

52
GUARANTEED
STRATEGIES TO
HELP YOU
LOSE WEIGHT
AND KEEP IT OFF.

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Note From The Author (Please Read).

First of all, I would just like to say a big thank you for taking to time to read this book. In today's busy world, it is becoming more difficult to find efficient and effective ways to improve our well-being. Because of this I have made this book extremely easy to use. Over the past few years I have been gathering and compiling the very best information on diet and weight loss. The strategies that are presented in this book have been tried and tested by myself, the people that I have worked with, and by some of the best experts in the world. ONLY THE MOST POWERFUL AND PROVEN TIPS AND STRATEGIES HAVE BEEN INCLUDED. Although I am giving this book away for free, I honestly feel that the information in here is better than 95% of what is available to you today.

If you enjoy this book then there is one thing that I will ask you to do. Share it with you friends. Let them know about the strategies that are contained within this book. Also, I encourage you to distribute this book as long as you do not change it, or use it for monetary gain.

I hope that these strategies and tips help you as they have thousands of people, and I wish you all the success in your diet and weight loss endeavors.

All the Best,

Conner Hughes.

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<http://thebrainchangingdiet.com>

Introduction - Diet Is A Way Of Life.

The word diet stems from the Latin word *diaeta* which means "prescribed way of life". If you wish to achieve a healthy weight and maintain that weight loss, this is the most important point of this entire book. Changing your diet is not about calorie restriction, exercising more, counting calories, depriving yourself, etc. Instead, changing your diet is about *changing your life*. Until you understand this point you will continue to search for that "secret diet plan" or the "supercharged exercise program" or the "new fat loss pill". There are no secret diet plans, supercharged exercise programs, or fat loss pills that work. The reason is because a diet is not something that you are "on", instead it is something that you do. This book is designed to give you powerful tips and strategies that will help you create your own "*diaeta*". Some of them will work for you and others will not. It is up to you to learn what those are. With that said, let's get started....

1) Use Strategies NOT Willpower.

If you are using willpower to lose weight and maintain it then it is only a matter of time before you relapse. Success at weight control is not about willpower. The definition of willpower is work, and continuing to rely on it is a heavy burden. Those who succeed at weight control do not have better willpower, they simply have better strategies. There are so many factors that influence what you eat....your neurological hardwiring, your value system, your biology, advertising and marketing....that relying on willpower alone is disastrous. The most important factor for success then, is having strategies that work for YOU.

2) Keep Your Problem Foods Out Of Your Home.

"Out of sight, out of mind" is a quote that I am sure you are familiar with, and it could not be more true than for weight loss and creating the new you. When you want to lose weight you absolutely MUST change your environment (i.e your home and workplace). If there are foods that you abuse, then they should be the first to eliminate. This does not mean that you should deprive yourself of these foods, however if you can eliminate them from your sight, you can eliminate the constant visual cue of having them within your reach. This simple act alone can supercharge your weight loss campaign.

3) Buy Small Package's.

People tend to eat 20-25% more when they eat from large packages. For snack foods it is even worse. In a wonderful study, Brian Wansink gave a bag of M&M's to 2 different groups of people. The only difference was the size. The first group were given a half pound bag of M&M's. The second group were given a one pound bag of M&M's. That was the only difference. On average the first group ate 71 M&M's while the second group ended up eating 137, a whopping *264 calories more*, and almost twice as much. So if you are going to have some treat's, make sure that you buy them in small packages!

4) Don't Skip Meals...Ever!

This may be one of the single most influential factors when it comes to weight gain. As counter-intuitive as it may seem, skipping meals will make you gain weight in the long run, so don't do it! When you skip meals you put yourself at serious risk for overeating. The equation is simple, when you skip meals your appetite and cravings greatly increase. It is during these times that you desire foods high in fat and sugar, simply because your blood sugar is low and your brain wants some quick energy! This does not mean that you have to eat 6 or 7 times a day like some people will tell you. Just ensure that you do not get too hungry during the day, or else you may fall prey to excessive bingeing at night.

5) Learn What A Portion Is.

Portion sizes have exponentially increased in the past 20 years. Whereas a burger from McDonald's may have contained 250 calories, the same burger today contains 500 calories. The problem is that we eat the same amount despite the calorie difference. Additionally, you need to educate yourself what a serving size is. For example, let's take a 20 oz bottle of soda. If you look at the calories on the label you will probably see around 100 calories. No bad right? Well most people simply look at the calorie count and not the SERVING SIZE. That 20 oz bottle of soda has 2 1/2 servings, which means it contains 250 calories NOT 100. Most people make this mistake for every food that they consume. Don't be fooled by serving sizes and always check the calorie count for each individual serving. If you do this you are going to be VERY surprised.

6) Wear Clothes That Actually Fit You.

This is a fantastic tip that I learned from Dr. Stephen Gullo. When you begin to lose weight it is imperative that you change your clothes to fit your new size. There is nothing that sends the alarm bells ringing faster than when your clothes get too tight. When you reach maintenance (the weight you would like to stay at), throw out your larger sizes immediately. Buy new clothes that fit you so you will have a constant external cue about your weight that is accurate. This concept is so important that I wrote two articles about it, which you can read [here](#).

7) Keep A Food Diary.

The simplest of strategies can also be the most difficult to implement, and this is certainly the case for keeping a food diary. A food diary can be one of the most powerful strategies for weight loss and maintenance. When you keep a diary you learn the times that you overeat and when you are most vulnerable to overeat. This information is EXTREMELY valuable because then you can set strategies in place to eliminate these situations. Additionally, writing out your meals in advance will structure your thinking and help you stay clear of potential slip-ups.

8) Don't Eat Too Much Of The "Right" Foods.

This is a huge mistake that many people make, and I think it is because of the huge amount of "Eat all you want and Still Lose Weight" diet's that are proposed today. Our society has somehow gotten to a place where people think that if a food is good for you, you can eat as much of it as you like. More worryingly is that most people simply do not know what "good" food is. The majority of people consume huge amounts of food just because they think it is "nutrient rich" and will lead to better health. A fantastic example of this is orange juice, which is packed full of calories and sugar, yet people drink it because of its "nutritional value". Another example is almonds. People eat as much almonds as they want, simply because they think it's a "good" food. What they probably don't realize is that a few handfuls of almonds might equal 500 calories! If you eat calories you will gain weight...period. Even if it is a "good" food.

9) Make Sure That You Have An "Emergency Meal"

You should always have one meal prepared in case of an emergency. An emergency is usually when you are feeling extremely hungry and you feel like you could eat anything! Maybe you have had a long day at work and missed a meal. Maybe you are coming off a long flight and have not eaten in hours. Maybe you have just finished a long meeting. Whatever the case, you need to have an emergency meal that can get you through the craving period. This will greatly reduce the chances that you will binge and gobble 2,000 calories in 10 minutes. The emergency meal should be designed so that you can bring it anywhere. Consuming this meal will temporarily reduce your cravings and will put your mind in a better state for making appropriate food choices.

10) Get Smaller Plates, Bowls And Glasses.

People eat with their eyes, not with their stomach's. If you give somebody a meal on a big plate, their brain automatically registers that as one portion. You know from previous experience that you are usually full after eating one portion. So you will eat the whole plate of food, just because you THINK that it is one portion. The same can be said for bowls, glasses, cups, forks, knives and whatever you eat food with. Fortunately, you can counter-act this by using smaller plates, bowls and glasses etc. By having a smaller portion on a smaller plate your brain automatically still thinks that it one portion, just because *the plate is full*. This strategy is very powerful, try it for yourself.

11) Make Overeating A Hassle, Not A Habit.

This is one instance where your laziness can come to your rescue. Numerous studies have shown that the more hassle it is to eat something, the less likely it is that you will eat it. For example, you would be less likely to eat ice cream if you had to walk to the store and get, than if you had some sitting in your freezer. Therefore, the convenience of a food will usually determine whether you will eat it or not. When you eat food then, keep the servings in the kitchen and not directly in front of you. This means that you will have to get up and walk to the kitchen to get more food. This little break will give you a chance to evaluate whether you are actually hungry, and will reduce your risk of overeating.

12) Keep A Photo Of Yourself At Your Heaviest Weight.

This strategy can work very well for some people. Find a picture of yourself when you were at your heaviest weight (if that is now then take a picture now!). Then stick it somewhere in plain sight. Examples are at your desk at work, the refrigerator door, or the kitchen counter, etc. This can serve as constant reminder why you are changing your life and eating habits. Some people prefer to have a picture of when they looked at their best, or at a certain weight. If you want you may even like to use a photo of somebody that you would like to look like. This is also powerful as it can act as a reminder of the reward of changing for good. Alternatively you may like to have both pictures as a comparison. Find out what works for you and use that strategy.

13) Eliminate Nibbling!

Mindlessly nibbling, picking, or snacking on foods is a sure fire way to gain weight and destroy your weight loss efforts. The most important point here is that when most people snack they do so MINDLESSLY. This means that you are not even aware what you are eating and you will unconsciously eat much more than you think. If you are hungry for a snack, then sit down and pay attention to it. Many studies have shown that if you don't pay attention, you will consistently eat more than you think, and that is why it is so important to eat MINDFULLY. If you can eliminate these instances of nibbling mindlessly you will have taken a big step in creating lasting weight loss.

14) Don't Be Fooled By "Low-Fat" Foods.

Read this VERY carefully. Eating foods that are high in fat does NOT make you fat. Eating foods low in fat does NOT make you thin. In order to gain weight you need two things - excess calories and insulin. Insulin is the chemical in your blood that helps you store calories so you have energy when you need it. Low fat foods contain almost as much calories as their high fat counterparts, and they also contain huge amounts of SUGAR. Sugar is the main ingredient for insulin production in your body.

Conclusion - eating too much "low-fat" foods will make you fat. Don't be fooled by the low fat labels, if you abuse these foods they will make you just as fat as eating any other food.

15) Make Change Your #1 Priority.

The reality is that most people who try to lose weight don't really want to change. They THINK that losing weight is a good idea and they THINK that being thinner is what they want, but sadly that is all they are...thoughts. If you want to lose weight and maintain your weight loss, you must make it the number one priority in your life. All of life contains adjustments and trade offs. If you want to lose weight then there are things that you will have to do that you probably won't want to. However, now is the time to stop resenting what you need to do to keep your body healthy. Everything you value in your life - your career, your relationships, your children - has taken work, focus and endurance. Weight loss is no different. Succeeding will require that make this your #1 priority, and until you do that you will be dieting for the rest of your life. The good news is when you make your diet a "way of life", maintaining a healthy weight takes much less effort. Remember, willpower won't work.

16) Don't Get Complacent.

Possibly one of the biggest mistakes that a dieter can make is complacency. You lose weight, you feel great, your clothes fit you better, and everybody is commenting on how good you look. As a reward you decide to indulge in your favorite treat. No big deal, you have been so good up to now, right? Unfortunately, an indulgence like this leads to a second indulgence and then to a third, until finally, in a few days, you will have undone all the hard work that you have accomplished over the past few weeks. Remember, being thin is a lifestyle, and it is difficult to change your whole life in a few weeks. Change takes time, and just because you lose weight, does not mean that you lose vulnerability.

17) Never Give Up.

According to the authors of the fantastic book "Changing for Good", the number one indicator of successful change is that you never give up on yourself. Change takes massive effort and time, and it is highly unlikely that you will succeed at your first attempt. This does not mean that you should do the same thing over and over again...remember, that is the definition of insanity. Instead look for what works for you. Use the strategies in this book and figure out what suits your needs. What works for me or somebody else will not necessarily work for you. Continue to refine and improve, and most importantly, never give up.

18) Understand Your Trigger Behaviors, Trigger Times, And Trigger Situations.

Triggers are environmental cues that create automatic and mindless eating. Once you understand your triggers you can drastically reduce your caloric intake without much effort. Example's of trigger behaviors are "finishing" (eating all the food on your plate), nibbling, eating in front of the t.v, consuming high calorie drinks in your car, skipping meals and then overeating, etc. Examples of trigger situations are overeating when you eat with your friends, overeating at restaurants, always eating a certain type of food when it is available. Examples of trigger times are any consistent times of day where you are susceptible to overeating. For most people these times are in the late afternoon, in the evenings while waiting for dinner, or at the weekend when they are at home.

It is vital that you identify these triggers. Doing so will allow you to eliminate some of your most detrimental eating habits.

19) Establish A Routine.

Your brain loves habits and routines, especially when it comes to food. Because food holds such high survival value, your brain is constantly evaluating where your next meal is coming from. This is one of the main reasons why you may instantly feel hungry as soon as you see ice-cream. Your brain knows that ice-cream is high in fat and sugar - a great energy source. So your brain will tell you that you are hungry just because it is not sure that ice cream will be available in the near future. [Weird I know!](#) What is wonderful about this however, is that if you can establish a consistent routine your brain will restructure when it releases certain hunger hormones so you will only get hungry when it is time to eat. Reassure your brain that food is available by always eating at the same times, and your cravings will greatly decrease.

20) Eliminate Your Food Addiction.

There are many ways to destroy and addiction, and when it comes to food, here is a powerful strategy. Let's say that you are addicted to Oreos. Instead of avoiding Oreos you will want to expose yourself to it in a very structured manner. What you will want to do is to eat some Oreos immediately after lunch and immediately after dinner for 2 weeks. This can eliminate your addiction for a few reasons. (1) Eating them when your stomach is full reduces the reward in your brain for eating that food. (2) By constantly exposing yourself to a particular food, your brain will learn that this food will be available in the future. This process can be very powerful, but remember it also works in reverse, if you eat something on an empty stomach instead of a meal, you can increase your cravings for that food. You can also learn about food addiction [here](#).

21) Give Yourself A Break.

When it comes to cravings and food, most people become very upset and feel extremely guilty because they can't control themselves. This is understandable, it is very frightening to feel like you are not in total control of your emotions and behavior. The reason you have cravings however is not because you are not in control, it is because you are biologically and [neurologically designed for WEIGHT GAIN!](#) At no time in the history of our evolution has it been advantageous to lose weight. The "problem" is that we now live in a society of abundance. We have as much food as we want, and our brains are still wired for weight gain. So when you get a craving for food don't punish yourself by saying how weak you are. These are simply powerful and complex neurological and hormonal forces which are designed to keep you alive. You can change them with [neuroplasticity](#), but the first step is to realize that you are craving food for a very good reason. So give yourself a break!

22) Create Your Own Diet Blueprint

What every diet has in common is structure. They all achieve weight loss because they give you a blueprint for eating. You may lose weight for a short period of time, but it won't be long before you resume your old eating behaviors. Why is this the case? Simply because the only diet that will work for you is YOUR diet and nobody else's. It is ridiculous to take what has worked for somebody else and to plug it into your own life. Instead you must create your own diet blueprint, one which will shape your life to allow you to reach the weight that you want. I have written a whole series on creating your diet blueprint which you can access [here](#).

23) Eat Breakfast.

Study after study has shown that eating breakfast leads to consistent weight loss, yet what is the most common meal skipped in the day - you guessed it, breakfast! Eating breakfast does a number of things - it raises your metabolism, it provides you with energy so you are more likely to move during the day, it prevents a blood sugar drop which would normally result in sugar cravings, and it provides you with a positive start to the day which, mentally, you will want to continue with your other meals. Finally, people who skip breakfast are much more likely to over consume at dinner. So the message seems to be clear...Eat a good healthy breakfast and you will be more likely to maintain a healthy weight!

24) Always Shop With A Shopping List.

Supermarkets are very seductive. As Dr. Theresa Nesbitt likes to say "We are pigs in paradise", and this statement could not be more true when it comes to supermarkets. If you do not plan out what you are going to buy, it is very likely that (a) you will come home with more food than you need and (b) you will buy more high calorie foods than you need. It is not your fault, that's just how your brain is wired. To counteract this you must shop with a shopping list and **STICK TO IT**, despite your temptations. Another important tip is to never shop when you are hungry as this can lead to some disastrous decisions!

25) Eliminate Emotional Eating.

Emotional eating is a tricky subject but it can still be boiled down into some basic points. The pattern of emotional eating is quite clear among most people. Emotional eating is usually about finding a way to change your feelings immediately. That is why it almost always involves snacking or bingeing, and not eating real food. What is important about emotional eating is the pattern. It usually occurs under a combination of the following factors: The same food, the same place, the same people, the same situations, the same time of day, the same quantities of food, the same mood, and the same reason. Again, if you can establish under what situations emotional eating occurs you can develop strategies to either eliminate emotional eating or to replace it with another behavior.

26) Sleep.

If I had only one strategy in order to lose weight and maintain the weight loss then this may very well be the strategy that I would choose. I estimate that there are around 200 scientific studies that have either (a) shown the affects that more sleep has on weight loss or (b) shown the affects that less sleep has on weight gain. The evidence that increased sleep promotes a healthy weight is **OVERWHELMING**, yet of course most people do not realize this. Primary hormones and neurotransmitters such as melatonin, prolactin, cortisol, insulin, dopamine and serotonin are all regulated when you sleep. A lack of sleep can interrupt your nervous system and cause a cascade of events that lead to weight gain. One could spend a lifetime studying the affects of sleep and weight but if one thing is for sure, sleeping more will make you weigh less.

27) Strategies For Stress

Just in case you didn't know, increased levels of stress are guaranteed to make you gain weight. It is your bodies way of getting prepared for emergencies. So instead of simply telling you to "reduce your levels of stress", here are some handy tips to help you avoid overeating during stressful events. (1) If you know that you have a stressful event in the future, write out exactly what you are going to eat. In fact everybody should have a "stress plan". This is an eating plan that you always use under stressful situations. (2) Pack 2 "emergency meals". During stressful times it is likely that you will not have time to prepare and get healthy food. In these situations you want to have 2 emergency meals nearby. These will replace the sugary snack that you would usually consume. (3) Avoid Cues. Being stressed makes you vulnerable to indulge, so try to avoid walking past your local doughnut shop or the candy machine near your office.

We all have stress, and although it would be ideal to reduce your stress as much as possible, it is inevitable that such instances will occur. Plan for these occasions by using the strategies above or create some of your own.

28) Forget The Last Meal Syndrome.

Similar to the "My diet starts tomorrow" is the last meal syndrome. I'm sure everybody has experienced this and it happens when you decide to binge so you can "eat it all" before you "start" your diet. Stop fooling yourself! It will never be your last meal. You do not have to be perfect and it is ok (and healthy) to make some "mistakes". If you have a piece of cake then ENJOY IT. Don't eat the whole cake and get over-full just because "this is the last time".

29) Evoke The Power Of Food Substitution.

There are times that we all have a particular sweet tooth and crave certain types of food. Usually these foods are high fat and sugar, maybe it's cookies or candy or ice-cream. What you might not realize is that you can often satisfy that sweet tooth or craving by eating lower calorie and more healthy options. Personally, whenever I have craving I like to drink a hot chocolate that contains 60 calories. Substitution foods should have similar look and texture to their higher-calorie counterpart, taste great, and leave you satisfied. A substitution food gives you the taste without the calories, and is a fantastic strategy for weight and craving management. But remember, a substitution only works if you enjoy it!

30) The Only Time You Should Eliminate A Food.

Understanding your food history and taking control of your favorite foods are generally sufficient for most people. However, there are times when you cannot stop eating a certain food. No matter what you do you just can't stop thinking about it. In times like these you need an intervention - similar to a drug intervention. Most people do not realize that [food can be as addictive as any drug](#). If you can't stop obsessing over a particular food you need to completely ELIMINATE it from your life. You cannot eat foods like this in moderation - you must eliminate them. Trying to do so is like asking a cocaine addict to moderate his intake. It really is that serious. When you completely break the neural connection that this food has established in your brain, your craving will eventually subside. It is critical however that you eliminate it completely.

31) Learn From Your Mistakes.

People who are unsuccessful with weight loss feel guilty after their mistakes. People who are successful with weight loss feel liberated after their mistakes. Why? Because successful dieters learn. You may think that successful dieters never overeat or overindulge. The truth is that they do. The difference is how they deal with the slip-ups. When you make a mistake you must analyze and ask "What went wrong, and what can I do differently to ensure it doesn't happen again?". Once you have this strategy you must implement it immediately.

You can make mistakes and still lose weight, but only if you learn from them. Remember this, a guilty thought only lasts for a while, but learning from your mistakes lasts forever.

32) If You Overeat, Learn To Stop.

Most dieters have what is called the "I blew it" mindset. This will KILL your progress and results. The scenario is always the same. You cheat or overeat, and then you stop all your efforts at weight control. It usually results in the following statement "Well, I blew it, I might as well eat whatever I want now". In order to be successful you must STOP THIS NOW. Weight gain, just like weight loss, takes time. You can't gain 20 pounds in one day. That's why it is so important to get back on track immediately. So instead of saying "I blew it", say "Stop now." Then, write down what you will eat for the rest of the day and write out tomorrow's meals as well. After a mistake the most vulnerable times are the rest of the day and the next 24 hours. If you can stop yourself from continuing to overeat, you will have made one small mistake. Don't make the big mistake and continue a week long binge that most dieters are very accustomed to.

33) Take Control Of Your Favorite Foods.

When it comes to changing your eating behavior, you should never deprive yourself of foods that you love. Instead you need to regulate the frequency and quantity of eating. It is fine to reward yourself with a treat, as long as you do not abuse it. For example if you like chocolate cake then reward yourself by having some once a week, not every day. Also, you can learn to limit the quantity that you eat. Buy your favorite food in single serving sizes, serve it only in individual portions, and don't store it in large quantities. Losing weight does not mean that you have to eliminate all the foods that you love. Just be smart about it. Eat them when you REALLY want them - not when you feel bored, upset, or pickish. Your lifelong success at weight control depends on how well you can handle the foods that tempt you the most, so it is critical that you do this step. And for goodness sake, if you are going to eat it - Relish every bite!!

34) Learn How To Cook.

If you don't know how to cook, then you are going to have a hard time maintaining a healthy weight. There are a few reasons for this. Firstly, when you eat out or eat prepared meals, you never know what you are eating. What you may consider to be healthy choices like soup or salad, can be LOADED with calories. Secondly, if you don't know how to cook then you are more likely to eat highly processed food. Most of these foods products are high in calories and sugar. Finally if you learn how to cook, then you can make healthy food taste delicious!

35) If You Eat Out Of Boredom - Cut It Out!

People who eat out of boredom are interesting because instead of wanting to eat a particular type of food, they are more concerned with just eating something! They are usually happy as long as what they eat fills up time, simply because they have nothing better to do. The "cure" for eating out of boredom is planning. You simply need to come up with activities that occupy your mind, and to do these instead of eating. It really is that simple, but yes it does require PLANNING. If you do eat out of boredom, make sure that you have a list of at least 3 activities that you can do instead of eating. The very act of being occupied is often enough for most people to eliminate this habit.

36) Start Your Day With Exercise.

Starting your day with exercise is not about burning calories, although that is hugely beneficial. More importantly, starting your day with exercise gives you a HEALTHY MINDSET. When you start your day with a positive activity, you create momentum to continue that throughout the day. When you make the commitment and effort to wake up 30 minutes earlier to exercise, there is no way that you are going to overeat. Are you going to go to all that trouble and blow it in a few minutes by eating a couple of cookies? Unlikely. Also, starting your day with exercise actually INCREASES your energy, so you will be less likely to go searching to the sugar boosting candy during the day.

37) Replace Bad Behaviors With Good Ones.

To maintain a healthy weight you will want to replace bad behaviors with good behaviors. For example if you are bored, instead of eating go for a walk and listen to your ipod. If you like to nibble when you cook then nibble on vegetables instead of cookies. If you always head to the fridge when you come home from work, then interrupt that by doing something different - take a shower or call a friend. The important point here is that you change negative behaviors by replacing them with positive ones. Again, the key is to become AWARE of your negative behaviors, because you can't change something that you don't know exists.

38) Stop Feeling Sorry For Yourself.

There are many unsuccessful dieters that have a terrible childish quality in that they want to maintain a certain weight and still eat whatever they want! They will often say "I'm missing out on the fun" or "If Mary can have it so can I" or "Just one bite" or "It's so hard", and many many other variations. All of these thoughts are your brain trying to rationalize the act of eating or overeating particular foods. There is no food that you can't live without - in fact 50% of the food that is available today was not even available 10 years ago! Every perception that you have about food is learned and that means that you can unlearn it. You must realize that you will have to make some sacrifices, there is no magic pill, so stop feeling sorry for yourself and get going!

39) Start Eating With Thin People.

The people that you eat your food with has an enormous affect on how much that you eat. One of the driving factors for the success of the human race is that we are extremely social beings. We do what other people do, that is how we learn. If you want a quick start method of losing weight and developing healthy eating habits, then start to surround yourself with thin people. Your brain will quickly pick up on their behaviors and habits. Beware however, eating with overweight people has the same effect. [Click here](#) if you would like to learn more about the powerful influence that your friends can have on your weight.

40) The Single Best Exercise For Maintaining A Healthy Weight.

Exercise won't keep you thin, but it is critical for your health and weight management. Most people think that certain activities (such as weight training, high intensity training, cardio etc) are better for weight loss but they are completely wrong. Instead, the single most beneficial exercise for weight management is.....THE EXERCISE THAT YOU ENJOY. That is the "secret". When you find something that you love to do, you will automatically do it, not because it will make you lose weight, but because YOU LIKE IT. 95% of people who sign up for a gym membership quit within the first 3 months. So stop wasting your time, effort, and money. Find something that you enjoy to do and that stimulates your body and brain. Running on a treadmill like a lab rat just won't cut it for most people.

41) Forget Tomorrow.

"My diet starts tomorrow"... "Im beginning my new diet on Monday"... "My diet starts after I eat this"... Sound familiar?????

If you are reading this book then you are probably among the 99% of dieters that continue to go on a diet, break their diet, and go on another diet by stating "My new diet starts tomorrow!". One of my favorite quotes is "The definition of insanity is trying the same thing over and over again and expecting a different result". I really want you to stop this madness. Stop trying to fool yourself. There is no "I'm starting my diet tomorrow". As soon as you say that you have failed. The only diet is "*diaeta*" - way of life. So instead of starting your new diet tomorrow, start your new "*way of life*" RIGHT NOW. Remember, today is the first day of the rest of your life, not tomorrow. That is the only way you can change.

42) Only Eat Sitting Down And Mindfully.

One of the easiest ways to gain weight is to eat food when you are not paying attention. Brooke Costello calls this "Fog Eating". When you eat mindlessly you almost guarantee that you will overeat. Some of the most common places that people eat mindlessly are in the car while driving, while watching t.v, while reading, or while browsing the internet. In order to prevent yourself from eating mindlessly you must eat your food under controlled circumstances. For example you may choose to eat food only when you are sitting down at a table that is designed for eating food, like a dining table (and not your work desk!). The goal is to pay attention when you eat your food and to be *mindful*. The simple act alone will help you eliminate the instances when your hand reaches the bottom of the bag even though you can remember only eating a couple of chips.

43) Lose Fat Gradually.

Your body is designed to maintain and store fat. It is an ingrained part of your nervous system. If you lose weight too quickly your body will go into starvation mode, and your likelihood for bingeing will greatly increase. To counter-act this, you will want to gradually lose fat over a sustained period of time. This will also ensure that you will be developing new neural pathways in your brain which promote healthy eating behavior. A realistic goal is to lose between 1/2 - 1 pound of fat per week. This will ensure that your brain will not trigger a survival response. I cannot stress enough how important this is. If you want to learn more about your brain's survival response and starvation mode, then click [here](#).

44) Listen To Internal Cues, Not External One's.

People who are overweight generally use external cues to determine whether they are full or not. For example they will continue to eat if there is food available, or they will continue to eat until their plate is clean. Some people will continue to eat until everybody else at the table has stopped. Other people will continue to eat until the t.v show they are watching is over. These are all external cues. Instead you must learn to stop eating by listening to your internal cues. An internal cue is the feeling of hunger. So ask yourself "am I still hungry?". If you are then by all means, keep eating. But take breaks and continually ask yourself that question. When you rely on internal cues instead of external ones to determine when you should stop eating, it won't be long before you begin to eat a lot less.

45) Look To Your Food History.

Understanding your food history is the key for many people. We all have foods that we over consume at certain times, and it is these foods that lead to constant weight gain. For example, two people may have a very different history or response to a single cookie. For person A it may be a nice treat. But for person B, eating that treat may turn him into a carb-craving cookie-monster! If you want to maintain a certain weight you absolutely must understand your food history. Ask yourself: "What is my history with this food or this type of food? What are the foods that I abuse? When do I overeat them? Why do I overeat them? What are the situations that lead me to overeat this food?". Try and avoid these situations when you know that you are likely to overeat. Dr Stephen Gullo likes to say "There are no good foods or bad foods. There are only good and bad histories with a food". He is exactly right.

46) Add Low Calorie And High Volume.

This is a great tip from the Volumetrics Eating Plan. Portion distortion can also be manipulated within the food itself. For example lets say that it you typically like to drink a 12 oz smoothie and that makes you satisfied. Now, if you drink an 8 oz smoothie, then you probably won't be as satisfied. However, if you make the 8 oz smoothie LOOK like the 12 oz smoothie, by adding air to it and letting it sit longer, it will make you just as satisfied than if you drank the 12 oz...even though the smoothie has many fewer calories! Remember this important point. People eat with their eyes, not with their stomach's. So if you can add low calorie, high volume foods to your diet, you will feel just as full, even though the calories are a lot less.

47) Utilize Non-Food Related Rewards.

One of the major factors why people overeat is simply because they use food as their primary reward. Food is very pleasurable, and thus many people overuse it as a reward. For example after a hard day's work you may indulge in food because you "deserve it". Instead, you need to find alternative activities to reward yourself. Simple examples of rewards may be buying new clothes, buying jewelry, getting a massage, playing with your dog, going to a movie, whatever - it doesn't really matter as long as it is something that you ENJOY. Discover new ways to reward yourself other than food, and replace these activities with times where you would normal indulge in overeating.

48) Chew Your Food.

Chewing your food does a number of important things. For one the fact that you are paying attention to chewing your food means that you are being mindful, and we have discussed why that is so important. Secondly, by chewing your food more, you will eat slower. This will give your brain a chance to register the amount of food that you have eaten before you over consume. Finally, by focusing on chewing your food you will be encouraged to buy food that actually requires chewing. This means you will be eating real food and less processed food. That is very, very beneficial. To learn more about why chewing your food is so important, click [here](#).

49) Set A Weight Gain Limit And Keep It.

Weight gain, just like weight loss, occurs over a period of time. When you decide to change your life and lose weight, it is important that you set yourself a boundary for weight gain. For most people this will be around 5 pounds. The reason is that most people don't get too alarmed if they gain a pound or two. Then when that 1 extra pound becomes 3, or 5, or 10, or 20....you have a problem. You should constantly monitor your weight and never let yourself go beyond your weight gain threshold. The fact remains that you can not go to bed trim and wake up heavy. So set yourself a weight gain limit, constantly monitor your weight, and you will ensure that a couple of pounds does not mean a weight gain spiral.

50) Make It Public.

If you are going to try and lose weight then don't keep it secret like most people do. Instead, announce it to the world! The more people that you tell about the change that you are trying to make the more likely that you are to change. The reasoning is simple. Once you tell people that you are going to change, you make it real. It is no longer just a thought in you head. Telling people about your change also makes you responsible and accountable. Finally, telling people about your change makes it so that you can seek their help and support. Once you do this you can advise them how best to help you throughout your change process. This factor alone will greatly increase your chances of success.

51) Change One Habit At A Time.

Eating is an ingrained habit that we start from birth and that is why it is so unrealistic to radically change your dietary habits all at once. For one, your brain resists change. It is designed to work as efficiently as possible and in order to do that, it likes to develop habits that conserve energy. When you decide to change a habit it requires a lot of extra energy. Because of this, it is best to change one, or at the most, two eating habits at a time. Although this is a slow process, it will ensure your success. What if I told you that in 6 months you could have ingrained all the eating habits that will keep you lean for the rest of your life? Most people would jump at this opportunity. Well, you can do it, if you just [change one habit at a time](#).

52) And Finally, Get A Coach.

Having a diet coach can be critical for most people. We all know how to lose weight and after reading this book you have even more diet strategies. What is holding you back then? Simple. Implementation and Accountability. You may like all of the strategies in this book, but what is the likelihood that you are going to use any of them? Also, if you do use them then are you going to continue to use them? That is what a coach can do for you. A coach can help you establish what are the best strategies for success, and can also keep you accountable to that success.

Conclusion

So there you have it. 52 Guaranteed Strategies To Help You Lose Weight And Keep It Off. I really hope that you have learned from this book, but more importantly, I hope that you use what you have learned. It has taken me a long time to gather all of this information and to put it all together. I really hope that my efforts will help you in your quest, but I also know that will only happen if you TAKE ACTION. This is what prevents most people from achieving their goals, not just with weight loss, but with everything in life. Now that you have this information, the rest as they say, is up to you.

I would love to hear your thoughts, insights, ideas and any contributions that you may have about this book. This is in no way a finished product. Drop into my blog, or send me a message on twitter and tell me what you have learned. Maybe you have a few tips of your own that you would like to share. Either way, I would love to hear from you.

I urge you to go now and try out some of these strategies and tips. Discuss them with your friends. Help others. Achieve the weight that you want and keep it. Learn the strategies, earn the results, savor the rewards. There is nothing standing in your way. And let me know how it goes for you....

Take Care,

Conner Hughes

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[Keep Up To Date With More Info On The Blog](#)

[Visit My Youtube Channel](#)

Quick Checklist For Your Reference.

- 1) Use Strategies NOT Willpower.
- 2) Keep Your Problem Foods Out Of Sight.
- 3) Buy Small Package's.
- 4) Don't Skip Meals...Ever!
- 5) Learn What A Portion Is.
- 6) Wear Clothes That Actually Fit.
- 7) Keep A Food Diary.
- 8) Don't Eat Too Much Of The "Right" Foods.
- 9) Make Sure That You Have An "Emergency Meal".
- 10) Get Smaller Plates, Bowls And Glasses.
- 11) Make Overeating a Hassle, Not A Habit.
- 12) Keep A Photo Of Yourself At Your Heaviest Weight.
- 13) Eliminate Nibbling!
- 14) Don't Be Fooled By "Low-Fat" Foods.
- 15) Make Change Your #1 Priority.
- 16) Don't Get Complacent.
- 17) Never Give Up.
- 18) Understand Your Trigger Behaviors, Trigger Times, And Trigger Situations.
- 19) Establish A Routine.
- 20) Eliminate Your Food Addiction.
- 21) Give Your Self A Break

- 22) Create Your Own Diet Blueprint
- 23) Eat Breakfast.
- 24) Always Shop With A Shopping List.
- 25) Eliminate Emotional Eating.
- 26) Sleep.
- 27) Strategies For Stress.
- 28) Forget The Last Meal Syndrome.
- 29) Evoke The Power Of Food Substitution.
- 30) The Only Time You Should Eliminate A Food.
- 31) Learn From Your Mistakes.
- 32) If You Overeat, Learn To Stop.
- 33) Take Control Of Your Favorite Foods.
- 34) Learn How To Cook.
- 35) If You Eat Out Of Boredom - Cut It Out!
- 36) Start Your Day With Exercise.
- 37) Replace Bad Behaviors With Good Ones.
- 38) Stop Feeling Sorry For Yourself.
- 39) Start Eating With Thin People.
- 40) The Single Best Exercise For Maintaining A Healthy Weight.
- 41) Forget Tomorrow.
- 42) Only Eat Sitting Down And Mindfully.
- 43) Lose Fat Gradually.
- 44) Listen To Internal Cues, Not External One's.
- 45) Look To Your Food History.

- 46) Add Low Calorie And High Volume.
- 47) Utilize Non-Food Related Rewards.
- 48) Chew Your Food.
- 49) Set A Weight Gain Limit And Keep It.
- 50) Make It Public.
- 51) Change One Habit At A Time.
- 52) And Finally, Get A Coach.