



Lasting Weight Loss & the Rules of the Mind

The mind is like a computer and just like a computer it has rules. For example if I don't want to open emails from a certain person I can set up a rule to send all their emails to junk mail – this is like saying “**never** open emails from Sam”. Or I could create a rule to send them to a certain folder like saying “**always** send emails from Sam to my client's folder”.

The mind reacts in much the same way – if we say “I will **never** be able to lose weight” or “I have **always** been fat”, or “I **always** eat the whole packet”, or “I am **never** able to stop at one” then we are literally programming our minds to keep overeating & stay overweight.

Use these rules of the mind to assist you in changing your eating habits and lifestyle:

1. **The mind does exactly specifically what it thinks you want it to do, what it thinks is in your best interest** - tell your mind that what you want is to eat healthy nutritious real foods and to exercise regularly. Tell your mind what weight and size you want to be. Tell it repeatedly as the mind learns through repetition. You can use a [Slimming Statement](http://www.lorrainemaguire.com/slimmingstatement) (www.lorrainemaguire.com/slimmingstatement) to help you tell your mind what you want.

Be aware of your language as that is how your mind decides what it thinks you want it to do if you are not telling it directly. If it hears you say all the time – this is so hard, I hate this, this is killing me, I always struggle to lose weight, I never get to the size I want to be etc. then you won't get to be the slim, fit, healthy you that you want to be.

Tell your mind – I am choosing to do this, I love this and I want to do this, I want to exercise, I love exercising, I love eating fresh fruit, I am choosing to eat real whole foods, I always love to exercise etc! LOVE is a word that your mind will go “oh she loves this, she must want this, this must be in her best interest” and then your computer like mind will program to do whatever you LOVE more.

2. **The mind is hardwired toward pleasure and away from pain** - link pleasure to healthy nutritious foods and exercise and link pain to being inactive, overeating and eating certain foods like junk food and processed food. We can choose what we link pain and pleasure to. You can do this by heightening any pain you feel when you eat certain foods. For example I had a gluten free burger and the indigestion, heartburn and bloating was so painful that I sat there in pain and really focussed on it and now my mind is like “no way” whenever I see burgers.

I also heighten the pleasure from fresh foods and when eating mandarins I go ‘mmm these are so delicious, I love mandarins, ooh they taste so good, these are yummy’ and so on and now when I go shopping my mind takes me to get mandarins even if they are not on the shopping list.

I link pleasure to exercise by saying “I love this, woohoo, this feels great, I feel alive, my body loves this, yeehaa, more please, yes yes, I am choosing to exercise and I feel great....” Then when I wake up and its cold, dark & wet and I want to stay in bed my mind motivates me to get up and go swimming because it knows there is pleasure there.

3. **What you eat and how you look is down to the pictures in your head and the words you say** - change how you look at foods by changing the picture and your mind won't want them. Say something is delicious and delectable and desirable and your mind will want it - tell your mind it is fatty greasy sugary and packed full of chemicals and that changes the picture.

Marketers know how to make bad food look good so we have to change the picture ourselves. As seen below jelly lollies are made to look & sound yummy but they are made from the skin, cartilage and bones from animals. Changing the picture will work for some people and not for others. Find what rules work for you and use them.



Gummies or jelly sweets are Gelatin-based Chewy Candy which is made by prolonged boiling of skin, cartilage and bones from animals.

Also our [bodies never want toxic food](https://youtu.be/31JimJWRNGk) (<https://youtu.be/31JimJWRNGk>) - if we believe we are craving a certain food it is usually in the mind and not the body if it is sugary fatty or greasy. If I think a food looks good then I will be more likely to eat it, for example if I see cheese, yoghurt, ice-cream or milk products as yummy then I will have them, but if I see milk as a growth hormone meant to grow a baby calf into a 300kg cow then I don't want to be a cow so it helps me not to eat those products.

4. **The mind loves what is familiar** - make healthy nutritious food familiar by increasing the amount you eat and how often.

Start the day with a healthy breakfast and the mind will come to expect that as it will become familiar.

Make sugary fatty greasy processed and junk foods unfamiliar by choosing not to eat them or to eat them less often.

Choose to make healthy snacks familiar and unhealthy snacks unfamiliar by carrying healthy snacks with you which reduces the chance of getting hungry and reaching for something quick and unhealthy.

Choose to make daily exercise familiar - take a walk, go for a run, do a workout video, go to the gym or even 10 minutes of dancing in your room.

The more we do it the more our minds will help us to do it again. The mind likes routine and familiarity so choose to make the healthy routines familiar to you and the mind will motivate you even more – it will say “it’s Monday, time for [dancing in the dark](https://www.facebook.com/Dark-Dance-138473376769444)”. (<https://www.facebook.com/Dark-Dance-138473376769444>) Or “it’s Tuesday morning time to get up and swim”.

If you wish to discuss your overeating or weight issues in more detail or see how Transformational Therapy can help you please use this [link to book a call or zoom with me](https://calendly.com/lorrainemaguiretherapy/20mincall) (<https://calendly.com/lorrainemaguiretherapy/20mincall>).

