

The Real issue

I have found that people who swear they are eating healthy and still not losing weight are sadly misleading themselves which makes them feel more pain which then leads to less desire to control the pleasure they get from eating—a vicious cycle! Usually what’s going on is the person is eating something healthy, like almonds, but eating 4 servings (800 calories) or eating a banana with peanut butter on it. Or they are eating healthy and binging on some high-calorie treat and blocking it from their conscious thinking because they feel ashamed and feel they can’t stop it—like someone can’t stop biting their nails when the urge overtakes them.

Remove the chains of guilt to allow yourself to move forward!

When you understand that any self-defeating habit you have or any crazy eating habits you have are NOT YOUR FAULT, you can relax and start moving toward the healthy eating you really want. When you understand that your subconscious programming controls and is CAUSING these self-defeating eating habits and cravings and whatever else unhealthy you want to stop but keep failing, you can take the chains of guilt off your back to allow yourself to move forward!

It’s really the GUILT and SHAME, not the eating habits themselves that are immobilizing you. Meaning when you feel like crap about your crazy eating habits, you have guilt and shame on and in your mind everywhere you go! It affects you at work, at home, everywhere! You’re either thinking about it consciously or it’s “in” your mind subconsciously. And because of this lowered image of yourself, you end up feeling much more pain from other things in life because you interpret the things that go wrong in your life as “your fault” much more than a person with a strong sense of self. This leads to more pain in your life and more PULL to find things that give you pleasure in your life to balance it out. So when you get home and you feel hungry, you don’t just eat enough to feed your body, you eat to feel better. You don’t eat for the purpose of a healthy body, you’re not thinking about that, you’re eating for pleasure. You don’t come home and say to yourself consciously, “I feel like crap I think I will keep eating this bag of chips because it makes me feel better” This feeling just compels you to keep eating because it tastes so good and you have a feel-good deficiency to fill! This happens day after day, month after month, year after year!

This is a perfect picture of what Guilt and Shame does to you. It ties you up from moving forward in your life—you stay



stuck, and it blindfolds you from seeing the reality that your life is full of potential and you have many things to appreciate and feel good about. Guilt and shame also gags you and keeps you silently suffering by never telling the truth about what you are struggling with—you just keep telling everyone everything is OK or fine or say nothing.

The Solution

If you follow what I just described, you can see the solution quite clearly. A person who has a high feeling of self has less displeasure in her life and therefore a lower subconscious desire to keep eating to balance out the pain in her life. We all have a strong biological pull to eat, but those that like themselves, stop eating before it gets to a point of gaining too much fat because **THEY CARE ABOUT THEMSELVES TOO MUCH!**

Someone with a weak belief of self, feels less about themselves because they see life as just one disappointment after another, so why restrict the little enjoyment they have in life?

It's like the man dying of lung cancer who wants to keep smoking saying to himself and others, "Well, I'm dying anyway, I might as well enjoy what life I have left."

This thinking requires one thing: **HOPELESSNESS**

If you feel that your efforts are hopeless toward permanent weight loss and your life and your self-image is depressing you, why deny yourself the pleasure of eating good tasting foods?

Does this make sense??

I hope it does, because when it does, a light is going to go off in your head that looks like this →



(That's what the light bulb represents in my logo ☺)

So the solution is to turn hopelessness in to HOPEFULLNESS! To see and believe that **YOU CAN** live a better life, you can **develop a strong sense of self that causes you to FEEL:**

- I am important
- I am valuable
- I have worth
- my life is great
- my problems are not bigger than anyone else's
- I have many things to look forward to

- I have many blessings in my life
- My life has a meaningful purpose

Why your other programs didn't work

Every program that just hands you a diet, point system, cards, special exercises, magical stuff to sprinkle on your food, belts you can wear to shock your fat off, etc. NEVER ADDRESS the underlying issue of WHY a person is compelled to overeat and gain fat.

When you feel good about yourself and your life, you have the inner true desire to stop yourself from overeating.

When you don't feel good about yourself and your life, you don't feel like restricting yourself from the pleasure of eating.

99% of people who read this don't believe it

Most people don't want to believe that they don't feel good about themselves or their lives because.....it would make them feel worse about themselves and their lives! So we all go around thinking we're "OK" or doing "fine" but in reality, we are suffering from the most common disease there is---a weak sense of self.

This is why most diets fail—they never address the REAL issue. Giving someone a diet to follow won't change how they view the issues in their life. A new diet won't help the person feel more appreciated at work. A new diet won't make a person feel more loved at home. A new diet won't help a person feel more respected around her family. A new diet won't help a person feel they have a deep sense of purpose in their life. These perceptions in a person's life cause pain, and the more pain, the more pleasure is needed to balance it out.

These are the issues that cause a person deep inside to become like the man dying of lung cancer who has very few things left in his life that bring him pleasure—and loads of emotional pain from



thinking things like “I should have quit sooner”, “I’ll never get to see my grandkids get married”, “I never got to take that trip I always talked about” etc....needing to be balanced out with pleasure. Continuing to smoke is not a choice for him, it’s a powerful need because of the pleasure it gives him and the pleasure he needs very badly!

Until you SEE your life as significant, successful and worthwhile, you’ll never have the INNER DESIRE to stop yourself from enjoying food in excess. Why would you want to?

Your Assignment:

Did a light bulb go off in your head or are you still thinking, “*Yeah, I understand what Dave is saying, but I like myself and my life is fine, so that’s not what is compelling me to overeat.*” If you believe this, make a list below of the 5 things that pop in your head that you dislike about yourself or are problems in your life and then list the 5 things you really love about yourself and your life.

Things I dislike about myself or my life:

- 1.
- 2.
- 3.
- 4.
- 5.

Things I love about myself or love about my life:

- 1.
- 2.
- 3.
- 4.
- 5.

Which list was easier to make? Most of my clients have a hard time finding one or two things they really love about themselves. And then they’re embarrassed to share them! But they can easily list the things they dislike about themselves and the problems in their life! Until you can easily fill out a list of at least 10 compelling things you love about yourself and your life, you’ll always struggle with being unable to stop yourself from eating food in excess.