

WELCOME TO...



*Eat, Drink & Be Merry  
Without Holiday Weight Gain*

Live Transformative Training

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**the official companion workbook**

[www.LeslieHooper.com](http://www.LeslieHooper.com)



**The following is your Step-by-Step Guide and Companion Workbook  
to the Life-Changing Coaching Experience:**

# **Eat, Drink & Be Merry Without Holiday Weight Gain**

*Print out, staple, and use it for all that wonderful note-taking! And let's begin...*

**Make sure to share your progress with us by tagging us on Instagram**



**@LeslieMHooper**



**@StephMiramontes**

## **ARE YOU READY FOR THIS?**



## YOU'RE HERE! YOU MADE IT!

*You're here! You made it!* And chances are, you're here because you WANT to lose weight and leave your dieting days in the past, *right?*

Or maybe you've joined every keto-loving, calorie-counting, and sugar-busting challenge out there, but your weight hasn't changed, so you know something must be missing. Or, maybe you're on a diet right now, but you're barely hanging on by thread, and you can't figure out why something as simple as eating is so damn hard.



## WELL, THAT'S WHERE WE COME IN!

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It's a little silly, but we regularly hear our names in the same sentence as the words '**Life-Changing**' more than once. That's probably because we've been around a long time and have helped a lot of people, like...



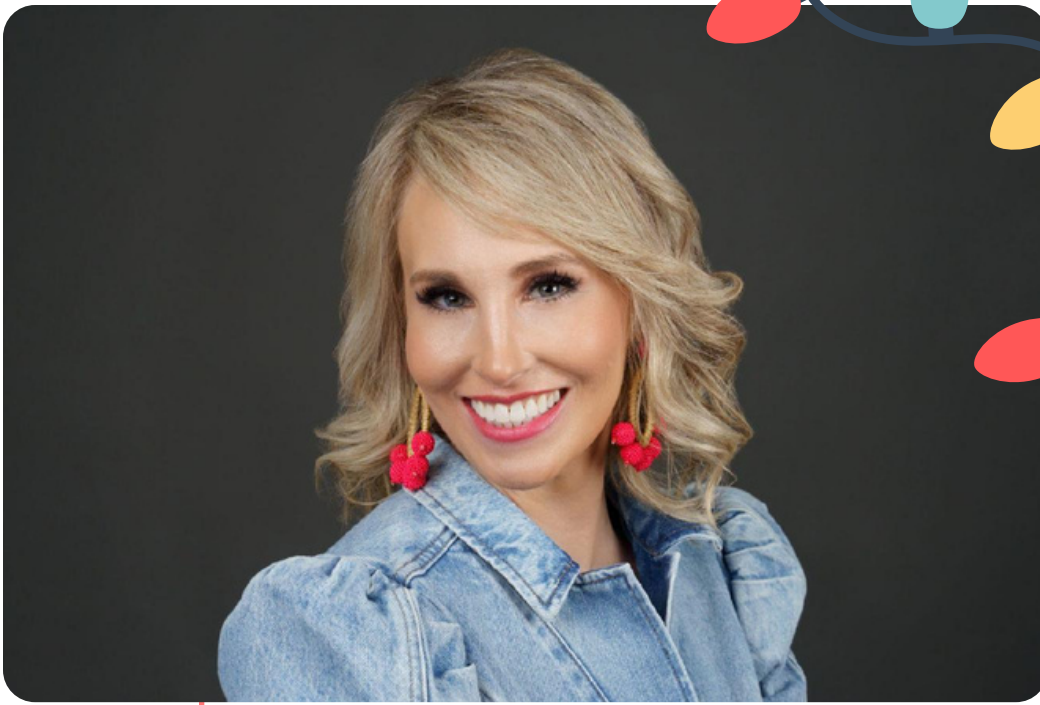
**"NOT ME WEARING A BIKINI FOR THE FIRST TIME EVER ON HOLIDAY!"** Honestly, I feel like crying happy tears! This is my biggest success to date. Thank you Leslie and Steph for **changing my life in all the best ways.**"

*Abi Smith*

"This program is the BEST thing that I ever did for my mental health, personal development, and well-being. **Life-changing!**"



*Stephanie Curry*



It all started with a 6-month online group coaching program back in 2017, teaching my passion for permanent weight loss using the power of psychology. In under three years, I went from someone who didn't know what a Google doc was to over \$600,000 in sales.

It wasn't long before I realized that the results I was getting my clients weren't the average dieter's experience. In fact, it was downright unheard of. Hell, even online Fit Pros with hundreds of thousands of followers on Instagram aren't actually getting their clients permanent results ***that they can effortlessly maintain for the rest of their lives.***

**Does this sound like you at all?**



Every day I'd hear stories from clients who would lose weight for a vacation, a reunion, or a wedding, but as soon as the special occasion was over, they gained everything back and MORE. And what's worse, when they tried losing it again, they had to work twice as hard and the scale still wouldn't budge.

What I learned is that there is a BIG difference between learning how to count calories vs. actually developing the inner psychology of someone who feels completely in control of their eating at every meal. And if you don't learn how to do this properly, your diet is going to control YOU instead.

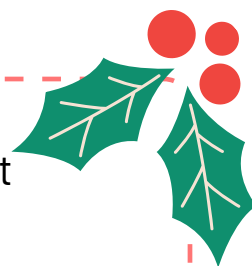
*And I totally get it!*

Before I was able to create a program unlike any the fitness industry has ever seen, I had my own dieting struggles to overcome. ***I spent years sitting on my hands around cookies, thinking about dinner while eating lunch, and punishing myself with hours of cardio when the cookie inevitably won.***

It wasn't long before I went from the 'fit friend' at the party to a Defeated Dieter who was secretly binge eating at home.

No amount of "Meal-Prep Sunday" was going to help me shed the weight I had gained. I had to get honest. I was miserable, and it seemed like the harder I tried, the more I failed. ***And what's worse, my young impressionable daughter had a front row seat. I needed to figure this out – for both of us.***

Since then, I've learned that simply walking 10,000 steps and eating more vegetables doesn't guarantee weight loss.



Joining **Weight Watchers** or hiring a Personal Trainer won't stop you from having to "get back on track" every Monday.

Because neither of those methods produce the one thing all successful weight loss requires: *They've mastered their mind.*

**Anyone who has lost weight and kept it off for years has figured out that successful body transformations aren't something you do. It's someone you become.**

Have you ever seen someone who's "naturally thin" terrified of restaurant dining or afraid of bringing ice cream into the home because they'll eat it all in one sitting? The reason so many dieters struggle and never achieve their dream body become anything more than a dream is because they don't actually think like the "naturally thin."

***Do you want to know why people who become permanent weight losers become permanent weight losers?***

It's because they make the decisions, take the actions, and do the things that permanent weight losers do. They've learned the inner psychology of the "naturally thin."

And the people who **don't** lose weight permanently are still making decisions and taking actions that failing dieters make. It's as simple as that.

How do you expect to become successful when you don't take actions successful people take? When you take the actions of a Defeated Dieter...

...and **not** of a **Successful 5 Percenter!**

THAT is exactly what we're going to do together during our upcoming Live Training. Coach Steph Miramontes and I are going to show you HOW to step into the *Successful 5 Percenter* role so you're equipped to eliminate instances of compulsive eating over the holidays and achieve the physical changes you truly desire.

**We'll introduce you to the EXACT step-by-step process that I've followed in the past seven years to help over 2500 busy women master their eating so they can stop obsessing over buttery mashed potatoes and homemade fudge and lose weight *for good*.**

Plus, we'll be revealing the TWO SIMPLE TRANSFORMATIVE TOOLS that will allow your eating habits to become automated without white-knuckling your way around Thanksgiving pie or skipping champagne on New Year's Eve.

AND, you'll discover how to create success, abundance, and a life you've only dreamed of from the inside out.

### **HERE'S WHAT TO DO RIGHT NOW:**

Dive head-first into this transformative holiday training. This is where we'll be pulling back the curtain and showing you how permanent weight loss success is actually done without feeling restricted or deprived.



## Who you'll be learning the game-changing Mindshift Method from



Prior to starting my online coaching business in 2015, I was a single mom who spent 10 years working a corporate job by day while moonlighting as a personal trainer at night and on the weekends.

In February of 2017, I launched my very first group coaching program, Friends With Benefits (terrible name, I know), and my life was forever changed.

Fast forward a couple of years and I invited fellow reputable Fit Pro, Steph Miramontes, to join my team and **we quickly became known by most in the industry as THE Go-To Experts for inside-out body transformations that last.**

**In 2019, I launched my podcast: Fat Murder, and then released my signature psychology-based weight program, Unstuffed.**

All of which was created to do one simple thing: Teach people to do exactly what I was able to do myself – *lose weight and keep it off without restrictive food rules, counting calories and mind-numbing cardio.*

## BUT MOST IMPORTANTLY, WE'VE BEEN ABLE TO HELP A LOT OF OTHERS DO THIS, TOO:

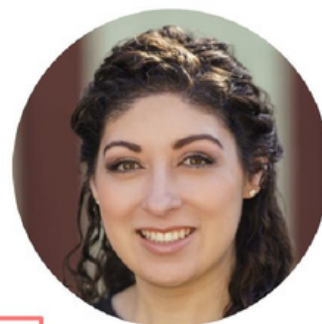


"Woman, you are amazing. **Today marks my FIVE YEAR anniversary since joining your program.** Who decides to start their journey on Thanksgiving?! Haha...  
**25 pounds gone, and kept off!**

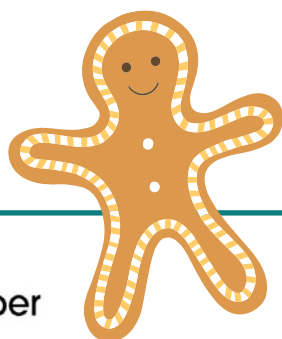
Marina Maryjanov

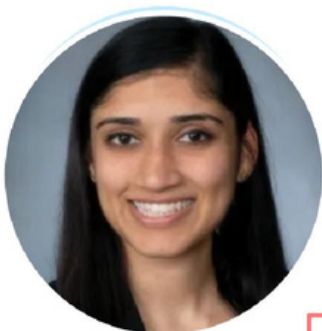
"I just ate ice cream. In the past, I would have eaten the entire thing, felt guilty afterwards, and tried to burn off the calories through exercise.

Now, **I feel totally satisfied eating just a little.** I know I can always have more later."



Eileen Trujillo





"Every meal used to be a struggle filled with guilt. Now, I am a completely different person. **It changed my life!**"

*Dr Roma Amin*

"Leslie's program **helped me discover blind spots in my eating** habits and allowed me to see specific areas where I still needed to improve. In the long run, **it has still been much easier than yo-yo dieting.**"



*Emily Howe*



"As someone who's been overweight my entire life, I didn't think my problem could be fixed.

I worked with Leslie for 6 months and **lost 32 pounds**, but what I gained is a lifetime of healthy habits."

*Anna Brannum*

"I went into the program wanting to lose weight, but in the end I transformed my mind, body, and lifestyle. I don't emotionally eat, binge eat, or overeat anymore."



Maddie Conway



"I have been dieting for 60+ years. This program is the **BEST investment I've ever made**.

I've learned so much about ME, my thought process when it comes to eating, and how to lose weight in a healthy way. **I wish I had found her sooner!**"

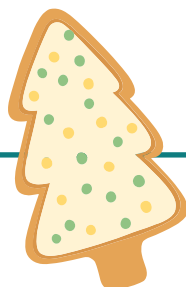
Stephanie Hill

"After finishing the program Nov 2021, I just want to say that **I never thought I'd be this person**; in the last 2 weeks I forgot about some donuts on the counter that dried out and got tossed. And last night I threw away some ice cream because I didn't like it.

Who is this person!? **After 30+ years of dieting, and restricting, I still can't believe this is me now.**"



Kristi Buescher



**These stories are extraordinary BECAUSE these clients are extraordinary. And quite frankly, we believe that everyone is extraordinary, including YOU.**

In our combined 30 years of experience coaching thousands of clients, we have seen too much evidence that we all have UNLIMITED POTENTIAL.

Life is simply a series of choices and every day, we all have an opportunity to tap into that potential more and more to discover what we're truly capable of.

**These Successful 5 Percenters were able to do that, and now people are asking THEM for their weight loss “secrets”, and we’re here to help you do the same!**

**The goal is simple, by the time you complete the training, you’ll have the two transformative tools to sleigh holiday overeating, so you never have to go on another soul-sucking diet again.**

Not to mention the CLARITY to focus on the few things that actually DO matter when it comes to creating eating habits that stick while making fun holiday memories without the guilt or food hangover.





# If we could go to coffee together, this is what would happen:

If we only had an hour to share the handful of critical factors that have made the biggest impact on our ability to eat whatever we want and still maintain a weight loss several years later... is EXACTLY what we'll be sharing in this free life-changing training.

So, if you've been dieting for five years or longer and have tried ALL of the things – calorie counting, tracking macros, Noom, Weight Watchers, Whole30, Keto, and everything in-between – but NOTHING works... this training was created specifically for YOU!





# MIND GAMES!

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Why do some people struggle to lose weight vs those who don't? It's all in your head. *Well, kind of...*

**Those who seem to win the genetic lottery and can eat whatever they want without gaining a pound *do* have an advantage, but it's not what you think.**

They don't have magical metabolisms or iron-clad discipline.

They grew up in environments that supported eating according to their bodies cues, *not food rules*. Every dieter was born a natural eater until something happened in their lives that changed that.

We've learned to allow food rules, diet programs, and our environmental triggers to influence how we eat. Instead of trusting our bodies to guide the decisions on when and how much to eat, we are dictated by our minds, emotions, and social cues.

Struggling is the common experience, it's where most people are,  
*but why is that?*

## WE'VE FILTERED IT DOWN TO TWO REASONS:

- 1 You don't have the first clue how permanent weight loss happens. Here's how you can tell this is true – ***you feel like your diet is controlling you more than you're controlling it!***
- 2 It's not your fault – they don't teach you this stuff in school; nothing I learned in a formal classroom has been applicable to how I teach my clients to lose weight today.

Sadly, most of the content you're consuming today isn't actually teaching you WHY you gained weight in the first place, but only on the HOW to lose it.

## Focusing on the HOW instead of the WHY, keeps us trying to solve the WRONG problem

We've all been sold on the romanticized version of weight loss

👉 Fast results

👉 Access to status, happiness, desirability, etc.

Diets teach you HOW to lose weight in a million different ways. They all have varying degrees of success, temporarily. **The reason diets fail so frequently isn't because their advice always sucks (though it often does), it's because they can't teach you the most important part of weight loss that lasts.**

Let's go deeper.



# The Why?

*Sleigh Holiday Overeating*

# eat, drink, and be miserable?

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Right now you may be thinking about the holidays like a Defeated Dieter, believing that you overeat during the holidays because:

- You're addicted to sugar and it's just too hard to stop once you've started
- You have sooo many parties to attend that it's impossible to succeed
- Temptation is everywhere and your self-discipline seems to be MIA

## How are you ever going to stop overeating when the deck is stacked against you?

It might seem hopeless, but don't cry in your hot cocoa just yet.

The most important thing I want you to understand is that it doesn't matter how many mouthgasms you experience, or how many cookies are delivered to your office, or how many Ugly Sweater parties you attend, you CAN break the habit of overeating... but thinking you can't will ensure you don't.

When you unlock the power of the "Mindshift Method" you'll know exactly why you've struggled to keep your hands out of the stale store-bought butter cookies that you don't even like and finally experience the holiday season eating all the foods you genuinely love...without the weight gain. ***Call it a Christmas miracle.***

All instances of holiday overeating are 100% predictable and the vast majority of them start with the single thought: "I can't control myself."

# feeling out of control

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The holiday season seems to hijack our schedules, routines, and emotions. It's easy to think that you're losing your mind.

We simply have more opportunities to eat at parties and family gatherings... and those increased eating opportunities include foods that taste sooo good, and can evoke feelings of nostalgia and remind us of traditions that we value.

Goodies showing up on our desk and doorstep may be a temptation too hard to resist when we're tired, stressed, overwhelmed or when our willpower battery is low. Or worse, we're simply YOLOing it until January 1st.



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## QUESTION

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- Describe how your routine and schedule changes during the holidays. When you see that list, what thoughts and feelings do you experience?

## stress & overwhelm

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In addition to stepping into what looks like a Hallmark holiday movie, but can feel anything but magical – the holidays can feel stressful and overwhelming.

Waiting in lines, making lists, last-minute shopping, decorating, and cleaning leave little time for eating healthy meals or exercising.

Goodies showing up on our desk and doorstep may be a temptation too hard to resist when we're tired, stressed, overwhelmed or when our willpower battery is low. Or worse, we're simply YOLOing it until January 1st.



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### QUESTION

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Describe how your routine and schedule changes during the holidays. When you see that list, what thoughts and feelings do you experience?



# overeating explained

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You are around foods that you rarely get to eat and they taste yummy! That should be a good thing though, right?

As much as we love holiday foods, we dread them because we know they're the reason our jeans seem to shrink a size by the first of the year.

We start complaining about how deprived we're going to be and how much it sucks to be on a diet as soon as we see the first pumpkin-spiced latte plastered on the window of the local Starbucks.


Holiday dieting is a lose-lose scenario. You can stick to the rules while feeling resentful and deprived or you blow it and feel guilty and ashamed.



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## QUESTION

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-  List all of the reasons you overeat during the holidays.

## top 3 mistakes

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As frustrating as all of this is, it's not the reason behind holiday overeating.

**After coaching 2500+ clients to go from Defeated Dieters to Successful 5 Percenters, we've learned that if you're struggling to stop overeating during the holidays it's because you're making at least one of these three holiday eating mistakes.**



### — MISTAKE 1 —

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#### IT'S A TRAP! THE PERFECT ENVIRONMENT TO FAIL

- "It's bad enough that I have the main holiday meals where overeating is basically an Olympic-level sport, but I have at least one additional social event every week and I have two words for you... open... bar."
- "It would be a whole hell of a lot easier if Nancy would just leave her damn homemade fudge at home and Susan didn't act like she was gunning for an award for the largest variety of homemade cookies in a single baking spree!"
- "If every store wasn't lined with sample pushing demons handing out bites of cocoa dusted peppermint bark sold by the brick, I could get this under control. And what's worse, I told everyone I was trying to lose weight, so why are they giving me MORE food gifts when a pair of cozy socks would have been just fine!"

Can you relate to any of these situations?

## top 3 mistakes

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There's a saying that environment trumps willpower, and while that may be true to a degree, it's not particularly helpful.

If that were the only truth available, then what options do you have when your environment isn't something you can control and your willpower is depleted?

Grit will only get you so far before you surrender to the same holiday fate of yesteryear and you overeat. You don't need iron-clad willpower to manage your holiday eating or suffer just because there's more tasty food in your environment than you're used to.

### — QUESTION —

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- Describe how your environment changes during the holidays and the impact it has on your eating behaviors.



## top 3 mistakes

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### — MISTAKE 2 —

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#### JUST DIET HARDER!

Contrary to what most fitness gurus and diet programs suggest, avoiding temptation isn't the best way to stop overeating during the holiday season...*or ever.*

Think about it. If I told you not to think about a pink elephant, what do you immediately start thinking about?

When you're told to avoid sugar, eat a healthy meal before going to parties, and make your famous mashed potatoes out of cauliflower, your instant reaction may be to rebel against the rules. **YOLO!**

With this mindset, it's not long before you're obsessed with every food you've sworn off and you're four sugar cookies down before you've even tasted them.

And then comes *the guilt...the feelings of failure...the frustration...*

While the diet industry often portrays an unrealistic standard of 'perfect' eating, **the goal isn't to acquire MORE food rules you can't stick to; it's to learn how to enjoy your food MORE by slowing down, being present, and only eating what you truly love when you're physically hungry.**



## top 3 mistakes

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### — QUESTION —

- Describe a time when you've tried to being more 'strict' with your eating during the holidays. What happened?

### — MISTAKE 3 —

#### **YOLO! ADD IT TO MY CHRISTMAS WISH LIST**

We often get stuck in YES mode. We say yes to things we would rather say no to like:

- Extra servings of food so you don't offend Aunt Mildred.
- Squeezing in one more holiday party, because you can't possibly look like the only mother who abandons their child at school! What will the teacher and other room parents think of you?

## top 3 mistakes

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- Racing the clock to finish end of the year work projects at work that leave you burned out with no time to yourself.
- Buying a few more gifts than you planned because you didn't know about your book club's annual gift exchange



The more you say yes to the things you'd rather be saying no to, the more you say no to the life you truly desire - rest, emotional fulfillment, prioritizing your own needs without fear of upsetting someone else.

Here's the tricky thing about our needs though, they can't be neglected. Consciously or subconsciously, your body will attempt to get your needs met in some way or another, and in this case, likely with food.

This isn't being kind, it's people-pleasing and it's a huge trigger for holiday overeating.

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### QUESTION

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- List all the ways that people-pleasing shows up in your life during the holidays.





# The How?

*Sleigh Holiday Overeating*

# the gift you really need

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You've already tried all of the hacks - like bringing "on plan" foods to parties, healthifying your favorite dishes, and white-knuckling your way around Christmas tree shaped rice krispie treats.

You've done the punishing exercise to get off the naughty list and you've saved your calories all day for what's to come that night.

**But if those things worked, you wouldn't be here looking for a better way. And there is a better way.**

**THE SOLUTION IS OUR GIFT TO YOU!**



Notice that as you read this guide, I use a lot of phrases that talk about how the holidays feel, and the thoughts you are having about it. That's not by accident.

While the circumstances mentioned - *like a busy schedule and more access to deliciously high-calorie foods do influence your decisions* - they aren't the real reason you overeat during the holidays.

**It all starts and ends in your mind.**

**INTRODUCING... THE MINDSHIFT METHOD!**

# mindshift method

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**Psychology teaches us that we don't just take action randomly, we have to feel something first.** Feelings like enthusiasm, hope, and fear drive our motivation to act. In order to experience those feelings, we first have a thought.



**In simpler terms, your thoughts create your feelings, and those feelings influence your actions – *for better or worse*.**

**THIS MEANS, IN ORDER TO MASTER YOUR EATING, YOU FIRST HAVE TO MASTER YOUR MIND USING THE MINDSHIFT METHOD.**

Now, I want you to think about this.

Have you ever noticed how everyone in the diet industry sounds the same?

Everyone wants you to eat more vegetables, get more sleep, drink more water, and exercise more. I don't disagree with this advice, but here's the problem – it's surface level advice. It's what the 95% are doing and it's why you're in the Defeated Dieter stage.





**This is why you may be feeling stuck and frustrated while circling the diet drain.**

**You're trying to make change from the action piece of your life:**

- Eat more vegetables
- Walk 10,000 steps daily
- Minimize carbs
- Drink more water
- Increase protein intake

And while there's nothing wrong with any of these behaviors, it doesn't seem to work long-term. And that's because it completely ignores how humans make decisions from their thoughts and feelings first and foremost. It exclusively focuses on the 'how' without much consideration for the 'why'. ***It's backwards.***

Let me show you what I mean.

**EXAMPLE:** Imagine yourself on the morning of a family holiday party. You already know that Aunt Bertha always brings the feast. Honestly, she should have her own cooking show, the food is THAT good.

You might already be thinking that it's going to be a 'bad eating day' because you've evidence collected enough from previous experiences that indicate you always dive face first into her sweet potato gratin and fresh homemade rolls.

# mindshift method

Here's the Thought Habit Loop of a Defeated Dieter and how a single thought can create a habit of emotional eating.



- 👉 **Thought** - It's already going to be a bad eating day.
- 👉 **Feeling** - Feels defeated.
- 👉 **Action** - Snack on holiday treats laying around because you know you're going to blow it anyway. Then you overeat at dinner and feel defeated and guilty.
- 👉 **Outcome** - Satisfies desire to alleviate defeat and guilt.

Eating subconsciously becomes associated with relieving guilt and defeat.

***A habit of emotional eating develops.***

# mindshift method

Okay, now let's take a closer look at the thought loop of a Successful 5 Percenter and how they're able to create a habit of eating just enough and stopping before they're full.


Instead of thinking it's going to be a 'bad eating day', you could think, "I'm really looking forward to a wonderful homecooked meal with my family tonight. I want to be mindful of how I feel, so I'll eat all of my favorites until I'm comfortable. My body isn't a trash can."





## mindshift method

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- 👉 **Thought** - I want to eat all of my holiday favorites and still feel comfortable. My body isn't a trash can.
  - 👉 **Feeling** - Feels encouraged.
  - 👉 **Action** - Eat enough to feel physically satisfied on your favorite foods and take home leftovers to enjoy it again at another meal.
  - 👉 **Outcome** - Satisfies desire to eat favorite holiday foods until comfortable.

Eating subconsciously becomes associated with satisfying the desire to eat just enough. ***A habit of stopping before physically full develops.***

When you stop trying to control the food and start noticing how you're thoughts about food lead to overeating, you become empowered to think something different.

How do we develop new thoughts? It all starts with asking yourself better questions.



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**The quality of your life is determined  
by the quality of your questions.**

*-Tony Robbins*

# mindshift method

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## EXAMPLES:

**Instead of** – I can't stop eating until I'm sick!

**Ask** – What can I say to myself to remind me of my commitment when I notice I'm getting full?

**Instead of** – I have to fill up on vegetables and protein before I go to the party because I know I'll overeat if I don't.

**Ask** – What would it feel like to eat my favorite foods first and wait 10 minutes before deciding to go back for seconds?

**Instead of** – It's not fair that I can't eat dessert with everyone.

**Ask** – How can I enjoy dessert and be kind to my body at the same time?

Now it's time to put on your party pants and get your ass in gear by taking action. This year, let's save being stuffed for the Thanksgiving turkeys and Christmas stockings.

**Use the Mindshift Method templates below to change the way you think about your most common holiday overeating experiences and create a new path to success. Not just for the holidays, but forever.**

**Let's get this party started!**



# mindshift method



**Changing the way you think takes practice. It won't just happen without some intentional effort on your part.**

Below, you'll find some templates along with an example to help get you started.

## MINDSET MAKEOVER EXAMPLE

### ■ OLD THOUGHT:

*I wish people would stop bringing sweets into the office*

### ■ NEW THOUGHT:

*I always have lots of options when I'm hungry*

### ■ FEELING IT CREATES:

*powerless*

### ■ FEELING IT CREATES:

*abundance*

### ■ BEHAVIOR THAT FOLLOWS:

*Eat sweets, criticize yourself for not being stronger, go back for more to soothe the discomfort of messing up.*

### ■ NEW BEHAVIOR:

*Set a few favorites aside for later and eat them when you're hungry and have a new sense of confidence.*

## NOW IT'S YOUR TURN!

## MINDSET MAKEOVER #1

■ OLD THOUGHT:

■ FEELING IT CREATES:

■ BEHAVIOR THAT FOLLOWS:

■ NEW THOUGHT:

■ FEELING IT CREATES:

■ NEW BEHAVIOR:

## MINDSET MAKEOVER #2

■ OLD THOUGHT:

■ FEELING IT CREATES:

■ BEHAVIOR THAT FOLLOWS:

■ NEW THOUGHT:

■ FEELING IT CREATES:

■ NEW BEHAVIOR:

### MINDSET MAKEOVER #3

■ OLD THOUGHT:

■ FEELING IT CREATES:

■ BEHAVIOR THAT FOLLOWS:

■ NEW THOUGHT:

■ FEELING IT CREATES:

■ NEW BEHAVIOR:

### MINDSET MAKEOVER #4

■ OLD THOUGHT:

■ FEELING IT CREATES:

■ BEHAVIOR THAT FOLLOWS:

■ NEW THOUGHT:

■ FEELING IT CREATES:

■ NEW BEHAVIOR:

## work smarter, not harder

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Every successful transformation starts with a thought, but we still need a roadmap to get to our final destination.

Wouldn't it be great if this holiday season you could simply eat without rules, diet drama, or fear of gaining weight if you "get it wrong"?

That's exactly what you can expect when you have a step-by-step transformative process that is been backed by science, tested by over 2500 people and proven to work time and time again.

## INTRODUCING... HABIT STACKING!

**When you learn to transform your habits, you can transform your life.**

Let's define habits. Habits are the small decisions you make and actions you perform every day.

Most of your weight loss struggles are because of the habits you've created. So, in order to replace them you need to build new ones.

When we traditionally think about healthy habits, we typically think about behaviors like brushing our teeth or driving a certain route on our way to work, but habits go much deeper than that. They start in our subconscious mind long before we see them in our actions. This means **our thoughts are habits, too.**



work smarter, not harder

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**ACCORDING TO RESEARCHERS AT DUKE UNIVERSITY, HABITS ACCOUNT FOR 40-50% OF OUR BEHAVIORS ON A DAILY BASIS.**

Your life today is essentially the sum of your habits.

How in shape or out of shape you are? A result of your habits.

How happy or unhappy you are? A result of your habits.

How successful or unsuccessful you are? A result of your habits.

What you repeatedly do ultimately forms the person you are, the things you believe, and the personality that you portray.

Changing your thoughts and feelings isn't going to be enough. You're going to have to take ACTION. But it's important to understand that when it comes to creating habits, your body transformation will happen in stages through the process of habit stacking and consistency.





# work smarter, not harder

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**If we can't do something consistently, it will never become a habit.**

So how can we show up consistently?

**Research has shown that you are 2-3x more likely to stick with your habits if you make a specific plan for when, where, and how you will perform the behavior.**

**This is called "implementation intention."**

I will [BEHAVIOR] at [TIME] in [LOCATION].

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- I will meditate for 5 minutes at 7am in my bedroom
- I will study Italian for twenty minutes at 6pm at my desk
- I will exercise for one hour at 5 pm in my local gym
- I will make my partner a cup of coffee at 8am in the kitchen

Give your habits a time and a space to live in the world. The goal is to make the time and location so obvious that, with enough repetition, you get an urge to do the right thing at the right time, even if you can't say why.

That's pretty cool, right? But there's a catch. And it's a big one so read carefully.

## work smarter, not harder

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**Follow-up research has discovered implementation intentions only work when you focus on one thing at a time through the process of habit stacking:**



This means, people who tried to accomplish multiple goals at the same time were less committed and less likely to succeed than those who focused on mastering just one goal.

I see this all the time in our clients.



It's not uncommon for our new clients to see their habit tracking chart and say, "This is it? That's all you want me to do?" And the answer is always yes. When you can do that consistently, then we'll know you're ready for the next habit. 😊

## How are Successful 5 Percenters putting this into action for permanent weight loss?



Our clients monitor their behavior with the following habits.

Now, in the name of full transparency, this isn't EVERY habit – It's just a glimpse of what they receive.

-  **3-4 MEALS WITH NO SNACKING IN-BETWEEN** – Creates opportunity for hunger to appear and observe instances of emotional eating. It also allows you the chance to see when you eat out of habit. For example, if you grabbed a candy bar every time you went grocery shopping to eat on your way home, it may be a habit you developed in childhood when your Mom would buy one for you during their shopping trips. You may not even realize that you're doing it.
-  **EAT SEATED AT A TABLE** – This is to help you develop a new environmental habit. You're eating in a designated "eating spot" to mirror a dining experience similar to what we experience in a restaurant; to have a "beginning" and an "end." You don't sleep in the bathroom or bathe in the living room, do you? We want you to learn to associate eating with the dining table.

## work smarter, not harder

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👉 **EAT UNDISTRACTED** - This habit encourages mindfulness and increases awareness by bringing attention to your body's physical cues. Be present with your food. This doesn't mean eating without your family, but it does mean eating without the TV, your phone, or while at your desk. **People who eat while distracted consume approximately 47% MORE calories in a meal!**

👉 **EAT ON 9" PLATE** - Your stomach is about the size of your fist. It's always better to start with a smaller portion than a larger one. Bigger plates mean bigger portions and statistically, **people typically eat 92% of what's on their plate.** Switching to a smaller plate is a no brainer.

👉 **EAT YOUR TRIGGER FOODS** - Now this could be a training in and of itself. Like exposure therapy, including trigger foods in your meals can help you overcome food fears and reduce instances of overeating (no more "Tomorrow I won't be able to eat this so I'm going to eat it all right now").

So much of our overeating happens due to being in a scarcity mindset and by giving yourself permission to eat these hyper-palatable (aka delicious) foods, you'll adopt an abundance mindset and eat less over time. The goal is to neutralize these foods by treating them the same way you carrot sticks.

👉 **PRACTICE HUNGER** - One of the biggest obstacles our Defeated Dieters face is a fear of hunger. Diets either create the habit of being chronically hungry or preemptively eating to avoid it.

# work smarter, not harder

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For a dieter, hunger can either be a badge of honor or the worst thing in the world. The reality is much less dramatic. Hunger is a natural and normal way for your body to communicate what it needs.

Just like feeling cold might prompt you to put on a jacket, hunger should prompt you to eat. Allowing hunger to show up before you eat lets you know that you're eating from your body's needs, not your mind's.

**👉 FEEL YOUR FULLNESS** - To start monitoring your hunger and fullness, use the scale of 1 to 10 below. "1" is so hungry that you'll eat everything in the kitchen, including the sink. "10" is Thanksgiving day levels of stuffed. "5" is neutral.

**When you eat above a 5 on the scale, you're eating from mind, not physical hunger.**

## THE FULLNESS SCALE

WITH *leslie* hooper

1	Starving and feeling weak/dizzy
2	Very hungry; cranky; low energy; hunger pangs
3	Pretty hungry; stomach growling a little
4	Starting to feel a little hungry
5	Satisfied; neither hungry nor full
6	A little full/pleasantly full
7	Slightly full; a little uncomfortable
8	Feeling stuffed; heaviness in stomach
9	Very uncomfortable; stomach hurts
10	So full you feel sick

# work smarter, not harder

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**Eating when you're hungry is not what causes weight gain; you gain weight when your body says it's had enough and you eat anyway.**

To reach your natural weight, you'll need to eat when you're physically hungry, but you'll also need to practice no longer picking at your kid's plate or walking straight to the pantry after a stressful workday.

The goal is to stop when your body has had enough, yet most of us have no idea what "enough" means.

## What fullness looks and feels like:

- 👉 Eating on a 9" plate is a great place to start
- 👉 99% of the time, you won't NEED second servings, but you may WANT them
- 👉 Your stomach is a size of a fist
- 👉 Neutral feeling in your stomach – no heavy or stretched sensation
- 👉 Could do 10 jumping jacks or go for a brisk walk

**BONUS TIP:** Pay attention to when you sigh, lean back in your chair, or catch your mind wandering to other things you'd like to do. Chances are, your body has had enough and the desire to eat more is coming from your mind.



# work smarter, not harder

***Your body has limits, but your mind does not.***

It's a greedy bastard. As long as you eat, your brain will continue to receive a dopamine hit and struggle to stop, so we can't trust the mind in this process. It's like taking life advice from a 6 year-old.

This means you have to get out of your head and into your body. **When you learn to respect the limits of your body, you'll never diet again.**

Atomic Habits author, James Clear says,

“Research suggests that the best way to change your entire life is by not changing your entire life. Instead, it is best to focus on one specific habit, work on it until you master it, and make it an automatic part of your daily life. Then, repeat the process for the next habit.

The way to master more things, in the long run, is to simply focus on one thing right now.”





# Habit Tracking Chart

## Habit 1: 3-4 MEALS PER DAY; NO SNACKING IN-BETWEEN

### INSTRUCTIONS:

Please begin tracking your daily meals in your habit tracking chart below. If you notice yourself struggling with consistency, observe what the common triggers are and make a note on the "Notes" page.

- Each time you have a compliant meal, put a "Y" for "yes" in the column.
- Each time you miss a meal, put an "N" for "no" in the column.
- In the Unstuffed program, our clients track this behavior for 3 weeks before moving on to Habit 2 (print or copy weekly chart for additional tracking pages)

## DAILY PROCESS GOALS

1. Incorporate at least one "trigger" food into each meal daily (these are highly processed foods that we generally try to abstain from when dieting)
2. \*Plate and eat all meals sitting down
3. Eat while undistracted (Y = yes, distracted; N = not distracted)
4. Write down your non-scale victory "win" of the day (does NOT have to be food/exercise related)

*\*PRO-TIP: use 9-inch plate*

## Example

HABIT ↓ / DATE →	Jan 1						
TRIGGER (Y/N)	Yes						
SITTING (Y/N)	No						
DISTRACTED (Y/N)	Yes						
DAILY WIN	2 cookies instead of 6						

# Habit Tracking Chart

## Habit 2: HUNGER MASTERY

### INSTRUCTIONS:

Please begin tracking your daily meals in your habit tracking chart below. If you notice yourself struggling with consistency, observe what the common triggers are and make a note on the "Notes" page.

- Each time you have a compliant meal, put a "Y" for "yes" in the column.
- Each time you miss a meal, put an "N" for "no" in the column.
- In the Unstuffed program, our clients track breakfast hunger for 3 weeks before moving on to lunch hunger for 3 weeks, and then practicing evening hunger for 3 weeks. A total of 9 weeks is typically practiced and tracked before they move on to Habit 3 (print or copy weekly chart for additional tracking pages)

### DAILY PROCESS GOALS

1. Incorporate at least one "trigger" food into each meal daily (these are highly processed foods that we generally try to abstain from when dieting)
2. \*Plate and eat all meals sitting down
3. Eat while undistracted (Y = yes, distracted; N = not distracted)
4. Write down your non-scale victory "win" of the day (does NOT have to be food/exercise related)

*\*PRO-TIP: use 9-inch plate*

### Example

HABIT ↓ / DATE →	Jan 1						
TRIGGER (Y/N)	No						
SITTING (Y/N)	Yes						
DISTRACTED (Y/N)	Yes						
HUNGER	Yes						
DAILY WIN	10 push-ups						

# Habit Tracking Chart

## Habit 3: FEEL YOUR FULLNESS

### INSTRUCTIONS:

Please begin tracking your daily meals in your habit tracking chart below. If you notice yourself struggling with consistency, observe what the common triggers are and make a note on the "Notes" page.

- Each time you have a compliant meal, put a "Y" for "yes" in the column.
- Each time you miss a meal, put an "N" for "no" in the column.
- In the Unstuffed program, our clients track Habit 3 for 9 weeks (print or copy weekly chart for additional tracking pages)

### DAILY PROCESS GOALS

1. Incorporate at least one "trigger" food into each meal daily
2. \*Plate and eat all meals sitting down
3. Eat while undistracted (Y = yes, distracted; N = not distracted)
4. Experience true hunger for 30-60 minutes prior to eating each meal
5. Aim for 5-6 on "Fullness Scale"
6. Write down your non-scale victory "win" of the day (does NOT have to be food/exercise related)  
\*PRO-TIP: use 9-inch plate

### Example

HABIT ↓ / DATE →	Jan. 1						
TRIGGER (Y/N)	No						
SITTING (Y/N)	Yes						
DISTRACTED (Y/N)	Yes						
HUNGER	8:35 (20)						
FULLNESS	7						
DAILY WIN	left 2 bites on my plate						

NOTES

[illegible]

NOTES

This image shows a full page of a handwriting practice worksheet. It consists of multiple rows of horizontal dashed lines spaced evenly down the page, providing a guide for letter height and placement. The background is plain white, and there are no other markings or text present.