

TOTALLY UNLIMITED

KEYS TO WEIGHT LOSS MASTERY

LOSE WEIGHT WITH HYPNOSIS



Your Guide To Success With Hypnosis

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A Message From Us To You

Hypnosis Is possibly as old as mankind. The old myths and misconceptions about hypnosis have given way to proven, scientifically-sound applications. Today hypnosis is seen in a variety of fields, including medicine, dentistry, law enforcement, professional sports, and education. The American Medical Association approved hypnosis in 1958 calling it a viable and beneficial health alternative. Since then, thousands of Americans have benefited from its use.

Only once in a very long while does a company come to the public's attention that offers innovative services which make a vital contribution to the health and well being of the community at large. It is our goal to be such a company by offering an exciting new concept in the field of hypnosis.

Most people have limited understanding of the positive results that can be achieved using hypnosis. We believe hypnosis can benefit almost every individual who wishes to lose weight, stop smoking, gain confidence, or make any other positive behavior change.

Before we can reach our goals, we must first be successful in helping you to attain your goals. I promise you that your needs, goals, and desires will always be our top priority.

What Every Client Should Know About Hypnosis and Self-Hypnosis

Are Hypnosis Safe..? Hypnosis is completely safe. You are in control at every moment and can terminate the hypnotic process at any time. Hypnosis is not sleep. You cannot get stuck in hypnosis. You cannot be made to do anything against your will. Hypnosis is unique, relaxing and FUN!!!

Will Hypnosis Work for Me..? Generally speaking, every normal person is hypnotizable....that is, people with an I.Q. of at least 70 who have no severe mental disorders. Therefore, most anyone can take advantage of our services. With your cooperation and a reasonable commitment, you can expect results with our system.

How Does Hypnosis Work..? Our minds work on two levels - conscious and subconscious. We make decisions, think and act with our conscious mind. The subconscious controls our habits. In hypnosis the conscious mind is subdued (directed into a relaxed state of focused awareness) while the subconscious becomes more aware. Positive suggestions given by the hypnotist are readily accepted in this state.

Will I Know That I'm Hypnotized..? Maybe, some say it was a remarkable experience while other people can't tell the difference between being in a hypnotized state and a relaxed waking state. Some people feel relaxed, some lethargic, some even a little anxious. Some people feel a lightness while others notice a heaviness or a tingling in their fingers. No two people are alike. You'll enter a state of wonderful physical relaxation, yet you are mentally aware, can hear, and are able to concentrate intensely without the slightest effort.

How Will Hypnosis Help Me Lose Weight..? Our Hypnosis is designed to interrupt your conditioned responses and change your strategies for eating. If you only ate when you were hungry and stopped when you were satisfied you probably wouldn't have a weight problem. Hypnosis programs these correct eating strategies into the subconscious. This is why our participants report new behaviors that feel natural and easy.

Please take the time to complete the following information. In doing so you are taking the first step to creating a more User Friendly Brain.

Fill in each area as best as you can and remember to give positive examples of what you want. (Not What You Don't Want) As in: I want to become more slender. Not: I'm sick and tired of being fat.

Be as specific as possible as in: I want to lose 30 lbs. (or 130 lbs.) Not: I want to lose weight. And finally, be honest and realistic with yourself. Hopefully you already know that your ideal weight at this stage of your life might not be the same as it was when you were in your teens or early twenties. Choose answers that are honest and appropriate for you at this time in your life, and HAVE FUN with this. One of the benefits of using hypnosis is that it is a natural stress reliever. Stress in one form or another has probably contributed to your weight problems in the past so have fun with this process by adopting an AS IF MIND-SET while you do it. To use the as if mind-set, use your imagination or simply pretend. Imagine exactly what you want AS IF it were already true, AS IF you simply couldn't fail, AS IF it were being given to you as a gift. Have fun and enjoy the process. Do it now.

1. What is it that you would most like to accomplish here? (In positive terms) _____

2. Why is that important? _____

3. When that happens, how will it affect your life? _____

4. How will you know that you have succeeded? (In sensory specific terms). _____
What will you see? (People, places, smiles etc) _____

What will you hear? (what are people are saying, your own inner voice) _____

What will it feel like externally? (How will your body feel to you walking, sitting, moving around) _____

Internally? (How will you feel about yourself, your accomplishments, your place in the world) _____

CONGRATULATIONS, by taking the time to answer these questions you have moved one step closer to actualizing your goals and increasing the amount of satisfaction you will receive from this program. You have set yourself apart from the majority of the population who does not take the time to think and write out their goals and to take action to fulfill them. You Have Taken the First Step in Developing a More User Friendly Brain.

YOU HAVE TO START SOMEWHERE

Before we look at where we're going, let's look at where we are. Your body mass index score is considered crucial to determine if your weight is compromising your health. People with a body mass index of 25 or above are considered at risk for disease including High Blood Pressure, Hypertension, Stroke, Coronary Heart Disease, Congestive Heart Failure, Diabetes, Cancer, Bladder Problems and more.

Standard AJ, Walden TA editors. *Obesity: Theory and Therapy*. Second edition, New York Press 1993. Re: Center for disease control

According to the Center for Disease Control,
The Number One Factor for Overweight and Obesity is Behavior

The Surgeon General's Call to Action Plan states: An estimated 300,000 deaths per year are attributed to obesity and individuals with a BMI more than 30 have a 50 to 100% increased risk of premature death from all causes.

DIABETES: A weight gain of 11 to 18 lbs. increases a person's risk of developing Type II diabetes to twice that of people who haven't gained weight, and 80% of people with diabetes are either overweight or obese. A Weight Loss as modest as 5 to 15% of total body weight reduces the risk of disease, particularly heart disease.

"The Primary Concern of Being Overweight or Obese is One of Health and Not Appearance" U.S.S.G.

Find out your Body Mass Index and take special note of it. This is your Personal Risk Assessment to heart disease, diabetes, pulmonary disease and digestive disease and disorders.

- M Below 20: You should gain weight and your primary risk is associated to poor autoimmune response to disease and high homocystine levels.
- M 20 to 25: Considered healthy
- M 25 to 30: Your risk increases, considered overweight however the mortality rate is still considered low
- M 30 to 35: Obese, increased risk of all disease, mortality rate moderate.
- M 35 and above: Morbid obesity, high mortality risk, should probably be under a doctor's care.

BMI CHART

	Weight in pounds (without clothes)														
	110	120	130	140	150	160	170	180	190	200	210	220	230	240	250
4' 11"	22	24	26	28	30	32	34	36	38	40	42	44	46	48	50
5' 0"	21	23	25	27	29	31	33	35	37	39	41	43	45	46	48
5' 1"	21	22	24	26	28	30	32	34	36	37	39	41	43	45	47
5' 2"	20	22	24	25	27	29	31	33	34	36	38	40	42	44	45
5' 3"	19	21	32	25	26	28	30	32	33	35	37	39	40	42	44
5' 4"	19	20	22	24	26	27	29	31	32	34	36	37	39	41	43
5' 5"	18	20	21	23	25	26	28	30	31	33	35	36	38	40	41
5' 6"	18	19	21	22	24	26	27	29	30	32	34	35	37	38	40
5' 7"	17	19	20	22	23	25	26	28	30	31	33	34	36	37	39
5' 8"	17	18	20	21	23	24	26	27	29	30	32	33	35	36	38
5' 9"	16	18	19	21	22	24	25	26	28	29	31	32	34	35	37
5' 10"	16	17	19	20	21	23	24	26	27	29	30	31	33	34	36
5' 11"	15	17	18	19	21	22	24	25	26	28	29	31	32	33	35
6' 0"	15	16	18	19	20	22	23	24	26	27	28	30	31	32	34
6' 1"	14	16	17	18	20	21	22	24	25	26	28	29	30	32	33
6' 2"	14	15	17	18	19	20	22	23	24	26	27	28	29	31	32
6' 3"	14	15	16	17	19	20	21	22	24	25	26	27	29	30	31
6' 4"	13	15	16	17	18	19	21	22	23	24	26	27	28	29	30
6' 5"	13	14	15	17	18	19	20	21	22	24	25	26	27	28	30

Height

Directions: Find the box that corresponds to your height in the left column and draw a straight line across the chart. Next find the number closest to your current weight at the very top of the chart and draw a straight line down the chart. In the box that the two lines meet in is the number that represents your current body mass index.. A BMI over 30 may indicate the presence of Syndrome X. Also associated with diabetes, high blood pressure, stroke, gall bladder disease and some cancers.

YOUR SCORE

YOUR GOAL

Knowing your current score is important. It not only gives you an idea of your present state, it also gives you a set of reasonable guidelines as to what your goal weight should be. In my opinion, your starting goal should be to reach an ideal weight that is within the range of healthy according to BMI standards. Remember 50 % or more of all Americans are overweight, YOU ARE NOT ALONE. Although the BMI chart is considered a tool to determine risk assessment, your BMI doesn't mean anything in and of itself.

USE IT AS A GUIDE.

THE PROBLEM

In its simplest form the problem is: Too Many Choices, Too Little Truth and Too Poor of a Plan. It seems like every day a new *Diet* hits the market. You've got the *No Fat Diet*, *The All Fat Diet*, *The No Carb Diet*, *The All Carb Diet*, *The Hollywood Stars Diet*, *A Day at The Beach Diet*, *A Meat Eaters Diet*, *A Vegetarian Diet* and of course all the old standbys *The Grapefruit Diet*, *Apple Cider Vinegar Diet*, *Cabbage Soup Diet*, *Liquid Diets*, *Smart Fast*, *Super Fast*, *Faster than Fast* along with a countless number of *REAL FASTS* (*the kind where you don't eat anything, YOU FAST*). I'd even be willing to bet that you have probably tried one, if not all of them already. Then to confuse the issue even more, every magazine on every newsstand and supermarket counter is jammed with headlines that read *Lose 10lbs by Tuesday*, *Flatter Abs in One Week*, *Learn to Burn Fat Like a Furnace TODAY*. So how are you supposed to choose which one is right for you?

The truth is that probably none of them are. In fact, If you're relying on a diet to lose weight and you expect to keep it off you're in for a letdown. **Diets Don't Work**. At least not for most people. The staggering statistics on dieting are that about 95% of all dieters regain any weight lost on their diets and then gain a few penalty pounds each and every time they diet. If your gambling on a diet being your final answer to weight loss you should know that your playing with loaded dice. A few traits they all have in common are, They are highly restrictive, require strong willpower for extended periods of time, they leave you with a feeling of deprivation, they can't be maintained forever, they're unnatural and many of them still rely on an outdated notion that severe caloric restriction is the best if not the only way to lose weight.

THE CALORIE CONUNDRUM

If calorie restrictive eating plans were the answer Diets Would Work. But your body doesn't like it when you take its fuel away and it fights back. In theory, a 500 calorie reduction of your total caloric intake should result in a 1lb per week loss in weight. A 1,000 calorie reduction = 2lbs a week sounds pretty easy doesn't it? And it seems to work for the first couple weeks, however, food is fuel for your body, It's energy for the living cells in your body and when you take the fuel away it knows that your not getting the same amount of nutrition that you're normally used to, so the next thing that happens is your brain kicks in gear to help your body conserve energy.

Starvation Mode: Skipping meals, not eating enough and going long periods of time without eating all trigger your body's natural defense mechanism against starvation and cause your metabolism to slow down allowing you to conserve energy. Now it takes fewer calories to make you even fatter. These defense mechanisms are controlled by a part of your brain called **The Hypothalamus**. Regulating your metabolic Set Point is one of many functions handled in this area that is sometimes called **The Control Center of the Brain**. Since this is a naturally occurring reaction to your brain monitoring your nutritional intake, the more you diet the worse it gets, the more meals you skip the worse it gets and every year, as a nation, we get **FATTER** and **FATTER**.

Note: Your metabolic rate is affected by Nutrients, Food Quality, Exercise and your Hypothalamus. Each plays an important role in weight control and no single one should be considered the do all end all answer. However when you combine all four you will often find you body responding in an optimal fashion. Or in plain English **YOU'RE GIVING IT YOUR BEST SHOT**.

THE TRUTH

The truth is that you pay a price whenever you diet and that price is TOO HIGH. It results in More Weight Gain, Faster Weight Gain and often ending with your overall health and physical well-being compromised. **Not to mention what it does to your SELF ESTEEM!!!**

THE PLAN

Successful Weight Loss is built around a foundational principle of **BEHAVIORAL CHANGE**.

All Change Begins in The Mind® Einstein

A strong foundation will support your overall success. The foundation of Behavioral Change is one of the *Master Keys* to Successful Weight Loss. The Master Keys are.

M **BEHAVIORAL CHANGE**

M **CONTINUAL EDUCATION**

M **ACTION**

A Master Key is one in which The Whole is Equal to More Than the Sum of its Parts

WHY

Weight Loss is not *Guess work*. Successful Weight Control is based on a strategy and strategies work partly because of the sequence. If you put action before behavioral change, you have *A another diet.*® If you put education before action and behavioral change, you have *Asomeone who knows exactly what to do but they just don't do it.*® There is only one sequence that really works.

A CLOSER LOOK

Behavior: How many times have you heard it said *AYou've got to take responsibility for your behavior*®

It's True. The good news is that with Hypnosis its easy to Take Control of your Behavior. In Fact Hypnosis is known and used world wide for its ability to help people control negative and even addictive behavior easily and painlessly. Using Hypnosis and NLP you will learn to eliminate many of your negative behaviors and replace them with Positive Behaviors that can support you for the rest of your life.

Continual Education: Information is POWER. The more you know about how your body responds to foods, different types of food, nutritional quality of food, nutrients and nutritional supplements the easier it becomes for you to recognize the best choices available at any given time. *The law of requisite variety states that Athe person in a system with the most choices or options, eventually controls that system.*® Clearly the quality of foods has an impact on your body.

Weight Loss in America is roughly a 50 BILLION DOLLAR industry and in case you haven't noticed IT is HIGHLY FOCUSED ON NUTRITIONAL SUPPORT. The key is in being able to separate The Spin (or hype) from The Facts. Do you know what's safe? Shouldn't you? When you read the read the labels are you looking for serious nutritional support or are you simply looking for the label that reads *ALOSE 3, 4, even 5 pounds a week.*® Continuing education doesn't mean you have to become an expert on nutrition, just well enough informed to make the best choices you can. The kind of choices that will consistently bring you closer to your goals. We all make the best choices we can at any given moment in time depending on the

information we have available to us at that time. The process of continual learning assures you of more and better information to decide and then act on.

ADO, OR DO NOT DO, DON'T TRY® *Yoda*

Action: Knowing what you need to do, knowing what works, all the knowledge in the world achieves nothing without action. Action is the breakfast of champions. I'm convinced that the information in this program is truly valuable and that you will benefit from this in ways you probably haven't even begun to imagine yet (*Imagine what it would be like for you if, tomorrow morning you just felt like going for a walk, and imagine what kind of changes you might notice in your body if that continued to happen, 3, 4 even 5 times a week*).

The learnings that take place by putting your body in the state of hypnosis are powerful motivational tools. Let this be only the first step in a lifelong journey of learning and personal change. Your job here is not to become an expert on weight loss and nutrition, it's just to make better choices. Hypnosis will help you to maintain a clear and consistent focus on your best choices. However, I believe that your best choices always come from a direct and focused utilization of both conscious and unconscious resources (Sometimes referred to as Whole Brain Learning). My goal is that you take what you have learned here and RUN WITH IT. Without action all the information in the world ends up as just one more dust collector on an incredible shelf full of knowledge. To take action, **You Need a Plan.**

PLAN TO SUCCEED

The Plan: All plans are not equal. Developing a plan is fairly easy, getting you to act on it though is a different story. Each hemisphere of your brain perceives information differently and when both sides agree taking action on the agreed upon information becomes easy. It's almost like you become compelled toward action on what seems right. For a plan to work in this way it needs to be Simple, Measurable, Available (Achievable), Realistic, and Timed. Simply stated, it needs to be S.M.A.R.T.

M **Simple:** Simple specific steps. If it's hard, you probably won't do it.

M **Measurable:** You need to see results. It's your ability to measure or rate your success.

M **Available:** It needs to be doable. It shouldn't have to rely on other people or their actions.

M **Realistic:** If your goal is to look like a movie star but you're over 300lbs your 65 years old, and you haven't been under 185lbs since junior high, you might not be being REALISTIC.

M **Timed:** Weight Loss results can only be measured over a period of time. (*excluding liposuction*)

YOUR PLAN

Keys To Weight Loss Mastery is the product of years of study in weight management and human behavior not only to determine what are the most powerful behaviors of successful weight loss clients, but to also uncover the best of the specific tools and techniques that have been, and are still being used by Master Hypnotists to get real results.

By using Hypnosis to support these behaviors, understanding the real consequences of poor food and nutritional choices so that your conscious decisions will support your new behaviors as well as your overall goals, learning how to use the tools and resources that drive your conscious as well as your unconscious behavior and then using your physical body to take action.

APPROPRIATE ACTION IN THE RIGHT DIRECTION PUT YOU IN CONTROL

KEYS TO WEIGHT LOSS MASTERY

1. Positive Self Image = Higher Self Esteem

Think What You Want, You Are What You Think® *John Lavallo*. If you think you can or think you can't, your right® *Henry Ford*. Right thinking is where we begin to change a negative self concept. No amount of food will ever fill the emptiness of poor self esteem, but success will. A negative self image combined with negative self talk will create a series of pictures in your mind that will soon become your physical reality (If it hasn't already.) What you think about all day is what you are destined to become.

As you follow this program, your self image will begin to improve every day. For now remember two things. 1. Your subconscious mind can't tell the difference between what is true and what is vividly imagined. 2. If you focus on what it is that you want, and imagine it vividly (*in more than one representational system*) it will become your internal reality. What the mind can conceive and believe the body will naturally achieve.®

If a strong self image is the foundation for success in all areas of life, can it be any different here?

The keys to build self-esteem are to develop a sensory rich representation of yourself at or near your ideal weight. Recognize negative self talk and replace with positive and realistic Internal Dialogue.

2. Exercise = strength and vitality

Slow easy exercise is best. Exercising too hard right away can actually slow down your metabolism.

Supersize exercise by finding your **Place of Power**. Your Place of Power is determined by your – **heart rate**

To determine your target heart zone follow the formula below. By exercising within *The Zone* you can burn more calories per minute, burn more fat, speed up your metabolism, and permanently raise your **RMR**.

220 minus your age= _____ times .6 =

220 minus your age= _____ times .8 =

Your target zone is the amount of heart beats per minute that fall between the range of these two numbers.

Staying in the *zone* for at least 20 minutes 3 to 5 times per week you can **reprogram** your body, and raise your resting metabolic rate

Note: 220 minus your age is your maximum heart beat per minute. Never exceed 85% of your maximum

*Dr. Phil suggests a starting zone that is 220 minus your age x .5 = _____ 50 to 60 % of your target zone is a reasonable aerobic workout and gets you into the zone. 60 to 70% is The Sweet Spot this is the place where you can create a real and lasting effect in your body, I call it The Hearts Desire® and 70 to 80% = **Power Zone**.*

I've heard it said you can burn twice the fat by staying in this part of the zone. Shoot for this twice a week after your first month. Never exercise on an empty stomach. Use a chromium supplement to preserve and build muscle mass.

The goal of exercise is to build muscle and to burn fat and lose inches. **Muscle burns fat.** *Note:*

*After the age of 30 most people begin to lose muscle mass more and more each year. Any resistance training, weight training or isometric exercise will help to increase muscle mass. **MUSCLE BURNS FAT.***

Chew Your Food S L O W L Y

3. Digestion + Elimination

Chew your food SLOWLY. It takes your brain *20 minutes* to catch up with your **belly**

You might remember the famous words of vice president Dan Quayle *AVote early and Often*® NOT a good idea when going to the polls but a GREAT idea when going to the table.

Hypnosis is Not a Diet. DIETING IS NOT ALLOWED!!! You need to eat and by eating early and often you set up your metabolism to consistently burn more calories. It helps to stabilize your blood sugar and sends the *chemical messages* to your brain that can **prevent you from going into starvation mode.**

Early: You need to eat breakfast and the sooner the better. Eating something as soon as you wake up kicks your metabolism into gear and sets up the rate at which you burn calories throughout the day.

Often: 3 meals a day with a light snack in between help to keep your blood sugar levels stable and your metabolism revved up. Skipping breakfast is a surefire way to slow down your **RMR** and let your body convert more food to FAT. A few added tips.

1. Chewing each bite 20, 30 even 40 chews per bite send signals of satisfaction to your brain. 2. Take at least 20 minutes to consume any meal, by having an appetizer at least 20 minutes before your meal you can send the signals of satisfaction to your brain before you even look at your main course enabling you to FEEL FULL on a fraction of the food. Chewing slowly helps to control your appetite, assists digestion and elimination and drastically reduce your total caloric intake. **THIS IS A BIG ONE.** Excess calories = excess pounds.

Calories: The Good the Bad and The Ugly

4. Calories Count 3,500 equals one pound

The formula is calories-count NOT count calories. There is a simple formula to understand calories. 3,500 calories equal one pound. 3,500 calories are 3,500 calories and it doesn't matter what kind of calories (fats vs. carbohydrates) they all add up the same, 1lb. Every calorie that you don't burn for fuel, you store as fat. So, for all intents and purposes the calories that you burn for fuel are **GOOD** calories and the calories you store as fat are **BAD** calories and all the calories that actually does physical harm to your body are **UGLY** calories. **(20% or less of your calories should come from fat).**

If weight loss is your goal, women should eat no more than 20 to 30 grams of **fat** per day. Men should eat no more than 30 to 50 grams. **EVERY CALORIE FROM FAT ABOVE THESE LIMITS IS UGLY.** *Any time you consume more than 20% of your calories in any meal from fat you should take a chitin-based supplement to reduce the absorption of fats from that meal.*

Carbohydrate calories come in two forms **COMPLEX CARBOHYDRATES** (fruits, vegetables, whole grains). All are nutrient rich foods, or **REFINED CARBOHYDRATES** (white bread, white rice, white sugar, most pasta and all sodas) all are dead and lifeless foods. They contain no nutritional value and as such are empty calories but worse yet is the fact that they all cause your body to produce an abnormal amount of the insulin hormone. Abnormal insulin production can lead to metabolic syndrome or syndrome-X which can cause your body to consistently create and store more fat for reserves and prevent burning

fat as fuel. (Similar to being in perpetual starvation mode.) **ALL REFINED CARBOHYDRATE CALORIES ARE UGLY.** *Any time you consume more than a nominal amount of refined carbohydrates you should include a phaseolamin-based supplement to reduce the impact on blood glucose levels.*

Remember: Insulin is a hormone that helps the body to store fat.

Water Water Everywhere and Not a Drop to Drink

5. **Hydrate.** Drink 6 to 8 glasses of **hydrating** fluids a day.

Water retention causes you to look and feel bloated. Drinks like soda, artificially sweetened teas or sports drinks, caffeine and alcohol can all cause you to retain water. Drinking water will HYDRATE your body and allow you to release stored fluid. Many overweight people drink so called ADiet Beverages® all day long and never drink **The MOTHER OF ALL DIET BEVERAGES** that would actually help you lose weight, **WATER.**

\$ Hydrating liquids are water, seltzer and fresh fruit juices. (lemons and limes are Super Hydrators)

\$ Adding any super hydrator to water or seltzer increases its hydration effect.

\$ Avoid dehydrators (caffeine, alcohol, sugar artificial sweeteners and salt)

Water helps your body to burn fat increase metabolism prevent de-hydration, and control appetite

It-s often recommended to never eat and drink at the same time. Our bodies are set up to digest fluids and solids differently so consider not drinking anything from twenty minutes before a meal to twenty minutes after.

To Thine Own Self Be True

6. **Unconscious Eating vs. Craving.** Know your bodies signals and learn to recognize them for what they are.

True physical hunger is of the body, but the appetite is of the mind. When you're hungry you should eat When you're thirsty you should drink water and you should **KNOW** how to tell the difference between **HUNGER** and **THIRST**.

One of the reasons that HYPNOSIS is so effective with weight control is that it influences unconscious behavior. The bodies signals for hunger and thirst take place at the unconscious level. Hunger can be best understood as a FEELING, thirst also as a FEELING and like most other feelings we don't really take time to think much about them, we just respond automatically. It takes conscious awareness (or attention) to our feelings to first become aware. All too often we confuse signals of thirst for those of hunger and without thinking we eat. Other internal feelings create the same unconscious response, there are times when you're sad or lonely you have an *empty feeling* inside and your unconscious response is to eat (did you ever have a feeling like AI want something, but I don't know what it is) and then find yourself looking in the cupboard or refrigerator to see if you could find what you wanted? No amount of food will satisfy that empty feeling, it just keeps coming back. By first becoming aware of what it is that your feeling you can respond accordingly.

It takes conscious action "responsibility" will break these unconscious patterns, however there are times that your body sends other signals that are more difficult to deal with, **CRAVINGS**. Did you ever have a full meal and an hour later you were **TIRED** and **HUNGRY**? Do you often have a taste for **SWEETS** or **CARBOHYDRATES**? Do you sometimes crave **CANDY** or **SODA** between meals? If so these signals are seldom caused by hunger and can be a **DANGEROUS SIGN** of **INSULIN RESISTANCE**.

Remember:

Insulin is a hormone that helps your body to store fat. When you store fat, you get fatter and fatter. It's consistently burning fat that enables you to become more slender.

Sensitivity**7. Become Sensitive To insulin**

It's important to be aware that abnormal insulin production reduces sensitivity and can cause cravings for sweets and junk foods. These carbohydrate cravings are often accompanied by lower energy levels and an inability to convert from burning carbohydrates as fuel to burning fat as fuel. Insulin is a hormone that helps the body store fat. The end result is that more of the food you eat is converted to and then stored as fat and HYPNOSIS CAN'T HELP.

Hypnosis is an amazing tool that can help you to develop the strategies and life skills of a naturally slender person. It can help you to overcome bad habits and even replace them with healthy new behaviors. Hypnosis acts as a natural stress reducer (*stress creates a fat producing hormone called Cortisol which causes you to store fat around your mid-section*). Hypnosis can help in all these areas but insulin resistance is a PHYSICAL PROBLEM and not a mental one.

It takes TIME and PURPOSEFUL BEHAVIOR to become insulin sensitive.

- A. **EAT LESS** sugar and refined carbohydrates.
- B. **EAT MORE** complex carbohydrates (*fresh fruits, fresh vegetables and whole grains*).
- C. **Any increase** in physical activity (*especially within the first few minutes to a half hour after meals*)
- D. **Take a chromium** supplement before meals (*approximately 100 micrograms*) with a full glass of water.

IT'S NOT SERIOUS, JUST DEADLY**Thine Enemy Has Many Names.**

It's been called Insulin Resistance, Insulin Insensitivity, Metabolic Syndrome, Weight Loss Resistance and Syndrome-X. If you've never heard of it or you're wondering why you should be concerned about it, the simple answer is YOU MIGHT BE SUFFERING FROM ITS EFFECTS RIGHT NOW and it might just be at the root of all your weight loss problems.

NOTE: [The information in this program is not intended to replace medical information from your doctor]. Always consult your physician before beginning this or any weight reduction program. This seminar does not treat any psychological or medical conditions.

It is not my intention or my desire to give medical information in this program. I'm not a doctor, I'm not a nutritionist, and you might need both a doctor and a nutritionist to fully understand the extent of your risk if you are insulin insensitive. Insulin resistance has been linked to diabetes, obesity, high blood pressure and cancer.

There is no definitive answer as to how you become insulin resistant, however it is generally agreed upon that behaviors play a major role. Behaviors as in poor food choices, high intake of sugar alcohol and refined carbohydrates, lack of exercise and excessive weight gain all play a major role in developing insulin resistance. Understanding its causes and prevention can help you to lose weight safely. Any good bookstore will offer volumes of information on insulin resistance or syndrome X and the more you understand about it the better. In my opinion it is information that will change the way you think about food forever.

Change Your Mind, and Keep the Change © Steve and Connirae Andraes

A Radical Change has taken place in the weight loss industry and it has given us a new understanding of how foods impact your body. Dr. Robert Atkins was the first person to openly promote the theory that carbohydrates make you fat and that sugar and refined carbohydrates were the real culprits. Since the Atkins revolution just about every diet or weight control program introduced in the last five years is based on the principles that he pioneered. Take one look at the glut of low carb diets and foods being marketed to us and you can see for yourself just how popular these ideas have become. *NOTE: [I do not recommend the Atkins diet or any other diet, HYPNOSIS IS NOT A DIET. However I do recognize his research and the contribution that he has made by helping us to better understand the physical process of weight control.]*

In a nutshell, all low Carb diets are focused on insulin reduction. Insulin resistance is a reduced sensitivity of the body to insulin's effect on blood sugar. Insulin is a naturally occurring hormone secreted by the pancreas that helps transport glucose/sugar into the cells where it is either used for fuel or stored as fat for future use (*the body's natural defense against famine*). Insulin is also known as *The Fat Producing Hormone*.

Diets high in sugar and refined carbohydrates create a corresponding flow of insulin (more sugar means more insulin to deal with it), over time the insulin receptors become less and less sensitive to it and can no longer transport the fuel (glucose/sugar) into the cell to be used for energy. The result is you convert more to fat (*your body is doing the only thing it knows how to do, use the glucose for fuel now or convert it to fat for later use*) when you become insulin resistant more and more food is converted to fat and less and less is used for fuel. It also causes cravings for sugar and carbohydrates. Following this theory Dr. Atkins showed us how to lose weight without counting calories as long as you cut out the carbs. Until now the traditional diet has revolved around a concept of fat and total caloric restriction but low fat diets are high in refined carbohydrates. The staples of the low calorie diet were bread, pasta, potatoes all were low in fat and calories but high in glycemic index. Foods with a high glycemic index can stimulate insulin production and eventually make it harder to lose weight. They unknowingly promoted insulin insensitivity which can and in many cases does lead to full-blown diabetes.

NOTE: [Chromium deficiency has also been linked to insulin resistance]

The New/Old Problem, FAT!!!

Fat Is Not The Breakfast Of Champions: The American Medical Associations recommendations on fat are that no more than 30% of your daily calories come from fat, and with good reason. Breast cancer, prostate cancer, colon cancer, higher cholesterol levels and cardiovascular disease have all be linked to excess fat in your diet. Lets not throw out the baby with the bath water. It's simply not worth risking you health over a new fad diet. Most of the low carb products on the market are loaded with fat and I personally don't care to be the thinnest person in the cardiac ward.

Let common sense and personal responsibility be the rule to eat by. Dieting isn't the answer. Reducing the fat in your diet is about saving your life, minimizing the impact of refined carbohydrates on your blood glucose levels is about your overall health. FOCUS ON HEALTH AND THE WEIGHT LOSS WILL HAPPEN.

A New Way To Think About Food: Nutrients and Fiber are two keys to success. Nutrient rich foods and nutritional supplements give your body the tools to create health and balance. Fiber aids in digestion as well as elimination and can slow the conversion of fats and carbohydrates. Work with your body's natural process and live to enjoy the results.

A New Way to Think

The New Food Pyramid and Glycemic Index are all about choices. More choices, More options, More Foods.

The glycemic index is a simple way to compare the impact of foods on blood glucose levels. All foods that cause a rapid rise in blood sugar are assigned a value. The control number is 100 assigned to 50 grams of white sugar or 50 grams of white bread. (White bread is the same as sugar to your body)

You'll notice many refined foods convert to glucose FASTER THAN PURE SUGAR,

Why It's Important

Recent research shows that maintaining a steady, low insulin level is one of the major important factors necessary for proper weight loss. Foods with a high glycemic index cause high levels of insulin and when high insulin levels are present most of the food consumed is stored as fat as opposed to being burned for energy. Most of the lower glycemic foods are nutrient rich, high fiber foods - fresh fruits - fresh vegetables - whole grains. In addition to taking nutritional supplements like chromium and phaseolamin, awareness and focus on low GI foods will help to control your insulin levels and enable you to consistently burn more fat. Adding fiber and nutrients as needed will help to maintain control over excess insulin.

A Few Low Glycemic Index Foods:

Peanuts 21	Peas 32	Grapefruit 36	Milk 39	Sausages 40
Spaghetti 52	Apple 58	All Bran 55	Orange 63	Carrots 70

A Few High Glycemic Index Foods:

Mashed Potato 100	Wheat Bread 100	Life Savers 100	Shredded Wheat 100
Corn Chips 105	Cheerios 106	Waffle 106	French Fries 107

Pretzels 116 Corn Flakes 119 Oriental Rice 124 Frozen Tofu 164

[Above chart is adapted from *The Glucose Revolution*® Hodden and Stoughton, London, UK, 1998]

The Glucose Revolution contains all foods listed along with their glycemic index in a handy pocket sized guide.

Dealing With Physical Craving

Sometimes we crave more food because we didn't fully assimilate the nutrients from the food we just ate.

Tips: 1. Limit fluids from 20 minutes before and 20 minutes after meals.

2. Chew your food slowly at least 30 chews per bite.

3. Take a good nutritional supplement. Be wary of typical supermarket brands that offer *total support*®

The price might be attractive but you may be misled into believing that your getting a significant amount of nutrients when in reality you are probably getting very little of each.

4. Women especially need a good calcium / magnesium supplement.

5. Keep your blood glucose levels stable. Never skip meals and try to have a light snack between meals.

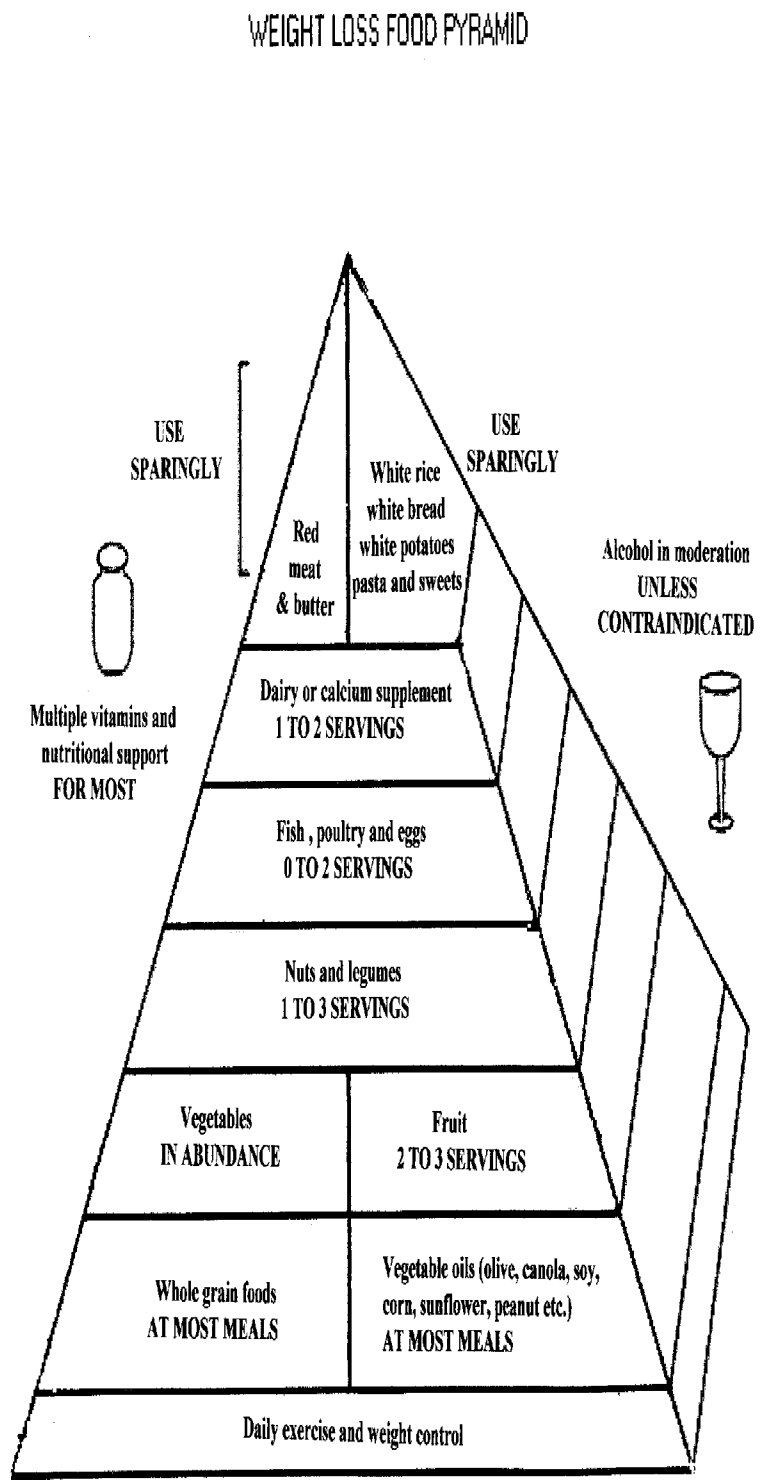
Take a chromium supplement two to three times daily to help stabilize blood sugar. When blood sugar drops too low we tend to crave sweets or carbohydrates.

The Food Pyramid by, Dr Walter Willet, (Harvard Medical School of Public Health) is an example of a Healthy Eating Guide. Notice that it doesn't eliminate any foods. It specifies what is Proper Carbohydrate and Fat intake and recommends moderation in all others. **Exercise** is at the base of Willets Pyramid. Exercise directly affects weight and the prevention of chronic disease. **Supplements:** A multivitamin wont make up for the sins of an unhealthy diet. (However some nutrients can fill the holes that plague even the most conscientious eaters.)

Foods to Avoid: Anything with trans. fats. Avoid most margarines, crisco, vegetable shortenings And most processed foods. Look for partially hydrogenated@ on the label as a warning sign.

Sometimes it's hard to find foods that are truly healthful. Modern supermarkets can stock twenty to thirty thousand different items on their shelves and all are designed to *catch your eye*. The choices can be Mind Boggeling Are low-fat turkey dogs better that regular hot dogs? (Yes but their still as fatty as spare ribs.) What's the leanest cut of meat? (Anything called round.) Popcorn is OK, isn't it? (Not always, most microwave popcorn falls into the same category as mayonnaise, cream cheese, and butter. **USE THIS PAGE AS A SHOPPING GUIDE** Fill your cart with foods from the bottom half of the pyramid.

Fireside ,2002 Walter Willet, Eat Drink and be Healthy



The Mental Edge

It is said that we use 3 - 5 percent of our brains potential in normal daily activity. The remainder is unconscious potential: The vast, deep ocean on which the tiny island of consciousness floats.@ David Calof

The science of NLP has developed some useful presuppositions to help create changes in unconscious behavior. The framework is that the subconscious mind is the ruler of your emotions, it has no time constraints, it can't tell the difference between fantasy and reality, it stores any emotion connected to an event with the memory of the event, and controls unconscious memories, habits and behaviors (conditioned responses). It moves you away from pain and toward pleasure.

The Two Controlling Forces in Your Life



Hypnosis Can Break The Conditioned Responses of The Past and Create New Neuro Associations to Pain and Pleasure in The Future.

Notes: Whenever you use hypnosis bigger is better, brighter is better, more vivid is best. Always combine two or more representational systems and do it AS IF it were already TRUE.

Einstein once said The Mind Is Like An Iceberg@ the tip of which he compared to the conscious mind, with the vast submerged mass compared to the subconscious mind. He also said that Imagination Is More Important Than Knowledge@

Take a Tip From Einstein: Use Your Imagination as Vividly as You Can

Notes:

An Example of The Power of The Subconscious Mind

FINISHED FILES ARE THE RESULTS OF YEARS OF SCIENTIFIC STUDY COMBINED WITH THE EXPERIENCE OF MANY YEARS

There are 6 F's in the phrase above. Can you find them all, or is your conscious mind getting in the way?

The 21 Day Plan

I recommend that you start with a 21-day plan using the tools set out in this text. Behavioral psychologists believe that by practicing a new behavior for 21 days you build new neuro-channels in your mind that make the behavior permanent (conditioned or Pavlovian response) Does the name Ivan Pavlov ring a bell?

Start by writing down realistic goals for the first 21 days, then practice the hypnosis or mental rehearsal script every day. At the end of 21 days review your plan. Make note of your successes as well as areas that need improvement. Remember there no failures, only feedback. If some areas still need help use this feedback to create your next 21 day plan, this time focusing on the areas that most need improvement. After the first 21 days you may want to continue to practice 2 to 3 times a week until you feel confident in the positive changes made.

List your goals and outcomes:

Mental Rehearsal 5 to 10 minutes

This process takes about 10 to 15 minutes

Find a place where you can be comfortable and quiet. Take a few deep breaths and allow yourself to relax. Continue to breath slowly and deeply as you focus your attention on the top of your head. Using your imagination, imagine a pool of liquid light right there on the top of your head, slowly flowing down in all directions over your scalp, relaxing all the muscles and tendons there in your scalp and down past your forehead soothing and smoothing all lines and wrinkles, soothing and relaxing continuing down one muscle group at a time, relaxing each area one at a time till it reaches the bottom of your feet.

Using your imagination move through the successful fulfillment of all your goals as set forth in your 21 day plan. imagine what it will be like when you've already been successful.

Occasionally mentally repeat: I'm becoming more slender and healthier one day at a time or nothing tastes as good as thin feels.

Use the AS IF frame and again, make the experience as rich as possible. Spend as much time as you like and when your ready, take a deep breath and open you eyes saying to yourself wide awake, refreshed, feeling great.

The Physical Edge

What is **Vitamin B6**? B6 facilitates the body's use of carbohydrates, proteins and fats. It promotes mental performance, helping to transport amino acids that are used by the brain to increase mental clarity as well as memory. Also aids in the breakdown of glycogen, the primary fuel for the brain.

L Carnitine Is actually a B vitamin known as BT. Plays an important role in converting stored body fat into energy. Its main function in the body is to transport fats to the cells where they can be burned for energy.

What is **Chromium**? An essential nutrient required for sugar and fat metabolism. A *PubMed* overview of chromium states that "It is estimated that 90% of Americans are chromium deficient. Chromium is an essential trace mineral that has been found to assist in glucose metabolism, regulation of insulin levels, and maintenance of healthy blood levels of cholesterol and other lipids (fats). Chromium forms part of a compound in the body known as glucose tolerance factor (GTF) which is involved in regulating the actions of insulin in maintaining blood sugar levels... The main focus of use and research for chromium are on lowering blood sugar; increasing insulin sensitivity; reducing body fat; controlling hunger and suppressing appetite; reducing cholesterol and triglyceride levels; increasing lean body mass." In one study chromium helped overweight women to lose 50% more fat in 3 months.

What Is **HCA**? Hydroxycitrate is the active ingredient in garcinia cambogia. It's a fruit that's been extensively studied because of its ability to help the body to convert food to glycogen (fuel) and to block the conversion of carbohydrates into fat. . Since glycogen also triggers a signal to the brain that your satisfied, it decreases the cravings for fattening foods. The result is that not only do you stop craving fats and carbohydrates, more of the food you eat gets burned for fuel and less is stored as fat. *HCA and chromium work together to increase the cells sensitivity to insulin and combat syndrome X*

What is **Chitosan**? A highly purified form of non-digestible fiber (a purified marine fiber made from shellfish) that is able to absorb several times its own weight of the fats from the food we eat we eat. Chitosan can reduce the absorption of the fats you eat. According to Dr. Alex Duarte in *the Journal of Applied Nutrition* "A few of the possible benefits of chitosan are lowered LDL cholesterol, increased HDL cholesterol, absorbs and binds fat, non stimulant weight loss aid and could help prevent heart disease, high blood pressure and arteriosclerosis by promoting healthy cholesterol." All of the benefits of chitosan seem to be increased when combined with vitamin C. Chitosan is derived from shellfish and should not be consumed by people who are allergic to shellfish.

What is **Phaseolamin**? An all-natural extract of the white kidney bean. Phaseolamin acts to reduce your body's ability to convert carbohydrates into simple sugar. This results in less sugar being absorbed and fewer calories. Recent studies showed Phaseolamin could block the conversion of up to 2500 calories a day from starches and carbohydrates.

What is a **Thermogenic**? Thermogenic – "thermo" means heat, genesis means production." Thermogenesis in weight loss means to raise the metabolic rate (the speed in which your body burns calories). A slower metabolism means your body has more time to turn the metabolized food into fat. **White willow bark** is said to lengthen the effects of Thermogenics in the body so you burn fat for a longer period of time. **Green tea** has been shown to raise resting metabolic rate by 4% which means more calories (including fat calories) burned, even at rest. **Citrus aurantium** (bitter orange) is currently used to aid the body in burning fat. **Guarana** diminishes sensations of hunger and fatigue (guarana, like kola nut is an ingredient in soft drinks and energy drinks around the world) is used to increase metabolic rate, reduce fatigue, increase physical and mental performance

and suppress the appetite. **Cayenne** Is rich in vitamin C and contains the active ingredient capsicum which enhances fat mobilization, increases glucose metabolism and improves the Thermogenic effects of other herbs.

About The Program
The Difference That Makes The Difference

Keeping It Simple: Simply put, there are thousands of weight loss programs out there, most are complicated, highly restrictive and unrealistic. To top that off most of them are based on a model of dismal failure, The concept of going on a diet. If national statistics are true 95% of all dieters re-gain any weight lost and then add a few extra pounds every time they diet.

Success Leaves Clues: The model for weight loss success is clearly not the diet model. I believe the most successful approach is to look closely at what does work consistently in other people's lives and then apply that strategy to your own life.

If you Knew what to Do, Would You Do It? The Key To Weight Loss Mastery Is in Taking Action. You can't expect to learn everything there is to know about weight management in one session. My goal is to get you started tonight by providing you with the tools and resources that will support you in your journey.

The Model: (A Threefold Approach) this program is designed from a behavioral model of those people that have succeeded at losing weight and maintaining it. The steps are simple and powerful; Hypnosis is a powerful tool to create behavioral change and it will help to change the way you think about and respond to food choices, exercise, and eating behaviors. Understanding food as nutrition, and how nutritional support can prepare your physical body to burn more calories for fuel will help you lose a maximum amount weight in the shortest period of time, and being aware of weight loss resistance, what it is, how it happens, and how to deal with it will enable you to better understand your personal challenges and address them systematically.

You Have My Word: I have used this simple approach with people all over The United States and I am constantly amazed at the results. The people that give testimonials of having lost 40lbs, 50lbs, 100 lbs aren't being paid to say that, In fact they're happy to share that experience.

Sincerely,
N LaClair

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Notes:

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