think about unhelpful ways of thinking that may have sabotaged your previous efforts to lose weight – e.g. comfort eating, feeling deprived and all or nothing thinking (I've lapsed so I might as well give up) or tomorrow thinking (I've cheated so I might as well have whatever I want for the rest of today and get back on the diet tomorrow). What can you do to develop more positive thoughts that will support your efforts?
- ❖ Write out index cards with important motivational messages on them that you can refer to in times of temptation.
- ❖ Reinforce your positive thinking by thinking about how you are going to celebrate your weight loss achievements. For example, you could make a promise to yourself that you will treat yourself to a new outfit or a luxury pedicure when you pass your next milestone.

You may find it helpful to write out some specific promises to yourself. These can be small things such as:

1. I will exercise three times a week for at least 30 minutes.
2. I will replace sugar in my coffee with sweeteners
3. I will stick to my diet 6 days a week and allow myself a cheat day if I feel the need.
4. Cheat days will be used to eat the foods I have been craving during the week in moderate quantities.
5. I will take monthly measurements to track my progress.
6. If I'm finding the going tough I will ask for help from my support group rather than taking comfort in food.
7. I will sleep a minimum of 8 hours a night.
8. I will take steps to manage my stress levels.
9. I will eat my meals sitting at the table rather than while I'm watching TV, eat more slowly and focus on enjoying every mouthful.

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Tips For Developing A Winning Mentality

Be positive. Unless you change the way you think any success will be short lived and you will soon return to your old habits – the very things that led you to pile on weight in the first place.

Don't try to be perfect. You are bound to slip up from time to time but don't let the occasional lapse discourage you. Instead treat it as an opportunity to learn and develop better strategies and plans for dealing with any problems that arise.

Be patient with yourself. Changing the habits of a life-time won't happen overnight. Just keep reminding yourself of all the reasons why you want to lose weight and how much better your life will be as a result.

Believe in yourself. Talk yourself up. Tell yourself you are strong and powerful. If you believe you can do it, you will!

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4. Focus

Set short term goals

Identifying and communicating realistic goals then putting them into action is essential if you want make sustainable changes in your eating habits. Goals provide focus for your actions, building confidence as you successfully achieve what you set out to do week by week and giving you that 'feel good' factor that your body and mind will start to associate with losing weight.



One of the main reasons why so many people find it hard to lose weight is because they start with unrealistic goals. Let's face it: the diet industry spends millions every year convincing us that fast, effortless and permanent weight loss is possible by focusing on atypical or even completely fictitious success stories instead of telling us the truth about the real chances of success.

We're also bombarded on a daily basis with stories and pictures of big name celebrities who have shed an amazing amount of weight in a short space of time. But what they don't tell us are the lengths those celebs have to go to in order to get those results, or the amount of time and money they spend on personal trainers, private chefs and nutritionists to help keep them on track. Is it any wonder we have unrealistic expectations about weight loss and remain trapped in a never ending cycle of unrealistic expectations, failure and despair leading to over-eating and more weight-gain?

To break out of this negative trap, aim instead to set yourself achievable weekly goals. They don't have to be about weight loss – they could just as easily be about things you are going to do to manage your stress levels, exercise, family, friends, home or work. Remember, the more you are able to set and achieve short term goals, the more positive feelings you will generate and the more confident you will be about your ability to achieve goals in other areas of your life.

Actions

- ❖ Think about the changes you want to make in your life. Now set one goal that you want to achieve – for example, it could be exercising 3 times for 30 minutes during the coming week.
- ❖ Set a start date and an end date
- ❖ Decide how you're going to reward yourself when you achieve your goal
- ❖ Identify the things you are going to do to achieve your goal
- ❖ Write down how achieving this goal will help you

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- ❖ Think about possible obstacles and how you are going to overcome them – for example, demands on your time from work, family and friends may be something you have to manage
- ❖ Assess how confident you feel about achieving your goal. What needs to happen to give you complete confidence that you can achieve it?
- ❖ Spend some time every day visualising yourself achieving your goal.
- ❖ Record your achievements and progress.

Focus On Solutions Not Problems



If you're like most people, your reaction when you fail to achieve the weight loss results you're looking for is to beat yourself up and resolve to cut your calorie intake even more. This type of thinking is unlikely to work and can be highly counter-productive. If you're already struggling to meet your weight loss and exercise goals being even stricter with yourself will only make things worse, leaving you feeling deprived, resentful and an abject failure.

As Einstein famously said, the definition of insanity is doing the same thing over and over again, and expecting different results. So if you want to achieve different outcomes you're going to have to focus on the underlying problems and find different solutions that work for you. And that means changing the way you think.

We all have recurrent "scripts" or internal dialogues in our heads that can become self-fulfilling prophecies. So for example, we may tell ourselves that we will never be able to say no to temptation, give up sugar in our coffee, drink 8 glasses of water every day or stick to our exercise regimes for more than a couple of weeks.

Bad habits are often the product of this type of thinking. In effect, you predict that you are going to fail and you do – over and over again. And when you fail, this only reinforces the power of this way of thinking over your behaviour and makes it more likely that you will encounter the same problems again.

Our perception profoundly affects our view of reality but since perception is something we build, we can also change it. The change process begins with understanding how the way we see ourselves and the world influences our behaviour and then developing the ability to look at situations from a different perspective. We can then develop more solution centred thoughts over time that will help us make positive changes that will take us closer to our weight loss goals. This takes time, patience, work and practice and often takes us out of our comfort zone. It involves developing new skills and being willing to experiment to discover the things that work.

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Actions

- ❖ Start by thinking about times when things were going well, you felt highly motivated and sticking to your diet and exercise program was easy for you. What were you doing differently at that time or what was different about the situation? For example, if you were feeling happy and confident what was it that gave rise to that feeling and how can you replicate it? Answering these questions will give you pointers to positive changes you can make in your daily life to begin to address the obstacles that are standing between you and your weight loss success.
- ❖ Think about other areas of your life where you have mastered a difficult skill. What did it take? What success strategies did you learn in that area of your life that can be applied to your current situation? What three actions will you take to increase mastery in one area of your life this week that are going to help you address any weight loss problems you face?
- ❖ Now imagine that while you're asleep a miracle happens and when you wake up the problem you are struggling with is completely solved and you no longer find it hard to stick to your weight loss program.
 - How will you know when you wake up that the miracle has happened?
 - Who would be the first person to notice there was something different about you and what would they notice?
 - What would you do differently?
 - How would you be thinking and feeling?
- ❖ Next, focus on the reasons why you persistently engage in behaviours that sabotage your weight loss efforts. What's the emotional pay-off when you behave this way? Is it pleasure, emotional comfort, relief from boredom or avoiding other uncomfortable feelings? Then ask yourself how you can give yourself the say pay-off without using food.
- ❖ Focus on the recurrent internal dialogue in your head. What self-fulfilling prophecies or predictions do you make for yourself? How does this way of thinking influence your emotions and your reaction to certain situations? What can you do to interrupt these patterns of thought and replace them with more positive predictions about how you will handle problems as they arise? Use the power of positive affirmation to give you the self-belief and confidence you need to carry you through these difficult situations and achieve a different and better outcome.

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5. Moderation

Practise Moderation In Your Weight Loss Efforts

At its deepest level, moderation is all about making a commitment to achieve balance and wholeness. It springs from the recognition that we all have different needs, desires, abilities, and goals and that living life fully requires us to find ways of accommodating and reconciling all of them. So, for example, there is no point in pursuing a hard core diet or exercise program that leaves us feeling joyless, tired or listless even if the pounds are melting away before our eyes. The problem is, in our eagerness to achieve dramatic and fast results, we are often all too quick to throw moderation out of the window.



Practicing moderation begins with practical strategies, such as reducing our calorie intake, controlling portion sizes, educating ourselves about healthy eating and making healthy meal choices. It's about setting ourselves an achievable weight loss goal of 1 to 2 pounds a week, choosing a diet program that allows us a wide range of food choices and the occasional treat and committing to a moderate exercise regime.

Instead of reaching for the latest fad diet or worse still, the diet pills, your aim should be to find a healthy, balanced, and enjoyable eating and fitness regime that you can stick with for life. Stop labelling some foods as "good" and others as "bad" and you'll stop feeling guilty every time you enjoy something you think you shouldn't have. Focus on progress – the small baby steps you are taking towards your goals – rather than being perfect and you'll enjoy life a whole lot more, feel more in control of your choices and be better able to handle the daily ups and downs that you will inevitably encounter.

Choose the right diet program

There are many different factors to weigh up when choosing the right diet program for you.

You may lose weight by following a variety of diets, but only one will help you succeed in keeping it off. And this is the one that is a perfect fit for you. Unless you're comfortable with your diet, chances are you'll just drop out and then start looking for another diet. So the important thing is to choose a sustainable diet program you think you're going to be able to stick to and which will provide adequate calories and nutrients to keep you healthy.

Here are some specific considerations you will need to weigh up when choosing your diet program:

- **Short term vs. Long term.** Do you just want to shed ten pounds, or are you looking for a lifestyle change?

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- **High maintenance vs. Low maintenance.** How much extra preparation does the diet need?
- **Regimented vs. Personalized.** Regimented diets are very strict, and actually dictate the types of foods, total calorie count, etc. The key to its success is to *follow everything to the letter*. Personalized diets set the framework but let you choose how you'll execute it. For example, it'll give you the percentages of fat, carb and protein you can have for a day, but you can choose the food you'll cook.
- **Body vs. Mind.** Some diets are very scientific in the approach, and consider things like metabolic processes and measure the calories per gram. Others are more spiritual in approach. These diets focus less on what you eat and more on your attitude towards food.

The right diet program for your personality type

One of the main reasons why people struggle to stick to a diet program is because they choose diets that are such a departure from their normal way of eating and are hard to integrate into their daily lives. As soon as they come off the program and go back to their habitual way of eating, the weight piles back on. The key to breaking this pattern is to opt for a diet program that is suited to your personality and lifestyle.

Restrictive – these programs are all about rules and discipline, from counting calories, carbs or fat to controlling portions and are well suited to people who prefer structure and organisation. The downside of these programs is that you may have problems adjusting to a more normal eating regime once the diet comes to an end, with the result that the weight quickly piles back on.

Lifestyle – well suited to people who have busy social lives or a strong interest in cooking and recoil at the idea of lots of rules or having to exercise willpower, these programs tend to focus on what you can eat rather than what you can't and allow a great deal of flexibility, with the emphasis on making healthy choices.

Program based – if you lack the motivation to constantly monitor what you are eating or prefer to simply follow simple instructions a meal delivery program or pre-packaged meals may be the best option for you. The downside of these types of programs is that they can encourage all or nothing thinking (I'm either on the diet or off it) and don't work very well in the long run.

Support group – joining a support group such as Weight Watchers may be your best bet if you enjoy social situations and find it easier to stick to a diet program when you are doing it with others. The downside is that people often find it difficult to stay on track once they leave the group and have to strike out on their own.

Therapy based – a therapy or counselling based program that directly addresses the underlying causes may be the right choice for you if you know that have a specific problem with emotional eating.

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Baby Steps – There is lots of evidence that small, gradual changes are very effective in achieving long term weight loss. These programs are suitable for people who are patient and willing to take the slow road to weight loss, sacrificing short term results for long term benefits.

Actions

- ❖ Think about which of these types of diet program is best suited to your personality and lifestyle. List the main pros and cons of each and assign each a rating of between 1 and 3 (1 = least suitable and 3 = most suitable).
- ❖ Research the programs with a rating of 3 and above and rank them according to the following factors:
 - Your weight loss goals (how much you want to lose and how fast)
 - Whether the program caters for any specific medical or metabolic abnormalities you may have (for example, if you are diabetic, gluten or lactose intolerant)
 - Past dieting experiences whether successful or unsuccessful
 - Whether they have a focus on psychological issues (for example, emotional eating) if that's important to you
 - How easy it would be to accommodate the program into your lifestyle
 - What support systems they offer
 - Cost and general convenience.
- ❖ Before making a final choice check out some online diet forums and see what people are saying about their experiences of the programs on your shortlist and the results they have achieved. Ask questions and aim to get an all-round “dieters-eye” view of what being on the program will really be like.