

# The TRUTH about weight loss



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by  
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I have almost 30 years experience as a weight loss coach and Clinical hypnotherapist. When I started in weight management he was a perplexed as to why so many people failed with traditional slimming methods. This led me to research the factors common to overweight people who successfully maintained their weight loss long-term, so that this could be replicated in a weight loss programme.

All this research resulted in a unique in-clinic coaching programme I created in 1995 that has has transformed the lives of so many people down the years.

I will explain why you have failed to succeed in the first part of this e-book and then introduce you to the Hypnoslim program in the second part.

# **Disclaimer**

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# Part 1

WHY you have been unsuccessful  
in losing weight

## Your approach to diet

You are NOT working in harmony with the nutritional needs of your body. No matter how many calories you consume if you are not meeting all the nutritional needs ***your body will create the hunger for you to fulfil those needs.***

Your body uses food for ***energy***, for the ***structure*** of the body and the ***chemical processes*** in maintaining the body. So, if do not have a proper diet, and even though are consuming more calories that you actually need (which becomes stores as fat on your body), ***your body creates the hunger to drive you to give it needs.*** The wrong approach also creates sugar cravings due to sugar crashes.

So, you could be eating loads of “food” high in calories but with low nutrients density and still be hungry and craving more food. You may then then eat more food high in calories but of no nutritional value (that doesn't fulfil your needs) and this goes on and on.

## DIETING!!!

Probably, you have tried “dieting” or your own or have attended other weight loss programmes “diets”. There is **ONLY one approach to your diet** that ACTUALLY works – you will discover this in the Hypnoslim programme. Anything else is not going to work ***long-term.*** Probably ANY “diet” can result in short-term weight loss.

Restrictive dieting results in losing touch with innate hunger signals. If you continue to do this, your innate defence mechanism will kick in and will overpower you to eat more than you require. You will start eating excessively and piling

the weight back on again.

Restrictive dieting leads to the classical yo-yo dieting to which most overweight people succumb. They blame themselves for not being able to continue with the diet but it is not their fault, nature is more powerful than willpower.

Additionally, when you deprive yourself of the required intake of food, your metabolism slows as the body thinks there is starvation. When you take in excessive food in your overeating cycle, the body now stores the additional food as fat due to a slower metabolism. Your body is now preparing for the next famine.

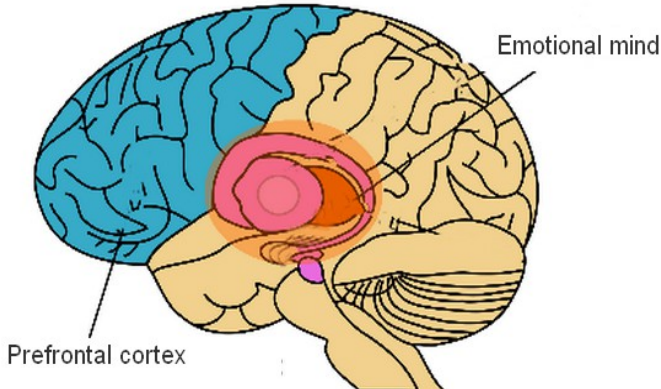
Research has shown that reducing people's required food intake by 30% or more produces symptoms of irritability, loss of endurance and obsessive behaviour around food. The obsessive behaviour continues long after the person starts eating properly again. The diets of many popular weight management programmes available today suggest an excessive reduction in calorie intake.

You have become overweight due to taking in more calories than your calorie requirement per day. Planning to lose weight by taking in way fewer calories than is required for your healthy weight is a foolish one.

I have seen weight loss programmes suggesting calorie intake of 800 calories per day, where the required calories to maintain a healthy weight is 1,800 calories. This is disastrous for your long-term fat storage. Restricted calories affect your fat burning and muscle building hormones, causing you to lose muscle and make your body more prone to storing fat.

## Emotions

Before I speak about your emotions and why you eat emotionally, I need to tell you a little about the mind.



You don't have one mind (maybe, as you may have believed), you have two minds, the emotional mind, and the logical mind. In the diagram, this is represented as the prefrontal cortex (logical mind) and the emotional mind (the orange circle) which goes back as far as we go back.

They are two distinct parts of the brain. The emotional mind has the mental reasoning of a six-year-old child and one of its major goals is to protect you physically and emotionally. It wants to get you away from discomfort to a better feeling. It is the mind involved in emotions, habits, the mind of dreaming and the one that keeps your bodily systems functioning. It is often called the monkey mind or the lizard mind.

The logical mind has more intelligence than the emotional but the emotional mind is the driver of emotional and behavioral responses. So, if you have an I.Q. of 140 it is located in the prefrontal cortex.



## **Your emotional mind can resist your RATIONAL goals.**

You may want to lose weight but you also want what food does in meeting more pressing emotional needs, you may see food as your ONLY or BEST means of escaping from negative feelings or find you don't have any other immediate way of rewarding yourself.

Resistance is what is pulling you in the opposite direction from where you want to go. People believe that putting more energy and motivation into the goal of winning they will overpower the part that is in resistance. The problem is that by pulling against what you resist you are adding energy to it, what you resist persists. This explains why after being successful in losing weight on a weight loss programme you finally cave in and you are back to your old relationship with food.

There is a reason that an aspect of you is pulling against what you want, it actually believes that is in your BEST interests. You must remember that your subconscious is NEVER doing anything against you, it is doing things for you. The BELIEFS that create your emotions are largely SUBCONSCIOUS, this is why transformation in the emotional mind is ESSENTIAL in creating change.

There is a positive intent behind every behaviour. The pain of what we do is less than the pain of doing the opposite thing. If our rational goal means more pain than not meeting that goal it will stop the process of progress.

## Undoing the Brainwashing

You have been subjected to food brainwashing to which you have been subjected since you were born. I know that you may blame yourself for being overweight, not being able to say no to junk food, unable to stop reaching for food when you feel emotional discomfort, etc. The truth is that you can stop blaming yourself right now. You are where you are due to all the conditioning that you have been subjected to all your life.

No matter how hard you try, your conscious willpower will never be a match for the powerful conditioning in your subconscious mind. Your eating patterns have been reinforced again and again over time, they have become a formidable force inside you. Why do you think 95% of all diet plans fail? *If you continue with what you have already done you will continue to get the results you have always got.*

**It is helpful to think of you conscious mind and subconscious as two separate individuals.**

The conscious mind is a small, rational and logical person and the subconscious mind is a powerful, primitive, emotional person. No matter how hard you try to influence this powerful, primitive, emotional person you just can not get through to this person. This powerful person does not respond to rational argument.

The good thing about this powerful individual is that it learns in a visual, feeling way and is influenced by imagery and indirect language communication. We can use its way of learning to communicate with it and transform the way it behaves. *The Hypnoslim program can help you to that.*

## **Emotional Eating**

The “past” does influence your emotional eating. There is no such thing as the “past” in the deeper mind, everything is the “present”. You are a body here and now with a collection of images, language patterns, conditional responses that you have developed since you were born. Every learning experience you have had since you were born does influence the way you think, feel and behave. “The child is father to the man”, (Wordsworth). Many of the emotional and behavioural patterns you have today were learned before you were seven years of age. In many respects, you are looking out through the eyes of a child in an adult body.

Significant adults, in their effort to be compassionate and loving to you, could have significantly influenced your weight problem of today. The link between uncomfortable emotions and junk food could have been created back in those early years or later on in your life.

Example: the child is upset for some reason, the parent feels sorry for the child and offers a chocolate to the child. The child now feels better. The chocolate has changed an unpleasant emotional state to a pleasant emotional state. The reinforcement is repeated again and again over time until an unpleasant feeling will automatically drive the child to eat something “nice”.

The “past” is the filter through which we evaluate events, create different emotional responses, develop attitudes and create different behavioural patterns.

Often a healthy attitude towards food is created by responsible adults in a child’s life but circumstances in later life can find a

comforting release through eating, alcohol and other such behaviours and through repetition, this develops into a powerful habit that becomes deeply engrained in the subconscious. The “past” does not mean childhood years but all experiences since you were born leading up to the here and now

# Part 2

The Hypnoslim Program

## **A life-changing program**

This is a how-to-do program to break your destructive relationship with food, You will discover WHY and HOW you have created your weight problem. You will be given the tools to quickly achieve a sense of control over your eating.

This METHOD of the Hypnoslim Program is a **true solution** to your weight problem. Down the years I have helped so many people with this METHOD as an in-clinic program.

## **The Program**

The programme deals with the CRUCIAL pillars of maintaining your healthy weight.

### **DIET**

Learn HOW to work in harmony with the nutritional needs of your body and how to burn fat more effectively. No more "dieting" that can cause one to binge in the long-term, destroys your metabolism and causes your body to store more fat.

### **MINDSET**

Learn WHY you are creating food cravings and HOW to overcome the habitual cravings.

### **SUBCONSCIOUS CHANGE**

Without a change in your emotional mind, you are DOOMED to fail. This is the big downfall with weight loss programmes, they simply can't succeed long-term.

## **Why the utilisation of trance states is ESSENTIAL**

When we learn something that has become automatic, we tend to develop a "closed mind" about the feeling or behaviour, we

find it very difficult to "open up to change". The mind tends to protect automatic behaviour and emotions from change. This is where hypnosis or trance becomes important. Trance is a state of mind where we become "open to subconscious change". Therapeutic intervention in this state is the fastest and most powerful way possible to create desirable behaviour, and transform limiting emotional responses.

## **The Experience of Hypnosis**

Hypnosis feels like the transition between wakefulness and sleep and has qualities of both these states. One is fully conscious of everything that is going on and, contrary to what you may have heard, is in complete control. ***Hypnosis is a highly receptive state of mind that makes the process of change much easier.***

At no time will you be asleep or unaware of what is going on. You will, however, be likely to feel more relaxed than ever before. A feeling of peace, serenity and well-being generally accompany this relaxation.

## **What about the idea that some people are just not hypnotizable?**

Anyone who can daydream can be hypnotised if he is willing. Nobody can be hypnotised against his will. If a person is not willing to cooperate, he cannot be hypnotised. However, the idea that some people are just not hypnotizable is **INCORRECT.**

Some people may initially have problems with feeling that they may lose control in some unacceptable way. This may lead them to intellectually second guess and over analyse what is going on. Thinking too much will interfere with relaxing

enough to enter a trance state.

Hypnosis is NOT about the hypnotist controlling the person. It is about the person gaining more control over himself. Once the person realises that experiencing hypnotic trance will (a) help him feel how he wants to feel and do what he wants to do, AND (b) actually give him more control and power than he previously had, he will stop overthinking, and let it happen.

### **What role does the Subconscious Mind play?**

The Subconscious part of the mind, or the Inner Mind, controls all of the living functions that keep us alive, as well as all of our automatic behaviour patterns. But, the Subconscious is not as easily communicated with as is the Conscious Mind.

Information is imprinted in the Subconscious essentially in three ways: through trauma, through repetition, and through the language of Hypnosis.

Thus, Hypnosis is the quickest and most efficient way to impress the Subconscious and imprint changes in behaviours, attitudes, beliefs and feelings. The upshot is that making changes in long-standing, core habits (e.g., eating patterns, smoking, emotional reactivity, coping responses) often creates internal discomfort and stress.

Old habits cling and typically resist efforts to change them.

This can be because of Conscious conflict about changing, but it can also be the result of conflict between the Conscious and the Subconscious parts of the mind. That is, you consciously may want to change and may have decided to change, but the Subconscious does not know this. If it did, it would help you, but it often has no way of knowing that you consciously want to change.



So, it continues to control the old behavioural habits and this creates and perpetuates inner conflict. Once the Subconscious is informed that you want to change, and once it knows that it is in your best interest to be helped to change, it has no choice but to help you change. Then, the two parts of the mind, Conscious and Subconscious, can work together in cooperation with little tension, upset, or stress. Remember, what you can conceive you can achieve, and the Subconscious has a tendency to accept what it imagines as real.

### **What people said about hypnoslim**

"When I visited you for the Weight Loss I have to say that I was pessimistic. My attitude at the time was why not give it a try, I have tried everything else. The Hypnoslim programme has totally changed the way I think, feel and behave towards food. I have lost what I call that "pull" food used to have. When I feel hungry I eat, healthy food, otherwise I don't even think about food. What a change!". **Caroline Kelly.**"

"I was trying to follow diets that were not natural for me to follow so, naturally they all failed and the weight went back on. The HypnoSlim programme transformed my thoughts and feelings about food that helped me create new eating habits".  
**Martina O'Shea.**

"I was addicted to junk food. This has all changed, I have no interest in it anymore, and no craving for it. I would definitely recommend the programme. It has changed my life"  
**Gerry Rodgers.**

"I used to eat when I was bored, sad, stressed, angry, even when I was happy. Every emotion seemed to trigger a desire to eat. That has all changed thanks to hypnoslim. I have managed to break the link between emotions and food. I am at my target weight for the past 3 years".

**Nuala Rodgers.**

**Your Investment**

This is a two-hour programme over 2 sessions.

*The first session is €100 and the follow-up session is €50.*

This is your opportunity for such a modest investment to have access to a programme that can be life-changing for you.

THE END

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THE END

Thanks for downloading this short e-book.