

THE  
**Weight  
Loss**  
MOTIVATION  
TOOLKIT



HARRIET MORRIS

## **About The Author**

Harriet Morris spent years of misery on various diets, detoxes, fasts and other weight loss methods, all of which were doomed to failure. At the age of 40, she woke up to the power of her mind to help her change her shape and dismantle a 30-year compulsive eating problem. She dropped 3 dress sizes without dieting before training with The Institute For The Psychology of Eating. She is an eating psychology coach, speaker and writer. Harriet has 2 children and lives in Shropshire, UK.



**All Rights Reserved.** © Harriet Morris 2015. No part of this document may be reproduced or transmitted in any form whatsoever, electronic or mechanical, including photocopy, recording, or by any informational storage or retrieval system without express written, dated and signed permission from the author.

## **Disclaimer and Legal Notices**

The information presented herein represents the view of the author as of the date of publication. Because of the rate with which conditions change, the author reserves the right to alter and update her opinion based on new conditions. The guide is for informational purposes only. It is important to seek medical advice before making any life changes that may affect your health. While every attempt has been made to verify the information provided in this guide, the author assumes no responsibility for any errors, inaccuracies, omissions or any action taken by the reader as a result of reading this document. Any slights of people or organisations are unintentional.

# The Weight Loss Motivation Toolkit

## 7 Ways to Motivate Yourself to Reach Your Ideal Shape

created by  
Harriet Morris

### Introduction

Watch the introduction video here:

<http://www.theshiftinside.com/wlmt-intro/>

#### **RECAP OF VIDEO**

*Imagine you were born a world class piano player.*

*You have the power to move, inspire, comfort and uplift people with your talent.*

*However, you spend your whole life playing an out of tune dusty piano in your garage. People think it's a hobby. You play for the local community and maybe a school or two. You get polite applause. Nobody understands that you are in the top 1% of musicians out there.*

*The real tragedy is that not even you get that you are world class. You truly believe that the local summer fete is the best stage you will ever perform on.*

*Then one day you get the chance to play at The Sydney Opera House. You have to make sacrifices to get there. You have to confront self doubt and the "that's nice, dear" comments - the way those around you don't take you seriously.*

*There are challenges, but you do make it to Australia.*

*And it's amazing. Your piano playing is the best the Opera House has ever heard. Sitting there at the piano you know you have fulfilled your life's ambition. You are now truly powerful and reclaiming your life. The world is your oyster, and you are ready to change other areas of your life where you have been playing it small.*

*What I want for you is to be like that piano player.*

*What do I mean?*

*In this story, everything is a symbol.*

**Your amazing ability to play the piano** is your power to reclaim your life, to be the happiest, most powerful person you can be, who has a real impact on those around them.

**The rickety out of tune piano** is all the diets you have ever been on that that have failed you. It's your mis-focus on a number on a scale as the be all and end all of your potential. The years you have wasted putting yourself down when you could have been living your fullest potential.

***The Sydney Opera House** is your REAL potential - it's where you reclaim your life. It's the golden ticket that propels you to not just retrain yourself to eat better and dismantle your food compulsions via rejecting fake pleasure and choosing the real kind. Sydney Opera House looks different for everyone - but one thing is certain - if you change your thinking and lifestyle choices around eating, movement and weight in an empowering way, you give yourself the keys to changing other areas of your life where you are currently playing small.*

***The challenges** you face to get the **The Sydney Opera House** are all the ways you must challenge diet industry myths (not to mention personal development waffle), replace mute acceptance of the latest fad diet with curiosity-driven experimentation. Not all weight reduction methods work for everyone. We are not bland, uniform calorie burning robots. We are unique, and any big life change requires that we draw our own roadmap.*

*In this toolkit I am going to give you a glimpse of **your own personal Sydney Opera House**, and give you some real, practical ways to deal with the inevitable challenges of getting there. And I can't even play the piano ;)*

.....

This Weight Loss Motivation Toolkit contains a mix of video and written content, all of which you access from this PDF. At the end I have included your personal action plan. You will also find it as a separate document if you wish to print it off, and not the rest of the content.

The truth is that even powerful tools like the ones you are about to encounter are useless if you don't implement them. Pretty early on in my coaching career I realised that the traditional model of coaching is ineffective. This is talking with someone for 45 min or an hour a week, perhaps agreeing on a course of action, then leaving them to it. If we only ate once a week that would be fine, but we don't eat once a week - and leaving people to their own (sabotage-laden) devices isn't fine. Most people need help to even start tackling the actions they need to take. This is the aim of the action plan - to break down what you need to do into bite-sized pieces (Pun intended...Sorry! Will try to avoid any more crimes against comedy from now on).

## **Motivator 1: See Attaining Your Weight Goal As An Adventure**

Watch the video here:

<http://www.theshiftinside.com/adventure/>

### **Action Steps**

Watch your favourite film and see it as a quest. Ask yourself how overcoming the obstacles in the story make the hero or heroine a better/stronger/more empathetic person. Does the villain have any lessons or create any positive outcomes for the hero - even if by accident? (eg in Harry Potter, both Snape and Draco Malfoy are essential to Harry's quest. In fact Draco is hands down my favourite character of the entire series).

Now look back on a past challenge in your life and ask yourself how it has contributed to helping you become stronger, more assertive etc. I suggest taking something that is not still negatively affecting you - old boy/girlfriends, house or room mates from 10 years ago perhaps who taught you about who you are definitely not compatible with, or a really rubbish job that propelled you to do something more interesting, or those endless driving lessons you thought would end in failure - and today you drive without even making an effort at it.

Journal or discuss the lessons from past challenges.

The aim is for you to be open to bigger lessons that your experience shapeshifting could be teaching you. I don't expect you to identify those lessons right now. It's enough to just say to yourself that they could exist.

## **Motivator 2: Stop Looking For The Motivation Supermarket**

Many of us tend to think of motivation as a mental commodity. "If only I had more motivation, I could reach my ideal weight" they think.

In this mindset, motivation is like a thing you can get more of. It is essentially external. Well I don't know about you, but I haven't seen any motivation stores opening on my high street lately. You can't get motivation bars in your local supermarket, and clever as Apple are, I'm still waiting on my motivational iTunes download, pumped directly into my brain.

In this toolkit I will reveal the P word that is actually what you connect to within yourself when you say you feel motivated. You can apply all of these concepts to other areas of life: career, finances, relationships and more.

My point right now is that this idea of relying on something outside of you to motivate yourself, in the same way that a pill brings relief from a headache, is essentially a waste of time. External stimuli such as an inspiring talk or film can temporarily jolt you into reconnecting to your motivation, but in the end it's you that has to strengthen that connection - over and over again.

My aim with this toolkit is to help you do that.

The worse thing about relying on external inspirational top ups such as talks, films and the autobiographies of famous successful people is that they get overused as replacements for developing inner self-motivational muscles. The major offender here is the inspirational quote. Once safely confined to the walls of head teachers' studies, this is now a virus that is all over social media.

*Why so harsh, Harriet?*

(Cue deep breath and visible effort to steady self)

Here's why: every time I see another Facebook infographic telling me that *If I think it can happen, then it probably will*, or (and this was right at the top of my newsfeed just now) to *never give up on a dream because of the time it takes to accomplish it*, I wonder how many people who share these ideas are actually doing the hard, lonely work of finding ways TODAY to overcome procrastination, to walk away from that addictive food RIGHT NOW, or make the introductory call THIS MORNING they are dreading, or ask that person out, even though they are riddled with self-doubt.

The answer - you know as well as I - is very few. Words are cheap - dirt cheap. How much easier is it to post another motivational quote online than to actually overcome your resistance?

(Ah yes, resistance. More of that later).

There is nothing wrong with inspirational quotes, films, speakers and books in themselves. We are all wired to love stories that show us the bigger possibilities of life, that we can all overcome adversity.

The problem is that so many of us are unable to implement these lessons.

Can you see the difference between the action step you took from motivator 1 (drawing inspiration from your favourite movies to look at the positives of past challenges) and endlessly reeling the same old inspirational quotes without a thought for their real world application?

What you have just read is a prime example of the challenging nature of eating psychology. If you are feeling uncomfortable right now, you have a choice.

You can stop reading and go back to your diet club which promises to tell you how to think.

Reject the challenge and stay stuck in the insane struggle of yo yo dieting.

Or you can grasp the nettle and start your own adventure in weight release.

Challenging your beliefs - especially the dearly held ones - is the key to unlocking your personal power. And this is what lies at the heart of the work I do with clients and at The Shift Inside website.

**Shedding your unwanted weight is great, but its real value lies in helping you reclaim your life.**

## **ACTION STEP**

Go distract yourself. I know how challenging this last section will have been for some of you, so give your brain a break! I suggest a comedy DVD.

## Motivator 3: Take the Staircase (Approach)

First watch the video at:

<http://www.theshiftinside.com/staircase/>

### ACTION STEPS

Cut your weight goal in half. So if right now you want to lose 100lb, make it 50.

Don't panic, I'm not trying to downgrade your hopes and dreams.

The thing is, when you achieve that 50lb reduction (as long as you do it sustainably) you'll be mentally equipped to start working on the next 50.

Think of it like this: when kids start reading at school, the teacher doesn't usually begin by announcing *"Now children, today we'll be working on the first chapter of War and Peace"*.

You need to start from where you are, not where the cultural toxin of airbrushed perfectionism has brainwashed you you ought to be.

This may feel uncomfortable, but ask yourself this: how long have you been trying to reach your goal weight? If that hasn't worked for you, you need to try a different motivational strategy.

## Motivator 4: Purpose

First watch the video here:

<http://www.theshiftinside.com/purpose-and-momentum/>

### ACTION STEPS

Write down 10 reasons you want to shed weight.

Now write down another ten.

Now fast forward in your imagination to your 80th birthday (or your 100th if you are 70 or older). Look at your list and ask yourself which three reasons the 80-year-old you would say has improved their life. Let's take the example of being a healthy role model to your children - this will impact your grandchildren and generations beyond.

Connecting to the deeper, less superficial reasons for wanting to achieve a better shape will see you through the sometimes hard work of lifestyle changes and the mindset shifts necessary to open your eyes to a greater sense of what is possible for you.

## Motivator 5: Momentum

Watch the second video on this page:

<http://www.theshiftinside.com/purpose-and-momentum/>

### **Recap on the difference between purpose and momentum:**

*Purpose is your big why. It's like the destination.*

*Momentum gets you there. It's like the train that gets you from here to your purpose.*

*Momentum exists in a push-pull relationship with resistance. We must accept our resistance and find ways to constantly push against it with momentum.*

### **ACTION STEPS**

First of all, identify what forms your resistance takes. In other words, when do you find it hardest to stay on track with your goals for improving your body no eating habits?

For example: tiredness, feeling emotional, boredom, work priorities over exercise, rebelliousness, hunger.

Which is top of your list?

Next, can you plan any workarounds so this number one source of resistance has less power to affect your eating etc? For example meal planning and cooking/freezing multiple meals on the weekend before your hectic and draining work week.

For a million gold stars, now go and implement this workaround.

Go on.

Just once.

I double dare you...

## Motivator 6: Meet Sabotage You

Watch the video here:

<http://www.theshiftinside.com/sabotage/>

### **Recap: Sabotage You**

*One of the most liberating concepts I created in my own weight release and recovery from compulsive eating was Sabotage You. This is an adaptation and simplification of Carl Jung's archetypes.*

*What are archetypes? Well, if our life was a play, we'd be the sole actor playing all the parts and the archetypes are those characters. Sometimes we can be The Jester, at others The King or Queen, The Caregiver, The Hero or The Devouring Wolf (to name but a few). They explain our changeable behaviour.*

*We all have a Sabotage Self, even the Dalai Lama.*

*The good news is that we can choose how much control to hand over to that part of us.*

*Most people, when they 'fall off the wagon' via bingeing or the second portion of 'cheat food' (what a dreadful concept!) or bypassing the gym, automatically play the blame game. They see themselves as inherently defective willpower weaklings.*

*This self-disempowerment is no good to anyone at any time.*

*A much more useful way to look at such challenges is as follows:*

*Our decisions everyday can be influenced by different voices or characters in our minds. The main ones that helped me around food are Sabotage You, Rebel You, Curious You, Primitive You and The Too-Good Girl/Boy.*

Sabotage Harriet was responsible for all my disempowering behaviour around food. She was the one rationalising the theft of my kids' Easter eggs, my stress-fuelled supermarket trips where I would sit at the far end of the car park inhaling the high fat/sugar junk like a true addict, my unused gym memberships...the list goes on.

Sabotage You is the energy behind your resistance to reaching your ideal weight.

None of this is very revolutionary. What changed everything for me was when I realised that I couldn't wish Sabotage Harriet away. She was part of me.

The psychologist Harville Hendrix once said that **everything we do has some function in the psychic economy**. When I heard this, I realised that my Sabotage Self must have some function in my life.

*What if she was actually trying to help me in some misguided, overzealous way?*

Make no mistake. However dearly you hold onto your weight release goals in your conscious mind, if your Sabotage Self has other plans you are in for some challenging times.

### **Why on earth would anyone want to sabotage their own health goals?**

The answer to this is individual, but for me - and many others – it was protection. My excess weight was a protective fat suit that – in the opinion of Sabotage Harriet - was absolutely essential to my survival. She didn't care that on a conscious level I was desperate to be thinner.

Many people are - unbeknownst to themselves - walking round in protective fat suits.

Their Sabotage Selves have misinterpreted difficult life experiences - often from childhood - as still ongoing, still posing a danger that must be protected against.

Their Sabotage Selves think that - like animals in the wild – the bigger we are, the safer we are.

Does all this sound horribly depressing? I don't blame you if you feel this way, but there is hope.

Sabotage You is only one energy in your mind. The good news is that if you can grasp the concept of your Sabotage Self, you can step back from it.

You can stand up to it.

Imagine the 18-year-old lad or girl who has just bought themselves a round the world plane ticket. They stand on the doorstep of their parents' home and announce their imminent departure.

The parents blow up. They go bananas. *"How could you do this!"* They scream *"You'll get yourself killed you know!"*

Ticket in hand, their child has a choice. They can kowtow to their parents' fears and trudge off to the travel agents to try and get a refund.

Or they can stand tall and say *"I love you both, but I'm not prepared to give up this adventure because of your fears. You won't like this, but you can't stop me. I'm off now...bye!"*

This has been my relationship with Sabotage Harriet over the last few years. When I refuse a slice of processed junk, people often look envious and tell me *how very very good* I am.

The truth is I'm no more saintly than they are. I know that Sabotage Harriet got me hooked on sugar in order to scramble my brain chemistry and mess up any plans for living a full life. Getting off sugary desserts was not really about my waistline - it was about standing up to her. It was hard at times - really hard. But the choice was the same as for that 18-year-old standing on the threshold of an adventurous life. Just as they aren't going plane spotting when they reach the airport that day, I wasn't just freeing myself from my sweet tooth each time I walked away from the deli aisle. I was easing myself out of my outdated, useless fat suit and opening the door to reclaiming my life.

## **ACTION STEPS**

Observe yourself around food over the next few days. When you feel the urge to mess up your best-laid plans, can you identify it as Sabotage You? If they could speak, what would they say? What are they trying to do for you? What are their greatest fears? Can you reply to their misguided worries? Write a letter to you from them, then reply.

**Take your time with this.** Sabotage You has long been driving the bus in your head, and their secret weapon has been invisibility. We cannot heal what we can't see, but pulling that curtain back on what has really been happening is not always easy. I hope that even if it is uncomfortable, meeting your Sabotage Self will be as liberating as it was for me, and my clients.

## Motivator 7: Experiment

One of my favourite speakers is T Harv Eker. I once watched a talk of his which he began by saying:

*"Don't believe a word I say"*

He went on to explain: you need to test out his ideas and see how they resonate for you. My aim in this work has always been to make it as practical and easy as possible to implement, so I'm with Harv: please do not take a word I'm saying to you at face value.

There is no gospel truth out there as regards your solution to this mystery called eating and weight. YOU have that truth locked inside you. You need to come up with the combination to unlock the vault.

Some of this work involves asking yourself questions such as why on earth is Sabotage Me making my life hell?

But a great deal involves experimenting.

A few years ago intermittent fasting was the hot new weight loss craze here in the UK (AKA the 5:2 diet). Every second person I met was singing its praises from the rooftops. The BBC (a trusted national institution) wheeled on a kindly looking doctor, Michael Mosley, to give it credibility.

Months went by. Two things happened:

1. First of all, none of the people who had raved about this diet changed their shape.
2. At some point everyone stopped raving on about it.

What they were all engaged in was one big unconscious experiment called '*Does the 5:2 actually work?*'

If they had done it deliberately, it would have been a useful experience. They would all have said "OK, this looks interesting and it is backed by a doctor. Let's see if it works for me".

They would have then had their BS filters set to high (due to the accompanying media hype surrounding the 5:2). Some people might have learnt for example that some days eating plainer food allowed them to really appreciate meals out. Others that their hormones made this diet untenable. That having a history of compulsive eating makes this diet far, far too risky 'to be beneficial (These are not facts - just possible individual results my educated guesswork has come up with).

As it was, my guess is they learnt NOTHING. They might have moaned about yet another fad diet, but they will definitely have blamed themselves for failing to stick to the uniform, one-size-fits all approach that defines diets.

The truth is we are all unique. Running may be too high impact for my knees but be the key to good health for my brother, certain foodstuffs create sensitivities in some people but not others. The resulting bloating can have them think they've just gained 5lb of fat. One sugar replacement recipe may be delicious to you but deadly boring to your best friend.

**Every diet, every weight management approach MUST be treated as an experiment.**

There was never any manual for my own journey, and the best I can do is help you draw your own roadmap.

Do you see how motivating the experimental approach vs uncritical acceptance is? There is no failure in an experiment - only data you can learn from. Whether you act on that data is a separate issue.

### **ACTION STEPS**

Measure every weight release strategy you embark upon. Step back and be scientific. Data such as "this stir fry is so boring it makes me want to binge" is valid. The next question after such a realisation is "How can I make it less boring?" (Hint: imperfectionism via adding a bit of mayo or guacamole is a great solution to dull food).

What questions do your experiments lead you to ask?

# The Weight Loss Motivation Toolkit

## Personal Action Plan

This action plan brings together all of the action steps in the toolkit, and allows you to make yourself accountable.

Feeling overwhelmed? No worries. Just decide to reduce the action steps – it is far better to do one action step properly and consistently than to half do 5.

<b>Weight Loss Motivation Action Step</b>	<b>Tick when completed</b>
<p><b>Motivator 1: See Attaining Your Weight Goal As An Adventure</b>            Watch your favourite film and see it as a quest. Ask yourself how overcoming the obstacles in the story make the hero or heroine a better/stronger/more empathetic person. Does the villain have any lessons or create any positive outcomes? Now look back on a past challenge in your life and ask yourself how it has contributed to helping you become stronger, more assertive etc.</p> <p>Journal or discuss the lessons from past challenges.</p>	
<p><b>Motivator 2: Stop Looking For The Motivation Supermarket</b>            Go distract yourself. I know how challenging this last section will have been for some of you, so give your brain a break! I suggest a comedy DVD.</p>	
<p><b>Motivator 3: The Staircase Approach</b>            Cut your weight goal in half. So if right now you want to lose 100lb, make it 50. When you achieve that 50lb reduction (as long as you do it sustainably) you'll be mentally equipped to start working on the next 50.</p> <p>This may feel uncomfortable, but ask yourself this: how long have you been trying to reach your goal weight? If that hasn't worked for you, you need to try a different motivational strategy.</p>	
<p><b>Motivator 4: Purpose</b>            Write down 10 reasons you want to shed weight. Now write down another ten.</p> <p>Now fast forward in your imagination to your 80th birthday (or your 100th if you are 70 or older). Look at your list and ask yourself which three reasons the 80-year-old you would say has improved their life. Let's take the example of being a healthy role model to your children - this will impact your grandchildren and generations beyond.</p> <p>Connecting to the deeper, less superficial reasons for wanting to achieve a better shape will see you through the sometimes hard work of lifestyle changes and the mindset shifts necessary to open your eyes to a greater sense of what is possible for you.</p>	

<p><b>Motivator 5: Momentum</b></p> <p>First of all, identify what forms your resistance takes. In other words, when do you find it hardest to stay on track with your goals for improving your body no eating habits?</p> <p>For example: tiredness, feeling emotional, boredom, work priorities over exercise, rebelliousness, hunger.</p> <p>Which is top of your list?</p> <p>Next, can you plan any workarounds so this number one source of resistance has less power to affect your eating etc? For example meal planning and cooking/freezing multiple meals on the weekend before your hectic and draining work week.</p>	
<p><b>Motivator 6: Meet Sabotage You</b></p> <p>Observe yourself around food over the next few days. When you feel the urge to mess up your best-laid plans, can you identify it as Sabotage You? If they could speak, what would they say? What are they trying to do for you? What are their greatest fears? Can you reply to their misguided worries? Write a letter to you from them, then reply.</p> <p><b>Take your time with this.</b> Sabotage You has long been driving the bus in your head, and their secret weapon has been invisibility. We cannot heal what we can't see, but pulling that curtain back on what has really been happening is not always easy. I hope that even if it is uncomfortable, meeting your Sabotage Self will be as liberating as it was for me, and my clients.</p>	
<p><b>Motivator 7: Experiment</b></p> <p>Measure every weight release strategy you embark upon. Step back and be scientific. Data such as "this stir fry is so boring it makes me want to binge" is valid. The next question after such a realisation is "How can I make it less boring?" (Hint: imperfectionism via adding a bit of mayo or guacamole is a great solution to dull food).</p> <p>What questions do your experiments lead you to ask?</p>	