



**5 Reasons**  
**Why You Are **NOT****  
**Losing Weight**  
**Effectively**

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**Things The Fitness Industry  
Won't Teach You**

**Nazia Khatun**



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For information, address the publisher at:  
[info@naziakhatun.com](mailto:info@naziakhatun.com)





## HI, I'M NAZIA

Thank you for purchasing this Ebook and welcome. I am so glad to be here to share my knowledge and experience which I hope you can learn from. I wrote this book with all my clients in mind as they have been the real reasons why I wake up every morning, to serve and educate.

It has been my mission past 10 years to help people learn about themselves and not make the same mistakes I did growing up, battling with my own mind and body in order to look "perfect"

This book is designed to educate you through my own experience but most

importantly to show you some of the steps I took to heal and learn how to love my body unconditionally.

Working with clients and getting them to transform inside and out has been the best ever feeling. I get to witness so many incredible results and the impact my fitness programmes has on individuals in all aspects of their lives.



# INTRODUCTION





It was the summer of 2002, whilst all of my friends were out socialising and having fun, I was back in the gym again , and this time I came to defeat yesterday's treadmill run. On speed 10 I managed to accomplish 45 minutes without stopping. That day my main mission was to run for an hour and finish on sprinting at speed 11

I stepped on feeling a little tired, my body was feeling exhausted from eating next to nothing , I had also trained heavy the night before.

I ignored all the signs of taking a break in the quest to lose more weight so I could look slim and pretty.

I got into a nice flow, every running session started with conquering the initial first 10 minutes.

15 minutes in and I knew something wasn't feeling right. I felt a very painful and sharp shooting pain at the back of my leg.

I knew I was in trouble.

This time I just knew the injury wasn't like the other ones I had incurred in the past.

I was running every single day with no rest and care. The Sciatic pain had now got worse. The nerve pain in my leg caused irritation, compressing the sciatic nerve.

My lower back was weak and very painful, I found myself hobbling about with a pelvic tilt.

I spent that summer in and out of the physio.

I spent most of my teenage and early twenties battling an eating disorder and forever trying to attain the perfect body in the gym by doing gruelling workouts.

I was familiar with sports, I was an avid footballer at school and college, but it is something most young females do not continue after education for some reason.



As a former boxer, cutting weight was hard and I was always battling with my weight. I was a sports person yet knew nothing about training or anything about the anatomy of the body especially when it came to losing weight.

Everything I did know came from Google.

At one point, like many others, I was just following things on social media, the misinformation cost me my happiness, joy and robbed me on off my youth in so many ways.

Truth be told it cost me in the form of depression many years later. One of the most uncomfortable periods of my life, having to battle with an eating disorder and dealing with high intensive thoughts of suicide was the hardest thing I had to recover from.

Sports and fitness was my saviour throughout my life and if it wasn't for fitness I am not sure I would be here, but at the same hand it was also an unhealthy addiction I had in order to attain this idea of perfection.

By the time I was 30 years old, I was in the early stages of mild depression and slowly as time went by it dawned on me just how much I didn't love myself and as a result I was seeking validation in the name of being an athlete and standing out to people.

I knew I had to change my mindset and everything about my life, my journey took me to places I had never imagined. I had to change my relationship with myself, with food and exercise.

I am grateful I did change because now I get to help thousands of clients overcome fad diets and trends. My own experience and knowledge has enabled so many people mentally and physically transform.



I realised just how important my role as a fitness coach was to other people who needed me especially to those hardly ever represented in the mainstream media.

I am here to spread the knowledge that I didn't have access to growing up and hope that this helps someone overcome their own frustration with food and exercise but most importantly their relationship with loving themselves.





**You owe it to yourself to learn how to love yourself and also create a positive relationship with your body.**



# **CHAPTER 1**



# STRESS



**Stress is the biggest killer of joy anywhere  
in the world and translates into physical  
ailments**

Stress is something that is heavily overlooked and I want you to pay attention to it first before we discuss the other elements to why you are not dropping weight.

(Stress isn't all bad. Humans need a tiny element of it to keep them moving forward)

### ***So what exactly is stress ?***

How is it some people lose weight due to stress and others pile on the pounds? Let's take a look and make sense if it.

### ***Typical day scenario***

It's Sunday night, work is tomorrow. you have had a great weekend and already dreading the Monday routine drill but you know it so well, nothing new. You go to bed late as sleep patterns are always different at the weekends as you catch up with your beauty sleep.

You know it is going to be a full week ahead and Monday is always the most demanding in the office,

already you feel overwhelmed but take some time out and unwind before you go to sleep .

You finally manage to fall asleep at 2.30am in the morning but keep waking up feeling anxious that you have missed the alarm or need the toilet .

You have broken sleep and every time you toss and turn you cannot capture the 100 things that race through your mind.

Finally the alarm goes off at 6am and you realise that you haven't slept at all and now feel annoyed, exhausted and moody.

You wake up slightly off key and go to wake up the children , whilst you scatter around the kitchen identifying where the coffee jar is so you can drown in it to survive the next 2 hours knowing fully well that once the children wake up there will be no time to be slow.



As you navigate your morning thinking about the day ahead, you are dressing the children, getting them washed, feeding them and drop them off to school all at the same time as you shower and get ready yourself.

You actually have no time to eat, plus it is too early to eat, makes you nauseous anyway. You are also aware that avoiding breakfast is not good for you and everyday you have good intentions to eat but end up doing everything for the children and husband and end up neglecting yourself.

You grab another coffee from Pret's and breakfast is usually a choc croissant , freshly made and tastes so yummy. You plough through the day catching up from last weeks work and organising things for work. It is a demanding week and you have no time for breaks or proper lunch.

You sit at the office desk whilst chomping on your tesco meal deal that consists of white bread sandwich, crisps and fizzy drinks.

By 4pm you have already gulped 5 cups of coffee since the time you woke up. You go through the motions of high and low in energy throughout the day and shove biscuits and chocolates to keep you awake with the sugar rush.

Eventually it is home time .

You pick up the children. You pick up groceries, you drop into see your parents . You drop one child to after school activities , you pick another child up.

By 8pm it is already dinner time so you cook whilst trying to help with school work. After dinner you are now finally pooped, a cup of tea in front of the TV and perhaps more chocolate biscuits before bed because you deserve it after a long day.

You are tired, but force yourself to stay awake just so you can have some down time.

Does this sound like you? I bet it does for a lot of people.

As Humans we all experience stress at some level but not all stress is bad so what is stress?

There are **6 major types of stress** and each one of them have good and bad effects.

**Physical stress**  
**Chemical stress**  
**Electromagnetic stress**  
**psychic or mental stress**  
**nutritional stress**  
**thermal stress**

Under/ over exercising can effect our bodies in different ways, we need adequate movement and exercise to maintain an optimal metabolic rate . Too much sun can be bad on our bodies and at the same time we need sunlight. Over eating or under eating can have diverse stress over our bodies too, for example someone who is overweight may find more stress in their knees or lower back. We have mental stress in the way we think about life which all contributes to the running of our overall wellbeing.

**Metabolic rate :**  
The rate at which all physical and chemical processes take place within your body





External stressors such as physical pain, trauma or toxic chemical exposure also has a huge impact on our internal stressors.

For example if you are exposed to sunlight without the correct protection it can lead to skin cancer. There are so many external stressors but the one I discovered from working with females are those who are in an unhappy or violent relationships, almost every single one of them experience chronic stress response in their bodies.

Chronically stressed out people have elevated stress hormones in the body which leads to immune suppression and prolongs any healing process .

The body remembers trauma from a young age also and your body therefore becomes a blueprint of negative emotions and gets used to being that way.

Having worked with clients that suffered from bullying at a young

age due to their image or weight manifested in their adult life and how they viewed themselves.

Certain things could trigger them leading to emotional stress eating. But once we managed to coach them through their emotions and manage their stress levels the weight drops off pretty quickly and habits are then reformed.

**When our bodies produce too much stress our levels of stress hormones cortisol elevates**



Cortisol vary throughout the day, but generally is higher in the morning when we wake up, and then falls throughout the day.

As cortisol levels rise, they start to block the release of corticotrophin-releasing hormone from the hypothalamus and adrenocorticotrophic hormone from the pituitary. So when someone wakes up with cortisol at its peak and high levels of stress combined with no breakfast means you just encourage weight gain with very little effort.

There are so many reasons why Breakfast is encouraged within the first hour of waking up, to regulate your blood sugar levels and also control cortisol spikes in your body.

If your cortisol levels are above normal, your growth and repair hormones are suppressed. Long term over production of cortisol leads to a breakdown of body tissues and fatigues the adrenal glands.

We are constantly in the fight or flight mode throughout the day and without a sufficient breakfast means low blood sugar and low energy levels day in and day out.



**Learning point**

We need to better understand ourselves in responding to stress rather than reacting to it all the time.

It took me ages to practise but once I combined the neuroscience into fitness not only was it easier for me to navigate myself in times of stress but also enable clients to move away from it but first and foremost you have to identify the causes of your stress and where it lives in your brain.

Our brains are developed to survive but it is also a pattern recognition organ. It Remembers almost everything you have done in your life and has different memory files stored. Our brains are actually made up of three brains called the Triune Brain

Humans can have prolonged time of stress unlike the animal kingdom. For example when the lion is on the hunt and finds its prey it will exert short bursts of stress to run and catch its meal. Once that is done there is no need for stress .



but as humans we wake up with stress and throughout the day we are constantly in between the fight or flight instincts. We tend to think irrationally and with that comes emotional stress and this is when some people use food as a source of comfort. Unfortunately in times of stress many people will turn to unhealthy food, poor quality food which does not help their immune system or fitness goals.

I would also like to add here, unhealthy food choices also lead to poor levels of mental health wellbeing. Those who suffer with depression, anxiety will notice that junk food will just make them feel more defeated.



Hence why I always tell followers to ensure in moments of sadness and heightened emotions, make sure you are drinking loads of water and pay attention to the food you are eating.

***Pay attention to how food makes you feel in both the good and bad times of all your emotions.***

### **Can Stress make you fat?**

I have worked with so many clients, Stress can make you fat but I also believe that it all depends on your body type and lifestyle . Some people tend to lose weight with stress so take this with a pinch of salt as they say.

The normal response to stress activates the sympathetic nervous system and increases cortisol levels and the blood glucose levels. But as stress continues the human body does not STOP producing the cortisol as it seems to be always in this fight or flight mode. This leads to physical and emotional stress thus leading to blood sugar,

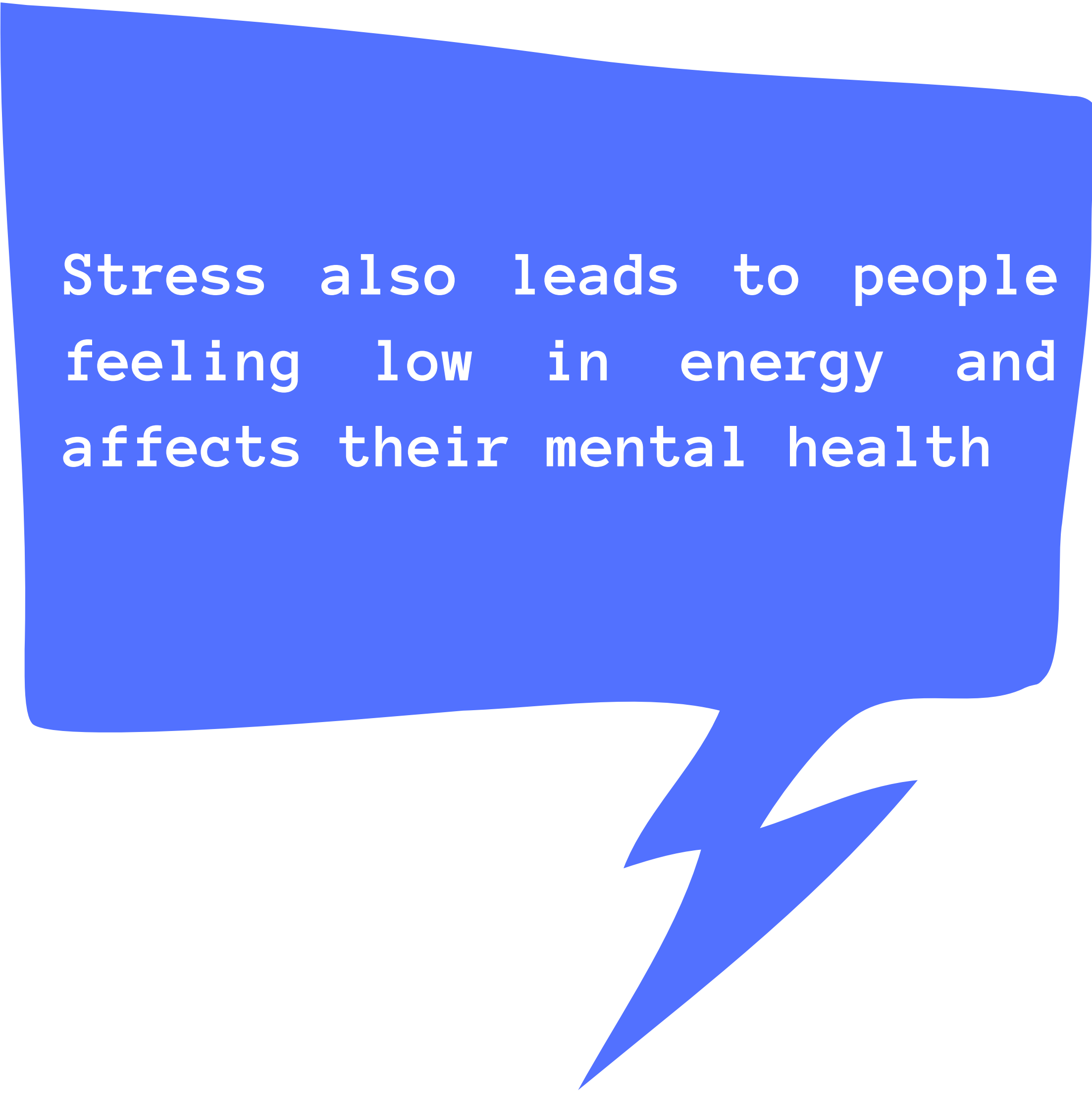
leading to an increase in insulin.

Raised insulin levels is not good news by the way, chronic stress in individuals becomes like a non stop vicious cycle and this is when most people tend to gain weight and store fat around the midriff area. Being chronic leads to the suppressing of your immune system and insulin resistance.

Stress affects people differently no doubt and it plays havoc with weight gain for anyone who has ***PCOS or under-active thyroid issues***

**Excessive Fat around the midsection is a strong risk factor for heart disease, type 2 diabetes**





Stress also leads to people feeling low in energy and affects their mental health

So that said how can you lower your stress levels down to help you stay in a healthy working body?

Below are some of the solutions that can help you with your stress problems.

### 1. **Practise Mindfulness**

Mindfulness can: help relieve stress,  
treat heart disease,  
Reduces stress and its consequences

Mindfulness can lead to less intense stress responses. This has many health benefits, such as lowering your blood pressure and strengthening your immune system.

***Everyday take 10 minutes out to sit in silence.***

Just stay still and focus on your breathe. I make my clients do this on a daily basis . Sometimes a full hour can be based around mindfulness and just sitting in silence or doing meditation practise.

So many of them are hesitant at first and thats because they are not used to it but report back how calm and relaxed they feel the next day .

It also reduces anxiety and brings you back to the logical part of the brain known as the pre-frontal cortex.



## 2. Write Gratitude Lists

When we express gratitude, our brain releases dopamine and serotonin, the two crucial neurotransmitters responsible for our emotions, and they make us feel 'good'.

They enhance our mood immediately, making us feel happy from the inside.

Our aim right now is to chase the "FEELING GOOD VIBES"

Being grateful for what we have NOW is beneficial to rewiring our mindset but more importantly it brings us back to the logical part of being and allows us to be less stressed.

You will appreciate the small and big things and able to focus where you are in the present moment

Sounds silly and has nothing to do with fitness you may think. But gratitude journals are a huge part

of my life and I ensure it is something all of my clients practise too. It really is the go to thing for me to curb any anxiety, low energy and get back in the PRESENT MOMENT.

Most of our worries can come from the uncertainty of the future so writing a gratitude journal instantly reminds us all of the things we can appreciate now but more than that it sends a positive message to our brains which in turn recreates the way we think about life.

Express gratitude towards your body it literally changes the molecular structure of the brain, keeps the gray matter functioning, and makes us healthier and happier.

You have to practise this on a daily basis in order to feel the joy of living in a healthy, happy body and mind remember that neurons that fire together, wire together

### 3. Exercise

Exercise is the most under used de-stressor, not only does physical activity help help decrease stress and elevates all the happy chemicals but it also helps with mood disorders such as

**depression, anxiety and chronic stress** will cripple most peoples life at some point if they do not start to look after themselves.

***Also bear in mind that exercise is not a one size fits all.***

***Speak to a fitness expert to find out what methods of fitness regime work for your body type which will not stress you out further than you already are.***

Participating in any form of exercise will reduce anxiety, stress or any negative emotions we have cooped up in our minds and bodies and it is important for you to help yourself in any way possible.

Chronic tension can be the culprit behind both long-term conditions (depression, heart disease, type 2 diabetes, high blood pressure) and everyday health woes (headaches, back pain, insomnia, upset stomach, anxiety, anger).

The human body isn't designed to sit all day, just getting up and moving around is a powerful way to reduce stress. It allows our muscles to move, encourages blood to flow and helps us feel more like ourselves.

so #JUSTMOVE





Stress isn't just a mental or  
emotional issue – it can  
physically hurt too.



# **CHAPTER 2**

# Language

## Your Use of Language And Weight Gain

One of the main things to my development and transformation was learning about how I spoke to myself on a daily basis .

***The moment I went from self hate/self loathe to loving and nourishing myself , my world changed .***

If there is any chapter that I want you to read in this Ebook will be this chapter.

Language is something I struggled with growing up. I never ever felt beautiful enough or pretty enough , and now with the rising social media influencers I can see why mental health around eating disorders or depression hits in for many people .

The fitness industry literally profits out of our insecurities and I guess having celebs like Kim Kardashians do not help with the seasonal body trends .

As spectators that scroll through social media it is hard not to let body images filter into our subconscious minds.

This can be dangerous, some people create a thought that they are not GOOD ENOUGH and have this inner desire to chase a certain look that they need to fit in so that they can be accepted into society.

I felt like that for years and it cost me years of pain and torture. I genuinely felt UGLY and FAT all the time and truly believed that to be beautiful I had to be skinny.

How wrong was I ?





**When we do not feel  
confident about our  
bodies we become  
victims**

I would stand in front of the mirror for ages and just try to fix everything about me.

I would criticise every detail about my face and my hair. Head to toe I would look at myself in disgust.

No matter how others saw me I never felt pretty or beautiful enough.

It is so important to teach young people boys and girls about positive self talk around body image.

This builds good self esteem and self confidence in every area of their lives as they grow up

I saw a massive difference when i started to learn about self love and how the way I spoke to myself had affected my growth.

Every client I had worked with till today has also benefited from changing the language they use about themselves and I do this by getting them to repeat powerful affirmations, but before I go into that part below is a list of LANGUAGE that you can try and minimise

Try to minimise using words that make fun of, or are negative about your appearance, particularly their weight.

Try to minimise speaking critically about other people's body shapes and appearance.

Try to minimise the word dieting in your house.

Try to make this a more positive message by saying 'you are looking after your health by eating nutritious foods' rather than focusing on weight loss.

Try to minimise making critical comments about your own weight or appearance around your children, we do not want them develop the belief that the certain body types are unacceptable.

Be aware that you are a role model to them too.

Before I move onto the other points I also want to point out that we also need to set strong boundaries with how other people talk to US about the way we look.

No one has the right to comment on your weight or the way you look NOT even your parents.

Minimise labelling foods as “bad”, “junk” or “foods that will make you fat”.

You are allowed to have “sometimes foods” and “everyday foods”.

Understand that healthy bodies come in all shapes and sizes. Help yourself to understand that there is no just one ‘ideal’ type of body. All different body shapes and sizes have value, beauty and can be healthy.

Our thoughts have a huge impact on the reality of our world and this is very true of the body we live in too. Imagine you talking to your body as if you were talking to child , so learn to be gentle and kind.

We are never taught about self love and that is because of the way our parents have been brought up so they passed that down to us. We create our own self beliefs around that systematical way of thinking.

***Language that creates self hate only brings about more trauma to ourselves and how we live our lives.***

Which now leads me to explain how language affects weight gain.

Say for example you are someone who keeps telling yourself

"I put on weight very quickly, I am fat, no matter what I do I can never lose weight"

This thought produces a feeling which you then accept as truth and guess what? that is exactly what will be delivered to you like magic.

We are vibrational beings and every thought that we have creates a feeling and that is what we live with day in and day out . The good news is that we can change our thoughts and therefore change our feelings, So instead of saying the above say

***"I drop weight quickly, I feel super healthy and fit and every day i am learning how to be grateful about my amazing body"***

So many of us operate from guilt and self hate, I have been there myself for years on end and stayed in the suffering part and then never felt good enough for anyone around me.

I always felt guilty when I ate too much I would punish myself in the gym and then go into this vicious cycle of self hate. Most of the people I have coached also resonated with this. But the beauty of transforming came from my need to wanting more out of myself.

The 12 week transformational programmes have been nothing but magical as clients learn how to recreate their mindset, they learn how to love themselves through changing their use of language and magic really does start to happen.

Clients were releasing old patterns and attracting the jobs/relationships etc that they wanted or doing things they hadn't done for years.



Our key aim is to achieve  
HAPPINESS and language can be  
the barrier for so many people  
to attain it

## **Language helps us to move away from the victim mode and allows us to shift into our power**

One the powerful affirmations that changed my entire life within weeks was :

### **I AM ENOUGH .**

It takes tons of practise. We are always being conditioned to believe that we need to look a certain way in order to be happy which isn't true.

Many celebs that committed suicide they had it all , the perfect life , the perfect love, car, house, career and yet they found it hard to be happy. That should tell us all that inner happiness is fundamental for us to live a life that we can enjoy.

The Diet/fitness industry is worth over 42 billion pounds . Shops shelves are packed with new diet products every other month and gyms are located yards from each other now in our societies YET depression kills more people than we can imagine.

It does not make sense and here is why.

This industry will never tell you ***how to love yourself***, because loving yourself means you take ownership of your mind, body, and soul.

It means you will not buy their gimmick diet products , (which never works by the way) and you won't spend £50 a month on gym memberships.

I realised this at a later age in my life when I went through depression I was hit with the hard reality that the the sole reason why I was obsessed with my own body was to please other people and the frustration of training hard to look like the poster girls was sucking the life out of me.

No one teaches you that these poster girls that look super fit and trim probably do not look like that all year round, nor the fact that the poster could have been photoshopped or distorted to give us the illusion of perfection.

Yet to the naked eye , what we see is what we believe and who doesn't want to look super hot?

The fitness industry causes a lot of anxiety for young people and low self esteem grows within people as they view images that do not fit their ideal.

This is now a growing problem as body image ranks high in the mental health department where people struggle with depression and create negative emotions with themselves.

Personally I once believed that to be accepted I had to be thin and have super strong muscle definition. Like so many, my self image was distorted as I spent hours and days obsessing over this PERFECT version of myself and how to create it

No one ever tells you that to look flawless and perfect was a lie , it never exists.

Ploughing through hours of punishing workouts with countless injuries my body would scream at me to stop whilst my mind would constantly tell me i wasn't good enough.

The disease of comparing ourselves to these distorted images of beauty are manipulated for consumerism and sadly thrives off our insecurities.

Everyday REPEAT to yourself

## **I AM ENOUGH**

And do it shamelessly.



# **CHAPTER 3**



# Body type

## Train For Your Body Type

In order to achieve safe weight loss each and every single one of us **MUST** train for our **BODY TYPE**.

This is heavily neglected in our “lets get fit culture” and it costs people heartache, frustration and most cases leads to eating disorders making it hard for individuals to have a positive relationship with food and themselves.

I am sorry to say this but “one size fit for all” fitness programme does not work for everyone.

Who are all different shapes and sizes, even two identical twins will not respond to the same kind of workout plan and diet, and this is something the gym industry fails to teach us.

Understanding this chapter could be the gateway to your happiness and regaining back some element of control and ownership over your physical and

mental health.

When I learnt about training about my body type I was so angry at first as it had cost me years of hating myself and yo-yo dieting, you have no idea just how exhausting it was for me, waking up every day counting calories, training for hours and then to see hardly any results!!!!

I was training hard and not smart, most people think that because they are training that they know all about the human anatomy and themselves , I was that person too once-ignorant to say the least.

I followed magazine “tailored workout plans” I followed fitness trends and dieted all the time for years.

Eventually it left me with **severe injuries, body dysmorphia issues and eating disorders** .

Think about this for one minute, health magazines always show you a workout and diet plan, like the pic below, Kim Kardashian is the most trending celebrity to follow when it comes to attaining her physical body shape.

Millions of readers buy this magazine and follow this one little plan with the hope that their booty will get big as Kims and a snatched waistline, it may work for some people , I am not saying it won't HOWEVER millions of females body types are different and it needs special attention to how one trains and eats.

If these workout plans were TRUE and actually WORKED then why aren't we all walking around like Kim? If it was that EASY then why aren't we all STICKING to this plan that promises to give us a body like Kim?

The simple answer: because the ***fitness isn't about ONE SIZE FITS ALL***

We have to understand that culturally our bodies are also made up differently, and I will leave genetics and DNA for another book but please bear in mind we have to work with our bodies and not against it.

## ***What are the body types?***

There are 3 main body types that we fall into and we can cross over to one another too.

### **ECTOMORPH**

People with this body type are slim and tall example Usain Bolt, they eat what ever they want and never put on weight, they have trouble gaining muscle if they want to get big

### **ENDOMORPH**

Opposite of the ectomorph, the body type is short and stocky and can gain weight very quickly, but they are very powerful and make good powerlifters

### **MESOMORPH**

They are in between they can gain muscle mass and gain weight as well as get fit very quickly. We all have different body types and knowing yours will help

You work on your desired body and maximising results without the yo yo dieting and weight gains. You can also fall in between each body types so it is important to train and eat accordingly.

You have to eat according to how your body has been genetically designed, and each one of us store fat in different areas, the hips and stomach areas are endomorphs toughest places





**Knowing what your body type is helps in getting sustainable results**



Every time I speak about training for body types a lot of my clients are in awe and surprised that this word even exists and I do not blame them. I was the same at one point in my life too

I have worked with clients who have been trying to drop weight for many years and they keep losing it and then putting it back on.

Sustainable transformation comes from knowing how to eat and workout and also take the correct supplements that support your immune system.

Not training for your body type means you will forever be chasing the next body trend that celebrities or social media influencers endorse

One of the biggest mistakes we all make also is thinking because our best friend is on a detox diet that it will work for us too.

what works for one person will not work for another , its as simple as that.

I learnt how to train for my body type at the age of 30 and was shocked to understand it existed.

I had till then spent hours of working out and avoiding the demonised food groups such as carbs and fat.

Educating myself took a lot of time and resistance, because if truth be told I was stuck in my own ways for ages too and to unlearn that behaviour took a long time!

# **CHAPTER 4**

# SELF LOVE



## Self Love And Weight Loss

A huge part of my weight loss journey was formed under the guise of guilt in eating food or punishing myself in the gruelling workouts.

My eating disorders stemmed from the fact I lacked a lot of respect and love for my body and mind, looking back at teenage years , no body actually teaches you how to look after yourself in a healthy way.

We are forever told to do well in exams and focus on a good job. Society never teaches us about the real things that matter to us and SELF LOVE is a very alienated concept for so many especially in the South Asian community.

Almost every one of my clients who work with me 121 come on the coaching programmes to learn how to love themselves using fitness as a tool.

Early on in my career I didn't realise just how important this concept was both for myself and to my clients.

My own journey of healing and loving myself came in so many forms with highs and lows and tons of therapy work.

The lack of self love, believe it or not is a core driver to why so many people get addicted to substances , food or even exercise.

This chapter of the book will be focused on showing you another insight of why you are not dropping weight.

### ***what is self love ?***

Not many people are familiar with this concept, it was a very alienated concept for me too and having practicing it everyday the best way to explain ***self love is when someone knows their value and does not settle less for what they deserve.*** Self love comes with the element of respecting yourself, honouring your mind, body and soul and coming from a place of love instead of hate.

self love builds our self confidence, self worth. self esteem and it is how we behave with ourselves and the boundaries we have that tells the outside world how they need to treat us also.

I was the kind of person that thought because I was an athlete, had a toned body that I knew all about loving myself. I was far from the truth.

I used sports as a means of masking my emotions and it was a cover for my weak, toxic personality traits .

I grew up feeling FAT and UGLY and no matter how slim I got or amazing I looked to others, i always felt the total opposite. My inner monologue about myself was horrendous and so many people walk around talking about themselves from a place of negativity.

Personal relationships always seem to be the first priority for so many of us. Unfortunately, hunting for love doesn't always attract the right

partner because our reasons for wanting love may be unclear.

We think, if I only had someone who loved me, my life would be so much better. That's not the way it works.

There's a big difference between the need for love, and being needy for love.

When you're needy for love, it means that you're missing love and approval from the most important person you know — yourself. You may become involved in relationships that are codependent and ineffectual for both partners. I see this happen all the time with clients and followers who engage with me .

***"you need to love yourself first before anyone else can love you"***

Its a cliché saying but it is so true. So many of us simply do not know how to practise self love and it is something that has helped me overcome old bad habits and toxic ways of thinking



Our thoughts about ourselves  
is crucial to master.

Thoughts are powerful and  
it manifests into every area  
of our lives.

You have to show yourself how special you are. Pamper yourself. Buy yourself flowers for your home. Surround yourself with colors, textures, and scents that please you. Look in the mirror, deep into your own eyes, and say to yourself, **"I love you."** Say it every day until you mean it.

Keep saying it!

Take yourself out on a date somewhere special. Go to a coffee shop and read through that novel you've been meaning to read. Take yourself out for a walk to a park. Find a beautiful spot and lay out a blanket and have a picnic.

Go out to a movie or see a musical with yourself. Do things by yourself and do it with the intention of SELF LOVE DATES.

So many of my clients who are over weight or obese tend to always have a history of some sort of trauma or wounds that they hadn't healed.

It leaves some people grazing through life thinking that they are not enough, or do not fit into society. Food becomes a huge distraction and is then over used to fill in gap of something missing.

The moment they go through certain tasks in the fitness program within weeks their eating habits change and exercise is no longer a chore but a must to enhance their relationship with themselves.

Life always mirrors back what we think about ourselves and how we are feeling inside

The voice of self-doubt and insecurity can be loud, persistent, discouraging and even destructive to our efforts. We can all resonate with poisonous self-talk that invades different areas of our lives.

I lived that way for years and years which then became a part of my reality until I hit rock bottom. Exhausted from that inner mental chat I came to realise that the the importance of self esteem in achieving life goals, including weight-loss, is immeasurable.

As humans we all seek wanting to be loved and most times we forgot to pour love into ourselves.

The craving of love manifests into abusing food or whatever vices that people find comfort in. Even exercise can be a form of abuse!

We all need to build a secure and confident SELF so we create good patterns of behaviour in all areas of our lives.

As children we were taught things like robots but as adults we can relearn the old patterns and step in our best selves.

***We can all repair a damaged and insecure self esteem through the power of loving ourselves a bit more everyday.***



## **How to love yourself:**

- 1. Learn how to forgive yourself*
- 2. Start a journal*
- 3. Be kind to yourself*
- 4. Create boundaries*
- 5. Prioritise yourself first*
- 6. Learn how to say No*
- 7. Take yourself out on dates*
- 8. Be compassionate to yourself*
- 9. Understand you are important*
- 10. SHOW UP as you are*

Watching clients fall in love with themselves is the most important part to unlocking their physical and mental transformation.

self love really does help people let go of all the emotional baggage that they carry and once people learn how to care for themselves it becomes addictive and so freeing.

The fitness industry will not teach you how to love yourself, because if you do they will not be able to profit out of your insecurities to buy the endless diets products which never works, and how else will they make money ?

***Britons spend more than £4billion a year in unused gym memberships. A survey reveals although 23 per cent of Britons are gym members only 12 per cent go often.***

That is crazy, i pay for a gym membership and I make sure I make use of that facility but I also understand that many people DO NOT know how to train so it can be demotivating.

As many as 22 per cent of UK citizens avoid the gym as they feel intimidated. When you have no idea what to do in the gym people tend to go once or twice in a blue moon , but so many still pay monthly memberships maybe because it makes them feel good that they have one or they feel part of a community because everyone else around them belongs to a gym.

An average gym membership costs about £35, that totals to £420 in a year. A waste of money in my opinion but guess who makes a profit out of you?

yup, you guessed it the gyms do!!!

Teaching someone how to love themselves is a beautiful thing to witness and I thrive on seeing my clients blossom into something that they never thought that they can achieve"

I honestly cannot stress this enough but when you operate from a place of loving yourself, the motivation kicks in naturally, you do not need external factors to be inspired. you wake up everyday with joy and happiness and you take control and responsibility for yourself.

So from today make a declaration that you will choose to love yourself for who you are no matter what.

Without YOU being number 1 you cannot serve others, for example you need a healthy mind and body to be able to look after your children, more so you are their first role models, and mums are the first point of call to their children so they will only learn from your behaviour.

Do not let others make you feel guilty if you choose yourself.

We live in a society that says loving yourself is arrogance or narcissist behaviour and it really isn't.

We have a duty to love  
ourselves for who we are.

Self love is imperative to  
our survival

# **C H A P T E R 5**



# INVEST IN YOURSELF

I come from a background where we are forever pushed into this linear narrative of

"Go to school, get a good education, get a good paid job, get married, have children,(doesn't matter if you enjoyed life or not) Be the best wife, worker, daughter you can be

then wait for death"

Ok I am being a little dramatic but it can be true to certain people who come from a suffocating or restrictive background.

I left this chapter till the last because it is important to understand that choosing to better yourself , whether it is dropping weight, or getting unstuck means we have to invest in ourselves to thrive and live our best ever lives.

Before you ask , what has this got to do with weight loss? let me give you an example from a client I worked with most recently.

Aisha came to me at the beginning of

January 2019, she wasn't the normal client I worked with, she had spent almost all her life dedicated to work and family and she was an avid gym goer. I mean she trained , she knew how to train yet when she came to me she was at a point in her life where she felt she had forgotten how to love her self and the weight wasn't dropping which was making her sad and miserable and the cycle of binge eating would start every month.

She spent years trying to do it **by herself** and at the end of every year she felt exhausted and demotivated with the routine and process.

I put her on the 12 week program as she needed a lot of inner self image reprogramming.

Slowly Aisha was reconnecting with herself and at the end she had dropped 3 stones and KEPT IT OFF.

I put her on a special supplements

program and monitored how she responded to certain foods and her training regime was bespoke to her body type.

I did inner healing work with Aisha and it turned out she had an eating disorder she hadn't sought help for and it was sabotaging her goals of attaining the results she was forever desperately working hard for.

I, myself had spent years trying to figure it out myself and always got burnt out and frustrated. Until I learnt the value of investing in myself.

I felt I had made massive breakthroughs with myself and managing my emotions, but more importantly learnt that food wasn't a vice for comfort or to be seen as punishment.

I worked with some of the best fitness coaches in the industry and have spent over 15k in my own education to help other females to transform mentally and physically in every area of their lives.

I genuinely thought because I trained and exercised I knew all about the in's and out's of it but I was so far away from knowing it all and still to this day I seek mentors and coaches who can help me train better or give me access to their knowledge.

Investing in yourself is MUST in my opinion and when we come to truly love ourselves we gain more respect for the time and effort we spend on bettering the parts of us that need it the most.

The best way I can put it is like this to my clients,,

***"Working with a coach means you do not spend years of trying to figure it out by yourself, a coach will always give you a fast track to results because they spent half their lives doing the trial and error so you don't have to !!!!"***

I excelled in my career but also learnt how to work with my body too.

Remember each and everyone of us were students once before we became an expert in our craft.

At Fitness Reborn UK , when students enrol on the programmes I am able to identify the missing gaps and help them reconnect to their highest values.

Working closely with clients 121 I get to analyse their behaviour patterns and then help them recreate the habits towards exercise and food.

The process takes anything between 8 to 12 weeks or longer for some who come from an abusive background.

But the end results are always worth it .

One of the reasons why so many people fail in the fitness goals is because they haven't been taught how to train for their body types,

They fail to talk to themselves in a positive way but deeper than that learn how to heal and love themselves.

Keeping people accountable for their journey allows me as a coach to educate them in the things they do not know or perhaps the fitness industry had failed to teach them.

Self acceptance is so important in this game and making a shift to investment in yourself is also a form of self love.

***We live in a body that carries us everywhere and if we are not living in a healthy and happy vehicle it will have a direct effect on your mental state and that governs your relationship with yourself and with those around you too.***





Investing in yourself takes  
away years of frustration  
and stress

# Conclusion

We as a society are so fixated on our weight loss journey that we neglect the basic fundamental elements that create real happiness within our mind and bodies. When we chase the trends of losing weight on social media we forget that the one size fits all does not work with our fitness journeys . More so we have to learn how to love ourselves unconditionally from within before we start to work on the external areas of life.

The language we use when speaking to ourselves has a paramount effect on weight loss and also lets not forget that we must learn how to actually exercise and eat for our own body types rather than following magazine fad diets or what celebrities are doing.

If you are someone who is struggling with their weight loss or at a stage where you realise that nothing is working then invest in educating yourself and work with a fitness coach or someone who can help you gain access to real transformation that last longer than what you are already doing.

Stress is the number one silent killer in our fast paced society now and we must all be mindful that too much stress can lead to unhealthy choices and reside in a toxic body.

Learn to love yourself more than yesterday and may you all journey well on this life.

**Thank you taking the time to read this book  
and hopefully it gives you some food for  
thought.**

connect with me on  
**@fitnessrebornuk1**



I work with clients 121 and would love to work and coach you to take your mind and body to the next level.

**info@naziakhatus.com**

If you found this beneficial I would love to hear from you so drop me a DM or tag me on your stories.

*Mazia Khatun*  
FITNESS REBORN UK

