



FITNESS REBORN UK

14 days accelerator with Nazia Khatun

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Day 1 - The reality Check

The current state of health

We live in the most advanced of times, and if you are reading this, you probably live in one of the most developed countries in the world. Yet studies show that overweight and obesity rates are as high as they have ever been in our history.

The OECD, estimates that more than half (50.3%) of adults on average are overweight or obese. In the US, over 70% of men and 65% of women over the age of 20 are overweight or obese.

In the UK, over 68% of men and 58% of women over the age of 16 are overweight or obese. These numbers are staggering, and current statistics show that things are not improving and are affecting children too.

In the UK and USA, 4 leading causes of mortality are directly related to our diet, environment and lifestyle. These are:

- Heart disease
- Cancer
- Respiratory diseases
- Digestive diseases

And these are not showing any signs of slowing down.

The current system is broken

What many scientists in the medical and nutritional fields are finding is that there is a big disconnect between what has been proven in studies, and what we have been told with regards to diet and exercise. This problem is also compounded by the following factors:

Government and national health guidelines are still stuck in the past

The chair of the department of nutrition at the Harvard school of public health was quoted to say: "The USDA pyramid is wrong, at best...scientifically unfounded...and ignores the evidence that has been carefully assembled over the past forty years"

Advances in food technology has drastically altered our natural diet and our metabolism what we are eating today is very different to what our ancestors used to eat 50, 100 and 1000's of years ago. Our environment is drastically different than our ancestors compared to previous generations, we are not only much more sedentary, but the levels of stress we experience on a daily basis have increased exponentially.



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There is no one size fits all approach. Have you ever wondered why some diets work for some and not for others? Well, studies have found that genetics, body shape, lifestyle, age, physical condition, hormonal responses, and insulin responses can all affect how our body responds to certain foods choices.

Entire industries are lobbying to keep you fat the \$3.1 trillion food industry, \$500bn pharmaceutical industry, and \$150bn fitness industry are all keen to keep you as customers.

Ready for change?

The good news is that you can change. Getting to your ideal body weight and getting in the best shape of your life is within your reach. **BUT but this is a journey, not a magic pill.** You will need to change habits you have set for years, and make changes to your diet and lifestyle your body will frankly not be used to.

If you are wondering what you have gotten yourself into don't worry!

Our mantra is to work smart, not hard.

During this transformation journey and through our weekly coaching challenges we will chunk things down and provide you with the best tools and strategies to support you to:

- Getting long term weight loss
- Making your metabolism work for you
- Increasing your energy
- Building your fitness and stamina
- Dramatically improving your odds of avoiding life threatening disease
- Improving your concentration and focus
- Feeling awesome

So lets get started already!



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Measurement Time

The first step you need to take is to get some measurements in order to get a clear picture of where you are at. Without this measurement you cannot see how you are progressing. When taking these measurements, make sure to do so at the same time each time. We recommend taking these measurements 1h after waking up once you have re-hydrated.

Before / After Photos

Keep a personal photo diary: Strip down to your underwear and take a frontal picture, and a side picture of yourself in the mirror. Don't pull your belly in! Do this every 2 to 4 weeks so you can see the results.

Body weight

We recommend tracking your bodyweight on a fortnightly basis. It is important to remember that this should not be your only metric of change as building muscle and losing fat will result in an increase of weight.

Body girth measurements

These measurements show changes in the size of specific body parts. To take these, we recommend purchasing an orbi tape, or using a cloth tape measure. These should ideally be taken twice a month.

You will want to measure the following body parts:

Chest – At the nipple line

Upper arm – Halfway between the elbow and the top of your shoulder

Waist – At the navel / belly button line

Hip – At the widest point

Thigh – Halfway between the knee cap and the top of the leg

These measurements will provide you with a good idea of your current progress.

Medical tests

These are optional, but highly recommended if you want to get a complete picture of your current health, blood pressure.

Arrange an appointment with your doctor or local nurse to get your blood pressure taken. This takes a few minutes and will evaluate whether you have any hypertension which could lead to heart disease.

Ideal Systolic should be lower than 120 mm Hg, and Diastolic should be lower than 80 mmHg.

Blood glucose / sugar levels



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Arrange an appointment with your doctor or local nurse to get your blood glucose test taken. This also takes a few minutes, and only requires a little prick to evaluate your risk of diabetes.

Blood test

Just as you would service a car regularly, we recommend a yearly blood test to make sure everything is in check.

A typical test takes a few minutes and only requires around two small syringes of blood. Results take a few days and your report will provide you with an early warning if things are wrong.

The most important areas to check include: White blood cell count, red blood cell count, blood sugar levels, HDL (good) cholesterol, LDL (bad) cholesterol, triglycerides, C-reactive protein (CRP), thyroid-stimulating hormone (TSH).

Understanding your eating habits:

In order to get you to your ideal weight, you must first understand your current eating habits. The best way to measure this is to keep a food diary, in which you track what you eat.

How powerful is this? Well, the Kaiser Permanente's Center for Health Research² ran a study which found that **keeping a food diary doubled weight loss** of the participants, compared to those who didn't track their meals!

Understanding your eating habits is the foundation to effective weight loss, and for the next 7 days we highly recommend logging your meals in your journal. This will enable you to get clarity on the quantity of the calories you are currently consuming compared to your recommended allowance.

Action Plan

- Take the measurements you can take now and purchase any equipment you might need
- Make the appointment for the medical tests (optional)
- Complete the Day 1 worksheet
- Log your meals

Make sure you complete your actions for today and I'll see you tomorrow for day

Accelerator Course Worksheet

My measurements

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	phase 1	Phase 2	Phase 3
Date			
Body Fat %			
Body girth measurements			
Chest – At the nipple line			
Upper arm – Halfway between the elbow and the top of your shoulder			
Waist – At the navel / belly button line			
Hip – At the widest point			
Thigh – Halfway between the knee cap and the top of the leg			

My diet and fitness goals

Now that you have a clear baseline, we are going to focus on your goals for the coming weeks and months. On the next page you have a worksheet to complete.

On the left of the page you have a column, where I want you to fill out all the areas in your life you want to improve about yourself. For example, you might want to improve your weight, your waist size, your complexion, your stamina when looking after the kids, your cholesterol levels, your energy levels etc. Be as specific as possible.

On the middle of the page you will write how each of these currently makes you feel. For example, you might describe how your lack of stamina prevents you from playing with your kids, and makes you feel like you are missing out. Or that your waist size makes you feel self conscious when travelling. Be as specific as possible.

On the right of this page you will write what it will mean to you to achieve this goal. For example the new experiences you will be able to have with your family and friends from the extra energy you'll have. Or how it will feel to be able to fit in that new dress you saw. Be as specific as possible.



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AREAS I WANT TO IMPROVE ABOUT MYSELF	HOW THIS MAKE ME FEEL	WHAT IT WILL MEAN TO ME TO ACHIEVE THIS

So how did it feel to unload everything onto that sheet of paper? What I find is that this really makes you focus on what is important, and helps to put things in perspective.



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This will become your 'contract' with yourself, which you will sign at the bottom to mark your commitment.

I recommend you keep this visible somewhere (for example your fridge) and your Challenge for the next 7 days is to read this every morning and every evening. Repeating this daily is a powerful way to help you visualize your goals, and keep reminding you of what you are fighting for.

Day 2



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Your Body depends on quality nutrients in order to work optimally. By consuming sweeteners, processed foods, and refined foods you are unknowingly Sabotaging your health and making it more difficult for your body to lose weight. Today you are going to be taking back control of what you eat, and it starts by clearing out all the junk! This includes the office desk too we are not leaving any corners unturned.

Clearing your fridge

Your action plan for today is to go through your fridge, food cabinet and office snacks to scrutinize the labels.

Step 1: Avoid eating or drinking foods which contain the following sweeteners

- Sugar
- Syrup
- Corn sweetener
- Corn syrup
- High fructose corn syrup
- Dextran
- Dextrose
- Glucose
- Lactose
- Molasses
- Sucrose
- Fructose
- Sorbitol
- Aspartame

If you absolutely need to sweeten something, opt for natural sweeteners such as:

- Stevia
- Raw honey
- Xylitol
- Raw sugar
- Maple syrup

Step 2: Avoid eating or drinking processed foods

- Opt for foods which are as close to their natural state as possible.
- When possible cook instead of purchasing ready meals.
- Stay away from soda's and liquid carbohydrates
- Be aware of the food labels, and reduce the amount of foods you consume which have complicated ingredients.

Here is a reminder of the main culprits to look out for:

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- GM foods
- Monosodium glutamate (MSG)
- Sodium nitrite
- Aspartame and Acesulfame K
- Potassium bromate (E924)
- E Numbers including: sodium benzoate, tartrazine (E102), ponceau 4R (E124), sunset yellow (E110), carmoisine (E122), quinoline yellow (E104) and allura red AC (E129)

Step 3: Avoid unrefined foods

The biggest culprits to avoid are:

- White flour
- White bread
- White rice
- White pasta

Instead opt for wholegrain or brown varieties.

	Foods to avoid	Healthier substitutions
Oils/fat	Margarine	Oilve oil
	Commercial	lard Butter
	Oils made with GM grains	coconut oil
	Trans fats	Palm oil
	Canola oil	Nut oils (almond, sesame, hazelnut)
	Corn oil	Ghee
	Sunflower oil	Avocado oil
	Cottonseed oil	
	Safflower oil	
Grains	GM grains	Organic grains
	Refined /White grains	White rice Brown, black, wild rice
	Whole grain / wheat	Quinoa
		Oats
		Buckwheat
Dairy		
	Dairy from factory farms	Organic milk
	Powdered milk	Greek yogurt
	Condensed milk	Natural yogurt

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	Yogurt (sweetened)	Full fat traditional cheese
	Ice cream	Frozen yogurt
	Processed cheese	
Treats		
	Fizzy drinks	sodas Water (with slice of lemon or cucumber)
	Sweets Fresh	Frozen fruits
	Potato chips	crisps Fresh smoothies
	Fruit juices & concentrates	Home made snacks
		Tea
		Home made 100% juices
Spices / Flavourings		
	Table salt	Sea salt (small quantity)
	MSG flavourings Fresh	Dried spices
	Ready made salad dressings	Home made salad dressings
		Home made marinades
Sweeteners		
	Aspartame (NutraSweet)	Raw honey*
	Sucralose (Splenda)	Stevia *
	Acesulfame	Xylitol *
	High fructose corn syrup	Maple syrup *
	Sorbitol	Raw sugar *
	Dextrose	
	White sugar	(*should not exceed 20g/day)
	Brown sugar	



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Day 3 - Food choices to stay lean and full

Checking in

So, did you complete the day 2 action steps? How did it feel to clear out most of your fridge?

When I first starting reading and researching about processed foods, sweeteners and refined foods it literally jolted my perspective of healthy eating.

I thought I was eating healthy by just avoiding fast foods, but that was half the battle won.

What I found was that a lot of the ready meals I was consuming were full of additives, processed ingredients, sweeteners and other nasties I had no idea about. Even my "healthy" cereals were refined, sweetened and packed with complicated ingredients.

Don't worry if you are now a bit unsure about what to eat, we will cover this today!

A calorie is not just a calorie

Food is body fuel, and our goal is to figure out the best fuels to maximise performance.

With that analogy in mind, there are three main factors of food calories we need to keep in mind:

- Satiety – In other words how full the calories make us feel
- Nutrient Quality – The amount of nutrients the calorie provides
- Glycemic Response – How likely the calories are to spike our blood sugar levels, and get stored as fat

With these three factors we can easily rate the quality of the meals we eat, and design satisfying meals, packed with nutrients, featuring calories our body can burn instead of store.



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Let's look into these in more details and explain how you can make these works to your advantage

Food Calorie Factor 1: Satiety

When it comes to making us feel full a calorie is not just a calorie. Which of the following meals do you think will keep you fuller for longer:

1 Cup of orange juice
1 slice of pizza

Or

4 Cans of tuna or even 28 cups of celery salad?

I'm not suggesting you should eat 28 cups of celery, but you can imagine how uncomfortably full you would feel if you ate those 28 cups compared to that little slice of pizza, even though you consumed the same amount of calories.

The capacity of food to make us full sooner and longer is called satiety, so let's explore how this works, and how we can use this to our advantage.

How hunger works

We perceive hunger or fullness based on three areas:

- How the calories we eat stretch our stomach
- How the calories we eat impact short term satiety hormones
- How the calories we eat impact long term satiety hormones

The ability of food to stretch our stomach largely depends on actual volume, and the amount of water and fiber it contains. The advantage of water and fiber here is that water is a 0 calorie food, and fiber doesn't actually get digested...



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The way calories impact short and long term satiety hormones is also vitally important, as these hormones signal to our brain whether we should feel full or hungry.

What studies have found is that Protein in particular targets these hormones better than carbohydrates or fat helping us feel fuller faster and for longer.

Additionally, studies have found protein to have some interesting digestive properties

- It takes your body 10 to 15 times more energy to digest protein than carbohydrates or fat
 - Your body burns up to 30% of protein calories through digestion
 - When your body has excess protein, it gets converted into glucose burning a further 33%
 - Finally when that glucose gets converted into body fat it burns 25% in the process
- Which means that only 1/3 of those protein calories can be stored as fat.

The benefits of high fiber and protein rich diets have been demonstrated in many different clinical studies, which have found that:

- Participants unconsciously ate 1000's of calories less
- Felt less hungry
- Burned more body fats
- Experienced more weight loss

...than those on traditional diets.

Therefore by focusing optimizing the fiber and protein contents of your meals these will make you feel fuller, keep hunger at bay, enable you to consume less calories, burn more fat, and lose weight faster.

Designing "satisfying meals"

The best way to get more fiber in your meals is to eat lots of Non Starchy vegetables. To help you remember which vegetables these are, these tend to grow above ground (with the exception of corn).

Fiber rich non starchy vegetables:

broccoli	Artichoke	Mushrooms
Brussels	Sprouts	Okra
Cabbage	bean Sprouts onions	Beans
Greens Collard, Kale	Celery salad	Peppers Pea pods
Eggplant	Cucumber	Tomato

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Zucchini	Courgette	Cauliflower/Spinach
asparagus	Leek	Bamboo shoots

Fiber rich fruits:

Raspberries	Bananas	Figs
Pears	Oranges	Raisins
Apples	Strawberries	Blueberries

Fiber rich legumes, nuts and seeds

Lentils	Sunflower seed
Black beans	Almonds
Lima beans	Pistachio nuts
Baked beans	Brazil nuts

Food Calorie Factor 2: Nutrient Quality

The second factor to consider when choosing foods to use as body fuel, is nutrient quality.

In other words how many nutrients are you getting from the foods you eat.

Unfortunately, reading food labels can lead to misleading conclusions. Let me explain:

Lets compare the nutrition label of a cup of popular "healthy cereals" with a cup of spinach:

	Healthy	Spinach
Protein	6	3%
Fiber	0	3%
Vitamin A	15%	56%
Vitamin C	35%	14%
Calcium	0%	3%
Vitamin E	35%	3%
Vitamin K	0%	181%
Iron	45%	5%

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Thiamin	35%	2%
Riboflavin	35%	3%
Niacin	35%	1%
Vitamin B6	100%	3%
Folic Acid	100%	15%

Now at first glance it looks like the “healthy cereals” are more nutritious than spinach. But what the nutrition labels fail to show is the amount of nutrients per calorie.

You see a cup of those cereals provide 120 calories, whilst that cup of spinach is only 7.

In order to really compare nutrient quality we need to look at nutrients per calorie instead.

Lets see how these two compare if we compare 250 calories of each.

	Healthy Cereals	Spinach
Protein	12.48	35,71
Fiber	0	107%
Vitamin A	31%	2000%
Vitamin C	73%	500%
Calcium	0%	107%
Vitamin E	73%	107%
Vitamin K	0%	6464%
Iron Thiamin	94%	179%
Riboflavin	73%	71%
Niacin	73%	107%
Vitamin B6	73%	36%
Folic Acid	208%	107%
	208%	536%

Now its a completely different story, and we can clearly see which food is going to provide the most nutrients per calorie.

Optimising for maximum nutrient quality



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Researchers at the Colorado state university analysed the nutrition quality of the most common food groups

As can be seen foods which are richer in fiber, water and protein have higher nutrient quality scores. If we had refined grains, processed foods or high sugar in this chart they would be close to the 0-20 mark.

As we mentioned earlier, fiber and water carry no calories, but enable you to feel fuller for longer. Protein can also work on your satiety and has the benefit of burning more calories through digestion than carbohydrates, or fat.

So using the following formula: $\text{Nutrients} / \text{Calories} = \text{Nutrient quality}$

This means we can improve the nutrient quality quotient of our meals by choosing foods which are rich in fiber, water and protein.

Food Calorie Factor 3: Glycemic Response

Understanding body fuel

The last food calorie factor we need to consider is how your body responds to different food types and whether those calories will be burned or stored as fat for a rainy day.

Going back to our fuel analogy, it is important to note that your body doesn't directly use the food you eat, but first converts it into glucose, which it then releases into our blood stream to be used as fuel.

Similar to traditional fuels, each food has a different glucose burn rate. Some will result in a lot of glucose being released fast, others will result in a slower delivery. We call this the glycemic response.

Studies have found that contrary to popular belief, fat storage doesn't happen because of too many calories being digested. What these have found is that the glycemic response has a direct effect on whether the glucose is burned for energy through muscle or stored as fat.

Furthermore, studies have associated spikes in blood sugar levels (high glycemic response) to obesity, heart disease, diabetes, and bad cholesterol levels.

This is a simplified illustration of how this works:



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When food is digested, it is converted by your body into glucose.

This glucose is then released into your bloodstream, the speed of delivery will be based on the your glycemic response to the foods digested.

If more glucose is delivered than your body can handle, it will be diverted into fat storage.

Our goal is therefore to make sure that the foods we consume deliver a constant stream of glucose, avoiding spikes in blood sugar level.

How to manage blood sugar levels

The Glycemic Index (GI)¹³ was developed to measure the glycemic response of carbohydrates, and to provide a means for comparison.

The higher the GI, the more glucose is released into the bloodstream.

You can find a full table in the appendix, but for now this table will provide GI ranges for popular foods:

Low GI (55 or less)	Medium GI (56-69)	High GI (70 or above)
Non starchy Vegetables	Whole grains	White bread/rice
Legumes	Whole wheat	refined grains
Fruit	starchy Vegetables	glucose

Action Plan

- Continue tracking your meals, and try to incorporate foods which feature high satiety, high nutrient quality and which have a low glycemic response.

Day 4 - Optimising your fuel mix

Checking in



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So, did you complete the day 3 action steps? How did you feel after eating filling meals containing low GI and nutrient rich foods?

Did you feel hungry at mid-day? How were your energy levels throughout the day? So far we have covered food calories from a top level perspective, looking at how satiety, nutrient quality and glycemic response varies in different food groups.

The next step is to figure out the best fuel mix for your body, by looking at food calories from a macronutrient perspective.

At the end of today you'll have a great tasting meal plan setup for the whole week, Designed to help you burn fat and fuel your body with essential nutrients.

Creating the right macronutrient fuel mix for your body

Macronutrients & Micro Nutrients

Nutritionists break down the nutrients of the food you consume into two broad categories:

Protein, carbohydrates and fat are macronutrients, and as the name suggests constitute the largest nutrient groups. Macronutrient supply energy, and the essential nutrients that are needed for growth, maintenance, and activity. These will be our main focus for today.

Vitamins and minerals are micronutrient, labeled this way because your body requires them in small amounts. Micronutrients act like catalysts, assisting various processes in your body.

The diet paradox

Studying the medical journals you will find many research papers literally proving opposite theories: One study will say that a low carbohydrate and high protein and fat diet works best, whilst another will seemingly prove the opposite! I call this the diet paradox, and it is something which has stumped researchers for years.

So in the last 25 years, studies have looked at why certain groups thrive on diets with a certain macronutrient ratio of carbohydrates, protein and fat, whilst others gain weight and become unhealthy. And the results are very interesting...

What the studies have found is that your genes can make the same nutrients have Different effects. Not only that but your age, body shape and environment will also affect how your body reacts to nutrients. In other words, your nutritional needs are unique, and



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your ideal diet will depend on how your body responds to different macronutrients at this moment in time.

Lets look at how this works:

Genes

Our bodies are the result of thousands of years of evolution, and adaptation to our environment. Researchers studying isolated tribes² and cultures found that these had remarkably good health, and virtually no signs of obesity, heart disease, diabetes, colitis, hypertension usually found in the developed western world.

The range of different diets they studied show how well our bodies adapt. For example: African Masai tribes are genetically programmed to thrive on meat, milk and blood extracted from live cattle.

Traditional Eskimos thrive on a high protein and high fat diet with almost no carbohydrates.

Australian Aboriginal people in remote regions thrive on a diet of grub, insects, beetles, berries, meat from kangaroo and wallaby.

The Swiss living in isolated mountain villages thrive on whole rye bread and large quantities of high fat cheese, cream and raw goats milk.

But when these same people are exposed to a different diet, especially foods from the western world, their health rapidly deteriorate and they fall victim to our modern western diseases (obesity, heart disease, cancer, diabetes etc).

As a result of our own evolution, and our ancestral diversity we have each developed very unique macronutrient needs in terms of carbohydrate, protein and fat ratios we need to thrive.

To figure out which macronutrient mix your body needs, you'll need to monitor your Reactions to certain food groups (which you did when you completed the online assessment).

Age

As we get to our thirties, our basal metabolic rate starts to slow down, which means that as we get older, we don't burn as many calories, and our bodies become less efficient at



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burning fats. This explains the frustration why it's harder to lose weight in your 40's than in your 20's. To defy this frustrating reality, you need to optimise your fuel mix to compensate for this slower metabolism.

Body Shape

Your body shape provides a good indicator of how your body is storing fat:
Truncal / belly fat (apple shape)

If you have more of an apple shape, chances are you're fighting truncal fat commonly known as belly fat. This tends to be visceral fat located in your abdominal area, surrounding vital organs. Excess visceral fat has been linked to type 2 diabetes, heart disease and cancer⁴ so it should be high up in your priority list.

Studies have found that those with truncal fat have higher levels of cortisol, a hormone secreted by the body during periods of stress, high glycemic responses (spikes in blood sugar levels) or gastric inflammation.

This excess of cortisol provides the body with additional glucose, slows down your metabolism, and promotes visceral fat storage.

To reduce cortisol levels⁶ and target truncal fat, you will need to:

- Avoid foods which spike your blood sugar levels
- Avoid saturated and trans fats
- Reduce caffeine intake
- Consume anti-inflammatory foods such as high fiber vegetables, whole grains, monounsaturated and omega 3 rich fats.
- Boost antioxidant intake
- Target the root cause of stress

Lower body: Hips, Thighs and Rear fat

If your body is more of a pear shape, then chances are you're fighting subcutaneous gluteofemoral fat, which is fat located just below your skin in the hip, thigh and rear area.

Fat around this area tends to be harder to get rid of due to less blood flow being available to break down the fat.

To reduce fat retention in the hip, thigh and rear area, you need to:

- Focus on a lower fat diet, to help break down stubborn fat cells
- Cut down on saturated fats, hydrogenated oils and trans fats
- Avoid processed foods



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- Reduce salt intake
- For women, try red clover tea, which contains isoflavones, which can help regulate estrogen that contributes to fat on your bottom.

Environment

Finally your environment plays a large role as to how your body responds to nutrients.

Researchers have found that your nutrition needs are not static, but actually change continually based on many factors including your diet, your activity levels, emotions and stress to name a few.

As you get healthier, you'll find that your body becomes less sensitive to certain food groups and that you'll be able to introduce foods which would have earlier been discouraged.

Action Plan

Today we covered a lot of ground and I hope you now have more clarity as to why certain foods work for some, whilst not for others. And more importantly why there is no such thing as a one size fits all approach.

At this point you are probably wondering how you are going to be able to put all of these principles together into a practical meal plan.

I would have asked you to complete a three day food diary for me by now. In this you will list the foods you eat more regularly and those products that you probably don't.

You will need to go shopping and create a recipe that you have never tried before, It could be anything that takes you out of your comfort zone.

Day 5 - Winning the mind game of weight loss

Checking in

So, did you complete the day 4 action steps?



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How did you get along planning your meals? If you ran in to any problems do get in touch with us, we are here to help.

Did you monitor your hunger and energy levels throughout the day? Contrary to many diets which try to keep you at near starving levels, you will actually enjoy these meals and keep hunger at bay!

To lose weight and get lasting results you need to have a plan and the right mindset to take action and get through challenges which come up.

Today we are going to help you win the psychological game of weight loss by introducing you to a few core concepts which we'll later build on in our weekly coaching challenges.

Understanding how our brain works.

Our brains are amazing, and probably the most powerful and complicated computers in the world. The problem is that our brain didn't come with an instruction manual!

Being able to harness your mindset is one of the most important foundations of any endeavor, whether it might be losing weight, sports, work, business etc.

Suffice to say, mindset has been found to be one of the biggest reasons most dieter's fail to get results, and XX% regain the weight within 5 years.

Our goal today is to provide you with a practical blueprint to leverage your brain and develop a strong mindset to break through challenges.

Action Plan

To get a better idea of how your brain works, today is going to be a hands on workshop with mini action plans to complete throughout.

- Complete the Day 5 Worksheet

Day 5: Accelerator Course Worksheet

To get a better idea of how your brain works, today is going to be a hands on workshop with mini action plans to complete throughout.



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Dealing With Our evolutionary 'auto pilot'

Psychologists have found that our brains are hardwired with certain mechanisms, which date back from the caveman times. The problem is that some of these mechanisms are no longer compatible with our modern lifestyles, for example:

- Back in time... Our ancestors had to go weeks on end without food. Therefore our body developed fat storage mechanisms to help us get through these periods.
- Back in time... Stress would have been associated to running away from a danger, therefore our body developed very effective mechanisms to deliver glucose to muscles during "fight or flight" stress situations.

These are just a few we have all inherited from our ancestors, and as you can imagine these 'auto pilot' habits can, and will play havoc with your weight loss plans.

Action Plan

In your journal I want you to write down 'automatic' habits you tend to follow in a typical week.

My Automatic Habits

For example: You might unwind after a difficult day at the office with sugary treats or a glass of wine. Or you might snack when you find yourself in a stressful situation or drink energy drinks when you have a deadline coming up.

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)
- 7)
- 8)
- 9)
- 10)



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By writing down your automatic, and usually un-conscious habits you'll be able to pick up when you are about to do these, and chose a better option at the time.

The role of pain and pleasure

There are two main motivating forces which direct us: The desire to avoid pain, and the desire for pleasure.

This means that if you don't work on your mindset, your brain will make automatic choices for you.

For example:

- Sitting on the couch vs exercising
- Eating that cookie vs hunger until dinner time
- Eating that extra scoop of ice cream vs just watching the film
- Drinking that gallon of coke vs having a glass of water

This is made even worse by subliminal advertising used by the food industry, expertly designed to associate pain and pleasure to consuming foods and beverages as you watch TV.

Action Plan:

In Day 1 you wrote down specific areas you want to improve, how these make you feel, and what it will mean to you to achieve these goals. By doing this you are leveraging the pain and pleasure mechanisms to your advantage, and by looking at this on a daily basis, you remind yourself continually why you are doing this.

Now we are going to develop this further. You see, if you have a strong enough "Why's", it will help carry you through any obstacles which might come in your way.

BUT, if your "Why's" are weak, then chances are that you'll fail, and large enough obstacles will derail your plans for a healthier body.

So let's get started, and focus on the most important reasons why you must make it a "must" to lose weight and get a healthier body.

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This page has two columns: Reasons on the left, what will happen if you don't follow through on the right, and these are organised into four life areas: Health relationships, image and personal / professional development.

	Reasons why I must lose weight	What will happen if I don't follow through
Health	<i>for eg: I want to reduce my chances of getting heart disease</i>	<i>for eg: I could die early and not see my Grandchildren grow up</i>
Relationships	<i>I want to be able to participate in activities with my family</i>	<i>I would miss out on quality time with people I love the most</i>
Image	<i>I want to look good on the beach for holidays</i>	<i>I want to look attractive and feel special. Don't want to feel ashamed in front of people</i>

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Personal/Profession development	<i>I don't want colleagues to judge me</i>	<i>I don't want to feel colleagues are judging me esp at communal areas</i>

Every day I want you to review this sheet and add to it with more reasons as they come.

It's important to write down as many reasons as possible, and really focus on what will happen if you don't follow through.

Rationalisation

Rationalisation is that little voice in your head which tells you things like...

- I can't do this because of...
- The reason I'm ... is because of ... which I can't control
- I prefer to sit down and relax instead of ...
- I can't make this because of ...
- One more bite of won't hurt

Our brains are really good at creating excuses for us, and convincing us to take the easy route, or giving us a reason to blame things outside our control for our situation. You must take responsibility for your actions, and learn to mute that little voice in your head if you want to start taking control of your life and get results.

Action Plan:



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I want you to get brutally honest, and write down examples of situations where you wanted to take a positive action (for example go to the gym or class, skip dessert, eat a healthy meal) but didn't follow through because you gave yourself a reason or excuse.

Situation where I gave myself an excuse	How I felt the last time I didn't let excuses get in the way	What I Miss out by not following through

The role of focus and action

Researchers studying highly successful individuals have found that the most common trait shared by these throughout time is the ability to focus on specific goals, and take action.

There is nothing you cannot do if you focus and take action consistently. The problem is that these habits do not come naturally. The question is:

- Do you have specific goals in life?
- Are you dedicating time each day to take action to achieve your goals?



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What I have found is that many live in the trance of work and life, living from day to day, and as a result many never achieve their most important goals. It's time to wake up and start focusing on yourself and what you really want to achieve.

Action Plan

Write down the goals you had previously written down, and this time you are going to write down what you will commit to do each day to get closer to that goal. Then use your schedule to block out time to do this daily.

My most important goals I deserve to achieve	I commit myself to this daily to reach my goal



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Take control of your life with positive habits

The choices you make on a day to day basis might not seem that significant during the moment, but compounded throughout the weeks, months and years can cause massive changes to your body and health.

With that in mind, lets look at positive habits you can put in place today to gain more control over your eating habits, and take advantage of that compounding effect to help you get healthier, not fatter.

Will this food get me closer or further away from my goals?

Whenever you eat something ask yourself this question: "Is this good body fuel?" It's very easy to fall in the trap of eating mindlessly, simply tucking into something without really thinking about it. I got this experience recently eating pop-corn at the cinema, and wondering how I managed to go through a massive box by the end of the film!

Make the habit of making active decisions when eating, and evaluating if the food will contribute to your energy, well being and long term goals, or simply be a guilty short term pleasure.

Monitor how foods make you feel

Think back to the last time you indulged in a guilty pleasure: For example that fast food triple decker hamburger, or massive portion of fish & chips, or that chocolate bar or ice cream...

The anticipation felt pretty good right? How about the first bite, that felt good too right? But how did you feel right after eating this? And the hours after?... Chances are you probably felt a high of energy, followed by lousy feeling of sluggishness as your body tried to digest all that.



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The idea here is to monitor how you feel after eating a treat, and reminding yourself next time you feel the urge to snack on something similar. These are the criteria to look for when eating something:

Energy

How does that food make you feel? Do you get sustained energy, or do you feel drained for the next couple of hours? How is your concentration level and motivation after eating that meal?

Fullness

After eating that food, do you feel light or bloated? How does that make you feel?
Satisfaction .After eating that food, do you feel satisfied, or do you still feel hungry?
As an example, compare the fullness you would feel have after eating either a chocolate bar, or 3 large apples...

Happiness

How do you feel emotionally during the day after eating that food? Do you feel happy or average?

By treating your body as a temple, and listening to how it responds to certain foods you'll make sure you're getting abundant energy and feel great throughout your day.

Plan ahead for cravings & snacking

Throughout your day you will be subjected to temptation and cravings for things which are not in your diet plan. It might be the sweets or salty things at work, or that free sample at the store...

The best way to deal with these is to plan ahead:

- Always go grocery shopping on a full stomach, armed with your printed grocery list! This is the easiest way to stay away from tempting treats, and low quality foods.
- Remove any temptation from your house or office, and replace these with high quality snacks mentioned featured in the meal planner.



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Day 6 – Cultivate a morning ritual to start the day right

Checking in

So, did you complete the day 5 action steps?

Yesterday was an action packed session, and I hope you managed to go through all the action steps, as these can make a huge difference in how well your progress.

In my view if you have the right mindset and habits then you'll be ahead of 90% of men and women looking to lose weight and get healthy.



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Today we are going to take things further, and help you create a fail-proof routine to help you get guaranteed results.

Take control of your day with a daily ritual

Brian Tracy, the legendary life coach once said: "First, you shape your habits, and then your habits shape you."

This is the essence of what we'll be covering today, and is the key to taking control of your life, and making sure you don't sabotage your weight loss or health as you go through your day to day.

The spiral of bad habits

Lets face it we are creatures of habit: Given a choice between your comfortable routine you've been following for years, and a new one which you have yet to try out, chances are you'll opt for the familiar, even if you fully know that it might not be in your best interests long term.

But here is the catch: the more you practice a habit, the more familiar it will become, and the easier it will be to perform and stick to it. Which inevitably leads to a never ending downward spiral which becomes more difficult to break as the years go by...

BUT... What if we could use this principle to our advantage, and create an upwards spiral of good habits?

How to cultivate positive habits which stick

The problem is that cultivating new positive habits is hard, and the failure rate is usually sky high.

For example, let's take a common "new habit" of deciding to go to the gym:

The first day I signed up and after a pep talk by the head trainer I was excited to go, and looking forward to the classes and new machines to try out.

Back at work or at home I was talking about how I would go 3 times a day, and do all sorts of classes or workouts.

Then as the days went by, my membership card started to gather dust as I found more and more excuses to avoid my workout...At the end of the year I was wondering how much each actual session had actually cost me!

Does that sound familiar? You see in order to successfully integrate a new habit you have to master three distinct phases:



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Phase 1: Defying Gravity (the first 10 days)

Adopting a new habit is like a space shuttle launch: For the first part of the journey, the majority of the fuel is spent just to reach escape velocity and escape the earth's orbit.

When you first embrace a new habit you will be literally defying gravity and will need to put the most effort to keep at it.

Phase 2: Resistance (the next 10 days)

After around 10 days you will enter the resistance phase during which your body and mind will try its best to make you quit and go back to your old comfortable routine.

As the space shuttle gets lighter it gains more speed but still needs considerable force to break the earth's gravitational pull.

Phase 3: Escape Velocity (the last 10 days)

During the next 10 days you'll literally reach escape velocity, whereby you start to really integrate the new habit, and it becomes nearly habitual and effortless.

If you manage to make it to phase 3, you'll find that your new habit becomes cemented, and much easier to follow.

Now we have a formula for implementing new habits, you can start applying it to your goals and schedule time to put these in place.

Finding Time

Life is chaotic, I don't know about you, but most people I meet tend to complain about how they never have time on their side, and how they rush through their day.

You might be a new mum, or an office worker commuting to work, or a busy executive in the end the result is the same: Life usually takes over, and everything else including your health takes second place.

The problem with this fast paced life is that we nurture bad habits, which compound through the days, weeks, months and years until it becomes second nature to live in constant reaction to the world around us.

The reality is that we have all the time we need; it's just that we are fundamentally bad at prioritizing... What tends to happen is that we make time for everything but the most important thing in our life: Ourselves, and that has to change right now!

How your morning goes usually dictates how the rest of your day goes. Start the day right and you'll find that the rest of the day unfolds effortlessly.



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So instead of starting the day in “reactive mode” we are going to create a morning ritual which will set the context for the rest of your day.

Your NEW daily morning ritual

So from today, I want you to do whatever it takes to schedule in at least 1 hour first thing in the morning for yourself.

The best way to achieve this is to go to sleep an hour earlier, and wake up an hour earlier.

Turn off your phone / computer / tv etc and make sure this time doesn't get interrupted by outside factors.

This is the routine I use, it takes around 60–90 minutes and I suggest you follow this and later adapt it to make it yours:

Wake Up

Drink 350ml of ice cold water with 100% whey protein powder

I review my goals in my journal

Go out for a 15–20min walk, during which...

–I perform a power breathing exercise inhaling through the nose 4 times, exhaling through the mouth 4 times

–I focus all the things I am grateful for. I start with my closest family and friends, and extend the circle into health, work, and life in general

–I then focus on the day ahead, visualising what I want to achieve today

Alternatively I'll do a 30–50 minute workout

Shower

Time for a nutritious breakfast

The result?

At the end of my morning ritual I feel energised and ready to face the day, knowing I have achieved the most important part of my day: Looking after #1.

This then enables me to focus and dedicate more energy and attention to my work and the things which matter most in my life.

Action Plan



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Today we covered everything you need to start the day right, and cultivate habits which will ensure your success not only in getting healthier, but permeate throughout all the other areas of your life.

Your action plan today is to write down your daily morning ritual, to schedule it and stick to it for the next 30 days, so that you make it through to escape velocity and make this new habit a part of who you are.

- Complete the Day 6 worksheet to create your morning ritual

Day 6: Accelerator Course Worksheet

Your action plan today is to write down your new daily morning ritual, to schedule it and stick to it for the next 30 days, so that you make it through to escape velocity and make this new habit a part of who you are.

My new morning ritual



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Firstly I would like to start by congratulating you for making it to day 7! I have huge respect for you because you are part of the few who do versus the many who just talk about things.

Today we'll be reviewing the last 6 days summarizing the key points to takeaway:

Day 1: The reality Check

Our existing food system is broken, and we currently have an overweight and obese epidemic affecting adults and children.

You need to create a measurement baseline, so that you can accurately track your progress throughout the next weeks, months and years. Suggested metrics include: before/after photos, body weight, body fat and body girth measurements.

Getting a blood test is recommended, as it can highlight issues ahead of time, and provide some feedback as to your cholesterol, blood sugar and blood cell counts to name a few. You need clear health and fitness goals, prioritising areas which matter most to you. These will help motivate you when faced with temptation and distractions to your plan.

Finally you need to understand your existing eating habits in order to see whether these meals are helping or sabotaging your plans.

Day 2: Understanding the foods we eat

The use of sugar and sweeteners in our day to day foods is on the rise, and these are becoming more and more difficult to avoid.

Their use has been found to be addictive, and linked to weight gain, obesity, heart disease.

And they have been found to actually promote negative satiety (so leave you hungrier than before you consume them).

Processed foods are also on the rise, and infiltrating a lot of daily staples replacing fresh ingredients with processed equivalents loaded with chemicals.

Genetically modified foods are also growing in use, and due to lax laws regarding labeling, you have to be a vigilant consumer to avoid these.

Monosodium glutamate (MSG's) are popular flavour enhancers you need to look out for and avoid in thousands of processed foods.

Artificial preservatives, flavourings and colours help make food more appetising, but are linked to many health issues including dna damage, cancer, brain damage and hyperactive disorder. You should avoid: Sodium nitrate, Aspartame, Acesulfame, Potassium bromate (E924), and food dyes E numbers.



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Refined foods are stripped of their important nutrients and fiber, which reduces the overall quality of the food, and results in unhealthy blood sugar response peaks.

Day 3: Food choices to stay lean and full

Food is fuel, and a calorie is not just a calorie.

Food calories should be evaluated through three main factors: Satiety, nutrient quality and glycemic response.

Satiety is all about making sure the foods we eat are satisfying, and promote a feeling of fullness after a meal is consumed.

This feeling of fullness is achieved through three areas:

- How the calories we eat stretch our stomach
- How the calories we eat impact short term satiety hormones
- How the calories we eat impact long term satiety hormones

Nutrient quality looks at the variety of macro and micronutrients per calorie. The higher the density, the better the food in providing vital fuel to our body.

Glycemic response looks at how fast glucose is released into your blood stream when digesting food. This is important because this rate is responsible for deciding whether glucose is burned through muscle or stored as fat.

We can target these three areas by consuming foods which meet the following criteria:

- Contain water
- Contain fiber
- Have high physical volume
- Are rich in protein
- Have a low glycemic index score

These include:

- Fiber rich non starchy vegetables
- High quality proteins
- Fiber rich fruits
- Fiber rich legumes, nuts and seeds

Day 4: Optimising your fuel mix



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There are two main categories of nutrients: Macronutrients (protein, carbs, fat) and micronutrients (vitamins and minerals).

Your body is unique, and will react differently to different macronutrient ratios based on the following factors: Your genes, age, body shape and environment.

Therefore your ideal diet plan is not universal and your requirements will change through time as your physiology, age, and environment changes.

By using our assessment and meal planner you can tailor your meals to your requirements whilst at the same time helping you stay lean and fuller for longer based on the previous principles.

Day 5: Winning the mind game of weight loss

To lose weight and get lasting results you need to have a plan and the right mindset to take action and get through challenges which come up.

Our brains are hard wired for certain automatic responses. The problem is that some of these date back to caveman times and are now obsolete.

By identifying some of the unconscious habits, you can preempt and stop these from sabotaging your efforts. We are creatures of habit and tend to make automatic decisions designed to avoid short term pain and get instant gratification.

By understanding these habits and creating strong enough reasons "why's", you'll be able to override these automatic decisions and stick to your plan for a healthier body.

Focus and action are key ingredients if you want to succeed at the game of weight loss, or anything else in life. Know your outcomes, and commit time each day to achieving these to get consistent results.

Belief is a fundamental part of any endeavour. If you don't believe you can achieve your goals, then the battle is already over. Build on your successes and believe you can make it to flip the odds in your favour.

Our minds are really good at finding excuses to help us avoid pain at all cost, even if that pain happens to be in our minds...By muting that little voice in your head you can take control and finally get results.

Take control of your life by practicing these healthy habits daily:

-See food as fuel, not reward. Always ask yourself: "Is this good body fuel?"



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–Monitor how foods make you feel before, during, and after they are eaten.
Rate foods based on the energy, fullness, satisfaction and happiness they provide throughout the day.

–Plan ahead for cravings and snacking.
Don't go grocery shopping on an empty stomach, remove tempting snacks from your home and office, and stock up on healthy snacks.

Day 6: Cultivate a morning ritual to start the day right

Brian Tracy, the legendary life coach once said: "First, you shape your habits, and then your habits shape you."

It's very easy to fall in the downward spiral of bad habits, as each time you repeat these you're making harder to change.

Instead you want to cultivate good habits, which will work to your advantage seamlessly as you go about your day to day.

In order to integrate a new positive habit you have to master three distinct phases:

Phase 1: Defying Gravity (the first 10 days)

The first 10 days will be the hardest, and it will feel like defying gravity.

Phase 2: Resistance (the next 10 days)

The next 10 days your body and mind will try its best to make you quit and go back to your old comfortable routine.

Phase 3: Escape Velocity (the last 10 days)

During the next 10 days you'll literally reach escape velocity, whereby you start to really integrate the new habit, and it becomes nearly habitual and effortless.

In order to successfully integrate a new habit and focus on your goals you have to schedule time to yourself, instead of living life in constant reaction to the world around us.

The best way to do this, is by cultivating a morning ritual dedicated to helping you thrive and focus on yourself.

Ideally wake up an hour earlier, and spend 60–90 minutes on your new morning ritual daily.

How your morning goes usually dictates how the rest of your day goes, so start the day right and you'll find that the rest of the day unfolds effortlessly.

Final words



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These two weeks we have covered a lot of ground from the latest research in nutrition to the most effective strategies to develop a winning mindset. Together these will provide you with a solid foundation to help you not only lose weight, but to live healthier and longer.

Now that you have completed the accelerator course I invite you to join us for our weekly coaching challenges, which focus on incremental improvements each week so you can get in the best shape of your life!

Emotional Eating

This week's challenge: Master Emotional Eating

This week's challenge is to master emotional eating, and get control of unconscious snacking.

Do you tend to snack and indulge in foods at social occasions with work colleagues, friends or family? For example during meetings, parties, watching tv, going to a sporting event, or going to the movies?

What about when you feel: boredom, stress, tiredness, depression, anger, anxiety or loneliness?

Do you get easily tempted by foods, for example, passing a food stall, or seeing an advertisement for a particular food outside or on TV?



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If you snack when you encounter these scenarios, chances are you are eating emotionally, instead of functionally as fuel.

The quality and quantity of calories you consume on a daily basis is going to be the determining factor of whether or not you realize weight loss success, so if you're eating extra junk food when you're not hungry, you're likely going to be going overboard without even noticing it.

Action steps:

- Plan ahead. If you're going to go to a special occasion, eat a light meal ahead so you won't be tempted by all the starters and low quality snacks. If you're going to a sporting event or at the cinema bring your own healthy snacks with you to avoid temptation.
- Don't let food be your crutch against stress. The most effective way to deal with stress and emotions is to target the root of the problem, not the symptoms. Write down which negative emotions are causing you to go off plan, and write down 5-10 possible solutions to the problem (just imagine anything is possible when coming up with your solutions).
- TV programs are stuffed with food commercials designed to make us salivate at the sight of them. Instead only use your TV to watch programs on DVD/Bluray, and on streaming services to avoid the ads!
- Cultivate hobbies, and let off steam with exercise instead. For example a 30 minute squash game, or 15 minute power walk will clear your mind faster than any foods.
- Plan some non-food rewards, for achieving your goals. Instead of treating yourself to food or drink, consider getting an experience day voucher, or go to an event instead.

As you go about your weight loss diet plan, one thing that you may very likely struggle with from time to time is emotional eating.

Emotional eating really does get to a large number of people and sadly, it can completely derail their progress. If you are unable to control your food intake and eat out of emotions such as sadness, anxiety, tension, stress, happiness, or for any other reason, you can be guaranteed that this will put an upset in you reaching your goals.

You must remember that your total daily calorie intake is going to be the determining factor of whether or not you realize weight loss success, so if you're eating extra food when you aren't hungry, you're likely going to be going overboard.



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Many people simply don't know how to combat emotional eating however, so the problem just continues to persist over time.

If you really want to see optimal success from your weight loss diet plan, it's going to be imperative that you learn some constructive methods to get this under control.

Identifying emotional eating

Do you tend to snack and indulge in foods at social occasions with work colleagues, friends or family?

For example during meetings, parties, watching tv, going to a sporting event, or going to the movies?

What about when you feel: boredom, stress, tiredness, depression, anger, anxiety or loneliness?

Do you get easily tempted by foods, for example, passing a food stall, or seeing an advertisement for a particular food outside or on TV?

If you snack when you encounter these scenarios, chances are you are eating emotionally, instead of functionally as fuel.

The quality and quantity of calories you consume on a daily basis is going to be the determining factor of whether or not you realize weight loss success, so if you're eating extra junk food when you're not hungry, you're likely going to be going overboard without even noticing it.

Is your emotional eating related to your past?

The very first thing that you should do if you're suffering from emotional eating is to take a good look at your past and see if there aren't any issues here that might be causing the problems that you're suffering from today.

For example, when you were a child, were you always rewarded in school with some form of food treat?

If so, you may have formed a very strong positive association with eating when you're good. Now, any time something positive happens in your life, you feel like you deserve to eat. Thus, you do and now it's causing you to suffer from a weight problem.

Another issue that sometimes arises from people's pasts that causes emotional eating is if your parents were strict 'plate cleaners'. If you had to sit at the table to clean your plate regardless, you may have been taught that you must eat everything that is given to you.



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Now, as you go about your adult life, if food is present or someone is offering you food (such as at a party), you eat that food without question. You feel like you have to. In order to overcome this, it's important to realize that you do have a choice. Each and every one of us has a choice of what to put in our body, so it's time to start taking responsibility for that choice and making it wisely.

Understand your habits with A Food-Thoughts Journal

Another technique that can really help you combat emotional eating is using a food-thoughts journal. This allows you to dig deeper into what's going on before you emotional eat so that you can work out some of the problems that you're facing.

Sometimes simply getting your thoughts and feelings out on paper is enough to 'remove them from your mind' so that you don't feel the need to binge on foods that you shouldn't. A thoughts journal is a great way to prevent yourself from emotional eating by delaying the process and by forcing you to look at what's really bothering you.

Most will find that after they spend ten minutes or so writing in this thoughts journal, they won't have the desire to eat any longer.

Try it for yourself and you might just be surprised at how well it works.

Is Stress making you snack?

If you often find, whether you already know this about yourself or it comes out due to the thoughts journal that you created that you eat for stress-related reasons, then your next step is to start looking at more positive things you can do to cope with stress.

Stress is something that almost every single one of us experiences to some extent in our everyday lives and if you don't have a productive way to deal with it, it can come out in the form of reaching for comfort food.

Some quick stress busting tips that you might consider trying are calling a friend, doing an intense workout session (which releases feel-good hormones that naturally combat stress), or taking a long hot bath.

It's important that you try a few different techniques out and figure out what works best for you.

This way you can customize your approach to your own personality.

To master emotional eating you need to practice these positive habits:



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–Plan ahead. If you're going to go to a special occasion, eat a light meal ahead so you won't be tempted by all the starters and low quality snacks.

If you're going to a sporting event or at the cinema bring your own healthy snacks with you to avoid temptation.

–Don't let food be your crutch against stress. The most effective way to deal with stress and emotions is to target the root of the problem, not the symptoms.

Write down which negative emotions are causing you to go off plan, and write down 5–10 possible solutions to the problem (just imagine anything is possible when coming up with your solutions).

–TV programs are stuffed with food commercials designed to make us salivate at the sight of them. Instead only use your TV to watch programs on DVD/Bluray, and on streaming services to avoid the ads!

–Cultivate hobbies, and let off steam with exercise instead. For example a 30 minute squash game, or 15 minute power walk will clear your mind faster than any foods.

–Plan some non-food rewards, for achieving your goals. Instead of treating yourself to food or drink, consider getting an experience day voucher, or go to an event instead.

If All Else Fails, Seek Counselling

Finally, if you just can't seem to shake emotional eating regardless of what you do, then it may be time to seek out some counselling.

If your issues are very deep rooted, it can take months of counselling to get past them and that may be what's needed for you to overcome emotional eating.

If you've used the other techniques that we've explained above then there will be a good chance that you've already identified what the issues are so you'll have a head-start in knowing what you need to seek counselling over.

So there you have some fast ways to help combat emotional eating. This is a very serious problem that many people do experience so don't feel ashamed if it's getting you down. Instead, take a pro-active strategy and start putting together an action plan to help you get past it and see the success that you deserve.

A woman with long dark hair, wearing a grey hoodie and teal sneakers, is in a starting crouch for a race. She is looking forward with a determined expression. The background is a blurred outdoor setting.

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