



**The No-Exercise,
Eat Anything Secret
to Getting Skinny...
For Life!**

By Jenny Thompson



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Introduction

I'm not going to lie. Losing weight and keeping it off is awesome. You look and feel better all the time. And you're healthier. But really, for me, the best part about losing weight is still hearing people's reactions—whether they knew me before or not.

In fact, sometimes the strangers are the best ones because they aren't comparing you to the earlier you. Their thoughts and opinions have no other context.

Here are just a few examples of things people have said to me that are burned forever into my brain.

- I was at a business lunch with two guys I had never met before. One of them was talking about having overeaten over the holidays. He looked at me and said, “Of course, you never have to worry about what you eat.”
- On the plane coming back from Savannah, the girl next to me and I were talking. I mentioned Savannah didn't have good enough desserts for me. “It's all about the dessert,” I said. She said, “You must be one of those people that's just blessed with a great metabolism.”
- I went to return something at Lord & Taylor that was a size 10 (when I was a size 10). It was too big. The woman behind the counter looked me up and down and exclaimed (literally exclaimed), “You are NOT a 10! A 10 would definitely be too big for you.” (Keep in mind that I dreamt of being a 10 for years.)

And, of course, it's great to hear compliments from the people that have known you forever, saw you overweight

and watched you struggle.

- A guy I've worked with for years told me I look great, but not just the weight loss, he said "you're just glowing!"
- Other times in my life when I'd lost 20 or 25 pounds, my father never said anything to me at all—even when other people commented right in front of him. After this weight loss, I was at his house one day, helping him pack (well, packing for him, actually). He looked over at me and said, "Wow, Jen, you lost a lot of weight. You're fading away."

I didn't share those stories to pat myself on the back, but to let you see what is waiting out there for you. I never would have believed people would say those things to me. And it never gets old.

Once you lost the weight and start hearing these things, write them down. They are motivational gold on the days you might be feeling discouraged or "slip" a little.

When I first sat down to start this book, I was in a cute little coffee shop in Savannah called Ambrosia. I finished a turkey sandwich on a baguette with pesto and carmelized onions and decided to go somewhere else to get a good dessert.

And I was still on my "diet."

Because once I learned the secret to eating anything I wanted and still losing weight, there was no reason to deprive myself for one more minute. And you're about to discover that secret too!

Imagine a diet where you literally couldn't "cheat" if you tried!

It's real and you're about to learn exactly how you can

drop the fat, feel better and eat every one of your favorite foods any time you want.

But first, let me tell you how I discovered this amazing secret.

Since I was 21, I was a size 18 for all but three years (not in a row, mind you). And, at 5'2", I wore an 18WP (women's petite). That means fat and short...a very attractive combination. And it wasn't much better in high school (or grade school, for that matter). From the time I was buying my own clothes, I wore a size 14. And from the time I remember weighing myself, I always registered at least 150 pounds on the scale.

So, after being very overweight all my adult life and most of my childhood, finally...at 40...I decided it was enough. But I also knew all the things I had done before that failed. So I had to figure out something different.

I realized the answer—my answer—wasn't at the gym, in a small cardboard box with a tray of frozen calorie-controlled food, or in a bottle filled with caffeine substitutes. The answer was inside me. I just had to find it. And, this time, I was determined that I would.

Over the next several days, weeks and months, I designed my own program, which I (obviously) will describe in this book. I tested things—adding new little tricks and stopping things that weren't working for me. But it really comes down to this: I eat anything I want (seriously...**ANYTHING!**) and I don't exercise.

So, you're probably asking the same question everyone asks me: "Then how did you do it?!"

I will tell you, but before you start reading, I want to tell you this: It really is all in your head. Your brain and

your thoughts are in control of your weight loss, not the trainer or the treadmill. There is no magic pill (believe me, I tried them, too).

Success will require changes. If you could lose weight doing what you're already doing, you would have. And, I want to be completely upfront with you about this: Success will also bring occasional failure. There will be days when you "mess up." I do it constantly.

But one of the great things about the way I've done this is there is no such thing as "cheating." No point total that you went over or forbidden foods that you snuck. A bad day is really just not a great day, and it's really easy to get right back on that horse.

I've made the changes as simple as possible. They can work with every social, personal and economic situation. So you have to be open to trying the things in the book, even if they seem silly or like they couldn't possibly make a difference. I'm living proof that it works—and you can be too.

But please don't waste your money or your time on this book if you're not serious. Why not commit that you'll try the strategies in this book for at least one week? At this point, you have nothing to lose except the physical and mental burden of your weight. And just imagine that I'm right. Imagine for one minute that you actually can lose 20, 30, 50 pounds or more by eating every single food you love and never having to spend an hour in the gym out of breath and sweating like a pig. Wouldn't that be worth trying a couple of silly little things for a week? You bet your ass (all of it!) that it would.

When you bought this book, I told you I had one secret I discovered that made the whole thing work. And I will share that with you in a bit. It really is simple. But I also

developed a series of tricks, strategies and ideas around it that helped me every single day. So you get all of those too.

Ready to discover the secret and how to make it work for you?

Okay, let's get down to it.

Chapter 1: True Confessions

If you're anything like me, you probably have the list of reasons my program can't work for you at the ready. I know, I know...it's really hard to find time NOT to exercise and to find stuff to eat when you can eat anything. But there are hurdles to every plan. In the interest of full disclosure, I'm going to tell you the things that may have made this easier for me.

First, I don't have kids. Most women I know with kids say it matters for two main reasons. The first is that you're always eating their leftovers (which you'll learn how to work around later). The second is that it's harder to keep food that tempts you to overeat out of the house.

Admittedly, I'm more in control of the food situation in my house. But I do have a husband who fills the house with whatever he wants, and I eat out with friends or business acquaintances at least 8 times a week for lunch or dinner.

Also, I always had junk food in my house because I hosted football parties every week or two. So I had huge bags of M&Ms, bowls of potato chips, fattening dips, sliders...if it can clog your arteries, it was in my house. And still, I didn't eat it and to this day, it's pretty rare that I want it.

So temptation surrounds me, too. I also have a car and three credit cards, so there's really nothing stopping me from pigging out whenever I want—even if the food isn't in the house.

But let's get back to you. I'm sure there are foods your kids love that you hate, so stock up on those instead. Your kids will still be able to fill their faces on those other foods at their friends' houses, after a soccer game, whenever. And

if their being a little deprived helps you lose weight, they can suffer. (Just think how much you give up for them...)

Once you get submerged in this way of life even the foods that have been your downfall will just naturally tempt you less. You'll be able to eat them without being haunted by them and hearing them calling to you.

Disclosure #2...I don't eat fried food. Now you might be thinking that's a pretty big catch. But the truth is that I haven't for years. Even still, I managed to be about 60 pounds overweight without fries, shrimp po' boys and all the other deep-fried goodies.

Don't misunderstand me. I love fried food—probably more than you do. But in 1993, I quit smoking after 15 years of puffing away on a pack a day. I decided that every year, on the anniversary of that day, I would give up something that wasn't good for me. I gave up fried foods the next year (and nothing at all after that...come on, I gave up smoking and fried foods, that's enough!). I have eaten something fried here or there over the years, I'm not perfect and my program will prove that to you. But if you eat a lot of fried food, you may want to cut back if you're not seeing the results I did.

I also tend to avoid high fructose corn syrup and hydrogenated oils. I've read enough about how your body reacts to both of them that I think it is better to stay away. I'm not a purist but I do avoid them when I can.

Next...my beverage of choice is water. I also drink iced tea with a little Sweet & Low. It's been years since I drank soda regularly...diet or regular. Generally, I just think soda is unhealthy and I try to avoid chemical-infused food and drinks whenever I can. But for the purpose of losing weight, I don't think diet soda or iced tea should really

make a difference overall. In fact, soda may actually help because it fills you up much faster. But if you drink 11 of them a day, it might impact your weight loss, and I don't want to get a bunch of complaint letters and cans tied to my bumper.

I do drink alcohol, but I've never been a big drinker. Maybe 2 drinks a week. Again, if you drink a lot more than that and aren't seeing results, consider cutting back.

While I'm not sure how this one figures in to my actual success, I think it's important to mention it. I got married when I was 23 to a man who never said a word to me about my weight. He loved me when I was fat and never made me feel ugly or gross (though I did plenty of that for myself!). So I don't know what it's like to have an antagonist (other than myself) in a weight-loss battle.

But it's important for you to know that you will probably have one. Even the people that really want you to lose weight so you'll be happier, healthier—and hotter—will tend to sabotage you. They don't mean to and they don't want to hurt you. But you're undergoing a major transformation and that feels threatening to them. You won't be the person they know anymore—and they don't know if the new you will still love them. It's your job to assure them that you will. There may be “less of you to love” but you'll have more energy, be more fun, and want to spend more time doing exciting things with them once you feel better about yourself.

I feel like I should also mention that I have a pretty good job and, as I already said, no kids, so money isn't a major issue for me. I realize not everyone is in that situation so the economics of some of the tricks in this book may not be as easy for you as they are for me. But even if

money is an issue, it's not as big an issue as your health, happiness and self-esteem. So it's up to you to make these tips work within your own economic limitations.

Finally, I said I never exercised. And, for the most part, that's true. I didn't work out on a treadmill or bike, jog for miles every day, or do what most people would consider exercising for the sake of losing weight. But when I was about 8 pounds heavier than I am now, I started doing Pilates to start toning and since then I've worked with a trainer on and off, hoping to keep toning. I mean, a 45-year-old woman who was at least 50% overweight for 34 years has a *lot* of toning to do. Do the math!

So those are the things I wanted to get out of the way upfront. You can look at them as my disclosures or your excuses. But since you've read this far, you already agreed to try the plan for a week, so you'll have to save the excuses for Day 8. Honestly, there are ways around all of them so they shouldn't be too hard to overcome. But I had to list them here to make sure I didn't get outed on Dr. Oz for taking secret Pilates.

Chapter 2: Meet Jenny the Pig

The real reason I think all the guru and doctor diet plans never worked for me is that they never understood what it was to be a fat pig. (I'm not calling you that. I'm talking about myself.)

It didn't become completely clear to me until I lost the weight how much being fat had defined me—who I was, how I ate, and how I acted.

I'm sharing these stories with you now so you know that I've been there. I understand what it is to not be able to get food out of your head or off your plate. I also know what it feels like to think the world is as focused on how fat you are as you are.

Maybe the silliest story goes back to my wedding...all the way back to 1990.

I honestly thought I was too fat to fit into a wedding dress. So I wouldn't go to any of the boutiques or stores. Instead I ordered my dress (in an 18WP) from the JC Penney catalog. And I was so afraid it wouldn't fit that I didn't even try it until a week before my wedding. It was actually a little too big and I had to get some emergency alterations. But I was so crippled by my self-image that I almost didn't have a dress to wear to my own wedding.

But most of my embarrassment and memorable moments were directly related to food.

One day after I lost the weight, I was out with my sister getting ice cream. She had been thin all of our lives—from downright skinny in high school to perfectly normal and fit as an adult. As I was eating my ice cream, I realized it was the first time I could remember eating ice cream and

not thinking that everyone around me was thinking, “You are way too fat to be eating that ice cream. Put it down!”

Up until that moment, I believed that everyone who ever served me ice cream or saw me eating a cone was completely focused on how fat I was and thinking I should NOT be eating ice cream.

When I told my sister, she looked at me with so much sympathy in her eyes. “That’s the saddest thing I’ve ever heard,” she said.

I think that’s a big part of the reason we become closet eaters, which is a very slippery (and fattening) slope.

Speaking of which...I used to go to fast-food drive thrus and order two large fries and two Whoppers—enough food for two people. But I didn’t want them to think I was going to eat it all so I ordered two drinks. I mean, who would ever order two drinks for one person, right? (I was a very clever pig.)

I remember one night, when I went to the 7-11 to get ice cream snacks. Before I was even done, I wanted more. I ended up going to three different stores that night so I know I ate at least three ice cream cones, bars, whatever. I thought I was very clever. Why buy everything at one store and let the clerk know you’re a pig when you could waste time and gas driving all around town being a pig?

And it started when I was very young. The story that goes down in family lore happened the Thanksgiving I was in fourth grade. My family was traveling by RV with another family (just a note: we were so not an RV family, but my father made us go anyway). My mother brought chocolate turkeys for the five kids. I found them before Thanksgiving and ate them all—at record speed, stuffing the wrappers in my pillowcase. My mother went crazy looking everywhere

for them, knowing damn well she had packed them. She finally gave up and assumed she'd find them on the kitchen table when we got home. Imagine her surprise a couple of days later when she was doing laundry and saw the wrappers fall out of my pillowcase.

The closet-eating thing was two-fold, for me. For one, I had some need to fill...an emptiness or loneliness, I guess. It made me feel less alone to have secret popcorn or chocolate turkey friends. But it was also believing I was too fat to eat in front of people. Unfortunately, it just led to me eating more and more (and more and more).

But there are other psychological challenges. I realize now I was truly food addicted.

There were times that I would be horribly full from dinner. Stuffed way past the gills. But I would want microwave popcorn. And I would actually think to myself, "If I die tonight, I would have died without ever getting to eat popcorn again." So I would pop a bag and eat it, stuffing myself so full I have no idea where it went (well, yes, I do).

In hindsight, I'm actually surprised I wasn't even fatter.

At this point, you probably really identify with me or really don't.

I vividly remember when I read Oprah's book, "Make the Connection." Early on, she describes coming home and wanting to binge but, having started a diet, she had no "good" food in the house. So she heated up frozen hotdog buns and poured maple syrup on them, and then ate them while the centers were still frozen. When I read that, I remember feeling like that was a level I had never stooped to, so maybe I wasn't really as bad off as I thought. (I was.)

So if you're reading about my food issues and thinking,

“Well, I’ve never done THAT...” Be glad that you haven’t and think about what you do that’s over the line by your standards. Because not all alcoholics drink a 12-pack a day. Some only drink one a night and some binge once a week. It’s the need to drink that makes them addicted, not the volume or the regularity.

No question. I was definitely addicted to food. I guess I still am. If you never stop being a druggie or an alcoholic, you never stop being addicted to food either. But the big difference is that even after you beat it, you can’t give it up altogether. We still have to eat.

And the self-loathing goes beyond the food. I was so conflicted because I love shopping but I also hated it so much. I felt fat in everything—even things that fit great. I was married for 17 years before I got in a bathing suit in front of my husband, and I had already started losing weight at that point. (Mind you, he saw me naked all the time, but in a bathing suit?! No way! I guess I figured it was too easy to compare me to other women right then and there.)

I was shocked when I’d lost some weight and went shopping in new stores to learn that they carried my old size. I always thought if I walked into a “normal” store or department that the salesgirl would come over and tell me they had nothing for me there and ask me to leave. My fat controlled me 24/7, but still couldn’t get myself to be thinner. Until now...

Here is your Chapter 2 Action Plan:

CHAPTER 2 ACTION PLAN

1. Be honest with yourself and identify any extreme behaviors that are keeping you fat.
2. Give yourself a break and realize that the rest of the world isn't as focused on your size as you are.
3. Read the next chapter now so you can get started right away.

And start to...

SHRINK

BEFORE: Age 34



AFTER: Age 41



Chapter 3: Don't Set a Goal

So now we are ready to dive in. It all begins here.

If you read the Table of Contents, you know that this book advises pretty much the exact opposite of everything else you've heard, especially from doctors and weight loss gurus.

So why on earth would I tell you not to set a goal? Because goals loom large and weight-loss goals are rarely small.

Let me back up. I said don't set "A goal." I'm not actually saying not to set any goals. Quite the opposite, in fact. My success came from setting very small, very achievable goals.

If you want to lose 50 pounds and you've lost 1/2 pound, you're VERY far away from your goal. And it's daunting. You see how far away you are every day. It's a recipe for failure ("50 pounds, I'll never lose 50 pounds so I may as well eat this cupcake"). But if you say you want to lose a pound a week, you can never be too far away from it—and you know that eating one cupcake could be the thing that stops you from hitting it.

So go into this setting a very small goal for yourself. Mine was a pound a week. And, honestly, I never had a bigger one. I didn't have a target weight or a target size. When I got down to an 8, I decided I'd like to be a 6. That was my first actual larger goal. And I hit it. So now I'm working toward a 4. But I know it's okay that I haven't gotten there yet and it's even okay if I never do. I never thought I'd be a size 6...NEVER. So I'm thrilled if that's where I stay.

The other reason I don't like large goals is that they train you to give up. If you said you want to lose 50 pounds, that's where you stop. (And, most likely, when you hit it, you are going to reward yourself with food.)

Obviously stopping at 50 pounds sounds pretty good, but why limit yourself? Why not get to your ideal weight and ideal body?

Not to mention, what if you get stuck at 45? Is that failure? Should you just give up and gain it all back?

I truly believe a weight loss goal is destructive. It has never worked for me, but shooting for a pound a week has.

You don't have to choose your goal now. But you do have to before you start. And if you already chose a goal, go back and break it down into a baby step—and forget that you ever had a larger goal.

Side note: Declaring your goal as 20, 30 or 50 pounds secretly in your head counts. Remember, everything we're doing is in your head so there's no way to cheat or to lie. There's no journal you can forget to write in, no trainer you can lie to about how far you ran, and no Weight Watchers lady you can refuse to weigh-in for. You're your own new coach, nutritionist and weigh-in attendant.

What also works for me is setting short-term goals—and I mean really short-term.

I love sugar and chocolate. How can you not? So the idea of "giving them up" depresses me and just makes me want to eat more of them. And while I really do eat anything I want, I also know there are things and amounts I should steer clear of if I want to stay thin. After all, I'm 45 now. It doesn't get easier at this point. Rather than go all Atkins on myself, I set "sugar-free days." There's no

schedule, no minimum number of them. I just wake up some days and declare it a “sugar-free day.”

Sometimes I’ll declare it a “soup-for-dinner” day. And that means something with clear broth and vegetables, not gumbo or chowder. I learned years ago that having soup for dinner a few nights a week is a great weight loss trick but never did it. It didn’t feel substantial enough for me. Now it does, and it’s good to be in control of that.

I also use my weaknesses to create my short-term goals (and sometimes let them turn into long-term ones). A couple of years ago at our football parties, I would claim my spot next to a bowl of peanut M&Ms. As the game went on, the handfuls of chocolate-y goodness went down easier and easier. Watching the time on the clock—and not the number of times I dipped into the bowl—I would often realize I’d eaten almost a whole bowl of M&Ms. So I made one of my goals not to eat any M&Ms during the football parties. I could eat anything else I wanted, but not those. And then I just stopped eating them altogether. As I write this, it’s been about five years since I’ve eaten an M&M... plain, peanut, even the new pretzel ones. If I get trail mix and they are in there, I pull them out. (Note to the M&M/Mars people: I’m sorry. I really like your products...too much obviously...and I’m not suggesting anyone else give them up. That’s just an example. Do First Amendment rights cover chocolate companies?)

I’m about to reveal the one simple secret you’ve been waiting for. It’s in the next chapter. But first, take a look at page 18 for your Chapter 3 Action Plan.

CHAPTER 3 ACTION PLAN

1. Take a minute and write down 3-5 very short-term goals you can use to help you in your weight loss. My advice is that they shouldn't last more than a day. They should be so easy that even on your worst, hardest, most hectic day, you can still keep them for 24 hours.

2. Figure out what your baby step goal will be and write that down too. It shouldn't be anything that you can't do in a week.

3. If you had a larger goal in mind, write it on a piece of paper and tear it into shreds or burn it. Do whatever you can to get that goal out of your head.

So you can...



Chapter 4: When To Eat... And When Not To

This was the secret I discovered that changed my life. It really is just this simple.

Every plan I've ever seen tells you that breakfast is the most important meal of the day. And most of them tell you to eat 5-6 smaller meals throughout the day to train your metabolism. Now I am not a trained professional. I don't have a degree in anything relevant. (I do have one. It's just not relevant to metabolic theory or to the biology of weight loss.) So that may be scientifically sound. But if you're a food addict, like I am, it does one thing—it undermines everything you're trying to do.

By knowing that you have to eat breakfast and planning for 5-6 small meals a day, you focus on food constantly. You wake up thinking, "What should I eat? I have to eat." Then, as soon as you're done with that, you start planning your snacks or meals for the day. Before you even put your socks on, you know what time you have to eat, how much you have to eat, and what you're going to eat next (and you usually think about what you're having the next time every time you're eating!).

Imagine if you were a drug addict or an alcoholic and someone told you to plan your whole day around drugs or booze. You would think they were insane!

I figure that nature programmed us pretty well and maybe, just maybe, we're supposed to eat when we're hungry. Stop for second and think about that. I know, it sounds crazy, but what if I'm right? What if there's no divine schedule that says to eat at 7, 10, noon, 4 and 7? What

if, just for a week, you waited until you were actually hungry to eat? Other than a few lunch meetings that might need to be switched around, what's the worst that could happen? (Trust me on this, I have a LOT of lunch meetings. Sometimes I'm scheduled three weeks out. So I know not eating just because it's noon can throw a wrench in your plans, but it's really worth it.)

The tricky part is recognizing when you're actually physically hungry. So many of us eat on schedule or are prompted by other factors (a meeting, a party, a fight with our husband, etc.) that we rarely get hungry—and certainly not as many times as we actually eat.

A side note here: everyone I tell this to usually talks to me about their blood sugar getting out of whack. They can't wait to eat or they get irritable and shaky. Guess what? So did I. But once I started eating this way, it stopped completely. I can only remember a handful of times where I felt like "I NEED to eat NOW!" since I started doing this. That said, please listen to your own body. It knows much better than I do what you need. But don't assume you can't do it because you might get shaky. Of course, if you're diabetic or hypoglycemic make sure you talk to your doctor first (and during).

Defining "hungry" gets surprisingly tricky. I consider myself hungry when I'm feeling pangs AND a little grumbling. I associate that with the idea that my body is looking around for some food/fuel to burn up.

Another side note: This has become a pet peeve of mine. When you get to that point, please don't say "I'm STARVING." Because you're not. The nice thing about being overweight is that it would take your body a while to starve. Putting off one meal for 30 minutes certainly won't leave you with a distended belly and force us to send Sally

Struthers to your house with rations. We live in a country of abundance. There is always food available somewhere nearby, so you never need to worry about starving.

Okay, back to hunger. When I get that first pang or grumbling, I still wait. I like to think of it as my body saying, “I’ve got this one.” I feel like that’s when the body starts burning up its stores (read: fat) and I should just let it go for a few minutes. In the morning, I drink water, decaf coffee or green tea to stave it off for a while. That usually keeps me set until lunch. I find now that if I eat anything beyond a couple of bites at breakfast, I’m not hungry for lunch (and that screws up my meeting schedule). You may prefer to eat earlier and worry about lunch or dinner later. But as long as you’re waiting until you feel actual hunger, it’s okay.

Because I’ve learned to only eat when I’m hungry, I usually eat only twice a day and I rarely snack. I do snack if I get really hungry, but my appetite is so much smaller than it used to be that I fill up really fast. And I’d rather have a meal with a friend or my husband than a handful of nuts at my desk.

It’s a difficult balance. You want to wait long enough that you’re really hungry but if you wait too long, you’ll eat too fast and eat more than you need to. So you really have to pay attention to when you’re eating, how much and how fast because your appetite—and your stomach—will be much smaller. And once you get used to eating this way, nothing feels worse than being too full.

Okay, so you waited until you were hungry to eat. See...isn’t that a simple secret? Probably a little easier than I even promised. But wait...the next chapter is the second half of my secret and the one you’ve probably been waiting for, where I explain the “eat anything you want” part.

But first, here's your Chapter 4 Action Plan:

CHAPTER 4 ACTION PLAN

1. Learn to identify when you're actually hungry. Think about what it feels like in your stomach. Are there sounds? How do you **KNOW** you're hungry? Once you think you've got it, jot it down on a post-it note where you know you'll see it for the first week.
2. Wait until you feel that feeling before you eat anything. Or decide to even wait a little longer before you eat.
3. When you sit down to eat, eat slowly. You're probably not used to being truly hungry before you eat and you don't want to eat too much or too fast.

So...are you ready to...

SHRINK
SHRINK

BEFORE: Age 26



AFTER: Age 43



Chapter 5: Really Eat *Anything* You Want, But...

Think about that for a second. I'm telling you that you can eat any food on this planet and still lose the weight you want. So why does it need to be a chapter in a book instead of just that sentence?

Because there is a catch. (Come on, you knew there would be. Otherwise you'd *already* be as thin as you want by not exercising and eating whatever you like.)

What you have to do is: Stop eating BEFORE you're "full." You want to eat until your body is satiated but not so you can feel food in stomach for an hour after you finished eating.

Think about it like filling your gas tank. You stop when it clicks. Maybe you try to round it up a bit, but you don't just stand there holding down the pump until gas spills all over the ground because you're already there and you're paying for it anyway.

Eating beyond the point of the "click" is the same thing. You're overfilling your tank. Only in this case, it doesn't end up on the ground. It ends up in your thighs, your butt and your belly.

You see, your body responds to a big meal by pumping out insulin from your pancreas. And since there is more fuel than your body needs, the insulin turns the excess fuel into MORE stored fat.

So if you eat less food, your pancreas dumps less insulin into your system and you burn the food as fuel...rather than packing it away in your cells as fat. And if the amount

of fuel you provide is small enough, your body will dip into the stored fats and start burning them.

That's why it's critical to make sure you don't eat too much in any one sitting.

Knowing when you've had enough—not too much, but really enough—may be the hardest physical part of this plan. “Full” is the standard in the American way of eating. What does “enough” feel like? How will you know when to stop?

Recognizing when you hit that “click” takes a little while to master so in the beginning, you have to decide how much food you will—and will NOT—eat in advance.

It really all comes down to this. Sure, there are other tricks and tips you will discover but once you master this step, you will see how easily the pounds come off. It's astonishing!

Generally, about 1/4 - 1/3 of the food you're served or you serve yourself is enough food. You never NEED to eat more than half a sandwich to satisfy your hunger. And none of us has to eat a half a chicken in one sitting to survive.

The beautiful thing about living in a country where we have more food than we could ever eat is, if you start with too little and you find you're still actually hungry 10 minutes after you stop, there will always be more food for you to eat.

If you eat at home a lot, start using salad plates or dessert plates for your dinners. Trust me. It's enough food. Soon, you'll be looking for smaller and smaller dishes. I eat soup out of one of my “dip servers” because our bowls are just too big. And rather than have everyone look at my

serving and comment on how little food it is, I just take a very small bowl. (Generally, one ladle of soup is more than enough for me as an appetizer, and I eat no more than two ladles for a meal.)

If you eat out a lot, like I do, just order less. Try getting an appetizer or two instead of an appetizer and an entrée.

Of course, sharing a dish with someone works great for controlling your portion and your investment. That is, if you're not married to someone that hates to share. (Sorry, honey...it's true. Wait...what am I saying? He's never going to read this.)

If you do end up getting a lot more food than you should eat, like those salads that are bigger than a Thanksgiving turkey, ask for a side plate and move what you are eating to that smaller plate.

Now, I know what I'm about to say next will not sit well with a lot of people. When the server comes and asks if you want the rest boxed up, say "No" and have it thrown out. You can change this once you have control over your eating, but in the beginning, don't take it with you.

I know you're thinking it's a sin to waste food. But bear with me for a minute.

If you are nearly as food-obsessed as I was, when you bring food home, it calls to you from the fridge. It was so good, you just want more. Until you're in control of your eating, why tempt yourself like that? What's more important—you or half a sandwich? Would you rather drop 6 sizes or eat the rest of those Buffalo wings? Pretty obvious answer, right?

And forcing food into your body that you don't need is just as wasteful as throwing it out. In fact, it's worse.

Throwing it out can't lead to diabetes, heart problems, achy joints, etc.

Maybe you're thinking you should eat it or take it home because of all those truly starving people in the world. Trust me, they will be much better served by your volunteering with or donating \$10 to a local foodbank or Feeding America than they will by you forcing yourself to eat more food than you need.

What about the money? "I paid for a whole sandwich. If I throw half out, I'm wasting the money." Guess what? The money is already gone. You spent it and can't get it back. So you don't have to force yourself to stay fat, too.

Not to mention...think about all that money you've thrown away on diet pills, ab contraptions, boxed foods and more. You'll waste a LOT less money this way than you've already wasted trying to lose the weight.

But the real thing to remind yourself: You are more important than money. More important than food. More important than anything. Give yourself permission to throw food out because YOU ARE WORTH IT.

As I mentioned in the introduction, because of my situation, money is not a huge obstacle for me. So I don't want to ignore the fact that it may be more of an issue for other people. Sharing meals is clearly a great option in that case. If that doesn't work because you have a spouse like mine that doesn't like to share or you and your friend have different tastes, you can take leftovers home IF you put them straight in the freezer. That way you can't eat them in an hour when they're calling to you. If you tell yourself you're going to freeze them, but then end up not doing it once you get home, don't allow yourself to do it again. Remember, you're the only one monitoring here. You can't lie to your-

self. If having the food home makes you eat when you're not hungry, then you can't take it with you.

Again, once you have more control, you can alter some of these things. But in the beginning, set yourself up for success by recognizing the things that will be difficult for you and taking them out of the equation.

So there you have it. You really can eat anything you want. ANYTHING!

You know what that means...there is no such thing as cheating! How awesome is that? Imagine losing 30, 40, 52 pounds (or more), not exercising, and never having to worry about cheating—because there is no such thing on this plan!

Now you know the simple secret to eating anything you want and still losing the weight—and keeping it off: Eat only when you're hungry and stop when you've had enough food (and *always* before you get full). But don't go yet! I want to share more tips and tricks that will help make sticking with the program and dropping the fat even easier.

So here's your Chapter 5 Action Plan:

CHAPTER 5 ACTION PLAN

1. Take less, order less, or remove 2/3 to 3/4 of the food from your plate (or section it off) immediately when you are served.
2. Throw out or give away any leftover food, at least until you really have complete control of your eating.
3. Eat slowly and stop eating as soon as you don't feel hungry anymore. If you aren't sure, stop eating. You can always start again but give your body time to realize it has enough fuel.

And now that you're eating when you're hungry and stopping when you're not, you know the simple secret way to...



But keep going because here are some quick tips to help you lose fat and look great even faster...

Chapter 6: Go to Bed Hungry— And Love It

I remember hearing Oprah's trainer, Bob Greene, say on her show once that if you are going to change only one habit, this was the one. He said you'll lose weight faster if you stop eating 2-3 hours before you go to bed than you would if you gave up sugar and flour!

So you'll want to do that. As a general rule, it's non-negotiable. (Although everything I do is actually negotiable on a day-to-day basis, which is why this program is so perfect for actual humans.)

I try not to eat after 8 p.m. (except when I do). Food is still a very big part of my business and social life—going out with other couples, work dinners, girl's nights out that have to wait until their kids are in bed. So sometimes dinner is after 8:00 and there's nothing I can do about it. Well, I could. Obviously, I could stop having social dinners, but that would have a really negative impact on me. It would be as depressing as not eating chocolate and sugar.

And that's not what this program is about. Depression and deprivation are for those other diet plans!

So, on those nights when dinner is after 8:00, I try really hard to stay up for a full three hours after I stop eating. Two is my absolute minimum.

But when it's not some kind of social or business event, the rules are different. Nights that I just get home late, wasn't hungry or just couldn't decide what to eat until after 8:00, I just don't eat. Period. (And I've yet to fade away to nothing overnight, though I was worried the first time.)

Plus, I know when I wake up, if I'm hungry, I can eat anything I want. It's not like I'm waking up to grapefruit, skim milk and a hard-boiled egg white.

I've actually gotten to the point that I love going to bed hungry. I feel like it's an accomplishment. Like I faced my overeating and won. When I feel or hear those mild pangs and grumbling in bed, I picture a little Pac-Man (would they even want the trademark symbol here?) gobbling up stored fat. (I'm sure this isn't scientifically accurate, but it works for me.)

When you're just starting, it might make it a tiny bit harder to fall asleep when you're hungry, but that goes away really quickly. Honestly, I feel so proud and happy when I go to bed hungry.

And again, you can eat anything you want when you wake up hungry the next day. So it's like a built-in reward!

Ready for your Chapter 6 Action Plan?

CHAPTER 6 ACTION PLAN

1. Don't eat after 8:00 pm
2. If you do eat after 8, stay up for at least 2 hours but preferably 3 before you go to bed.
3. Remember it's okay to go to bed hungry. And if you wake up hungry, enjoy any breakfast you want.

It's just one more easy trick to help you...

SHRINK

BEFORE: Age 30



AFTER: Age 41



Chapter 7: Don't Exercise (But Stop Being Lazy)

I know this is the part of the book that people will have the hardest time accepting. It will make your doctor tell you my plan isn't safe and have gym owners all over declaring me insane and dangerous. Obviously eating less makes sense to everyone but how could I possibly tell you not to exercise?!

First, I'm not telling you not to exercise. I'm telling you that I didn't and I still lost a significant amount of weight. In addition to the weight loss, my cholesterol fell into the normal range for the first time in my life (180), my blood pressure is the healthiest of anyone I know (averaging 100/70), and my resting heart rate is usually below 60.

If you like exercise (WHAT?!) or believe you need to do it to hit your personal goals, then you should develop a plan that works for you. But I really believe you will lose weight and keep it off longer without it.

I originally decided not to exercise for two main reasons.

One, I hate it. I'm not one of those people that springs out of bed eager to do a marathon or can't wait to tell people how much I can "bench." When I did exercise during my many other attempts to slim down, I argued with myself about it every morning. I bargained with myself, begged myself for a day off, overslept constantly...it clearly wasn't working for me.

But even when I began to enjoy it and to see a difference from it, it still wasn't a good weight loss strategy for me. If you do the math, the average person would have to exercise about 7 hours a day to burn off enough calories

to lose one pound. So that's a lot of time on the treadmill. And even if you make time for it, there are so many days when you can't. You have an early meeting, a headache, a _____. (You fill in your favorite excuse. Why should I have to think of everything?) So that day was shot. Then usually the next day or two was, as well. Just think how many times you've said or heard someone else say, "I haven't been to the gym in a week."? If that's a key component of your weight loss plan, it really matters when you miss any time, certainly a whole week.

Other times that I dieted, I also realized that when I worked out (and still when I work with my trainer now) I used it as a dieting bargaining tool. On the days I worked out really hard, I would think: "Wow, great workout. I can have a couple slices of pizza if I want." Or, the days I would "cheat," I would think: "Oops. I had two slices of pizza, I better work out harder."

I had tried it before but I knew exercise wasn't going to make me thinner. I had to learn how to eat smarter without having excuses to fall back on. So I decided to try it without exercise and was as surprised as anyone when it worked.

So if you hate exercise as much as I do, this might be your favorite part of the book. No more sit-ups, running on the treadmill, or forcing yourself to "spin."

Let other people drip sweat, pull muscles and waste their money on the gym. You don't need it!

What I did do, though, was stop being so freakin' lazy. I mean...I was a couch, chair and bed potato.

I began with the simple little things that you've heard about forever - parking further away from the door, taking the stairs more, etc.—I started doing them all. And you'll

be shocked was a big difference those tiny changes can make. Just using stairs—even at a normal walking pace—is great for your legs and butt!

But I didn't stop there.

I also started carrying down my recycling instead of driving it to the end of my driveway. (I had a pretty long driveway.)

Taking your dog for a walk is also a great non-lazy activity. Even if you don't go far. The goal is really just getting out there instead of sitting on the sofa. We're not talking about burning up tons of calories or building muscle mass, we're just talking about getting away from our kitchens and on our feet.

What if you don't have a dog—and your cat hates being walked? I'm sure you have a neighbor with a dog that doesn't get walked nearly enough...borrow it. Who wouldn't want their dog walked for free? Or better still, volunteer at a shelter to walk their dogs. (Just don't bring them all home.)

So while I didn't do any actual exercise, I did a lot of little things designed to keep my hands and feet busy so I'm not burning ZERO calories or tempted to stuff my face. Plus, as soon as I started losing the weight, I had a lot more energy and I found I just wanted to move around more.

Here are a few more things I do that you can add to your routine:

1. I don't do my grocery shopping in order. I purposely make myself walk back and forth across the store a few times.
2. I never let myself "get it later" if I forgot something upstairs or downstairs. I always go right then so

there's an extra trip.

3. Oh, here's a good one that you might not be doing now: take the laundry up as soon as it's done. (You could even put it away, but I haven't mastered that yet.)
4. Stand while I'm watching TV. First, you do burn off more calories and use more muscles standing rather than sitting. Second, you'd be amazed how unlikely it is that you'll snack when you're standing there watching TV instead of sitting down. (Exercise confession: I have a wobble/balance board that I stand on sometimes, for a little extra core work. You can pick one up at Target.) (Bonus: I bought one for my 7-year-old nephew for his birthday and he loves it, too, so you can get your kids started early.) (How many sets of parentheses are you allowed to do in a row?)
5. When I'm doing nothing, I sometimes do pushups against the wall. I don't want to get any closer to doing actual pushups than that. But it's quick, easy, and feels like it might be good for my arms.
6. Maybe my favorite of all...I dance in my car. Really. Make a CD or playlist (or cassette if your car still has one) of your favorite upbeat songs and just move a little as you drive. Make sure to engage your stomach muscles as you're doing it, for "maximum" effect.
7. Actually, learn how to engage your muscles all the time—even when you're just sitting watching TV. Tightening your abs, engaging your arms, holding your thighs tightly against each other are all simple ways to do some minor toning no matter what you're doing. And trust me, once you drop the fat and start to look thinner, you will want to tone. So why not get a headstart now?

So there is a long list but here's your snapshot Chapter 7 Action (or No Action) Plan:

CHAPTER 7 ACTION PLAN

1. Get off the treadmill, skip the sit-ups and don't even think about spinning.
2. Make a list of small, easy things you can do to get off the sofa and move a little more.

3. Keep your muscles engaged as much as you can whenever you remember.

It is really that easy to...



Chapter 8: What Not to Eat

Nope...this isn't the "gotcha" you're still expecting. I'm not going to tell you this only works if you don't eat carbs, fats or ice cream.

Yes, it really all comes down to this one simple thing: eat when you're hungry but stop as soon as you aren't hungry anymore. As a bonus...don't exercise.

But when you've been overeating your whole life, even a "diet" that lets you eat every single thing you want can be a challenge.

So I developed my bag of tricks to help me get used to the new way of eating and to lose the fat faster. And what not to eat became a great ally for me.

I mentioned this in the beginning, but it bears repeating: some of these tips will strike you as ridiculous—and, if you tell people what you're doing, you might get mocked (a lot!). But the day you slip into that size 6 or 4 or whatever a guy's size would be, you'll be the one laughing. All I can tell you is that they've worked for me—and they've worked great. I keep refining them and adding new ones (and I will be sure to keep you updated on those with your free email coaching), but these are the core strategies that got me thin.

No last bite

The first one that I started doing—and got mocked the most for—was never eating the last bite of anything that's larger than a cracker.

So if I eat an energy bar, at least the last bite gets thrown out. If I'm eating a sandwich, the last bite of each

half gets trashed (usually a lot more than that, but always at least that).

When I told my friend John about this, he thought I was crazy. How could it make a difference? Then he e-mailed to me a few weeks later and said he decided to try it. “After all,” he wrote, “my father used to scrape mold off of cheese instead of throwing it out, so which one of you is crazier?” Anyway, he started throwing out his last bite (and a few more) and ended up dropping 12 pounds in just a few weeks. He was exercising, too, but he had been before and hadn’t seen results like these.

As weird as it sounds, I honestly believe this was the single most important thing I did to succeed with this new way of eating.

It forces you to concentrate on your eating. You can’t just mindlessly eat a bowl of chili or a piece of bread or a chocolate bar if you know you have to stop before the last bite. You watch yourself the whole way. And you look at the food differently. You make sure what will be your last bite is a particularly “good” bite.

Even when you’re your absolute hungriest...feeling like you’re starving even...that one bite isn’t going to make enough of a difference that you need to eat it. If the first 10 or 20 bites didn’t fill you up, the 11th or the 21st won’t do it either.

So you can eat anything you want as long as you leave ONE BITE of it. How awesome is that?

Here are my guidelines for this golden rule:

1. The last bite can be as small as you want it to be, as long as you leave/throw out something.
2. Don’t set aside a piece at the very beginning and call

that your last bite. It doesn't do the same thing. You want to be focused on what you're eating.

3. Save the best for FIRST. Make sure you eat your favorite part of your food—and do it first. Otherwise, you'll eat more than you should/need to in order to get that favorite bit. I like the crusty edge of bread, which would usually be the last bite. So I eat around the sandwich so my last bite that gets ditched is a middle piece.
4. Anything bigger than two bites counts. Even, gasp, a piece of chocolate! If it requires more than two bites to eat it, some of it gets trashed. But you can get creative with this. I was eating a chocolate truffle the other day. Rather than throw out a chunk of it, I threw out the outer layer of chocolate and enjoyed the truffle center.
5. Remember, if you are actually still HUNGRY, you can always get something else to eat later. But let the one bite go.

One person I told this tip to said, "So you can never have seconds." Not true. I just don't finish the last bite of my firsts either. Then, if I'm still hungry in a little bit, I get seconds—and don't eat the last bite of that plate either.

You'll be surprised how nice it is to never have a waitress come over and say, "Well, you did a good job on that." And to realize that you can enjoy your food and feel completely satisfied without having to clean your plate.

No 5-second rule (or 4 or 3...)

One of the biggest challenges for food-addicted and food-obsessed people like me is letting any food go.

If I dropped a handful of popcorn, I would grab each kernel off the sofa, chair, my shirt...whatever...and make sure it made it to its final journey (my hips!).

I have learned that it's okay for not every piece of food to make it into my mouth. So any food that falls...on the floor, my lap, even back onto my plate, I don't eat. Just let that bite go.

But don't be tricky...that doesn't count as leaving your last bite. (See...I know all the ways around it...)

As crazy as it seems, I do think leaving that last bite turned my life around. So you definitely want to include that in your Chapter 8 Action Plan:

CHAPTER 8 ACTION PLAN

1. Do not eat the last bite of anything that's bigger than a cracker. Always leave one bite and try to leave more.
2. Choose the bites you want and eat those first. Make sure you're enjoying every single bite of your food...except the last one.
3. If food falls, let it go. Just because it is still on your plate doesn't mean you have to eat it. It's an easy way to change the power food has over you.

Try these tips for a week and you will see...you will start to...

SHRINK

BEFORE: Age 29



AFTER: Age 41



Chapter 9: The Bag O' Tricks

So you're eating any food you want as long as you're hungry, stopping when you aren't hungry anymore and have packed your running shoes away. You're off to a great start.

But as easy as it sounds, you still need to stay on track. Let's be honest. We've all heard the call of the chocolate chip cookie late at night. And knowing you can eat anything you want, it can be easy to let that go too far.

That's why I have a set of things I do—and don't do—to keep myself focused—and to keep the fat coming off.

Weigh yourself every single day—no excuses

Years ago, my parents shipped me to a fat camp where we had a weekly weigh-in. I remember, even at age 13, that girls wouldn't eat the day before or would actually take handfuls of Ex-Lax (chocolate, of course) to try and drop a few extra ounces or pounds before the big day.

Weighing yourself once a week leaves too much room for binging and starving and cheating on yourself. And that sabotages your chance at long-term success.

I weigh myself every single morning—at the same time. It's the best way to see that I'm still on track for my goals. My scale measures in tenths of a pound. As long as you can see half a pound, that should be good enough to track your progress and set off any red flags.

The problem with eating anything you want is there will be days that you overdo it, sometimes without realizing it. In some cases, you're just retaining more water but in others, you're gaining some of your weight back. If I gain

any weight at all for two days in a row, I do a sugar-free day or a soup-for-dinner day or one of my other lighter days to get myself back on track.

That illustrates the other problem with a weekly weigh-in. If you weigh yourself daily, you might wake up a half a pound heavier—or even a pound. But if you let it go unwatched for SEVEN days, that half a pound or pound can become two, three or five pounds before you know it. Keeping an eye on it every day makes sure you don't get a big (bad) surprise at the end of the week.

If you do decide to ignore this one (and you're not allowed to for the first week...remember our deal), please at least do your weigh-ins on a Monday. It's the best way for you to make sure that weekends don't get too out of hand. If you know you're facing the scale first thing Monday morning, you're less likely to eat a tub of movie theatre popcorn on Saturday night. On the flip side, weighing in on Friday gives you a “get out of being mindful free” card for the weekend.

Pick new thoughts

This may actually be the hardest one. Two minutes in your head can be a lot harder and more intense than an hour doing squats. Reprogramming your way of thinking requires a lot of mental strength and discipline. I still struggle with this, especially in the winter months when I really just want to hibernate with a tray of brownies.

But let me show you how to make it work. I'll stick with brownies here rather than fill your head with a bunch of different decadent foods.

It used to be if someone gave me a delicious brownie, I would think, “Oh my G-d, this is incredible. I have to have

another one. I have to take some home.” And then I would eat them all in the car.

I’ve reprogrammed my way of thinking to say (to myself), “Wow. This is delicious. I’m lucky I got to try it.” And then I take only a few bites. Now it’s gotten to the point that I really believe it, too. I love the idea that I can taste something now without having to throw a whole plate—or even just a whole brownie—down my throat. I feel stronger and healthier—and there are a lot fewer crumbs in my car.

When you’re first starting, you have to decide in advance that you will only take two or three bites of something—and do whatever it takes to really do it. You can hand it to someone else to finish, pour salt and pepper all over it, get up and throw it out as you’re taking your second or third bite...WHATEVER it takes to get this to work for you.

Once you really start thinking this way, you won’t have to do anything drastic. Two or three bites will be all you’ll really want and you’ll have the fortitude to stop (remember, I’m the one that used to eat a whole bag of microwave popcorn when I was so full I thought I’d burst).

Another important mental trick is to redefine yourself at your new size as soon as possible. I struggled with this for a long time. I felt like an 18 that could squeeze into a 6, instead of realizing, “Baby, I’m a 6 now.”

The problem with that is it’s so much easier to see yourself as fat when you’ve been that way your whole life. That makes it easy to be comfortable there and to end up back there. So every morning when you wake up and put on that smaller size, whether it’s an 18, a 10 or a 6, look at yourself in the mirror and say, “I am now a size _____. The size ____ person that used to live here is gone.”

As soon as you can fit into a smaller size and get enough pieces into your wardrobe, EVERYTHING in the larger size *has* to get packed up. You don't want any wiggle room in your wardrobe. When your clothes are snug, you naturally watch what you eat more. When you have room to grow, you don't realize as much when you're overeating. Or at least you don't care.

Order small and you'll feel small

This one seems obvious from a fat and calorie standpoint—super-sizing your food leads to super-sizing yourself. But it's really much deeper than that. When you see naturally thin people leaving a 7-11, they're not carrying a Big Gulp that weighs as much as they do. They might have a medium (which, at 7-11, is still ridiculously big) or a can of soda. And you rarely see a girl who's a size 4 eating a super large order of fries. It's not because she has an eating disorder, it's because she eats reasonable amounts.

By ordering smaller sizes of everything, you can start thinking of yourself as being one of the little people. The people that don't eat 3 pound salads just because that's how much a full container weighs. The people that know a small soda can get you through a meal. The people that don't identify themselves by what's on their plate. Food is fuel to them, not their whole life. By eating and ordering more like them, you get yourself one step closer to developing their habits and feeling like you belong in that fraternity.

Fill 'er up...and then stop

In the chapter on eating when you're hungry, I told you about the fuel tank analogy and stopping at the click. I love thinking of it this way. For me, this mental imagery is re-

ally strong. When I start to eat more than I should or than I need to, I start picturing myself at the gas station holding down the pump as fuel spills all over my Steve Madden suede boots. I realize that I'm overdoing it and potentially making it that I can't wear some of my favorite new clothes.

The fuel pump is easy to explain and to envision—and it really just makes sense to me. You may have another metaphor that works better for you. But the idea should be the same—that when you need to remind yourself what you're doing by overeating, you can picture a situation in which you would change what you're doing immediately.

If you don't like it trash it and replace it

Life is too short and losing weight is too hard to eat crap you don't like, especially if it's a treat you're letting yourself have. If you make or order something and it isn't good or isn't satisfying you, throw it out.

I'm not going to repeat all my arguments on why it's okay to throw out food here. (Although, if I thought my publisher would let it count as words, I might.) But this is an important mental and physical thing. Let's say you want pizza for dinner, for example. You're trying to be "good" so you decide to try some low-calorie frozen pizza from one of the big diet programs. Yum! That piping hot cardboard is exactly what you were craving.

If you're doing this program, you're committed to eating much less food than you were. Why would you waste any of those precious bites on something you weren't enjoying? Throw it out and go get yourself a slice of real New York pizza (or the closest thing they have where you live).

I was out for coffee with a girlfriend. I ordered my Starbucks standard (decaf soy cinnamon dolce latte. Yum! You

should really try it!). She ordered a skinny mocha. After three sips, she looked at me and made a face you normally only see on someone four or five years old.

“This tastes awful,” she pouted.

“Of course it does. It’s skim milk and artificial sugar-free chocolate.”

“I didn’t expect it to taste so different. I really don’t like it.”

“Go up and tell them. I’m sure they’ll make you a new drink.”

“I don’t want to be difficult.”

“Then throw it out and go buy a new one.”

“But I already paid for this one.”

“Like I said, I’m sure they’ll make you a new one for free but if you don’t want to ask for it, buy another one. Either way stop drinking that one. You aren’t enjoying it so why would you drink it?”

“You’re right. I’ll get a different drink. I’ll bring this one home for my mother.”

Some people really can’t stand the waste part of this program. I understand it and I do respect it. It took *me* a long time and I pretty much invented it. But I firmly believe that my health and happiness is more important than a wasted cup of coffee or a frozen pizza.

Let yourself enjoy the food you’re eating. It’s the only way you’ll succeed in the long run. The entire secret to this program working is to NEVER feel deprived. If you feel like you’re depriving yourself, you’ll end up right back where you started.

Which is why I also say...

If you're craving it get it

Even though you can eat anything you want, when you know you're trying to lose weight, you'll frequently default to trying to be "good."

Let's face it. As much as we want to think of food as fuel, it's not. We all have emotional connections with food. They're just deeper for some of us than for others. Whether it's the memory of a grilled cheese sandwich and cream of tomato soup on a snow day, a break-up pint of Ben & Jerry's, or the "we won the soccer game" pizza, food in America is much more than fuel.

Which is why sometimes you want a particular food and nothing else will do. And when that happens, have it. Period.

Don't try to talk yourself out of it or, worse yet, substitute something (like a skinny mocha). Because, in the end, you'll end up getting it when you've already eaten and you'll eat more of it than you would have if you'd just gotten it in the first place. One small order of fast-food French fries is still much, much better for you than a one plain baked potato and a super-sized order of fries (or two) that you end up eating in your car on the way home.

Idle hands are the devil for a diet

Ever notice that if your hands are busy, it's really hard to eat. I mean, unless you're in a pie-eating contest, that is.

If you're struggling with not snacking and waiting until you're hungry (or a little bit past that) to eat, do something with your hands—especially if it's a time you're used to snacking, like when you're watching TV.

My favorite is polishing my nails. It's perfect because

it takes time to do them and for them to dry, and then it smells a little foul afterward so it doesn't make me want to eat. Of course, this tip works much better for women than men. But it does work.

Assuming the guys aren't going to try that last one, using a laptop also works. You're not going to want to get ice cream or greasy potato chip crumbs all over your laptop. Play a game, send e-mail, or write that book you always meant to.

Another one that can be fun is shadow boxing or light sparring with a partner. You just try eating with boxing gloves on your hands!

Don't float like a butterfly or sting like a bee? That's okay. There are tons of things you can do.

If you knit or do needlepoint, you can just do more of it. Or teach yourself a new hobby. Take up sewing. Oddly enough, taking up cooking helps too. While you might be prone to noshing while you're prepping, your hands are busy, you're standing and you're probably making something healthier than you would order out.

And if you aren't a hobbyist, try just shuffling cards. The goal is just to do anything that keeps your hands too busy to put them in a bag of popcorn.

Those are just a few of the things that worked well for me to help me lose the weight and keep it off for more than FIVE years. And now it's your turn!

As you develop your own strategies or new ways of thinking, please share them with us at 123ShrinkDiet.com.

Chapter 9 is chock-full of important things you can do to keep yourself on track and keep the fat melting off. So take a look at the next page for your Action Plan...

CHAPTER 9 ACTION PLAN

1. Weigh yourself every single day...and don't make excuses why you can't. Watching how you're fluctuating is critical. You need to make sure you can adjust immediately and that you remind yourself where you may have gone astray (eating right before bed, not waiting until you were hungry for lunch, etc.)
2. Only eat foods you enjoy. If you aren't enjoying it throw it out and replace it. And if you are craving something, let yourself have it.
3. Find small ways to change the way you think...about food and yourself. Order smaller portions, feel lucky to taste bits of food, think of yourself as thinner. Make sure your brain is working with you and not against you.
4. If you want to snack but aren't hungry, keep your hands busy. Do anything except eat.

By now your mastering the idea of how to eat and when—and still enjoying all your favorite foods. And isn't it great not to have to get up at 5 am to get to the gym?! Best of all...you will still...



Chapter 10: Stress is the Worst Enemy of Any Diet

This is the chapter of the book I hate the most, because it's the one I really think we have the least control over. If we could all just dial down the stress, I'm guessing we would have by now.

But you can't ignore the impact it has on your weight. And there are two major ways stress packs on the pounds. It isn't just that you eat more, but it's what your body does with that food and to your hormones.

On the flight back from Savannah, the girl next to me was pretty heavy. I'm going to guess she wore a size 20 or 22, and probably weighed close to 200 pounds. She was definitely under 5'4".

We started chatting and she mentioned that she was 27 now and, until she was 25, she'd been a size 2 pretty much her whole life. I'm sure I didn't hide my shock very well. I didn't ask but she explained. She worked for the airlines and spent most of her day getting ignored or yelled at by angry passengers who think she can control the plane's engine, the pilots and the weather.

For many of us, the immediate reaction to stress is to eat. It's comforting. Food is never rude or mean to us (at least not at the time). And it releases endorphins in your body that actually make you feel physically better, calmer and happier.

But, like I said, it's actually not just the overeating caused by it that makes stress a problem.

When you're stressed, your body reacts to everything

differently. It goes into “flight or fight” mode and is trying to survive. And it isn’t just things like almost being in a car accident but being yelled at by your boss, having your A/C go on the fritz, all the stresses of modern day life.

So our bodies react by a near-constant release of cortisol, which causes increased cravings for fast-action energy. (After all...if you were really being chased by a mountain lion, you would want to carb up!) And when there is no actual threat, all those extra calories get stored as...you guessed it...FAT!

So managing your stress levels is an important step to controlling your eating and your weight loss.

Of course life doesn’t always cooperate. But there are several things you can do to help minimize the impact stress has on your life—and your weight.

First and foremost (and I know you’ve heard it a million times)...you need to sleep. Healthy amounts of uninterrupted sleep are necessary to keep your hormone levels in check and control your response to stress.

I’m not going to list all the things you can do here to help you sleep. There are plenty of resources for that. But I will list the one thing I don’t think you should do: take drugs—prescription or over-the-counter—to help you sleep. Natural methods are healthier and more effective in the long term, in my opinion.

Another excellent way to deal with stress is acupuncture. And if there isn’t someone near you or it is a financial issue for you, not to worry. You can use the acupressure points highlighted in the special report: *The Ancient Secret to Knocking Out Cravings in Seconds* to control your stress response anytime, anywhere. Just practice how to find the points and applying the pressure so you will have

the techniques ready when you need it.

Like most of the other advice I've offered, I come from a place of experience. In case it isn't painfully obvious, I was—and still am—an emotional and stress eater. Food has always been a great source of comfort for me. Bad day at work? I deserve cheesecake. Almost in a car accident? I “need” a chocolate chip cookie.

Years ago, I would run into situations like these and eat uncontrollably. Today, I still find food comforting and turn to it for that relief. The difference is that I am very aware of what I'm doing and still stop sooner and leave the last bite. So I will actually say to myself “I am emotional eating.” And it feels great to still indulge but to have more power over the food than it has over me.

Remember that not dealing with your stress properly will definitely sabotage your weight loss. So here is your Chapter 10 Action Plan:

CHAPTER 10 ACTION PLAN

1. Get plenty of uninterrupted sleep. If you need help falling or staying asleep, look for a natural supplement or support method before you turn to drugs.
2. Turn to acupuncture or acupressure to help manage your body's response to stress. You can find effective points to use in the special report, *The Ancient Secret to Knocking Out Cravings in Seconds*.
3. If you find yourself turning to food for comfort or as a stress response, recognize it, admit to yourself what you're doing and still follow the rest of the rules for how to eat. Eat less, leave the last bite, etc. Don't let the food be in control.

By managing your stress, you will be in control and make sure that—even when times get tough—you still...



Chapter 11: Celebrate Your Success!

Over the weeks and months, you'll see the pounds start to fall off. At some point, you'll stop and wonder how it even happened. (I know I did!) And you will love the look on other people's faces when they say you look amazing and ask how you did it. Watch their jaws drop when you give your answer: "I ate anything I wanted and didn't exercise."

As I'm writing this it's been over five years that I lost the weight and I still love seeing people I haven't seen in a while. If they haven't seen me thin, they gasp. If they have, they can't believe I kept it off.

And still, after all these years, my answer is the same "I ate anything I wanted and I didn't exercise."

Running into people here and there is great for your ego. But to really eat it up and enjoy the gushing, make an event around your weight loss. I joke that I had a "coming out party" at my company's Christmas party. I bought a gorgeous dress that showed off my new figure, got my hair and makeup done professionally and the compliments rolled in. People that had known me for more than 10 years didn't even recognize me. And one person I'd never met said "I was told to come look at you."

Remember, I was heavy my whole life—at prom, at my sweet sixteen, and even more at my wedding. This was the first time I ever felt like the belle of the ball. And I loved every second of it.

Earlier that year, my husband and I went on a cruise to Alaska. It was so much fun shopping for clothes in a normal size—and knowing I could do all the activities I

wanted. It was the most fun trip we'd ever taken—and I know I wouldn't have enjoyed it as much if I were still fat. (And not only because I had to climb through the cargo hole in a tiny Cessna plane!)

Whatever you've been putting off or avoiding because you feel too fat to do it, indulge in that as soon as you can. Let yourself feel how different it is to be thin, to feel thin, to not be embarrassed by being fat.

Building up those memories early in your weight loss is a great way to ensure your long-term success. Because any time you start to slip...to see the numbers on the scale creep up again...you'll know what it feels like to be thin and you can refuse to ever go back.

I remember the single moment I knew I would never let myself get fat again. We were in Alaska and wanted to take a plane tour of the glaciers. It was a tiny plane—a four-seater—and we had to write down what we weighed. I knew if I hadn't lost the weight, I would have refused to put that number in ink and I would have missed out on one of the most amazing experiences of my life.

That was it. I knew I would never go back.

Over the years since, I've kept up with all the secrets and tips I've shared here with you. I've modified some, added others, but at the core, this is just how I live now. It couldn't be easier once you get used to it.

And being thin feels better than I ever imagined.

And the best is when people start telling you they don't even remember what you used to look like.

Hopefully you'll be smarter than I was and keep the photos hidden and stay focused on the hot new you.

Well, that's that. The end of Chapter 11 and the end of the book. Once you lose all the weight you want...once you look hot and young and feel great, make sure you follow the Chapter 11 Action Plan:

CHAPTER 11 ACTION PLAN

1. Have a coming out party for yourself. Buy a new outfit and show off your new body.
2. Indulge in an experience you've denied yourself and love every minute of it. Realize that you are only able to enjoy it now because you are thin.
3. Commit to yourself that being thin is what you want. You look amazing, feel better and are healthier. Don't go back...especially not now that you...

SHRINK

BEFORE: Age 32



AFTER: Age 44



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P.O. Box 960, Frederick, MD 21705
tel: (866) 294-3360 or (443) 353-4190
www.123ShrinkDiet.com