



***"21 Simple Ideas That Can Melt
Away Stubborn Belly Fat in 30
Days"***



NEURO Slimming™
The sensible way to lose weight

“21 Simple Ideas That Can Melt Away Stubborn Belly Fat in 30 Days”

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Introduction

Dear Friend,

You are reading this e-book because you received it directly from myself or it has been passed on by a loved one or friend; however, you came to receive this e-book, you must be interested in improving your health and lifestyle.

Now before we start, I have to emphasise that I haven't got all the answers and I am not perfect myself, I have had my own personal challenges with losing weight.

I have Bachelors degree in the life sciences and I have a Masters in food science and technology, and do not tell you this to impress you, but more to impress upon you that, though a qualified therapist and coach, I am not a medically-

trained nutritionist/dietician, and I certainly would never delude you into thinking of me as medically-qualified, I am not.

In fact, I work in co-operation with those who are medically qualified, and my practice information leaflets are on display in over 150 GP and Dental Surgeries within driving distance of my hypnotherapy practice(s).

Rather think of me as a fellow traveller and hope I can introduce you to some ideas I have come across, some of which require further examination on your part.

You do not have to go along with everything in this e-book, just like any other publication. I encourage you to question (to yourself) everything I say, and reach your own conclusions.

I am not responsible for your health, you are; so take control, and if you are in any doubt about whose advice you should be following, it has to be a state registered medical professional, usually your family doctor.

You know as well as I do that nearly everyday in the news there is some revelation about what we should and should not be putting into our bodies. Like any other aspect of human life there are differing opinions.

I do, however, have some insights and I am passionate about helping others, and I want to help you.

I am a professional Neuro Linguistic Programming (NLP) Practitioner and Hypnotherapist, and over the last five years, I have researched and developed my system of [NeuroSlimming®](#) to help people, like yourself, or someone that you know, to lose weight. I have no need to tell you that obesity is becoming a major epidemic in Western society; I don't believe this fact can be disputed, just look around you. Worse still, what are we doing to our children, our future?

My single purpose for developing [NeuroSlimming®](#) was, in my own small way, to help at least those people with weight issues (my clients and potential clients) whose paths crossed with my own, and I would like to help you, too.

Facts to consider

- 41% of men and 33% of women in the UK are now overweight
(Food Standards Agency 2004)
- Obesity may soon overtake cigarette smoking as a serious health risk
(Royal College of Physicians 2004)
- Being overweight increases the chances of suffering with these diseases:
 - Type 2 diabetes
 - Cancer
 - Stroke
 - Heart disease
 - Osteoarthritis

(Royal College of Physicians 2004)

- People suffering obesity live an average of nine years less than people of a healthier weight

(National Obesity Forum 2004)

So if it's you that's concerned about your size, then you are right want to get your weight back under control

Simple Idea 1

... It's all in the mind

This is the foundation of [NeuroSlimming®](#) or specifically the mind/body connection. The simple principle is that your mind has two parts, the **conscious** and **unconscious** (you may have heard this part referred to as your subconscious).

Your conscious mind is the smallest part of your mind (some say it's only 10%, but goodness knows how they measured this). It is the rational, logical part of your mind; it is also where your 'willpower' resides.

The conscious part of your mind has a significant weakness (and, again, I don't know how someone calculated this, but they did), it can only handle 7 +/- 2 bits of

information in any given moment – that’s a maximum of 9 things that you can hold in your conscious mind in every moment that passes – not a lot! I sometimes think, in my case, it’s only 2 bits of information.

The link with losing weight is this ... it’s a struggle to hold in your conscious (or shall we say, the ‘front’ of your mind) all the things that we supposed to and not supposed to do in order to slim, especially as, for most of us, life is pretty hectic.

Truth is, that even though our willpower resides in the conscious mind, it is a struggle to keep on track, and, in the end, for many people, weight loss drops down the priority list pretty rapidly, as our poor attention span tries to keep up with everything going on around us.

It is the unconscious mind that [NeuroSlimming®](#) is really concerned. Your unconscious mind is the major and most powerful part of your mind – occupying a massive 90%. The variety of methods used in NeuroSlimming™ interact with this part of your mind for two main reasons: 1) your unconscious is the root cause of many of the difficulties you had when slimming using conventional methods 2) your unconscious mind and all it’s resources provides the solution.

For any permanent change to take place, the change needs to take place at the unconscious level of your mind.

The techniques used in [NeuroSlimming®](#) communicate with this part of your mind, mainly through hypnosis, but also other mind/body methods like NLP and meridian therapies, to produce permanent, lasting change.

Conventional dieting doesn't produce lasting change because the changes have not taken place in the unconscious mind – most slimmers cannot will themselves to success, and if they do, the results are often soon reversed because no permanent, lasting change in behaviour has taken place.

Simple Idea 2

... [Your wonderful imagination](#)

A crucial aspect of your powerful unconscious mind is your wonderful imagination. We use this marvellous resource with [NeuroSlimming®](#)

Remember above when I told you that it is the conscious mind that is the logical, rational part of you.

Well a simple 'rule of the mind' is that when there is a battle between 'logic' and 'imagination', well by far, each and every time 'imagination' wins hands down.

I will show you what I mean...

If I placed a scaffolding plank on two piles of bricks (so that the plank was six inches above the ground), one at each end of the plank, and I asked you to walk from one of the plank to the other, you'd probably say "easy peasy, Mark!" and you would just do it.

If I took the same plank and put it between the top most points of two skyscrapers and asked you to 'walk the plank', I would guess, unless you are a professional tight-rope walker or David Blaine, you would flatly refuse.

Logically, I am asking you to perform the same task, but in the second scenario your imagination kicks in and stops you.

The same rule applies at 11 pm at night, when you are feeling a bit peckish and you know there is a huge slab of chocolate chilling in the fridge. Now your diet and your logic implores you not to open the fridge door and eat that chocolate, after all, because you've read all the diet books, you know that fat and carbohydrate in the 'choccy' is gonna end up on your hips, thighs, or tummy (or all three). So what do you do, turn away from the kitchen and you go straight to bed, instead, feeling good about how you are attaining your slimming goal? ...
... NO, you do the opposite, your imagination goes to work on you and you think about all that yummy chocolate melting in your mouth, and quite probably, you eat the whole bar (for other people the chocolate could be replaced by cake, bread, cheese, biscuits, or ice cream etc. etc.)

The techniques used in [NeuroSlimming®](#) literally change your mind, and more importantly your imagination. It harnesses the power of your imagination in a new direction – it minimises ‘pull’ and attraction of fattening foods and becomes more fascinated by attaining its imagined picture of new, slimmer, attractive you.

Another simple ‘rule of the mind’ (or more specifically, your unconscious mind) is it cannot tell the difference between an imagined picture/image/feeling/sound or a real picture/image/feeling/sound – this means, with [NeuroSlimming®](#), we re-programme your unconscious imagination and give it a new goal image to achieve i.e. the new thin, fit, gorgeous you!

A key point in [NeuroSlimming®](#) is giving your unconscious mind a new body image to work to.

This is how [NeuroSlimming®](#) makes things easier for you, once you’ve told your unconscious mind what you want, it follows no matter what – that’s what it’s been designed to do since you were a baby, it’s just been gradually been re-programmed by ‘drip-feed’ ever since – many of these patterns of eating were due to influences in our childhoods (the unconscious is more open and available during childhood – that’s why kids learn things so fast) e.g. ‘clear your plate there are starving kids in Africa’, ‘you can’t have pudding till you’ve cleared your plate’,

being given sweets as a reward, being given sweets to comfort us when upset etc. etc. As a result powerful associations are built-up around food.

Simple Idea 3

... There's more than one 'you'

You know when people say “a part of me wants to X, but a part of me doesn't and would rather do Y” e.g. you've been invited to a party and you feel a bit ill, a part of you might want to go, but the other part wants to stay at home curled up watching TV in your dressing gown.

Well these 'parts' actually exist; no this doesn't mean you are suffering from schizophrenia; it is a normal phenomenon.

When human beings have an internal conflict, it because they have these conflicting 'parts' within the unconscious mind all trying to do their bit to serve you and in many case protect to you from some perceived or real danger.

The reason why people often fail using conventional slimming methods alone is because they are not consciously aware of the root cause of such conflicts.

[NeuroSlimming®](#) provides a way of communicating with these ‘parts’ and in many cases getting them to agree or compromise toward helping you attain the size and shape you want.

Although, the unconscious mind is so powerful, it can be very irrational and can behave like a small child. [NeuroSlimming®](#) is a way of communicating and addressing any issues you have with your ‘internal child’ or facets of your ‘internal child’ – just calorie counting alone isn’t going to resolve this for you, [NeuroSlimming®](#) can.

I will give you an example. A lot of people who struggle to reduce their weight is because they have a ‘part’ called the ‘internal critic’, that’s the part that beats you up something rotten; it’s responsible for many a failed dieter.

Quite often, the ‘internal critic’ has a voice which is so loud and nasty, at times, that it can drown out the voice of the part of you that dearly wants to drop a dress size or two e.g. “Oh so your trying yet another method, well you know what always happens, you’ll be on the diet for two weeks and you’ll give up as usual, you may as well not make a start”, “What’s the point, you going to fail, yet again”, “Who do you think you are to ever dream that this will work” etc. etc.

With some people the 'internal critic' can be particularly horrible and talk to them in a way they would never talk to others, especially when they look in a mirror, stand on the scales, are getting out of the shower/bath etc.

The simple idea here is that these nuisance 'parts' can be communicated with using [NeuroSlimming®](#) to agree to come on side and help you – they usually have a positive intention and they can be re-educated e.g. the 'internal critic's' positive intention is normally to prevent the person from feeling the pain of disappointment of failing yet again.

Whereas, the [NeuroSlimming®](#) methods do not include conventional dieting, and though it is about long-term, permanent lifestyle change at the unconscious level of the mind, the conscious mind doesn't get away without doing any work.

If you are interested in what you put into your digestive tract, it is good to increase your conscious level of awareness, and educate yourself, in order to dispel some popular misconceptions caused, in part, by long-term indoctrination through advertising by the food industry.

Some of the simple ideas that follow may help you in making some choices

Simple Idea 4

... Omega 3 fish oil & red wine

Whereas in recent times, the virtues of Omega 3 have been extolled through the media in relation to child behaviour, and learning and development, its connection with slimming is less well known, especially when consumed with red wine!

A Chinese doctor, Dr Yang Ming-Quan, was reported to have reduced his weight by 32 kg in only four months, simply by combining the consumption of Omega 3 fish oil with red wine – now I am not advocating that you use this (see disclaimer on Page 1), though I found it rather intriguing while researching some material for this e-book.

The benefits of taking Omega 3 fish oil, which contain the essential fatty acids EPA and DHA, specifically for slimming is that they stop the liver from producing excessive body fat. Also, these fatty acids improve the workings of the thyroid gland, while, simultaneously decreasing insulin secretion; they also improve the permeability of cell membranes.

If your body doesn't receive enough Omega 3, an increase of Omega 6 occurs in your cell membranes – this leads to factors that encourage weight gain.

So where does the red wine fit in, you may ask? Well, apart from alcohol, it contains an important amino acid for the metabolism called tyrosine.

According to Dr Yang Ming-Quan, the tyrosine and the alcohol in the red wine heat up the body when consumed and speed up the metabolic rate. This effect when combined with the intake of Omega 3 fish oil (which improves thyroid action, decreases insulin, and also boosts metabolism) results in an accelerated rate in burning up fat stores in the body.

Dr Yang recommends drinking 100-200 mls of red wine along with 5 ml of 'high potency' Omega 3 fish oil before going to bed, which stimulates the body to burn fat while you are asleep.

Simple Idea 5

... Whatever you do, don't starve yourself or you'll 'yo-yo' and spiral out of control!

It is absolutely imperative that you realise that your mind/body system, and the aspect which is central to [NeuroSlimming®](http://www.neuroslimming.co.uk/) is that it doesn't understand the distinction between starvation and a deliberate decision to reduce food intake for the purpose of slimming.

If you suddenly, reduce your food intake in order to reduce your weight, your body immediately goes into survival mode and will do everything to avoid what it perceives of a real danger of consuming lean body mass to obtain glucose.

In this conservation mode, which is 'hard-wired' into our neurology, there is a much slower metabolic rate which temporarily decreases the rate at which your body burns fat.

What this means is that you find it difficult to lose body fat on a low calorie diet, and worse still when you resume your normal pattern of eating, your body fat will increase at a greater rate than ever – this leads to the well-known 'yo-yo' effect i.e. you panic at the extra weight increase, then starve yourself again, and so on.

[NeuroSlimming®](#) however works within the rules that your mind/body system naturally works to, and this can make all the difference.

Simple Idea 6

... Caffeine is no friend to the slimmer

It is not unusual for slimmers to use caffeinated drinks (like coffee and diet cola) as an energy booster. Big mistake! This common misconception that caffeinated beverages are an aid to dieting, because people believe they are replacing the lost energy from a low calorie diet with energy from the effect of drinking caffeine, can actually promote weight gain.

The problem with caffeine is that it confuses the body's normal signals and it is a major stressor; when you have caffeine in your system, your mind/body system cannot tell if you are alert, tired, rested, full, or hungry.

Because caffeine is a stressor it causes imbalances in your blood sugar levels; whereas I don't want to bore you with the detailed biochemistry of this, the result is that caffeine-sensitive slimmers feel hungry again much sooner after a meal than they would if they hadn't drunk caffeine.

In fact, drinking caffeine promotes sugar cravings

If caffeine consumption is a particular problem for you, and you let us know, then the methods used in [NeuroSlimming®](#) can break this habit for you

Simple Idea 7

... OK, I know you know this one, but are you doing what you know, probably, no. It's good ol' H₂O

If you want to lose weight you must drink plenty of water; the challenge people have is that they don't get into the habit of drinking between 6-8 glasses of water per day – if this is you, well [NeuroSlimming®](#) is very effective at installing positive, healthy habits like exercise and drinking water, as it is at clearing negative habits like overeating.

Many people are concerned about the increase in the number of times they need to visit the bathroom, which, admittedly, is an initial 'by-product'. However once the body has adjusted after a couple of weeks, this frequency reduces.

You know when you are properly hydrated when your urine is a pale straw colour.

If you're not fully hydrated your body tends hold onto its fat stores.

There are also other effects of poor hydration. It is very easy to mistake the feeling of thirst for that of hunger, so it is not uncommon for people to eat to satisfy the hunger, when they are actually thirsty.

I would suggest two approaches here a) drink frequently, perhaps keeping a small water bottle with you all the time, this is because the feeling of thirst comes on long after you are significantly de-hydrated b) if you do feel hungry, drink plenty of water, and after this if the feelings of hunger are gone, you know it was your thirst signal.

Simple Idea 8

... Eat 'happy' food

We live in a stressful world with lots of competition for our time and attention, and like the population at large, many of whom are overwhelmed, stressed and/or depressed, there are a significant proportion of slimmers who suffer depression – perhaps a greater proportion due to the unhappiness with their body image and/or repeated failures with conventional dieting

Human beings create their own anti-depressant brain chemical in the form of serotonin; this chemical appears to be in lower amounts in those who are depressed, and that's why anti-depressant medication interacts on our biochemical pathways to increase our level of serotonin, artificially.

When people feel low, we seek comfort – human beings are 'hard wired' to avoid pain (physical or emotional) and seek pleasure (the avoidance of pain has been shown to be the most dominant driver, however).

Slimmers tend to seek comfort in carbohydrate-based foods because they give an instant sugar 'high', but they also induce the secretion of the 'happy' chemical serotonin.

So, if you are following a conventional weight loss method, to avoid carbohydrate/sugar craving as a source of serotonin, have available some natural foods which have the same effect in boosting serotonin or warding off sugar cravings.

I call these 'happy' foods, and they include things like :-

Bananas

Avocado

Grapes

Apples

Almonds

Brazil nuts

Eggs

One of the most positive attributes of [NeuroSlimming®](#) is that it is a natural way to de-stress in itself, as well as receiving positive suggestions into your unconscious mind to stop your carbohydrate/sugar cravings, you will feel much happier in yourself, and your mind will find a new way to attain happiness in knowing that you are reaching your slimming goal. This is accelerated by using the CD (s) supplied when you book onto the [NeuroSlimming®](#) programme.

Simple Idea 9

... And r-e-l-a-x

I guess what I am suggesting here is to be kind to yourself. In the society we live in with the demands placed on us due to work and family responsibilities, we all tend to suffer from something I call 'hurry sickness' – we bite off more than we can chew, trying to address competing life priorities.

This can seriously hinder reaching your ideal weight, so **s-l-o-w d-o-w-n a-n-d r-e-l-a-x**

Take time out, maybe 30 minutes (I'm sure you can find a half hour), and treat yourself to some meditation (you don't need to have a guru or be a Buddhist monk) and self-reflection, on your own at a time and in a place you won't be disturbed. You can even treat yourself to a soak in the bath.

It is important to have some 'you time'; this will ward off the urge to comfort yourself 'on the run', like gorging on a chocolate bar on the way back to the office, or eating a big cream cake after doing the shopping.

With your eyes closed look up to the centre of your forehead and repeat to yourself over and over again, "I am enough, I am now at peace, and I deeply and completely accept myself", drift off into your own thoughts, and if a worrying or nagging thought emerges simply and kindly ask it to leave you alone until you've finished your meditation.

You may be pleasantly surprised at the results. Give yourself permission to take care of yourself and nurture yourself in this way.

Using the audio CD (s) given to you as part of your [NeuroSlimming®](#) program make this process easy for you.

Simple Idea 10

... dear ~~diary~~-dairy

As I have said, [NeuroSlimming®](#) is not a dieting programme, however, I feel many people need educating on some food topics, and you can still make a conscious decision to restrict some foods to varying degrees.

One of the biggest culprits to successful slimming is the consumption of dairy foods; they are often disguised as 'friendly' and 'healthy' foodstuffs.

This might seem a bit controversial having a 'pop' at a staple of the Western diet.

Milk and milk products were the subject of a massive public relations campaign after World War II by the Milk Marketing Board in the UK.

All mammals drink their mothers milk, then stop after they have been weaned onto solid food; there is a major exception to this ... humans ... after we have been weaned off our mothers' milk, we go on to drink the milk of another species all the way through adulthood – we are the only species to do this.

The truth is that human beings (after the age of 10) cannot properly digest many of the components of cow's milk – the milk protein (casein) molecules are too large to pass through the human stomach and gut wall, and end up as an undigested mass in the small and large intestine, interfering with normal digestion. Also, by the time we've reached 10 we no longer have access to the quantity of enzyme we need to digest milk sugar (lactose).

What about the 'calcium myth'? Yes, the 'calcium myth' is another indoctrination. Some studies have shown that milk is not a good source from which to derive calcium, simply because the calcium in milk is bound chemically to casein (milk protein) which is indigestible in humans.

Another truth is that the cow's milk that we buy has been so intensively produced that it contains a significant proportion of pus and blood cells from the cow's udder – yes, that's right blood and pus.

I once read an article on nutritional regulations which stated that in the European Union, the regulations for the sale of milk included in the specification that

400,000 somatic (i.e. cow body) pus cells are allowed per millilitre. Now that has to reflect the reality of what can be technologically achievable with a highly intensive milking process.

This means that in just one teaspoon of milk (5 ml), the producers can get away with including up to 2,000,000 pus cells, so just imagine how many are in butter and cheese, which are concentrated and solidified versions of cow's milk.

Makes you think twice before consuming that big dairy ice cream – doesn't it?

Now, I know it's all been pasteurised and sterilised, but still ... pus cells ... yuk

Oh, I nearly forgot, the chocolate advert ... you know the one that says 'a glass and a half in every bar' – so chocolate doesn't escape the injection of cow pus.

Sorry, if I ruined your lunch, but you may as well know what you're putting in your body.

OK, this in itself doesn't impede your slimming effort, but the thought might encourage you to wean yourself off milk and its derivatives, like cheese, butter, and dairy ice cream.

The direct effect on slimmers who drink milk comes from the array of chemical and hormonal residues it contains. All these substances are there to do one thing to make sure a calf reaches nearly the same size as its parents within a year; pound for pound that equates to about a 3-fold weight gain.

When those same hormones enter your body in the cow's milk, they produce a similar, if not such a dramatic, effect.

Since learning these things, I tend to use milk as a 'condiment' i.e. a little every so often. If I want an ice cream or a latte, I'll have one, there's no need to 'wear a hair shirt', but I am careful about how much dairy product I consume.

Though, personally, I don't like soya milk, it doesn't take long to get used to alternatives like rice and oat milk (the latter is particularly good because it also contains soluble oat bran).

So if you want to melt that stubborn fat fast, stay away from dairy products.

Simple Idea 11

... "Man (or woman) cannot live on bread alone"

In doing the research for this e-book, I concluded that bread, or more accurately products made from flour (especially wheat flour), is the 'partner-in-crime' with dairy products who can thwart the most determined slimmers efforts to reach the size and shape they want to be.

'Tweaking' your regular eating patterns to create **lifetime** habits isn't dieting (which is a short-term, non-lasting approach) after educating yourself about nutrition it can make all the difference.

You don't have to make it difficult for yourself and you can restrict yourself gradually and imperceptively.

Drinking plenty of water, eating as much as you like, and avoiding eating anything that contains cow's milk and wheat flour is enough for many people to melt away stubborn body fat.

So what's wrong with wheat flour-based foods? Well one thing, they are a form of 'glue'; a word derived from the flour protein, gluten. You may know that before the decorating market was bombarded with an array of proprietary wallpaper adhesives, or forefathers (and foremothers, for that matter) used to stick their wallpaper up with good old flour mixed in water – and it did a pretty good job, too.

Pasta (which for some reason, probably because it's viewed as a slow release source of carbohydrate) seems to have a good press and is seen by many as a 'healthy' foodstuff cannot escape this reality, too.

There are no prizes for guessing for the English translation of the Italian word 'pasta' Yes, it means 'paste', or as near as dammit. This is because it's made from a dried and shaped paste, made from (durum) wheat flour mixed with water.

Exactly the same recipe for old fashioned wallpaper paste!

Bread and other products that are made from refined, wheat flour tend to interfere with our digestive transit and 'gunge' us up with a glutinous mass in our guts, forming 'plaques', and, if this is combined with consuming indigestible casein from dairy products, then matters are made worse.

Imagine what pizza does to us.

Now, OK, I am not a qualified nutritionist, don't take my words blindly; do a little research yourself on this.

Our bodies are still in the same stage of evolution as our pre-historic ancestors – until the first (when we went from hunter-gatherers to farmers) and subsequent agricultural revolutions (including, in the last century, intensive farming and more

refining processes), we ate a diet of nuts, seeds, berries, ancient-type grains (like rye and spelt), and when available we supplemented our meals with low fat meat, and, if we drank milk, it would have been goats milk (which is relatively easily digestible).

A lot refined foods, including bread and flour-based food, make us fat.

In reality, the link between the consumption of refined flour and obesity still remains to be fully proven, but case studies have examined what happens when people of Far Eastern origin integrate into Western society – they get weight problems. This is because in countries like Japan and China, they tend not to have a flour-based diet.

If you crave bread, cake, and pastries, the techniques in [NeuroSlimming®](#) can reduce or, in many cases, eliminate these cravings

Simple Idea 12

... Don't wish, do want, don't try, just do

With this idea, we are back to the workings of your mind, again. I cannot emphasise enough that when you master your mind you become the master of your stomach.

Any change in the mind (even a single thought) can produce a change in the body, positively or negatively.

If you just wish for the body you want, then it's not enough. You have to give your powerful unconscious mind a 'blueprint' to work to.

Turn your 'wish' into a 'want' and be as clear and specific as possible by setting something called (in NLP) a 'well-formed' outcome; you can use the well-known SMART model to develop your slimming goal.

- S** Specific
- M** Measurable
- A** Achievable
- R** Realistic
- T** Time-bound

Here's an outcome which doesn't fit the model; it's far too vague:

"I want lose these ugly love handles as soon as possible"

"I want to go from a size 22 to 14 in 2 weeks"

Here are outcomes which fit the SMART model:

"I want to reduce my weight by 16lbs over next 8 months"

"I want to go from a size 20 to size 18 after 22 weeks"

Make sure your outcomes are stated in the positive i.e. state what you want rather than what you don't want.

Part of the [NeuroSlimming®](#) method is to set a well-formed outcome.

By the way, if you use the word 'try' you are setting yourself up for failure; if you've ever invited someone to, say, a social event, and they say they will 'try' and get there, you can expect that they are not going to show.

So don't phrase your outcome by saying something like "I will try to lose 6lbs in the next 3 weeks".

Also, I nearly forgot to tell you, you can have more than one outcome e.g. you can state your overall goal, and then break it down into smaller, easier 'baby steps' so that your mind can acknowledge an 'early win' – this is called 'chunking down'.

These small steps can be outcomes about what you want to do to reach your overall outcome e.g. "I will power walk for 20 minutes every Tuesday, Thursday, and Saturday for the next 3 weeks"

This ensures your overall outcome becomes more achievable.

Simple Idea 13

... Eggs are good

My research for this e-book have revealed to me that eggs have had a pretty bad press over the last 30 or so years, not because of the so-called 'salmonella scare' in the UK, but due to the fact that they contain cholesterol, which has been viewed as a nutritional 'baddie'

Yes, eggs contain cholesterol, naturally, but they also contain a substance called lecithin which is a chemical agent, which, in turn, serves to emulsify this nutritionally-derived cholesterol in the gut.

Even, if this cholesterol were not emulsified, there wouldn't be a problem, apparently, because cholesterol digested from food is completely different from the cholesterol that we manufacture in our livers, as a result of consuming a high fat and high carb Western diet – this self made cholesterol is the danger.

Also, it appears that eating eggs promotes the production of serotonin (remember the happiness promoting brain chemical), and this can ward off our carbohydrate cravings, plus, in my opinion, eggs are quite filling when eaten – particularly in the form of a really nice omelette or when scrambled.

Since learning about this, I always have eggs handy, and I replaced my once regular wheat-based cereal with them at breakfast time ... and that point leads me to the next idea I wish to share with you ...

Simple Idea 14

... The jury is out on breakfast

To be honest, I am undecided on this idea and it's something that I still have under examination.

There are more people than you might realise that can do without breakfast and still function efficiently by just drinking water, tea, or coffee until lunchtime.

Yet we are told repeatedly (by medical professionals, too) that it is absolutely imperative that we have a full hearty breakfast to begin the day, yet I occasionally question this wisdom, because I myself around 80% of the time function quite well until lunchtime, and then I am ready to eat.

Then other times, the remaining 20%, I do enjoy a hearty breakfast, but there are also times when I eat breakfast for the sake of it because I am joining in with others, especially if someone has gone to the trouble of preparing it for me (lucky me).

My opinion is divided on this, mainly because (and this links in with Idea 15) is that we all have to eat, even when we are slimming, and for the reasons given in Idea 5 (above), you shouldn't starve yourself, so when do we eat? Maybe breakfast time is as good as any, at least we are active after it, and we are going to 'burn' it off through the day.

Then again there are some Eastern philosophies that suggest that the morning is the period of elimination, and it is the body's natural cycle at this part of the day to eliminate the waste products of nutrition, rather than direct our energy toward digestion.

Also people have differences in 'body clocks'; we all know 'early birds' and we all know 'night owls'.

With some people, eating early in the day, kind of kick-starts their stomachs and they tend to overeat as a result, when they would have been better by waiting to eat later in the day.

You need to make your own mind up with this, though I would like you to know that if you have times in the day that you wish to curb your appetite then the techniques used in [NeuroSlimming®](#) can assist you in re-programming yourself.

Simple Idea 15

... No carbs after 5

Or after 6, 7, 8, 9, 10 or 11 pm

This one is simple and it doesn't really matter when the 'cut off' point is, and it also depends on your daily timetable, particularly if you work shifts (as I have done myself in the past), so I know how difficult it can be – try working a night shift in a French fry factory when you have to take your 'lunch' break in a canteen that is serving chicken & mushroom pie, chips, and beans.

Attempt to follow the general principle that the later you eat before bedtime increases the chances that what you eat is going to go straight onto your hips, thighs, and tummy because your metabolism is slower during sleep.

This is also a 'double whammy' because your digestive system will attempt to deal with the food input; you may awaken tired and lethargic.

Simple Idea 16

... The Past ≠ Future. Take your time

Just because you believe you've failed in your slimming attempts in the past does not mean that you are going to do so in the future; HOWEVER, if you believe that this is so, guess what, you have consciously programmed your unconscious mind to make this belief come true. You must be careful what you think about.

If you believe that because you've failed in the past that means you will fail in the future then simply swap this belief for a new one.

Now, I know what you are thinking: 'How on earth am I going to do this?'

It's simple with practice.

It's all about what you say to yourself, that's right talk to yourself in a different way. If you tell me that you don't talk to yourself, well I don't believe it.

Now you may have to be subtle at first ... you kind of have to sneak up on your inner critic.

So, first you need to 'tip toe' lightly with your internal dialogue and you need to be repetitive until your unconscious mind gets it.

For example, you can say to yourself 'I am beginning to realise that I am learning new information that will lead to being my ideal weight'

When you have evidence (i.e. you are a little slimmer, your clothes feel more comfortable, or have lost a few pounds), you can start to say to yourself 'Because I am beginning to notice a definite weight loss due to my new behaviours, I am starting to believe that I really can achieve my ideal weight' ... and so on.

Take small steps with your internal dialogue, in this way, and you will realise that, indeed, the past does not equal the future.

You can change your destiny, and as someone once said “a journey starts with the first step”.

This is probably a misguided analogy, given the subject matter, but you can't eat a whole elephant all at once, but you could probably eat one a chunk at a time, over time.

Be kind to yourself, some of the best rewards in life take time.

In [NeuroSlimming®](#), I use your concept of time so that you can take learnings from your past experiences around your weight issues to give you a better outlook of the future.

Simple Idea 17

... Stop competing

You are you. Guess what some people are never going to have the physique of famous actors or supermodels; we are all born differently. Truth is, that most of those people in 'Hello' and the tabloids have been airbrushed out of true reality.

Take who you really are and start there. The cult of celebrity is responsible for a lot of unhappiness.

First, attempt to be happy with who you are in this life.

We receive so many negative attitudes, comments, and suggestions, unconsciously from the media, that we begin to believe all the hype.

Tell yourself 'I am enough'

Once you stop competing with the rich and famous, or even your best friend, and become more content with who you are, then your relaxation leads to a more relaxed way of slimming because you've stopped trying so hard (see Idea 12)

Make your references internal, rather than external.

Simple Idea 18

... Choose your exercise wisely and don't overdo it

With [NeuroSlimming®](#) your unconscious mind will receive plenty of motivation to exercise.

You need to know the difference between aerobic and anaerobic exercise if you want to 'melt away' your excess fat.

In many ways, less is more, and, anyway, if you are not used to exercise it is best to increase the amount and frequency gradually – if in doubt consult your doctor.

Anaerobic exercise e.g. weight lifting/training (unless used properly) can actually sabotage your attempts to reduce your body fat, whereas aerobic exercise (e.g. power walking, jogging, cycling), when done properly, are very effective at helping you attain your slimming outcome.

Remember:

- Aerobic exercise** - **PRIMARILY BURNS FAT**
- Anaerobic exercise** - **BURNS GLUCOSE**

After anaerobic exercise your blood sugar level drops because you've used up your blood glucose and you've begun to deplete your glycogen stores. This means you will feel very hungry afterward – you are in danger of being tempted to overeat.

Some weight training does have a positive effect when combined with aerobic exercise because it builds lean muscle, which has been shown to burn fat.

Also be careful with the amount of aerobic exercise you do, because if you exercise too intensively the aerobic metabolic pathway can switch to anaerobic, resulting in glycogen consumption – a build up of lactic acid (leading to muscle aches) is a sign that this has taken place.

With aerobic exercise it is best to do it by keeping within something called your 'fat burning heart rate'. This can be calculated, and there is plenty of information on the Internet about, or you could consult a personal trainer.

As usual, all this is a question of balance.

Always consult your doctor for advice.

Simple Idea 19

... Beware the mirage of 'lo-cal' products

Research has show that for some people, artificially sweetened foods may actually stimulate a desire for intensely sweet tastes.

It has been observed in the USA that since the introduction of 'low-cal' or 'no-cal' sweeteners, the consumption of sugar and corn syrup and other high calorie sweeteners has actually risen massively.

Also, the low fat product variants found in the supermarket can have the fat replaced with sugars, and they often carry the same calorific value.

These foods can lead you into a feeling of being OK eating them as part of your journey toward your slimming outcome.

Research has shown that a significant portion of people consuming 'diet' variants of cola, and other fizzy drinks, containing sugar substitutes, make up for the shortfall in calories by eating 11 per cent more fat.

Simple Idea 20

... Be consistent with your use of weigh scales

Many slimmers are obsessed with frequent weighing; this can be a problem because your weight can naturally fluctuate within a day or within a month according to your menstrual cycle (if you are a woman).

If what you see on the scale readout is a disappointment, you are faced with the temptation of consoling yourself by reaching for food.

I am not saying don't weigh yourself, but reduce the frequency and weigh yourself at the same time of day each time. Every two weeks in your slimming programme ought to be sufficient.

Simple Idea 21

... Chew your food well

Because we live in a modern world full of time pressures, it is not surprising that many people rush their food and swallow without adequate chewing.

Taking smaller mouthfuls and chewing your food deliberately helps your body know when you are full; this, of course, prevents you from overeating.

You further enhance this effect by putting your knife and fork on the table between mouthfuls – this teaches you to consciously eat your food.

Rushing your food is a habit which can be undone using [NeuroSlimming®](#)

[Conclusion](#)

Learn more about NeuroSlimming® [CLICK HERE](#)

Thank you for reading my e-book. I hope it has given you some insights in order to be the size and shape you DESERVE to be.

Should you require any further help, please don't hesitate to send me an e mail to mark@mark-nicholson.com

To your success

Mark Nicholson

Founder of [NeuroSlimming®](#)

