

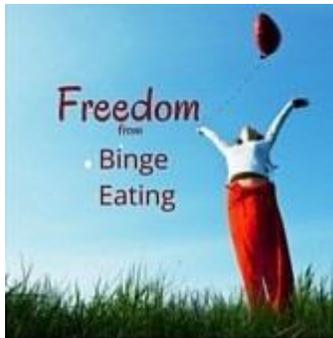
# The Shift Inside

eating psychology coaching & resources

## Freedom from Binge Eating

*12 Week Master Coaching Programme*

**Experience a significant reduction in your compulsive eating without feeling deprived or bad about yourself**



In this powerful 12-week programme, we will dismantle the core of your binge eating using a whole host of strategies: things like nutritional changes, simple neuroscience, reframing your self-sabotage and highly practical techniques like Cravings Busters. We will weaken this force (using a range of crafty and creative techniques) so it loses its ability to disempower you. Result: freedom and the ability to at last reclaim your life. This is about much more than your eating.

### The 5 Paths to Freedom from Binge Eating

#### **#1 Dismantle Your Cravings...and bypass willpower**

Imagine having no cravings - how much easier would it be to avoid those powerfully addictive binge foods which create that overwhelming and destructive desire in you? I cannot promise you that you will never experience them again. Instead, let me offer you a much more realistic possibility: that you can learn how to prevent a good deal of cravings in the first place, and then to divert that cravings energy into something harmless, even when you feel utterly compulsive. The great news here is that none of this requires any willpower - there are far more creative and powerful strategies at your disposal. Let me introduce them to you, and coach you into finding the best ones for you.

## **#2 Free Yourself from Sugar...and other mood hijacker foods**

You know that there are certain foods you always turn to when the binge compulsion strikes. Sugar is the most common, but there are others. What they all have in common is that for many people they are what I call mood hijacker foods. They create mood swings, PMT, fatigue, brain fog and other unnecessary side effects that could be seriously affecting your confidence and quality of life. I will show you how to liberate yourself from them using both nutritional and practical techniques as well as transformational reframing that completely changes the meaning of this challenge for you and reconnects you to your real power. If short term dietary quick fixes and wishy washy positive thinking have failed you, let me work with you to turn this struggle into an adventure. The most important one of your life.

## **#3 Flip The 5 Happiness Switches in Your Brain...and turn off comfort and stress eating**

Have you ever had a hug from a friend you haven't seen that brightened up a lonely day, or got some good news in an otherwise difficult week, or despaired at why you only ever seem to enjoy life when you are on holiday? You believe that these feel good moments are at the mercy of external triggers (your friend, the good news or the holiday). This is dead wrong. You have an inbuilt feelgood factory in your brain, ready and waiting RIGHT NOW to produce genuine lifts in your mood and outlook. You can take complete control of the 5 happiness switches that I collectively call DOSER, and do a huge amount to not only prevent comfort eating but to improve your daily life. What are you waiting for?

## **#4 Positively Channel Your Emotions...so you don't have to eat them**

Binge eating always has an emotional component to it. The popular belief about emotions is that we would all be happier if we could ignore those pesky devils anger, shame, fear etc. The truth is that we have turned these uncomfortable emotions into monsters (and so made them more powerful than they need be) because we do not understand how they can actually HELP us be happier. The solution is to positively channel them and so get them to dissipate naturally, which is as a learnable skill as the ability to read the words on this page. If you are sick of the time you spend feeling bad about feeling bad, these strategies will be a game changer for you.

## #5 Send Your Self-Sabotage Packing...and reclaim your life

You can sum up the previous 4 paths to freedom from binge eating in one sentence: putting an end to self sabotage. If you could truly understand and master your self sabotage, how much easier would reaching your goals be? The key here is to grasp that your self sabotage has a misguided function: it is a part of your mind that (contrary to what you believe) really wants to help you, but it's doing it in a way that not only doesn't work, but actually makes you miserable.

The subject of dismantling your inner resistance will run through the entire programme and help you answer such questions as: *Is my binge eating really itself a form of self sabotage? If so, what pattern interrupt do I need? Where is life calling me to go next?* We will reframe past and present challenges so you can move through them not as a struggling survivor, but a thriving adventurer. Your eating becomes a tool to help you reclaim your life.

### How This Programme Is Delivered

#### Weekly Sessions

Over the 12 weeks, we will have weekly one-hour sessions by Skype, FaceTime, phone or in person. The first session is 2 hours to properly assess your individual needs and devise a plan to move forward.

#### Session Notes

Within 24 hours of each session you will get detailed notes and optional action steps, often with extra insights and resources. I have never heard of another coach who offers this to their clients. While many coaches offer 40 minute sessions so they can write session notes (or put their feet up) in that last 20 minutes, I believe that you as my client deserve both a full hour AND session notes.

## Check-Ins

At the start of this transformative journey, we will be working on changing one habit. This creates a beautiful butterfly effect in terms of you grasping that you are powerful enough to dismantle your binge eating. But you do need a high level of support for this. This is why I offer check ins as follows:

**Weeks 1 to 4:** 5 days a week (Mon to Fri) you check in with me by Skype, FaceTime, phone (5 minutes max) text, IM or email at an agreed time. You can also check in at the weekends via email which I will reply to on Monday morning.

**Weeks 4 to 8:** We will start to reduce check in frequency in order to increase your confidence. However, if you feel you still need daily check ins as above, this is available to you. We will discuss the level of support that you require in week 4.

**Weeks 9 to 12:** By this time, you will have built up a level of natural confidence around the habit you want to change and check ins will be less necessary, but you are still welcome to check in by email as often as you like.

## BONUSES

### Sugar Replacements Kit

You cannot free yourself from sugar without replacements - and let's face it, you need something more than a boring old apple. In this video series and accompanying PDF, I show you how to make 9 sugar and gluten free (and optionally dairy free) snacks and desserts like chocolate cheesecake, mousse and ice cream balls. These replacements have worked for me and my clients because of two important reasons:

**Reason #1:** part of the reason you binge on sugary foods is that they contain a mix of sugar and fat that we are wired to seek out (this is inherited from our cavedwelling ancestors). At present you are probably consuming a processed, addictive version of the fat/sugar mix. These replacements are much, much harder to overeat because they are nutritious.

**Reason #2:** We replace the mood-hijacking processed sugar you are presently bingeing on with these replacements, which are all sweetened using fruit. Most of them also contain other important nutrients. Together the fibre and nutrients work to balance your moods and PMT. This is the path to preventing many of your angry or tearful binges.



## Secrets of Real Motivation Video Series

How much easier would it be to get to the gym, walk past the fridge or avoid the deli aisle if you could increase your natural drive to do the right thing?



People think that motivation is like some secret superpower that only the successful possess. They are constantly looking for others to inject them with this superpower, then feel inadequate because it has somehow evaporated the day after the inspiring talk or coaching session. The truth is that motivation is a skill that anyone can learn, but the reasons you want to achieve your goal are just as important as the source of motivation. Dig deeper with these online videos and find

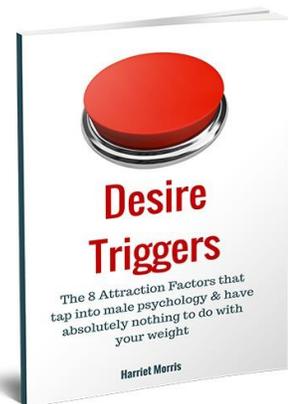
your real 'Why' for changing your relationship with food. Connect to the wellspring of motivation within you never knew you had.

## Desire Triggers: The 8 Attraction Factors That Tap Into Male Psychology & Have Absolutely Nothing To Do With Your Weight (eBook)

The moon is **not** made of cheese, the earth is **not** flat and you **don't** need to be a size zero to be showered in male attention!

Your relationship with your body plays an important role in your relationship with food. And whether you are single or with a partner, your relationship with men affects how you see your body. Your stomach is not the obstacle to acceptance you believe it to be. It's not about your looks, but the look you shoot a man across a crowded room that can pique his interest.

The information in this book, which is only available as a client bonus & not for sale anywhere, is based on my research into male psychology and my own (and other women's) experiences dating and finding a loving relationship after a long and unhappy marriage. I show you the ways that men are influenced by their primal instincts, and how you can tap into this knowledge. These drives within men are far more powerful for them than the sight of a skinny supermodel on a billboard, and all the more so because they are on the whole completely oblivious to these primitive drives. Millions of women out there are just not taking advantage of this huge potential for skyrocketing the quality of their love lives.



The truth is this: how you behave will get you far more dates than your looks. I also include ideas for dressing for your shape. There are few instant fixes in the world, but you really can 'shed' 10lb in 10 minutes with the right outfit!