



Top Tools to Cut Your Hunger + Cravings in Half

Quit the All-or-Nothing Mentality and Learn to
Eat Healthy and Train Consistently Forever

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Overview

- ▶ Hunger and cravings are normal tho
- ▶ Influenced by a variety of factors:
 - ▶ Stress (both emotional and physiological)
 - ▶ Sleep
 - ▶ Activity, both intensity and type
 - ▶ Protein, fiber, water in diet
 - ▶ Carbohydrate implications: type, timing, amount
 - ▶ Habits, behaviors, boredom, rituals
 - ▶ Neurochemicals
 - ▶ Menstrual cycle
- ▶ Nervous system balance - hormones
- ▶ Psychological satisfying nutrition?



3 Thing to Stop Doing

1) Quit being scared of hunger and cravings (!!!)

- ▶ Hunger has utility
- ▶ Nutritional investigation
- ▶ Hones mindfulness
- ▶ Shades of hunger (not just starving or stuffed)
- ▶ The solution = allow yourself to feel hunger (just a little)
 - ▶ “Surf the urge” - different than white-knuckling it
 - ▶ Intermittent Sampling
 - ▶ Have the full experience, builds evidence that you *can* trust yourself

3 Thing to Stop Doing

2) Stop Trying to Outwork Your Body's Natural Physiology

- ▶ The human physiology is built for feast-or-famine (as much as we don't like it)
- ▶ For every period of extreme deprivation, there exists an equal and opposite overindulgence (next week, next month or next year)
- ▶ The “Just Do More” Mindset sets us up for failure
 - ▶ Willpower alone has a shitty track record
- ▶ The definition of insanity?
 - ▶ Deprive-then-Binge Cycle
 - ▶ Why not try the alternative - old way will always be there

3 Thing to Stop Doing

3) Quit the Shiny Object Syndrome

- ▶ Humans are wired for novelty, FOMO and scarcity
 - ▶ Plays on our dopamine urges
 - ▶ Leads to chronic exhaustion, and down-regulation of appreciation/sensitivity/**implementation**
 - ▶ E.g. My food delivery service experience
- ▶ Extreme approaches:
 - ▶ Perpetuate the idea that the solution is “out there” - mindset implications
 - ▶ Lack of responsibility, lack of tenacity, resourcefulness, defeatist
 - ▶ Keep us ping-pong’ing back and forth from deprive then binge - physiological implications
 - ▶ Fear, scarcity, FOMO, emotional eating, food obsession



Okay, so what actually makes a difference?

3 action items for you...

1) Law of Nutritional Leverage

These tools help you discern how to allocate your willpower resources

Tool #1: Learn how to eat the same on Saturday as you do on Monday with Preemptive Cheats

- ▶ A handful of food items that take the edge off - unique to you
- ▶ Help you eat better on the whole (nutritional gimmies)
- ▶ Force you to get discerning with your #SatisfactionFactor
 - ▶ Helps you “navigate the middle” every time you sit down to eat

Tool #2: Implement your 3 Daily Nutritional Commitments (DNCs)

- ▶ These daily foods/behaviors leverage, and fulfill the 3 E's:
 - ▶ Effortless
 - ▶ Enjoyable
 - ▶ Effective
- ▶ Streamlines 80% of your eating mental energy, leaving 20% for troubleshooting - protein, fiber, water, Carb Tipping Point, etc.

2) Law of Objectivity

Tools to Help You Actually *Do* What You Know to Do

Tool #1: Self-compassion as a compliance tool

- ▶ Utility of guilt? Shame?
- ▶ Self-compassion = acknowledgment + empathy for yourself
 - ▶ Does this take us off the hook? Or remove responsibility?

Tool #2: Remove the emotion from your eating choices

- ▶ Use every instance as data, an opportunity for investigation
- ▶ **The Monday Morning Intake:** ask questions, clinically:
 - ▶ If I overindulged, why?
 - ▶ Protein/fiber/water
 - ▶ Stress/sleep
 - ▶ Preemptive cheats/deprivation implications
 - ▶ Did I just want to eat what I wanted to eat??
 - ▶ FOMO, reward, scarcity, etc. - how do you overcome?
 - ▶ “The Deadline Mentality”

3) Law of Minimum Effective Dose

Tools for How to Structure Your Exercise

- ▶ Most successful = most consistent
 - ▶ How do you increase consistency?
 - ▶ Lower the barrier to entry: enjoyment, short, effective, weight-training based workouts, results-driven, minimal equipment*
- ▶ Maintain muscle + balance hormones
 - ▶ Muscle is our most metabolic organ
 - ▶ Shorter, more intense workouts preserve muscle, 40 mins or less
 - ▶ Hormonal effects - cortisol/catecholamines vs. insulin/HGH
 - ▶ Mode and duration of exercise
- ▶ **Efficiency rules:** what's the least I can get away with to achieve my goals knowing that *more isn't necessarily better?*

3) Law of Minimum Effective Dose

Tools for How to Structure Your Exercise

- ▶ Summary:
 - ▶ Shorter in duration
 - ▶ Higher in intensity
 - ▶ Weight-training based
- ▶ 70-80% of your workouts should be here
- ▶ Last 20-30% can be extras - yoga, jogging/cardio, classes, etc.
- ▶ As much leisure walking as you want (tones the adrenals)

In Summary ...

You have to figure out a way to **enjoy** your process

THIS is the ultimate in sustainability

If you want a turn-key program that addresses these exact things ...

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▶ **#treadLIFT:**

- ▶ 36 weeks, 3-4x/week
- ▶ Best for fat loss
- ▶ Dumbbells needed
- ▶ All workouts 30 mins or less

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- ▶ 9 hardcore weeks, 4-6x/week
- ▶ Best for muscle gain and strength gain
- ▶ Barbells and dumbbells needed
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Questions??

