

# Lose Weight Without Dieting



By

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*Lose Weight Without Dieting*

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## **Foreword**

Hello,

This book is about you and for you. I'm assuming that you are reading it because you want to lose some weight. I'm also assuming that you are reading it because you've tried dieting and sooner or later ended up back where you started.

Losing weight is a much more complicated issue than just watching how many calories you eat.

I hope to be able to show you, how you've been lied to and misled over the years and how what you've been taught is actually causing the difficulties you are experiencing in trying to lose weight.

I've also included some suggestions that will get you started on this process of easy weight loss.

I've tried to make this book light, enjoyable and interesting for you to read. If I've succeeded, be sure to let me know. I'd love to hear from you and if you have any particular weight loss challenges be sure to let me know [here](#).

Oh! One last thing before I start. I like to make sure that what I teach works - so, at the time of writing, I've lost 11lbs in around 14 weeks - just using what I teach in my Diet-Free Weight Loss Program - and I plan to lose even more.

*Michael*

## **Introduction**

Of course, what you want is to lose all of your excess weight right now - isn't it?



And if I can't do that for you then you might still be interested if I could help you to get into that gorgeous bikini (apologies to any men reading this) without anything unsightly hanging over the edges of the elastic.

And if I could get rid of all 40lbs of it by the time you set off on holiday in 4 weeks time you'd go straight to the BUY NOW button Right now.

I can't do *that* for you. But I can do something better.

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I can't even help you to get rid of all your excess weight in the next 6 weeks using some mystical, magical crash diet eating some amazing sludge that not only fills you up but also meets every single one of your body's vitamin, mineral and calorie requirements and makes you feel so bloated that you'll never want to eat again.

We've all been taken in by that sort of nonsense. We're taken in because it promises what we most want in the world - to be attractive, and confident, and loved and it promises to hand it over to us almost as fast as we hand over our money to its purveyors.

But, guess what, I can beat that, but not in a way that's going to please you - unless you are really serious about losing weight.

If you are really serious about losing weight then read on and find out what works and what doesn't and the reasons why.

So what do YOU want?

You want to be your ideal size and shape

You want to be gorgeous (again apologies to my male readers)

You want to be able to move around easily and bend freely.

You want to walk and climb stairs without effort

You want to buy the clothes you love instead of the ones they have in your size.

You want to feel attractive again.

You want members of the opposite sex to look at you – in a good way.

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You also want all of that without having to make any changes to your eating habits.

You want to eat what you want

You want to eat when you want

If you go out for a meal with friends you want to select whatever you fancy and enjoy every last mouthful – regardless of calories, or carbs, or fat. And when it's time for dessert you want to be able to choose the gooiest, creamiest, sweetest most delicious looking offering on the menu totally regardless of how full you already feel.

You want all this, yet you believe it to be unattainable and so you just give up - if not today, then tomorrow, if not tomorrow then

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next week. Sooner or later you just give up and the pounds keep piling on until you need to shift up another dress size or trouser size and then you start up the treadmill all over again.

Sound familiar?

So who am I and how can I help you?

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## **Who am I?**



I'm Michael Hadfield, I'm a hypnotherapist, coach and advisor and I like to help people discover they can be successful despite what they believe about themselves and regardless of how many times

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they might have tried and failed. I change lives. I give people their freedom to be who they want to be.

“I was around 16stone 10lbs (234 lbs). I am pleased to tell you that I have lost weight and am currently 13stone (182lbs), so I have gone below my target weight. I feel that I have done myself proud, and I doubt I would have been able to do this without your help”

JD

...and when people who are serious about losing weight come to me for help, when they follow my guidance – they lose weight, easily and effortlessly.

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“I lost 28lbs and easily kept it off.  
I feel good and am enjoying life  
much more”

AS

...and it stays off

So if you are finding that Life is just a battle with food & weight and all that happens when you diet is that you end up thinking all the time about food. Then you need to be careful. Continuing to read this may just end all of that for you.

Anyway that's who I am,

now...

## **Here's What I Can Do For You.**

I had a call the other evening from a potential client wanting some information about my weight loss program. As I was talking to her and mentioning some the things I touched on above, I could hear her enthusiasm growing as I spoke to her and she recognised that she was finally talking to someone who truly understood the problems that she had encountered in the past when trying to lose weight.

### **Determination**

There is only one thing that I need from my clients and that is determination to lose weight.

Now,

- Determination isn't the same as failing and then trying again
- Determination is knowing that success is inevitable
- Once you accept that success is inevitable, you cannot fail

It is not my intention to mislead you so I won't try to kid you that losing weight the old way and keeping it off is easy.

If it was easy you'd surely have done it already.

But you keep on doing it and failing.

You might lose weight and keep it off for a while, but sooner or later it returns and you find yourself back on the hamster wheel.

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And of course there's all that food you really, really enjoy but is so fattening and so delicious and it would be just a horrible life sentence to never be able to eat that stuff again.

And you always want to eat.

And you've failed so many times you have almost no expectation of success.

You want someone to wave a magic wand and make it all go away.

I know it's easier to believe in magic than to believe in yourself.

But we can change that.

What if I told you that you can lose weight?

What if I told you that you can keep it off?

What if I told you that you can do this and eat what you want when you want?

If you are as sceptical as I am then you almost certainly think it's too good to be true and would be very wary.

And I don't blame you - it certainly sounds like some sort of scam.

You know what they say...

If it's too good to be true - it probably isn't.

It only sounds too good to be true because you don't know what I know about weight and weight loss, because you haven't been

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helping people to successfully lose weight and keep it off, and because the difficulty is not where you think it is.

What would be too good to be true would be if I was telling you that you can carry on exactly as you always have done and I will still help you to lose weight.

But that isn't what I'm saying.

I'm saying I know how to make the necessary changes you need to make in order to lose weight and those changes will not only be changes in your eating patterns, but also changes in your thought patterns about food.

But, and this is MOST important, those changes do not need you to ban any particular foods. And because there is no ban on any particular foods we banish cravings completely. You will not suffer. You can eat what you want, but you will eat less of it and still feel satisfied if you follow my guidance.

When you approach losing weight the right way – the way I'm going to teach you – you may discover that it can be even easier than you thought.

I believe it is possible for you to have what you want. I say this because, over the years, I have helped many people to have what they wanted.

So now we get down to the nitty gritty - what exactly do you have to do that's different and will help you to lose those excess pounds?

## **Change**

**“If you do what you've always done, you'll get what you've always gotten.”**

**“The past doesn't equal the future.”**

*Anthony Robbins*  
author of *Unlimited Power*

One thing I must tell you though is that in order for you to have what you want – something must change.

**Obviously if nothing changes there can be no different outcomes.**

Think about that for a moment

**If nothing changes, how can you expect different results?**

Now, in my 13 years of helping people with weight problems I have developed a sustainable weight-loss system. This comes partly from my own experience and partly from others who work in this field. I have taken the essence of what works and put it together for you to enjoy and benefit from. My system is based around small changes, because small changes are easy, and being able to eat what you want when you want it. It is a diet-free system. I use it myself to keep my own weight under control.

There are absolutely no food restrictions. However, I will encourage you to make healthy choices - but that's just because healthy choices make it much easier to:

- lose weight
- stay fit & healthy

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- feel satisfied
- maintain a positive mood state

If you follow my guidance I can help you to not only make those changes and find it easier to make those healthy choices, but also to enjoy success.

### **So how do you get this?**

**It is very, very simple.**

All you need to do is to realistically decide on either your target weight or a target clothes size<sup>1</sup> and make a genuine commitment to yourself to stay with the process until you achieve and maintain it. By that time the changes you have made and sustained will be second nature to you so maintaining your weight will become quite natural.

But you need to be serious about losing weight.

You need to have stopped playing the dieting game.

My system is a change that takes just a few weeks to master, but is easily sustainable, it is a change of your whole relationship with food, a change that will allow you to get more pleasure from what you eat while steadily dropping those pounds.

I believe that I can help you to lose weight and that I can do it more easily than you thought possible.

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<sup>1</sup> Personally I feel that aiming for a clothes size makes the process easier but that has to be your choice depending on whether or not weekly weighing motivates or distresses you when change isn't happening in the direction you want or as fast as you want.

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My Diet-Free Weight Loss System works because there are:

- Small, sustainable, changes
- No food restrictions
- No more diets
- No public humiliation at weigh-ins
- No Guilt

That last point is a biggy. Guilt probably puts on more pounds of fat than anything else. You must have experienced, on a diet but feeling a bit low, fighting the urge to eat and then finally giving in. Then after you've eaten and realised the food has done nothing to change your mood state, you feel guilty because you failed or gave in so your mood drops even lower and before you know it you're back in the kitchen finding another snack...

### **How can I help you...?**

So here's what you have to do:

- Accept that in order to lose weight, then something has to change.
- Accept that nothing you have tried has worked long-term.
- Recognise that past failure has no bearing on the present.
- Choose a target that is achievable.
- Consider which is best...
  - 30lbs lost forever, or
  - 60lbs lost for 6 months and 80lbs put back on in the next 12

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Now, I want to help you to lose weight. You just have to decide if you'd like that help. If you would, then read on and join me on this journey of discovering why food has such power over you.

## **Resistance is Futile**

Sorry, couldn't resist that chapter heading<sup>2</sup>.

Let me tell you a story.

From the age of 9 until I was 20 my dad worked for the biscuit company, Jacob's, based in Liverpool.

One of the perks was access to the company shop and an unlimited supply of low-price biscuits.



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<sup>2</sup> I hope you've watched Star Trek Next Generation or you'll miss my humorous intent.

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I remember, back then, that in the bottom of our kitchen cupboard was a big silver metal tin full of Jacobs Club chocolate biscuits (about three times the volume of the one in the picture, and without all that space-taking plastic). When it was finished another tin replaced it. Sometimes there were two of these tins. Quite often there were other biscuits in the cupboard as well and since Tobler were part of the same group there was frequently chocolate there too.

There were no restrictions placed on eating the biscuits. My sister and I could just help ourselves whenever we wanted and have as many as we wanted.

My sister and I grew up slim and healthy.

I was just about 6ft and 147lbs when I was 21 and I was still the same weight 5 years later.

My excess weight didn't arrive until my late 20's and I'll tell you about that and how I dealt with it some other time.

But I'd like you to remember this story because I'm going to come back to it later. It is highly relevant to losing weight without dieting so you might want to just read it again.

But before I come back to that I want to look at how our relationship with food gets screwed up in the first place.

## The Training



As a society we have a slightly screwed relationship with food. Consider a typical young child's birthday party. Jelly, cake, ice cream – lots of gooey things. Lots of things full of sugar. And what do we give them to take away after they have already over-filled themselves? We give them a goody bag filled with chocolate and even more brightly coloured sugars and probably even a few leftovers from the party.

**Don't we just *hate* to see good food go to waste?**

## **Emotional Manipulation**



When children are upset what happens. They are given chocolate, ice cream, or some brightly coloured sugars in an attempt to change their mood state. And it works – but not for the reason we think it does. I'll tell you that reason after I mention one or two other key pieces of information.

When we were good, or mastered some aspect of life that pleased our parents, we received a treat - that treat was frequently in the

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form of fat and sugar. If you are a parent you will be doing exactly the same with your children. I know I did with mine.

As an adult, celebrations are usually accompanied by lots of food and although, as adults, we tend not to tolerate quite such a high naked sugar content, and are not so attracted by bright colours, we still lap it up when it's mixed with wheat, chocolate, and cream or some other fat.

So we grow up associating the very worst aspects of our diet with the very best things that happen to us in life – reaching goals, being loved, being cared for, pleasing others.

So how can you possibly win when life has distorted your view of food to such an extent that not having those kinds of food in your life makes it seem almost as if life is not worth living without them? The sense of deprivation is just so strong.

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**I have a solution for you.**



Part of that solution is simply understanding just how you managed to arrive at such a distorted and unhealthy relationship with food.

Most people, if they find themselves in an unhealthy relationship, simply end it. It might not be easy. It might be heartbreaking, but they do it, and once it's done, after a few weeks they invariably feel better, lighter, and much more in control of their lives.

Now go back to thinking about those treats when you were upset. Those things our parents lovingly gave us in the hope that they would help us to feel better. It wasn't the thing that we got that

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made us feel better. It was the love for us that was being expressed with that gift. It was the attention. They made us feel better. And the other thing that I mentioned earlier... the treat was also a distraction, it made us think about the treat and not whatever it was that was causing the upset – and chances are, by the time we'd finished the treat, we'd forgotten about whatever it was that was upsetting us.

You see, that's one thing that young children are very good at – forgetting about upsets. Best friends can become worst enemies and best friends again all in the space of a few minutes. If you have young children, you'll know how unconcerned they are about bearing grudges or hanging on to their unhappy feelings. They recognise that they are just feelings and don't need to be hung on to - because they don't really mean anything. And they are much happier than the adults surrounding them who like to hang on to hurts, and slights, and grudges, and a whole stack of negative emotions. We adults like to nurture our negative emotions and make them last as long as we possibly can. We cultivate them and fertilise them and make sure they bear tons of fruit. Just to make ourselves miserable.

And what did our parents do when we felt miserable – they gave us fats and sugars and bright colours. And we felt better.

## **Food = Happiness**

You may have come across Pavlov, or heard about Pavlov's Dogs. Pavlov trained dogs to salivate at things they associated with food, like the sound of a bell, or a white coat. It's called conditioning. Think of this in terms of commercial breaks during TV programmes, or coffee breaks at work.

Another word for this is habit. Pavlov discovered that he could untrain his dogs just as easily as long as he did it deliberately and methodically. Habits can be broken. I can help you to break habits easily.

But going back to our childhood training and how it affects us as adults - what do we do when we feel miserable? We go seeking those fats and sugars because we have this crazy idea that they will make us feel better because that's what happened when Mum or Dad gave us fats and sugars when we were little. We fail to make the connection that it was attention and love and distraction that worked the magic and, with that part of us that didn't really want to grow up, we believe that food somehow has the power to change our lives. That 'part' is just a subconscious program that can be disconnected or changed.

Truthfully love has the power to change our lives and that is what we really want when we crave food to heal negative emotions. But in the simple world of our childhood all we remember deep within our subconscious is that food=happiness. We forget the love it came with and just remember the feeling, and like Pavlov's dogs, think the love will come with the food. And we forget the power of simple

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distraction and the ease of a child's releasing of negative feelings, and just know that we'll feel better if we eat.

So what happens to us as adults, having learned, as children, that food is intimately connected with feeling better and being good?

If we have developed an unhealthy relationship with food, then whenever we are feeling a little down, a little fed-up, or maybe even just feeling a little restless – there is a strong temptation to head for the kitchen and find something to eat.



The something we find to eat is almost never an apple, a pear, a banana, a peach, a handful of grapes or dried fruit.

And the really interesting thing is that ten minutes after it's been eaten – the uncomfortable emotion is still there, only this time it's

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tinged with guilt over having eaten. So we spend the evening either battling the desire to eat more, or, desperately seeking love, we eat again... and again... and again...

## **Love Is...**

- Feeling alive
- Feeling it matters that **you** exist
- Feeling valued in **your** World
- Being content with who **you** are
- Recognising that **you** are worth the effort

I need to be clear.

When I use the word love I am not talking about intimacy or sex. I'm talking about feeling valued and important. I'm talking about knowing that someone cares that you exist. I'm talking about knowing that someone cares about how you feel. And I'm talking about feeling supported and encouraged, by those close to you, in your journey through life.

## **Small Steps**

So what steps do you need to take to change all this?

How do you start this process of taking back control of your life, and of your eating, in a way that is satisfying to you?

To begin with - whenever you have the desire to eat when it is not mealtime...

- Make a note of what you are feeling on a scale
- 0...1...2...3...4...5...6...7...8...9...10
- And how bad, or good, it is.
- Then eat whatever you want
- 10 minutes later check how you feel
- Bloated...uncomfortable...not nice full...nice full...comfortable...nothing...empty

First of all just begin to notice whatever feelings or emotions are present whenever you get the urge to eat – especially when you are planning to snack and going through that mental should I, shouldn't I, which we all know is going to end with you giving in to the urge, so why not save yourself the hassle and just eat.

Buy yourself a little notebook that's easy to keep to hand and just make a note of the date and time and the feeling or emotion. Imagine a scale from 0 to 10 where 0 is peaceful and happy and 10 is very distressed. Score the intensity of the feeling that's driving you to eat somewhere along that scale. Then go and eat, write down what you've eaten and ten minutes later score the feeling again. Also make a note of how comfortable your stomach feels.

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Score it bloated, uncomfortable, unpleasantly full, pleasantly full, comfortable, no sensations, empty.

If you find it easier, I've designed a diary sheet for this and you'll find a link where you can download it below.

[www.hypnosisiseasy.com/weight-loss-food-diary.htm](http://www.hypnosisiseasy.com/weight-loss-food-diary.htm)

This is just an information gathering exercise to begin this process of losing weight without dieting. This is not in any way designed to stop you enjoying your snacks. I encourage you to continue to enjoy your snacks – but only after completing your diary entry. If you allow me to help you and follow my guidance you may be surprised to find that your eating habits are changing comfortably and naturally and that your excess weight just starts to slip away.

## **Oh! yes... those Biscuits**

In case you were still wondering about the relevance of my story about the biscuits – it contains a very important message that is a crucial part of my Diet-Free Weight Loss System.

But first I need to tell you about something else – something surprising that I remember reading about many years ago.

Around the world there are a great many people who are in severe pain. Many of them are in hospital and the pain is one of the symptoms of diseases like cancer, or maybe just post-operative pain. Their pain is so severe that morphine is prescribed. Morphine is never prescribed lightly, and, just in case you don't know, it is an opium derivative and highly addictive.

Some researchers decided to do a study on morphine.

What they found out was very surprising. It seems that a patient who is allowed to medicate herself with morphine (so she is totally in control of its administration) requires significantly less morphine to control her pain than a patient who is totally dependent on the doctor to decide amount and frequency.

And this really does relate to the biscuits.

When you have an unlimited supply and there are no restrictions on use, you not only use much less than when there is a limited supply and there are use restrictions, but you also need much less – the desire is reduced also.

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It is the reduction of desire that is one of the keys. An easy way to reduce desire is to have no restrictions, no limits on what you can and can't have. You see part of our desire is because we've been taught that certain foods are special. High-priced, exotic ingredients, or we can only have them on special occasions or *to make us feel better*.

Remove that and there is nothing left to drive the need to eat unnecessarily.

But now it's time to have a look at all the lies you've been told and that have led you into the trap you find yourself where, no matter how hard you try, or how good you've been, you just end up - sooner or later - heavier than you were before.

## **It Says so on the Telly so it Must be Good...**

Now look at what happens when you try to lose weight using those traditional methods that weight loss product promoters encourage you to use.

- Food is restricted
- Food supply is limited
- The most desirable foods are banned
- This causes CRAVING
- This causes Food Obsession

Food effectively becomes something with a limited and controlled supply because that's what you tell yourself when you limit calorie intake and put certain foods off limits or allow yourself only small quantities.

**The BIG mistake is to think that eating less is the solution.**

**It Isn't!**

And that's the reason you end up craving.

Not because you are hungry.

Not because there's anything wrong with you.

Just because you are pretending that food is in short supply.

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... and the food in the shortest supply is the food you most enjoy.

### **Why Diets Don't Work And you keep hoping they will**

Now I'm going to tell you about the problems with diets, why they don't work and how I can justify my ridiculous claim that I can help you to lose weight without dieting.

But first let's have a little look at insanity.

### **Insanity**

Doing the same thing over and over again but expecting different results.

*Rita Mae Brown  
(Sudden Death 1983)*

Although diet free weight loss works without diets – it still requires you to make changes. So you have to be prepared for some change. But the changes I ask you to make are easy, and most importantly – sustainable. The reason they are sustainable is because diet-free weight loss helps you to change your mind at a subconscious level so that you find it easier to make choices that are consistent with your long-term goal of reducing your weight and changing your body-shape and size.

#### **About the Problem:**

- You are not the cause
- But you are the cure
- You are the only one who can fix this
- I'll help you and guide you through that process

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Before I get on to the problems with diets I'd like to give you a feel for the scale of this problem that you are a part of.

The problem is a social one much more than it is a personal one. But society isn't going to fix it. There's only one person who can fix it – and that's you.

**But because it is a huge problem within the society that you are a part of, there is a lot of pressure from outside of you to conform to what everyone else is doing.**

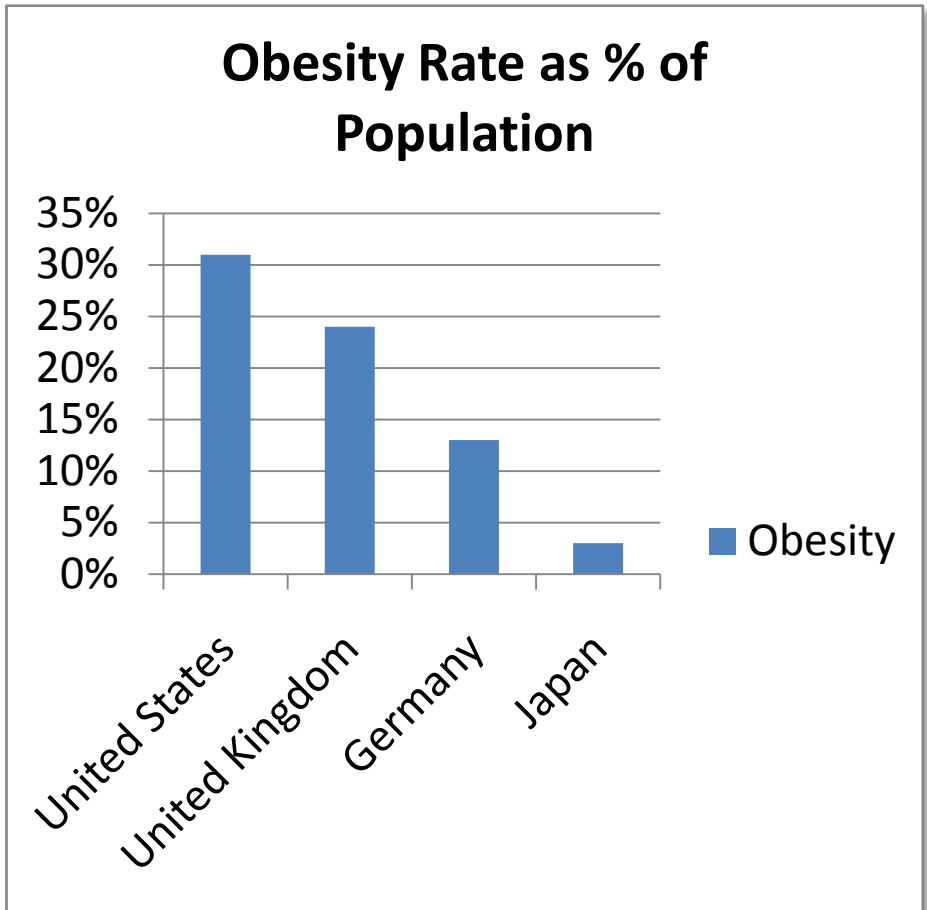
This makes learning techniques of weight control a lonely journey most of the time.

But rest assured – you are not alone.

## **Obesity**

“Many cultures throughout history have viewed obesity as the result of a character flaw. The *obesus* or fat character in Greek comedy was a glutton and figure of mockery. During Christian times food was viewed as a gateway to the sins of sloth and lust. In modern Western culture, excess weight is often regarded as unattractive, and obesity is commonly associated with various negative stereotypes. People of all ages can face social stigmatization, and may be targeted by bullies or shunned by their peers. Obesity is once again a reason for discrimination.”

Wikipedia



Obesity is different from being overweight.  
It has more health risks too.

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A few facts & figures so you can see the size of the problem.

**1971 – 2000 (US)**

**Obesity up from 14.5% - 30.9%**

**Energy (i.e. Calories) consumed 1971 – 2004 (US)**

**Women increased by 335 kCals/day**

**Men increased by 168 kCals/day**

Most of this came from increased carbohydrates from sweetened beverages and potato chips/crisps.

**25% of daily Calorie intake in young people is from sweetened beverages**

Childhood obesity rates are closely linked to tv watching.

Between 1977 and 1995 fast food sales **tripled**, but energy intake **quadrupled**.

Obese people consistently under-report their food consumption compared to normalweights. This isn't about lying. People who are obese are unaware of much of the food they consume. This is why my [Food Diary](#) is so important.

**People who keep a food diary lose twice as much weight as those who don't.**

## **The Big Lie**

This is the Science bit (like they do in the hair adverts) it's important and it won't last long so stay with me.

The first source to which the body turns for energy is something called glycogen.

Glycogen is a complex carbohydrate that is stored in the body. 65% of it is stored in skeletal **muscles**, the rest is in the **liver**.

So when the body is short of calories (which is a circumstance that diets are designed to create) it gets the missing calories from muscle tissue and the liver.

When glycogen is nearly depleted then, and only then, does the body turn to metabolise fat stores in fatty tissue. At this point you've lost a great deal of muscle and probably shrunk your liver.

Because muscle is very much denser than fat you clearly lose weight, but body shape doesn't change quickly because there is not much loss of volume. And let's face it, changing body shape is the reason most of us diet. If we all weighed 300lbs but looked fantastic no one would bother trying to lose weight.

So remember...

**Dieting burns muscle not fat.**

## **Tried and Failed?**

I've spent a lot of time researching, studying and helping people to successfully lose weight and what I've discovered is that...

- Diets **don't** work better the more **you** do them.
- There is **no** significant difference between diets.
- Dieting can seriously **damage** your health.

Most of the people who come to me for help with controlling their weight have tried diets – and failed. Sometimes they've tried diets on several occasions and still failed. Many of them have been members of WeightWatchers or Slimming World and still they end up in my consulting room wanting to lose weight.

Now it's not that these activities don't help you lose weight. They do. If you cut down your food intake sufficiently anyone can lose weight.

Don't eat – you lose weight. No question about that.

But what happens is that not only is reaching the target weight a real struggle, but it is also unsustainable. I'm sure you've seen pictures of Slimmer of the Year taken ten years ago looking gorgeous and a current photo of her heavier than she ever has been in her life. It's just that the weight clubs don't advertise that.

The problem is not that you can't lose weight with these methods – you can. The problem is that you cannot keep it off. I need to make it clear that I am not knocking these methods. A very good friend of

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mine was very successful at running several Slimming World Groups and I know how hard she worked and how much she was driven by wanting to make a positive difference in people's lives. I also know many of the people who attended her groups and they had nothing but praise for her. The events were fun and laughter filled.

But I also know that these people could not keep the weight off. They could follow the guidelines and enjoy their Syns for only so long before giving in to what they considered 'normal' eating.

Then Spring would turn up again (like it does every year), or a wedding, or other predictable social event and so they would return to the fold, and the public weighing, and get back on the treadmill for a while. It's a great social event. It helps with weight loss short-term. And if that's what you want then I highly recommend it. It just won't solve your weight problem permanently.

If short-term fast weight loss is what you want then what I am offering isn't for you. If you want to put an end to all this dieting nonsense and lose weight in a way that is sustainable then stay with me.

## **This is What I am Offering You**

- A healthy relationship with food
- Sustainable weight loss
- An easy way to lose weight without food restrictions

What I'm offering is the opportunity to lose weight, and keep it off. I'm offering the opportunity to change your relationship with food so that your excess weight will gently disappear (giving your skin more time to adapt to the changes) and then stay disappeared. And the reason this works is the reason that diets don't.

I'm offering you the chance to make some changes –changes that are sustainable. And the reason they are sustainable is, again, the reason that diets are not.

Diets only deal with food at the Calorie, or Carbohydrate, or Sugar, or Fat, level. All they do is get you thinking about what you eat and your whole life starts to revolve around food – and not in a good way – simply because what you used to eat is largely off-limits.

Sustainable change is small.

Diets require large changes in eating patterns and habits.

But the kicker is this. Diets do nothing about your relationship with food. Diets do nothing about your beliefs about food. Diets do nothing about your subconscious needs and desires. They just leave you with a battle.

## *Lose Weight Without Dieting*

A battle you can't win.

With my Diet-free Weight Loss you can eat what you want when you want and still lose weight.

*Lose Weight Without Dieting*

**It's All a Game**  
**A game you can't win.**

What I'd like you to consider is that this is a game.

A game where you have been manipulated and lied to for the benefit of others.

The revenue of the US weight loss industry in 2010 was

**\$60,000,000,000**

Forecasts for the Global weight loss industry for 2014 suggest that  
its revenue will exceed

**\$586,300,000,000**

**That's half a trillion dollars.**

## **Diets Don't Work**

Consider this...

**When something works, you do it and enjoy success.**

**When something doesn't work you do it...**

**...and do it...**

**...and do it...**

**...and do it...**

Remember my quote about the definition of insanity? Doing the same thing over and over yet expecting different results.

What the Diet Industry does is to **convince you** that you are the one who isn't doing it right, and then they get you to do it again.

If diets worked, you would diet once and no one could make that much money out of you. In order to maintain the massive revenue and lifestyles of those in the weight loss industry, **diets have to be designed to fail** to keep weight off while giving you **short-term** success so you keep coming back believing that you just need to try harder and that it's really your fault because you didn't do it well enough.

It's like those old comments on the school report 'can do better', 'needs to work harder', 'room for improvement'

*Lose Weight Without Dieting*

**"I estimate I spent, you know, tens of thousands - maybe \$100,000 - on different kinds of diet products, diet services, and I was still fat."**

Wendy Shanker

So let's look in a bit more detail at the problems with traditional diets

Diets make you...

- Think about food
- Feel deprived
- Crave what you can't have

**One failure of most diet plans is that people get hungry and quit.**

*Frank M. Sacks M.D.*  
(dietary expert)

*Lose Weight Without Dieting*

## **Diets Still Don't Work**

**21% of dieters give up in less than 2 months**

**45% of dieters give up in less than 12 months**

So you can see that about 1 in 5 dieters only stick to the diet for two months.

..and almost half give up in less than a year.

## **Metabolism Myth Buster**

There's a whole lot of hokey spread about metabolism in connection with losing weight and dieting.

### **Here's the Truth.**

- Eating less slows metabolism
- Your body thinks famine – make fat
- Metabolism slows
- When normal eating resumes slowed metabolism means more food turned to fat

Metabolism is your body's engine. It burns fuel – but it has an intelligent accelerator. When the tank is constantly running near empty, and filling stations seem few and far between, it runs slower and if you do that to it often enough, it learns, and ends up running permanently in conservation mode - making it ever harder to shift those excess pounds.

## **Moody Blues**

Mood states are, I believe, of much greater significance than Calorie intake when it comes to losing weight.

So consider...

- Weight is an emotional problem
- Diet results in social isolation
- Social isolation = low mood
- Low mood = comfort eating

Mood is a much bigger factor than food. In other words it's not so much the calories you eat as the reason you eat them.

If your friends are largely overweight then success at losing weight will produce pressure to 'give in' and 'have a little bit of this, a little bit won't do you any harm' from those who are not able to control their eating - just do them a favour and send them this link.

<http://www.hypnosisiseasy.com/weight-loss-ebook.pdf>

At the subconscious level self-sabotage results from the feeling that you will no longer be part of the fat club and end up without friends. This is also a problem with social weight loss groups like Weight Watchers and Slimming world. Reaching your target weight means you are out of the club, you lose friends and social activity – powerful subconscious reasons to keep on sabotaging your attempts.

## *Lose Weight Without Dieting*

My Diet-Free Weight Loss helps you to find other solutions to low mood states – solutions that help you to feel much better than the food does.

You don't need to comfort eat when you have available other simple and easy strategies to increase your comfort. My Diet-Free Weight Loss includes a free download to help you through those times when you want to comfort eat.

## Diets Focus on Food.



Let's imagine for a minute that you are a chocolate lover and I tell you NOT to think about chocolate.

What are you thinking about – chocolate!

And if you think I am somehow playing mind games with you rather than trying to help you to understand how your mind works, then you might be deliberately not-thinking about chocolate. But, realise this, in order to not think about something you still have to hold the idea of it in your mind in order to know what it is you are not thinking about. And even if you have convinced yourself you aren't thinking about chocolate – you will.

## *Lose Weight Without Dieting*

Because diets are about not doing this, and not doing that, you end up thinking about the thing you are not supposed to do. You have to, otherwise habit would just have you doing it.

But what's the last thing you want to think about when you are dieting?

That's right all of those foods you aren't allowed to eat any more.

Diets also focus on weight loss. If you remember when I did the science bit I showed you that weight loss is not fat loss and weight loss is not changing your body shape the way you want.

### State of Mind.

Being slimmer is not just about calories. Being slim is a state of mind. If there is no change in attitudes to food, eating, and self, then a diet will not succeed in bringing about permanent weight change.

My diet-free weight loss works on changing the attitudes, beliefs, eating patterns, and behaviours that keep you overweight. It allows you to change gently, and therefore, permanently - if that is what you want?

My Diet Free Weight Loss focuses on you feeling good. Because there are no restrictions (remember the biscuits and the morphine) you will almost certainly find that any obsessive thoughts about food that you may have experienced in the past, while dieting, will gradually dissipate as your body/mind adapts to the changes so that your eating patterns become normal and your weight reduces gradually and naturally.

## *Lose Weight Without Dieting*

One of the biggest problems with diet and weight loss organisations is that they lie to you. They con you into believing that you are losing fat. Weight-loss is not fat loss.

Muscle tissue burns more Calories (an incredible 30 times more) than fat tissue. So in times of food shortage, muscle tissue is the first to go because it is the biggest threat to survival. Reduced muscle means lower Calorie requirements therefore greater chance of survival.

Diets do not lead to sustained weight loss or health benefits for the majority of people. You can initially lose 5 to 10% of your weight on any number of diets, but then the weight comes back.

*Traci Mann, Psychologist*  
University of California, Los Angeles

When normal eating is eventually restored then you have altered the ratio of fat/muscle so metabolic rate is lower. All that repeated dieting does is lower metabolism and increase the ratio of fat to muscle. Because metabolism is lowered, it's harder to burn off what you eat and so fat deposition increases. Weight loss is almost entirely down to muscle loss. Muscle is denser than body fat so body shape does not change much, even though pounds are being lost. You can end up at a 'normal' weight but with a very high percentage of body fat. When normal eating is restored, fat deposition is also restored and the situation worsens. This is why yo-yo dieting is a major health risk.

**Dieting turns muscle to fat.**

We found that the majority of people regained all the weight, plus more. Sustained weight loss was found only in a small minority of participants, while **complete weight regain was found in the majority.**

*Traci Mann, Psychologist*  
University of California, Los Angeles

... and to prove it you'll find that the vast majority of people who diet are fatter two years later than if they had never bothered trying to lose weight.

## **Diets Do The Opposite**

- Diets cause long-term weight gain
- Every time you diet it gets harder to achieve the same results
- Every time you diet you lose a little more faith in yourself and your ability to succeed in life.

Diets are seriously unhealthy things to do to your body. You can lose weight if you make small changes that become a normal natural part of your life. Diet free weight loss is not a quick fix, it's a permanent change. And because it's a permanent change it has to be comfortable – otherwise it would be unsustainable. Consequently weight loss is slow.

### **Would you be happy to lose 50lbs?**

But consider this – if you lost as little as a pound a week (this would not be entertained by most serial dieters) that's 50lbs in a year. That's as much weight as most people want to lose.

### **...or 100lbs?**

If you lost that tiny amount for two years that's 100lbs (I'm giving you a couple of weeks off for Christmas and holidays) If you could do that for 4 years there probably wouldn't be anything left of you. So you see it's not the amount that's important.

## *Lose Weight Without Dieting*

If you lose just a pound a week then by the time you reach your target weight and body shape you will be in total control of your eating, and eating will be a pleasure for you.

## **Your Failure is Not Your Fault**

Most of the dieters I talk to see themselves as to blame for their failure. It's really important to know that **you were programmed to fail**. The diet industry's survival depends upon your failure. If diets worked, you would only have to diet once.

- Research shows that diets make you hungry and create powerful cravings for things like sugars and fats.
- There is also that deprived feeling of everyone else can have it so why can't I?

**The more we endure cycles of dieting, the more our bodies become trained to seek out food, slow down vital functions and conserve body fat. In the forest, sweetness was nature's way of telling early humans that fruit was safe to eat.**

Geoffrey Cannon  
author of  
*Dieting Makes You Fat.*

In evolutionary terms, the human body cannot distinguish between dieting and famine. We are hard-wired to respond to the threat of an insecure food supply by retaining body fat rather than burning it off, just as camels are biologically designed to store fat in humps to survive forays in the desert.

Now, while you ponder on all of that valuable information I've just given you, it's time for a change of direction.

## **Who Can I Help?**

Let me tell you a little bit about the people who come to me wanting me to help them to lose some weight and keep it off.

- Overweight (obviously)
- Unhappy with job
- Evenings watching TV
- Plan on exercising
- Eat everything

They are overweight. Anything from 20lbs to 100lbs, though most want to lose around 30lbs to 40lbs.

They generally don't like their job, or they like their job but the boss, or one or two colleagues, create a stressful environment.

They generally spend most evenings watching tv.

Exercise is something they are planning on doing.

They don't throw food away – however much is on the plate gets eaten.

- Snack on fats and sugars
- No willpower
- Hunger is not the reason they eat
- Mood frequently controls eating
- Several attempts at dieting

## *Lose Weight Without Dieting*

They snack on chocolate, crisps (potato chips), biscuits (cookies), bread – with other stuff added to the bread, and cake.

They believe they have no will power.

They eat regardless of whether or not they are hungry.

Low mood state triggers eating more often than not.

Commercial breaks generally control when and what to eat (chair-kitchen-get food-chair) has to be complete before the program restarts.

They have dieted more than once.

- Slimming World or Weight Watchers
- Failure
- Out of control
- Unfulfilled
- Emotional issues
- Relationships not as they would like

About 1 in 3 have been to Slimming World or Weight Watchers.

Many see themselves as failures.

They feel out of control.

Many appear unfulfilled in life.

Some have emotional issues around food from childhood.

## *Lose Weight Without Dieting*

Some have other emotional issues around childhood.

About half of them are in unsatisfactory relationships.

- They **don't** want a quick fix
- They want something that works
- Prepared to be part of the process
- Follow guidance
- Do homework

They generally don't want a quick fix, they want sustainable weight loss – even if it takes a while.

They want something that works.

They are willing to follow my guidance and do the homework I suggest.

For all of them I am a last resort.

## *Lose Weight Without Dieting*

...and, just so you know that this stuff not only works, but works extremely well.

What my latest client said to me on her final treatment visit a couple of days ago...

**“I feel like my eating is under control, now”**

And another comment I received just a few days ago from a customer who bought my Diet-Free Weight Loss Cds

**It's really really good!!! And I'm 13lbs down!!!! I really do think it's brilliant!!! I just thought you should know that I appreciate it and use it. I'd go as far as saying ANYONE that is struggling to shift weight!! TRY IT!!! It's the best.... And trust me I've tried a few!!!!**

Janet Whitfield

## **What Next?**

I hope you've enjoyed this ebook and found it valuable. I really hope that it's given you some insight into why you have always failed to lose weight permanently and some really helpful tips, like the [food diary](#).

But that's just the start.

There's more to losing weight than knowing why it's difficult. Knowing why it's difficult, and knowing the traps that others have led you into, is just the beginning of your journey towards a slimmer healthier more attractive body.

### **Now it's time to take action.**

So if you'd like to have more of my help in losing those excess pounds then I have a complete and easy to use program for you to make use of. This program taps into those subconscious habits that cause a lot of the problem and help you to become free of their influence as easily and effortlessly as I know how to make it for you.

If you follow my guidance then you will lose weight.

So, if you've liked this ebook, then  
click on the link below to find out more details  
about your

[Diet-Free Weight Loss System](#)

**Now.**

## *Lose Weight Without Dieting*

If you have found this book useful then you have my permission to pass on a copy to anyone you feel may benefit from it. Or just send them the link so they can download it.

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*Michael*