

# **SIMPLE WEIGHT MANAGEMENT**

## **SECTION 3**

***The 'Crazy' Psychology of Diets!***



***...powerful habits to transform your life!***

Devised by  
**David Orrey &  
Stephen Kirkbride**

**[www.VibrantHealth.me.uk](http://www.VibrantHealth.me.uk)**

## Quick Guide

Section 3 (of 12) is entitled ~ *The 'Crazy' Psychology of Diets!*

**This 3rd section covers why diets are so miserable and don't work (long term).**

We discuss how diets create a civil war in your head to make you obsess about food at a time when you're trying to eat less. Hence, once you understand the connection between your emotions and the food you are eating, you'd be crazy to embark on a calorie restricted diet.

**You'll learn that diets are for masochists only 😊!**



### Disclaimer

All the information and recommended action steps provided in this guide are with the sincerest intentions to genuinely help you enhance your weight management, general health, well-being and make you feel good. It is the culmination of thousands of hours of research into books, published medical studies and the study of professional expertise. Vibrant health accepts no liability for the results of any actions you take following the information contained within. We strongly advise you to do your own research prior to the taking action steps and consult a medical professional if in doubt with any aspects.

### 3. The 'Crazy' Psychology of Diets!

**"NEVER GO ON A DIET AGAIN... they are not about actions, they're about thoughts (usually obsessive thoughts) which are emotional triggers to make you want to eat... they're actually a mild form of psychological torture!"**

Your **Simple Weight Management** educational journey so far...

- 1 – You understand there's no quick fix and long term consistency of good habits is the key.
- 2 – You're mindful of the hidden dangers in the food chain and will work around them.

**Your brain isn't equipped for dieting.**

Let me ask you a question...

Who do you know that goes on a diet, loses the weight they desire and then reverts to a healthy eating regime from that point forward and lives happily ever after?

One in a million at most!

**Here's the standard torture** (sorry, I mean remedy 😊) **for weight loss...**

When you've finally had enough of what you see in the mirror, you... **go on a diet**, which means calorie restriction for a period of time to try and eliminate the excess weight.

Here's what generally happens...

*The excess weight reduces... you're happy with it to a degree... you then gradually slip back into your old habits... the weight goes back on... you're not happy again and need to do something... you start another diet!*

Before you know it, you've become a yo-yo dieter repeating this cycle ad nauseum... **sound familiar?**

If you like diets, you are in a very small majority... they are depressing and there's no wonder when you understand the psychological forces at play!

**Psychological torture**

In section 4 (*Understanding How Your Mind & Body Interact*), we're going to teach you about what happens in your mind with regards to eating and what is really controlling what you put in your mouth!

Here's the crazy bit with diets... although it seems logical, diets mean **calorie restriction** which automatically triggers 2 natural processes in you...

- i) Your body responds to the lack of food and goes into starvation mode which means it wants to store fat as a safety precaution, as it notices a lack of food.



ii) It triggers a hormone in your brain called Ghrelin (fully explained in section 4), which is your hunger hormone, making you want to eat.

So, the mere act of **restricting calories not only makes you hungrier, it also makes your body want to store fat** to protect you!

So now you're feeling hungry most of the time whilst your body is trying to do the opposite (store fat) of what you're attempting to do (lose weight) 😞!

Yes, diets help you lose a bit of weight initially (first few weeks perhaps) but then it gets much harder due to the contradictory conditions you've put your body in!

Diets are very cruel, to say the least... so let's delve further into the mind of a dieter.

### The civil war going on inside a dieter's mind

We'll cover the importance of your biochemistry in section 4 (*Understanding How Your Mind & Body Interact*), as this is crucial to understand so you can work in harmony with it (but only if you want to manage your weight whilst eating plenty and feel satisfied 😊).

Before that, let's talk about the conflicting thoughts in your head when you sit down to eat whilst on a diet...

*You sit down at the dinner table with friends or family who are having a normal meal of meat and potatoes with a load of fresh veg and gravy.*

*Your **left brain** (the logical part) says I need to eat less to lose weight so I'm going to skip the potatoes and gravy.*

*Your **midbrain** (controls your emotions) makes you feel good about yourself for being disciplined.*

*Meanwhile your **right brain** (responds to; patterns, arrangement, rhythm, routines) says somethings missing... meat & veg goes with potatoes and gravy, you always have them together, what are you playing at... get some potatoes & gravy on the plate!*

*Your **brain stem** (responds to; physical stimulus) thinks this isn't right, where's the potatoes to make me feel full and satisfied?*

Do you see the contradictions going on inside your head?

Not only that, because the different parts of your brain are at loggerheads, the net effect makes you focus even more on the food you are trying **not** to consume (triggering your hunger hormone – we'll go on this deeper in section 4). So, now you crave it even more, whilst you're trying to resist it, to lose weight!

**There's a civil war going on** in there between the different parts of your brain, that's why dieting and calorie restriction sucks, is mainly counter-productive and you feel so miserable 😞.



This civil war in your head then makes you obsess even more about food (its chemically driven as you'll discover in section 4) whilst at the same time you're trying to eat less. **It is just a mild form of torture!**

*Your self-discipline is saying... "I've gotta be good and eat low calorie food, whilst your right brain is craving the lovely cream cake you usually have after a meal!"*

Sound familiar?

It's like you're trying to push a broken-down car to get it moving, only to find someone else is trying to push it in the opposite direction... **its bloody hard work.**

### **Now let's add in some guilt, blame and shame for good measure!**

So, despite the psychological torture that comes with being on a diet, it's all you know as that's the conventional way to lose weight, right?

Now, if you're like the majority of dieters, you're also going to add a load of guilt, blame and shame in to the mix, if you don't do it perfectly!

Let's briefly talk about margins of error in the world at large around us...

- The world's best football strikers who earn multi-millions every season, don't score in around 40% - 50% of games.
- The best basketball players who also make multi-millions every season, only make around 50% of attempted shots.
- Experienced competent lawyers don't win every case.

Yet, when it comes to diets – one blemish, one bad day and dieters tend to feel guilty and beat themselves up. For some strange reason, **there tends to be an all or nothing mentality** around diets.

It's your brain that sabotages your diet – often causing a miserable cycle of shame, guilt and a touch of some self-loathing.

**Common traits** - do you recognise any of these emotional traits that regular dieters tend to suffer from...

#### **Guilt trip**

One muffin and guilt sets in, *"I'm useless, I've deviated from the diet plan, no willpower, I'll never lose weight 😞."*

Subconsciously – it's easier to deal with being overweight than with the huge 'perceived' guilt of failure.

#### **Shame of Judgment – secret eater**

Diet infidelity – you eat salad in front of everyone to play the game as you've declared you're on a diet, but you're craving food (ghrelin flooding your system), so you scoff a lovely cheesecake in secret.



Now you're racked by guilt from not sticking to your diet and the prospect of shame as people find out you can't stick to a diet.

*"Might as well give in now, I'll never be thin 😞 pass me the doughnuts!"*

### **Shame of Judgment – avoider**

Avoiders are so conscious about being judged that they have a tendency to avoid the psychological effects of judgment and avoid people, situations and places where they might be judged.

### **Final words**

We sincerely hope that unless you're a masochist, we've put you off dieting forever as that is our intention 😊.

Once you've gone through the next section, your awareness will expand around this subject as you begin to understand how your biochemistry works and what causes so much misery in diets.

And conversely, understand how working with your biochemistry means you can ditch diets forever, stop counting calories, eat plenty and feel great 😊.

**Excited yet? Are you ready to get into the real 'meat' of this programme?**

