

Diet and Weight Loss Motivation Secrets You Wish You Knew: Stop the Struggle, End the Guilt, and Enjoy Vibrant Health

Dr. Susan Albers

Published by: www.EatingMindfully.com

Copyright 2015 by Dr. Susan Albers. All rights reserved. Unless otherwise noted, no part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means, electronic, mechanical photocopying, or recording without express written permission from the author, except for brief quotations or critical reviews.

Disclaimer: The information and ideas in this book are for educational purposes only. This book is not intended to be a substitute for consulting with an appropriate health care provider. Any changes or additions to your medical care should be discussed with your physician. The authors and publisher disclaim any liability arising directly or indirectly from this book.

table of contents

Introduction

Chapter 1: Seven Myths About Motivation

Chapter 2: Motivation Meter

Chapter 3: Formula for Mindful Eating Motivation

Chapter 4: What Sabotages Your Motivation

Chapter 5: Turn on your MOTIVATION

- M (Mindfulness)
- O (Outcome vs. Process)
- T (Transform Habits in a Productive Way)
- I (Intrinsic Motivation)
- V (Visualization)
- A (Announce Your Intentions)
- T (Talk Kindly)
- I (Invest in Support)
- O (Own Your Fears)
- N (Now Benefits)

Chapter 6: The Next Step on Your Motivational Journey

Additional Resources from Dr. Albers

About Dr. Albers

special offers from Dr. Albers

Get five free surprisingly easy strategies to immediately start eating more mindfully. Get instant access. These are strategies you've likely never tried before to rewire your behavior around food. Stop starving and start making healthy changes you can stick with for the long run. Download these tools at www.eatingmindfully.com.

Introducing Dr. Albers' newest and most complete program. If you want to get motivated TODAY and stop saying, "Tomorrow I'll get started," check out my new 28-day motivational program. Each day I will send you a short video clip, powerful motivation tips, and an easy to do assignment to be completed that day. Each day takes you one step further and gets the ball rolling once and for all. Remember, motivation is a skill that you can build and learn, and I know how to help! Check it out here: <http://eatingmindfully.com/motivation>



introduction

*“It does not matter how slowly you
go as long as you do not stop.”*

Confucius

Do you want to start eating healthier and more mindfully more than anything but just can't seem to get or stay motivated? Do you wake up each day and say, "Today is the day I'm going to get started," but by noon your motivation deflates like an old helium balloon?

As you reach for one of the glazed doughnuts left over from this morning's meeting, you alleviate your guilt by promising, *absolutely promising*, you'll start tomorrow.

The next morning, a meltdown brought to you courtesy of your two-year-old makes you skip the green smoothie you were going to make and, by the time you get to work, you're so hungry and frazzled, you walk straight to the vending machine.

As you shakily shove a tattered dollar bill into the slot and select your favorite candy bar, you make a solemn vow, "I'll start tomorrow."

So why does "tomorrow" never come?

As you can see from the Confucius quote above, mustering up the motivation to change has been a problem for a very long time. So, know that you're not alone.

Life is challenging and stressful enough without adding one more thing to your plate. But what if I told you that the best (and easiest) way to eat healthier and lose/manage weight is to change not *what's* on your plate but *how* you're eating it?

Would you be interested in knowing more?

My name is Dr. Susan Albers. I'm a clinical psychologist at the Cleveland Clinic and author of seven books including the national bestseller, [*EatQ*](#), and my most popular book, [*50 Ways to Soothe Yourself Without Food*](#). I've worked with clients just like you for over a decade. When people come into my office, I help them get inspired by making both small and big changes in the way they eat. The biggest part of my job is helping people find the motivation and means to achieve their goals. I've created many programs and toolkits to help people get started making changes, no matter where they are in their journey.

I want to do the same for you. That's why I'm glad you've decided to use this resource.

It's likely you've had days where you're rip-roaring ready to go and other days when your energy level has completely fallen flat.

This book provides you with the latest research on motivation to help you better understand what could be getting in your way. It also offers some new and creative ideas on how to invigorate and direct your efforts.

Have I seen success stories? Yes! Every day clients walk into my door with really good intentions to change but can't seem to make the action happen. They enter feeling stuck like superglue to their current spot and leave feeling energized and ready to make changes. Sometimes it is as simple as tweaking your beliefs. For example, I have a client, Amanda, who wanted to break free from emotional eating but each night she came home from a hard day at work and snuggled up in her "nest"--a cozy recliner with her cat on her arm next to her, her knitting on her lap, and dinner and snacks resting on the arm of the chair. What kept her from moving forward was her *belief* that nothing else would feel as good as munching and swaddling herself in her nest. Our first order of business was to get the self-sabotaging thoughts out of the way. This single intervention made a huge difference. The second most important action was showing her that there are things that feel even better than mindlessly munching in her recliner. You will read more about how people like Amanda, and you too, can change your beliefs to start to swing into action.

I understand that you don't have a lot of time or energy. Neither did Amanda. That is okay!

My intention and sincere hope is that this book will be unlike any other “dieting” resource you’ve ever read.

In this book, you are going to learn about what I call, **Mindful Eating Motivation**. Mindful eating motivation is different than other kinds of motivation. It’s not cheerleading or a carrot-based reward approach. Instead, it’s about psychological techniques grounded in motivational science that will help you get back in tune with your own internal awareness.

Getting healthier does not have to be a struggle. Take a deep breath and put aside all of your old notions that starving yourself, counting calories, taking pills, and working out like you’re training for the Olympics are the only way to accomplish your goals. They aren’t.

As a matter of fact, they’re the reason you’re having so much trouble making healthy, lasting changes in the first place!

Chapter 1

7 myths about motivation

Do any of these seven myths about motivation sound familiar? If so, that is okay! Many of us hold these beliefs. They are very common misconceptions. I'm here to tell you what psychological research has to say about these myths!

1. Rewards Work

“If I lose these extra five pounds, I'm going to splurge on those new jeans I saw last week.”

A rewards system such as this might keep you motivated enough to buy the jeans, but within a month or two, you'll have trouble fitting into them. Why? Because external rewards only go so far. After you obtain the reward, your efforts often fall flat. While they sound far less sexy than awesome jeans, research indicates that internal rewards are more lasting than external ones. Things like feeling in control, more energetic, comfortable in your clothing, and confident about your appearance, will make you more likely to attain your goals. In the big picture, that makes sense. After all, you can only acquire so many pairs of jeans. But feeling in control never gets old or goes out of fashion.

2. Switching Foods Leads to Instant Weight Loss

“Alright, that's it. No more fast food for me. I'm going to live on salad and water and like it!”

While switching the foods you eat to healthier fare is the foundation for healthier eating, there are two reasons why this approach alone never works to keep you motivated for the long term: *You can't quit junk food (or entire food groups) cold turkey.* So many well-intentioned dieters have tried this only to see it backfire and sap the last little bit of motivation they had. Highly-processed foods contain chemicals that act like a drug to your brain. Think aspartame, high fructose corn syrup, MSG, and food dyes. Switching from candy to celery in one day is just too much of a shock to your system. Not only will

you be extremely hungry and irritable, you'll be going through junk food withdrawal at the same time. It also sets you up for overeating or binge eating later. Strategically detoxing and replacing these foods can help.

3. Stress Plays a Huge Role in How You Eat

"I just don't care! I am too stressed out to make any changes!"

Many people are unaware of the extent to which that stress plays a pivotal role in the foods they choose. "Comfort foods" like macaroni and cheese, mashed potatoes, and French fries release an amino acid in the brain that creates a calming effect. It just stands to reason that the more stressed you are, the more carbs you're going to crave. Therefore, in both cases, keep in mind you are interfacing (and may sometimes feel like you're *battling*) with your own biology. Be kind to yourself! Recognize that lack of motivation may really be biologically based. Also, changing what you eat isn't going to help unless you start managing your stress level, too.

4. Low Motivation = Laziness

"I am so lazy! I have no motivation whatsoever."

If you don't have much motivation, you must be lazy, right? Not at all. There are many factors that may stand in the way of making changes, such as environment, stress levels, family and career responsibilities, and even lack of knowledge. It's likely that you do many, many things in one day like driving kids around, going to work, and grocery shopping—that is not the sign of a "lazy" person.

5. It's Not the Right Time

"I'll wait until my life settles down."

Often, my clients feel that motivation hinges on a low stress level—that conditions have to be "just right" for motivation to kick in. No. The middle of a crisis may not be the "right" time to make a change, but being stressed doesn't mean that you have to rule out making changes. In fact, sometimes you can channel that stress into something productive and use it as a coping mechanism. The fact is there will ALWAYS be stress in your life. If you wait until all the conditions are just right, you may be waiting a very long time. Also, stress is what can derail you. Therefore, feeling confident that you can stay motivated in the midst of stress is exactly the kind of practice you need. In my book, [*But I Deserve This Chocolate: The Fifty Most Common Diet-Derailing Excuses and How to Outwit Them*](#), I talk more about the common negative self-talk and rationalizations we use to talk ourselves right out of making changes and how to turn them around.

6. Motivation Is a Personality Trait

“I am just not a motivated person. I wish I was more like my friend who is naturally super motivated!”

If you believe or have told yourself that you don’t have the genetic makeup or personality characteristics to stay motivated, think again. Motivation is not something you have or don’t have. It’s something you can develop. It doesn’t just magically appear if you wait long enough. People who appear motivated have often used tricks to BUILD and MAINTAIN their motivation over time. For example, they may have developed habits that keep them motivated (like exercising every other morning). It’s become so much a part of their routine that they would miss it if they didn’t do it. Therefore, their motivation is built in. Habit is disguised as motivation.

7. Motivation Comes First

“When I feel motivated, then I will get started.”

Mistakenly (although understandably), we often think motivation is step one. It’s the necessary step to order veggies instead of French fries or to get up off the couch and take a walk around the block. Motivation is the result, not the instigator of change. Action comes first. Then, the action becomes a habit. From the habit, you see results or get rewards, which eventually lead to motivation. Let’s walk through an example from my book, [EatQ](#), which talks about how to make healthy food decisions that you can stick to. I order veggies to take a step in eating more mindfully. I do it again to make it a routine and habit. I start to notice that I feel healthier and good about my choice. Eventually, I become very motivated to keep ordering healthier food because I have felt some positive results. Again, action comes first, motivation will follow—I promise! Stop waiting for the “feeling” to prompt action.

Chapter 2

motivation meter

Where do you fall on the motivation meter?

High

- You frequently make plans
- You spend time doing research
- You get satisfaction from doing the task itself
- You talk a lot about eating mindfully or making changes
- You think about it a lot
- You seek feedback on your progress
- You relish the chance to take on new challenges and solve new problems
- You make healthy changes a priority
- You are pleased with each step you take toward your goal
- You feel yourself wanting to encourage others to do the same
- You tend to bounce back, or get back on track even if you have a misstep

Low

- Days go by before you think about making changes
- You can easily talk yourself out of eating more mindfully
- You can always find a reason to put it off until tomorrow
- You frequently allow social pressure to influence your decisions
- You engage in negative self-talk
- You focus on the whole mountain instead of each step
- You often seek distractions to keep your mind off your health
- You have a “just this once” mentality
- You focus on past setbacks and feel overwhelmed
- You’re afraid you’ll never succeed

If you have low motivation, you’re not alone. Let’s take a look at how mindful-eating motivation works and how it can help you attain your health and weight-loss/management goals.

Chapter 3

formula for mindful eating motivation

Awareness = Idea
+
Thinking = Plan
+
Feeling = Action

Whenever you're making a change, you need a combination of an idea of what you want to change and a solid plan, a blueprint if you will, on how to take action. It's the FEELING that makes you finally take action.

For example, a friend of mine was engaged for seven years to be married. They planned on getting married, talked about it, and even had looked at some wedding venues. They had the ideas and some plans. When people asked her why they had not done it yet, she said there was no urgency to do so. It wasn't until the day she *felt* something that the plans came together, and they set a date.

What made her feel more urgency? She attended a birthday party for her one-year-old niece. Suddenly, she felt sad that she was not closer to hosting any birthday parties herself. It was this feeling that made her act quickly to get married and move forward with her life.

Unfortunately, it is often a negative feeling that urges you to finally take action in regards to your eating habits—frustration, disgust, irritation. Maybe you've been thinking about eating better but have been putting it off. You keep telling yourself, *"I know what I need to do, but I'm not ready to get started."*

Then, one day, you try on a pair of your favorite pants, and they are tight around your waist and thighs. You feel painfully uncomfortable all day. It isn't until you have that icky feeling that you start to act on your intentions. That same day, you skip French fries for lunch. Your mind says, *"OK, now I have to do something."*

While negative emotions are certainly powerful motivators, you can tap into positive feelings and get even better results. When you come from an optimistic and encouraging

place, getting healthier won't be something you *have* to do; it will become something you *want* to do!

But first, let's take a look at what may be tripping you up.

Chapter 4

what sabotages your motivation

Many people have unconscious thoughts and feelings that sabotage their success. Look over the list below and notice which of these sound familiar:

- Thoughts *“Oh, what the heck?” “I’ll just have one small piece.” “I’ve been good all day.”*
- Social *“Come have some ice cream with me.” “Let’s go out to lunch.” “Honey, I brought home your favorite cinnamon buns!”*
- Feelings *“I’ve had a rotten day!” “I’m not losing weight anyway; what’s one more doughnut?”*
- Time *“I don’t have time.”*
- Being Overwhelmed *“It feels like too much for me.”*
- Fear *“I’m not sure what will happen if I change.”*
- Self-Esteem *“I can’t do anything right.”*
- Stress *“I can’t add one more thing.”*
- Procrastination *“I’ll do it tomorrow.”*
- Beliefs *“I can’t do it.”*
- Low Priority *“There are more important things to do.”*

Now, take a moment and close your eyes. Think about which feelings are most familiar to you. Is there anything else inhibiting your motivation?

When you’ve identified the saboteurs of your motivation, write them down. Don’t skip this step, it is very important.

Chapter 5

Turn On Your M.O.T.I.V.A.T.I.O.N.

Motivation is going to be our new acronym to remember. If you would like to download this acronym to hang on your refrigerator, go to www.eatingmindfully.com for a free poster and 20 Motivational Quotes.

- M (Mindfulness)
- O (Outcome vs. Process)
- T (Transform Habits in a Productive Way)
- I (Intrinsic Motivation)
- V (Visualization)
- A (Announce Your Intentions)
- T (Talk Kindly)
- I (Invest in Support)
- O (Own Your Fears)
- N (Now Benefits)



(mindfulness)

Most of us don't live in the present. We're either worrying about the future or feeling regretful about the past. Training your mind to be in the present moment is the #1 key to making healthier choices.

How does mindful eating keep you motivated? The good news is that it isn't about starving! A recent survey of 1,000 British women revealed they tended to quit their diets after five weeks, on average. Why is that? The most common reasons women have for ditching their diets are unrealistic expectations, dramatically decreasing food consumption, not changing their environment, eating for reasons other than hunger, and choosing a diet that doesn't fit their lifestyle.

It makes sense, and we've all been there. Since dramatically decreasing food consumption is so common among dieters, it is one of the top reasons diets fail. You simply can't maintain everything you have to do on a starvation diet.

The good news is that people tend to stick with mindful eating because they can:

- 1) Still eat the foods they love
- 2) Not starve themselves
- 3) Not struggle with their appetite

Think of it this way:

Dieting is deprivation. When you go on one, you are effectively training your mind to see foods as either “good” or “bad.” Those carrots are fine to eat, but the chocolate cupcake you’re craving is a no-no, and you experience feelings of guilt as soon as you even look at it. The mentality of dieting is that through willpower alone you can deny your body’s natural cravings and starve yourself thin.

Mindful eating is about awareness. When you eat mindfully, you slow down, pay attention to the food you’re eating, and savor every bite. Instead of feeling guilty when you eat that cupcake, you fully enjoy the experience of it and learn how to stop when you are satisfied. This fulfills both your physical and mental craving, which makes your transition to healthier food choices that much easier.

A key aspect of mindfulness is being in the moment—this moment. So, instead of thinking about six months from now, when you hope to have lost weight, start thinking about right NOW. What choices can you make right now to make things better?

One of my favorite studies on mindful eating is a study of women in their 50s who loved to eat out at restaurants. The researchers in this study taught perimenopausal women mindful eating skills rather than trying to change how they ate, what they ate, or where they ate.

Why did these women eat 300 calories less a day for a sustained period of time? It is likely because they were taught how to eat more mindfully.

What’s even more exciting is that another study on college students revealed that just a one-hour training class on mindfulness boosted healthy food choices. 86% percent of those in the intervention engaged in healthy eating according to this study in the journal of *Advanced Mind-Body Medicine*.

The good news: In a review of multiple studies on mindful eating in the journal *Obesity Reviews*, 18 (86 percent) of the reviewed studies reported improvements in the targeted eating behaviors, such as binge eating, emotional eating, and external eating.

When you get clear about what drives you and what influences your behaviors, you will be better able to avoid relapse. Knowing the triggers and moods that lead to a lapse in motivation can help you avoid those pitfalls in the future.

Thus, having a mindful vs. diet-based approach is key to motivation. I know it is hard to rewire your brain to not go on a fad diet. Remember that dieting will last a day or a week; mindful eating is something you can sustain for the long run.

The Easy Way to Learn Mindfulness

Mindfulness is the act of focusing your concentration and energy on the here and now. It’s about being in the moment. For example, most people have dozens of thoughts go through their heads while they’re doing dishes. Their hands are taking care of the task, but their minds are doing several things at once in the future.

Mindfulness Tip: The next time you are performing a mundane task, such as washing the dishes, folding the laundry, or picking up after the kids, be there. Be right there in the moment. Watch the sponge move in circular motions around the plate, feel the towel in your hands and each motion as you fold it, really look at the toys and clothes as you're putting them away. Notice their shape, sound, and color. When you get the hang of it, it almost feels like you can slow down time!

Five Ways to Eat More Mindfully

In the new edition of my book [*Eating Mindfully*](#), I include a lot of information on mindful eating research and easy tips on how to get started. I was surprised by this study. According to a research study published in *Environment and Biology*, most people greatly underestimate the number of food-related decisions by an average of 221 decisions! It was also observed that participants both overserved and overate 31 percent more food as a result of being given an oversized bowl. Although you want to eat more mindfully, you may genuinely not be aware that you are overeating.

Of the participants studied, 21 percent flatly denied eating more and 75 percent cited other reasons for eating so much (such as hunger). Only 4 percent of the subjects studied attributed their actions to the environmental cue.

This revealing study uncovered the fact that we, as a society, are only aware of a fraction of the food decisions we make. We also seem completely unaware of how our environment influences those decisions (or perhaps we are unwilling to admit it).

With these statistics in front of you, it's easy to see how overeating has very little to do with willpower and much more to do with mindless eating!

Here are five ways to 'tune in to your food':

1. Be Aware of Your Emotions

The next time you reach for a snack, ask yourself how you're feeling right now and why you're eating. Are you really hungry, or are you bored, stressed out, or just caving in to social pressure?

When you get clear about your emotional response to food, you will be better able to identify times when you eat even though you aren't hungry.

(In a later chapter, I'll show you the healthiest and most productive way to do this.)

2. Step Away from the Electronics

According to research conducted by the American Psychological Association, our eating patterns are greatly influenced by distraction and what we are doing while eating. TV is a prime example. Let's take a look at the commercials we are exposed to during mealtime.

Study participants included both elementary-school-age children and adults.

Children watched a cartoon that contained either food advertisements or advertising for non-food products and were given a snack while watching.

Adults watched a television program that included either food advertisements that promoted snacking, food advertisements that promoted nutritional benefits, or advertisements for other products and received a snack while watching.

The outcome was startling: Children consumed 45 percent more food when exposed to food advertisements. Adults consumed more of both healthy and unhealthy snack foods following food advertisements.

In both experiments, food advertisements increased consumption of foods not presented in the advertisements.

These experiments demonstrate the amazing power of food advertising to induce automatic eating behaviors, even when the food advertised is not what is being consumed.

Another study, published in the *American Journal of Clinical Nutrition*, revealed that eating while distracted affects fullness, memory of the amount of food consumed, and snacking later on in the day.

One group of study participants played a computer game of solitaire while eating a fixed lunch for a fixed amount of time. The second group of participants ate the same meal for the same amount of time, but with no distractions.

The results? Distracted individuals ate significantly more food in the experiment than did participants who consumed a meal with no distractions. They also tended to eat later in the day and even remember less of what they ate!

Think of the last time you went to the movie theater. When the previews were over and the movie finally started, were you startled to find that you'd already finished the popcorn or candy you bought? What about a time you opened a bag of chips and sat down at the computer, only to be shocked when you reached into the bag and touched the bottom?

As you can see, mindful eating and electronics do not mix. The next time you sit down to a snack or meal, do so free of distractions.

3. Look at the Food on Your Plate

When you're free of distractions, you are better able to concentrate on what you're doing right now, eating. Really look at the food on your plate before you dig in. Notice its textures, colors, and shapes. In your head, name the foods you are about to consume. For example, "*Broiled chicken, rice, and salad.*"

4. Savor Every Bite

During your meal, savor every bite. Taste the food as if you have to describe it in detail to someone who has never eaten it before. Is the taste tangy, sour, savory, or sweet? Is the texture tough, soft, mushy, or gritty? How many times do you have to chew it before it's broken down enough to swallow?

Most of us know that it takes 20 minutes before your brain sends a signal to your stomach that you've had enough to eat. When you slow down and savor every bite, you reestablish this important mind-body connection.

After eating a meal in this way, not only will you feel fully nourished, you'll be less likely to overeat.

5. Ease the Stress of Eating

Even when you're not sitting down to a meal, you can still use mindfulness. Be aware of how you think, feel, and talk about food throughout the day. If you find yourself complaining about your weight struggles or how you can't possibly talk yourself out of chocolate when it's put in front of you, you'll have an unhealthy relationship with food.

Instead of thinking of food as the enemy, allow yourself to enjoy the process of planning and preparing meals or going out to lunch with a friend. Stay in the present moment and understand that the purpose of food is nourishment.

When you re-train your brain to think of food in this way, you'll be more aware of what you're eating and if it's the type of food that will push you toward a healthier lifestyle or cause a setback. No judgment, just observation.

Mindful eating is the best way to become aware of your own individual relationship with food, so you can clearly see the steps you need to take to get healthier. Over time, mindful eating also helps you avoid relapse.

Remember, mindfulness is also about meeting yourself where you're at each day. If you're feeling motivated that day, go ahead and make some changes. If you're not, go easier on yourself.



(outcome vs. process)

“Step by step and the thing is done.”

- Charles Atlas

If your end goal is to lose weight or eat healthier, focus only on what you can do that day, not the daunting final goal. Too often, people focus so hard on the end goal that they miss the process entirely. This is what causes the frustration and discouragement that causes so many to “give up” before they’ve barely even begun.

Let’s say your goal is to lose five pounds. That’s something you can’t control. You can’t control whether your body is going to lose exactly five pounds or any weight at all. That’s why weight goals are so frustrating! I often have clients who come in and say, “I thought I did everything right, and I gained two pounds.” I believe them! Sometimes you

can do everything well and mindfully and your body has other ideas and things to do. This is when your motivation falls flat.

Instead, focus on something you can control that would aid in your desired outcome. For example, walking 20 minutes a day is something you know is within your power.

It's also important to define your intentions beyond weight. Too often, my clients say, *"My goal is to lose 10 pounds."* Try looking at it from this perspective: Instead of thinking about what you want to **lose**, think about everything you want to **gain**.

For example:

- Better health
- More energy
- Improved sleep
- Self-Esteem
- Confidence
- Being able to play with your kids
- No more missing out on opportunities (going to the pool, relaxing at the beach)

The issues I most often run into with the moms I work with is they feel that spending time taking care of themselves is taking away from the care they should be giving their children.

But think about it. You can't give what you don't have. If you're already running on fumes and struggling with a negative self-image, these things could have a direct impact on your children. When you're healthy, energetic, and confident, you're automatically a better mom because what you feel on the inside matches what you can give on the outside.

Mindfulness Tip: Make lists. Each morning, record up to five health actions you have for that day. They don't have to be grand, just small steps in the mindful direction. Even if you only successfully complete one of them, it's very satisfying and motivating to cross something off your list each day.

For example, to eat more mindfully:

- 1) Sit down when you eat.
- 2) Chew your food thoroughly.
- 3) Avoid electronic distractions.
- 4) Eat in a soothing space.
- 5) Put your fork down between bites.

To learn more about how to eat mindfully, take the Mindful Eating Pledge, five things you can start doing more mindfully today to stop fad dieting and get started quickly. Download it for free on www.eatingmindfully.com



(transform habits in a
productive way)

*“We are what we repeatedly do. Excellence,
then, is not an act, but a habit.”*

Aristotle

Whether you bite your nails or binge on comfort foods when you're stressed, breaking a habit is hard to do. Once our actions become automatically ingrained in us, they are no longer a conscious choice. A feeling simply leads to a reaction, bypassing the thought process entirely.

And when you do try to fight the urge not to do something you crave doing, thoughts of it end up torturing you all day long. For example, one of my clients struggled and struggled to stop eating chocolate. She'd tell herself she wouldn't have any chocolate that day and then think and daydream about it.

This goes back to mindfulness. You can't get your brain to stop thinking about something because the more you try, the harder it is. For example, don't, whatever you do, think of a pink elephant in a wind tunnel, ears flapping away.

What are you thinking about?

Instead, intentionally and consciously redirect your thoughts. If you can't get your mind off chocolate (or some other craving), instead of trying to stop the thought, redirect it. Mindfully turn your attention to something else. Each time you have a craving, for example, make a cup of tea with honey or take a 15-minute walk. I give a lot more examples of things you can do in my book, [*50 More Ways to Soothe Yourself Without Food*](#) and [*50 More Ways to Soothe Yourself Without Food*](#).

Over time, you will be able to retrain your brain to have a different response to the same craving, and, eventually, the craving will considerably diminish if not fade away entirely.

One of the most significant sabotages of motivation is what's called "decision fatigue." We make thousands of decisions in a day from what to wear, what movie to watch, and what time to go to bed. By the end of the day, we're completely tapped out—thus, the "I'll do it tomorrow" promise.

Mindfulness Tip: Make your decisions in the morning.

Write a short list of attainable goals (going for a walk, skipping dessert).

- Pack your lunch.
- Make a snack for when you get home.
- Decide what you're making for dinner.

Also, research on decision fatigue indicates, ironically, that you need to eat. Even though it isn't possible, people still try to make healthy decisions and stay motivated on a starving body and brain. Dr. Roy Baumeister of Florida State University has done extensive research on the connection between glucose and willpower. His work indicates that we need glucose to fuel the brain, so we can make solid decisions. So if you are struggling to make a decision, he indicates that fueling up with a glass of orange juice just may help!

Think about a time when you were so hungry you ate something that you would have never touched if you weren't famished. I think of the saying, "I'm so hungry I could eat a horse." My friend, for example, won't touch bologna sandwiches. However, after a nine-hour day of gardening for a volunteer project in the hot sun, he happily scarfed one down as though it was the best-tasting thing he'd ever eaten!

The overarching message is that your motivation may be dragging simply because you're hungry. This is why starvation diets always backfire and cause binge eating. Because

your body needs fuel to sustain itself, your brain will eventually override even the strongest desire to get into a bikini by forcing you to eat. This is what so many people call “caving” or “cheating” when it’s anything but. That’s not lack of willpower, that’s your survival instinct at work!

When you find yourself running low on motivation, and those cravings for junk food begin to take over, listen to them. No, that doesn’t mean diving head-first into a cheesecake. It means taking some time to listen to your body and mind.

Try these tips:

1. Breathe

When a craving hits, close your eyes (if you’re able) and take 10 slow, deep breaths. This helps you center yourself and calm any feelings of anxiety or guilt that might arise along with the craving.

2. Ask

While you’re in this space of mindfulness, ask yourself, “*Am I hungry, or am I stressed?*”

3. Feel

If you are having a food craving on account of stress, allow yourself to fully explore these feelings. Think about what you can do right now (besides eat) to ease your tension and put yourself in a more peaceful frame of mind.

4. Redirect

Sometimes food cravings come on when you’re bored, and there’s nothing else to do. In this case, it is helpful to redirect your thoughts to something else. Go for a walk, call a friend, do some laundry, or get absorbed in a good book (see [*50 Ways to Soothe Yourself Without Food*](#)).

5. Nourish

If you’re hungry, eat something. This goes without saying. Take a moment to consider your craving and some possible healthy alternatives. Then, make yourself a snack or a meal and go through the steps of mindful eating listed earlier in this book.

The Lesson: When you start off the day by planning and setting goals for yourself, making the transformation into a healthy eater will be much easier to stick with.

Here are a few examples to help you get started:

- Take the stairs instead of the elevator.
- Use half an hour of your lunch break to walk.
- Drink an extra glass of water.
- Be aware of negative self-talk and redirect thoughts when possible.
- Be mindful of cravings and the true meaning behind them.

Remember, starving yourself is never a good way to lose weight. Not only does it harm your body, it causes you to add on weight/pounds even faster when you start eating “normally” again. 95 percent of people gain back the weight they lose—plus more!



(intrinsic motivation)

“What we achieve inwardly will change outer reality.”

Plutarch

I'll let you in on a little secret: One of the most critical reasons you are unable to make the changes you so desperately want to is that your focus is directed outward. In other words, you're looking to external rewards (attracting a romantic partner, looking great in a bikini) instead of looking within for your true motivation.

Intrinsic motivation refers to motivation that comes from within. For example, I genuinely love the creative process of writing. I earn less than a dollar on every book I sell, but I don't write for the paycheck; I write because it feels good to write!

Mindful eating is a reward in and of itself. When you slow down to taste and enjoy your food and pay attention to how your body is responding to it, you'll be amazed at how much more satisfied you'll be after a meal.

According to a study published in the *Journal of Obesity*, intrinsic motivation proved more powerful than extrinsic (external) motivating factors. Participants were placed into two groups, one that had to complete a task with the anticipation of a reward, and one that wouldn't receive a reward for completing the same task.

In our society, outward motivation seems to be the focus. For example, when you start out in your career at the bottom of the rung, your goal is to reach the top. Each time you stay late, finish a report before a deadline, or go out to lunch with management, you're attempting to secure your financial future. So, focusing on the external reward is the goal, right? Not exactly.

A consistent finding in studies where participants had prior knowledge that they would receive a reward for completing an activity is that their intrinsic motivation for the task was lower than in the comparison groups who were not given rewards.

It was suggested that the decrease in intrinsic motivation was caused by the shifting of focus from doing the activity for the purposes of self-improvement, and because the task was interesting, to an external focus on earning a reward.

Intrinsic motivation is a reward in and of itself. When you're focused inwardly on how you can improve your health, the motivation you feel becomes a long-term commitment instead of a desire to reach short-term goals.

Mindfulness Task: Your goal for today is to be mindful of the moments that naturally feel good when you eat well. Maybe your stomach feels pleasantly full but not stuffed. Take note that you made the time to nourish your body and paid attention to your brain when it indicated you'd had enough food. Acknowledge that moment to yourself by saying, *"It feels really good to be in charge."*

The Lesson: Be mindful of your motivation for getting healthier. Be sure to focus on the long-term commitment you're making in yourself. For example, instead of saying, *"I'm going to fit into that little black dress next month"* (extrinsic motivation), say, *"I'm going to feel more confident in all of my clothes if I continue with my mindful-eating habits"* (intrinsic motivation). Instead of focusing on how much better you will **look** (extrinsic motivation), focus on how much better you will **feel** (intrinsic motivation).



(visualize)

*“All that we are is the result of what we have thought.
The mind is everything. What we think we become.”*

Buddha

Visualization is one of the most powerful techniques you can use to make positive changes in your life. This goes way beyond positive thinking and the Law of Attraction. It has been scientifically proven that imagery (a more engaged form of visualization) measurably improves the performance of elite athletes.

An article published in the *New York Times* during the 2014 Olympics gave a detailed account of how athletes engage all of their senses to compete in their sport without moving a muscle. This means the athletes used only their minds to create the exact scenario and

outcome they desired and felt their muscles firing as though they were actually in the midst of competition.

In a study published in *Perceptual and Motor Skills*, 30 male karate practitioners were to learn an action they had never carried out before.

They were divided into three groups: Untrained (10 men received no training), Action Trained (10 men received physical instruction), and Mental Imagery (10 men were given the steps of the action and used mental imagery to perform it in their heads).

During the trials, an electroencephalogram (EEG), electromyography (EMG), muscle strength and power, and other physiological parameters were recorded.

The Untrained subjects showed no significant effects. The training the Action Trained group received had an effect on movement speed and reactivity with a reduction of EMG activation and reaction times. Muscle strength, power, and work showed a marked increase.

Here's where it got interesting: The Mental Imagery group showed the same effects on muscle strength, power, and work. This means the same areas of the brain "lit up" in participants who physically learned the action AND those who merely thought about it in their heads!

You can use this same powerful technique to double or even triple your motivation and reach your health goals.

How to Visualize:

- 1) Sit in a comfortable chair in a quiet place where you will not be interrupted.
- 2) Close your eyes and take some slow, deep breaths. Allow your body to relax.
- 3) Picture yourself exactly as you want to be. Call up images of how you want to eat. Maybe you imagine yourself pouring a bowl of cereal and then putting back the box without pouring any more portions. Or, perhaps you envision yourself eating an apple for an afternoon snack or skipping dessert when you aren't really hungry.
- 4) Focus on these images intensely, allowing yourself to 'step in' to the feelings that would be associated with them.
- 5) Allow yourself to feel as though you have already accomplished your goal. Feel the confidence, happiness, and success. Engage all of your senses, not just visual, to give yourself a complete 3-D experience. Your brain actually doesn't know the difference between actual experience and imagined. For example, imagine biting into a lemon. Although you didn't do it, you are likely to salivate as if you did.

If mental distractions arise, simply note them and return your attention to the scene you are creating in your mind. Dig deeper. What are you wearing? What are you doing? How are your friends, co-workers, children, and romantic partner seeing you? How healthy and fully alive do you feel? What do you hear, taste, and smell around you?

The more detailed your mental imagery, the better. Hold this image in your mind for 5–10 minutes, and do this several times throughout your day.

The Lesson: Mental imagery is a powerful way to motivate yourself to make health-conscious decisions.



(announce your intentions)

“If you have a goal, write it down. If you do not write it down, you do not have a goal – you have a wish.”

Steve Maraboli

One of the best ways to keep your motivation up is to announce your efforts and goals to others. Research conducted by psychologist and president of Influence at Work (IAW), Dr. Robert B. Cialdini, shows that making a public commitment to something makes you far more likely to follow through on your plans. This is called the ‘Rule of Commitment.’

This happens for two reasons:

1. Consistency

We like to feel that we are consistent in both our behaviors and beliefs.

2. Social and Psychological Pressure

Social and internal psychological pressure spur us on to stick with a commitment we have announced publicly.

Mindfulness Task: Announce your plans to at least one other person. If you are feeling like you need even more of a commitment, post it on your favorite social media site. I've seen many people reach their goals this way. Posting status updates about your progress and photos of your actions (like a plate of healthy food!) will trigger confirmation from friends and family that you are, indeed, heading in a positive direction. Sometimes it's just the validation and belief from others that you can do it that pushes your motivation to new heights.

The Lesson: Making a public declaration of your health goals will make you far more likely to stick with them. It will also help you receive support and encouragement from those closest to you.

(A bit further ahead, we'll delve a little deeper into the importance of support from others.)



(talk kindly)

*“We don’t see things as they are,
we see them as we are.”*

Anaïs Nin

“Y*ou are so stupid!” “How could you eat that?” “How can my partner love me this way?” “I’m an embarrassment to my children.”*

Negative self-talk. We all do it at one point or another in our lives. The truth is we are far more critical of ourselves than others could ever think of being of us. When you lack self-confidence, it can be so easy to misinterpret the words and actions of others. Our perception of others literally changes based on how we are feeling inside.

Don't be so hard on yourself. I know this is so much easier said than done, but you have plenty of likable and lovable qualities, even if you can't always see them.

Mindfulness Tip: Take out a pad and paper and draw a line straight down the middle. On one side, write 10 things you criticize yourself for. On the other, write things about yourself that you'd like to change. Remember to be mindful of your language. Notice when you use pain or force words—got to, have to, must, should. Instead of, "*I've got to get healthier,*" write and say to yourself, "*I'm going to get healthier.*"

You can even make this process more powerful by saying, "*I am healthy.*" Speaking as though you have already reached your goal sets the intention more firmly in your mind. Used in combination with mindful imagery, positive self-talk can make your motivation soar!

A study published in *Psychology and Health* revealed that people are not motivated by guilt but can benefit greatly from mindfulness and self-compassion. Although the research focused primarily on meditative practices, learning to meditate in the midst of the other changes you're making may prove too overwhelming.

The study participants were asked to use food diaries that required them to either focus on how they were eating or why they were eating.

The study concluded that food diaries that measured how they were eating were more effective than the diaries that measured why they were eating. When participants wrote down everything they ate each day, their mindfulness and self-compassion increased while their avoidance and negative self-talk decreased. It also showed that this action supported weight loss significantly more than the "why" diaries.

When you keep a food diary, it is a discreet and effective way to hold yourself accountable for what you've chosen to eat.

Moreover, keeping a food diary is a great way to keep track of how what you're eating may be affecting you throughout the day. Being able to clearly see both your setbacks and victories can be a huge step in boosting your motivation and encouraging continued positive change.

Remember to be both objective and kind to yourself when keeping a food diary. You are simply documenting what you eat, that's it. You can make note of how you feel physically and/or emotionally after you eat a certain food, but try not to make that your main focus.

Negative self-talk usually will not be limited to weight and health alone. If you see your health and eating habits in a very negative light, chances are you use negative self-talk in other aspects of your life as well.

Below are some common forms of negative self-talk. Do you identify with them?

- **Personalizing**

When something negative happens, you automatically blame yourself. For example, a person you've gone on a few dates with cancels at the last minute. You automatically assume this person no longer finds you attractive and will simply vanish from your life. You even begin to wonder if he or she only took you out those few times because he or she felt sorry for you.

- **Filtering**

You had a productive day. You got the kids to school on time, enjoyed a nice healthy breakfast at home, and showed up 10 minutes early for work. All day long you were on fire, knocking project after project right out of the park. When you get home, instead of savoring your sense of accomplishment, you immediately begin stressing over what your day will be like tomorrow.

- **Polarizing**

You either see yourself as a great success or a total failure, and those feelings can change by the hour. When you turned in your report two days ahead of schedule and your boss gave you a warm smile of approval, you felt like you were “perfect.” A few hours later, however, your boss came to you with changes he wanted made to the report. Your good mood sunk into the ground, and you felt like a complete and total failure.

- **Catastrophizing**

Your negative self-talk is so ingrained that you are always waiting for the other shoe to drop. Your significant other didn’t want to make love last night. He has stopped caring and is probably cheating on you. As a matter of fact, his business partner, Sally, has a great body. No wonder he prefers her.

Despite having no tangible evidence that any of your perceptions of these events are true, you still feel the same guilt, shame, fear, anger, and betrayal as though they have actually taken place.

That’s the incredible power of your mind! (If you’re skipping around in this book, read the section called, ‘Visualize,’ and you’ll see how you can use your mind to attain your greatest goals instead of talking yourself out of them.)

The type of talk to aim for is MINDFUL SELF-TALK.

Here are the elements it should have:

- **Neutral** - Not positive or negative. Just the facts!
- **Nonjudgmental** - It’s tempting to critique your actions. Instead, just notice how you are speaking to yourself.
- **Uplifting** - If you can muster them up, a few kind or uplifting words can help.

Here’s an example: You skipped your usual workout routine today. You notice negative thoughts begin to arise. Simply observe and note them. Tell yourself that rest is a necessary part of being healthy. You can always begin again tomorrow. Remember, mindfulness is about being aware and attuned to your body’s needs. If you skipped your workout, your body may have just been telling you, “*I need a day off,*” and that’s OK.

The Lesson: Negative self-talk is a bit like using mental imagery in reverse. Instead of seeing and feeling your successes, you’re only focusing on what you believe to be failures. Each setback is an opportunity for learning and growth. When you stop judging yourself and start loving yourself for exactly who you are right now, making the changes you want to make will be much more exciting and rewarding.



(invest in support)

“There is no shame in asking for help; it is one of the most courageous things you’ll ever do and will lead to greater connection with those around you.”

Laura Lane

When you’re working toward creating a healthier, happier you, you don’t have to take the journey alone. As a matter of fact, spending time with like-minded people who can encourage and support you in your goals can keep your motivation high enough to stick to the task at hand.

Just like making a public announcement about your intentions, when you join a group of people committed to the same goal, you will hold each other accountable for the promises you've each made.

You can do this by encouraging a friend or two to make the commitment to get healthier with you. This way, none of you have to go it alone, and you will always have someone to talk to, vent to, celebrate with, and encourage on this journey. When you encourage others to stick to the same goal, this increases your self-confidence that you can, in fact, achieve what you once thought was impossible.

Another way to get the support you need in your health journey is by taking a weekly yoga or exercise class. You're bound to meet similar people who share your goals, and you can work together to achieve them.

Here are some ideas to get you started:

- 1) Join with a friend.
- 2) Create a group at work.
- 3) Announce on social media—only what you feel comfortable. Be prepared that this will elicit comments—it can often trigger someone else's anxiety. Keep it simple, motivational, and positive. Think more, *"Today is my first day of eating more mindfully; who's with me?"* rather than, *"I hate my body; I have to start my diet today."*
- 4) You can announce it to yourself as well. Make a commitment each day. Write yourself a motivational note.
- 5) Join an online group.
- 6) You may also join my [Facebook fan page](#) and make a daily connection with others who are working toward the same goal. Also, [sign up for my newsletter](#) for updates and weekly events.

The Lesson: Eating mindfully isn't just about improving your individual health. It's about being part of a global shift in the way we eat and think about food. Having support, whether in the form of in-person meetings, fitness classes, or an online group, can boost your motivation while keeping you grounded.



(own your fears)

“Everything you want is on the other side of fear.”

Jack Canfield

You cannot make a change in your life without experiencing a little bit of fear. From a psychological standpoint, it makes perfect sense.

Fear of failure is the most common reason people have such difficulty achieving their goals. They don't want to start something they feel they can't finish and end up feeling more worthless than they already do. Fear of failure often comes from negative past experiences and poor self-image.

There's also a flip side to that coin, and that is fear of success. When I explain fear of failure to my clients, they nod sheepishly and admit that's one of the top reasons the thought of making changes is so intimidating. When I ask them if they fear success, however, their

reactions are mixed. Some agree with it, some are completely dumbfounded, and others are downright insulted!

Fear of success seems impossible on the face of it because success is all you want. But if you dig a little deeper, you'll find this may factor into your fear of change as well.

For example, highly-processed foods are what you've eaten and served to your family for years. Once you make these healthy changes for yourself, will your family be on board?

Furthermore, your fear of success may simply be the result of feeling as though you do not deserve it.

That's why it's so important to own your fears.

Mindfulness Tip: Take a moment to close your eyes and imagine yourself having already met your goals. This isn't like visual imagery where you should engage all five senses. Instead, just allow yourself to "see" what negative consequences you fear you will encounter if you reach your goals. Write those fears down. Then, look at them carefully and think of a positive solution for each. For example, "*My family will turn their noses up at healthy food*" can turn into, "*I am setting a good example for my partner and children.*"

Do the same exercise for your fears of failure. Turn, "*There is no way I can give up (such and such) food. I don't have the willpower*" into, "*I don't have to give up this food. I just have to find a way to make a healthier version of it or eat it more mindfully.*"

Having the courage to admit to yourself that you are afraid of success, failure, or both can help break the chains of doubt and set you free to accomplish your goals.

The Lesson: Once you get clear on what's holding you back, you'll be able to spring forward into success! Start by removing obstacles in your way. For example, if you're concerned about your family's feelings about transitioning to a healthier lifestyle, sit down and talk with them about it. This might also be a great time to learn how to make healthier versions of some of your favorite foods. There are thousands of fun and exciting recipes online that will show you just how to do this.



(now benefits)

“People often say that motivation doesn't last. Well, neither does bathing - that's why we recommend it daily.”

Zig Ziglar

Instead of focusing on what you will *lose* if you don't eat mindfully, start identifying what you will *gain* right now if you do eat more mindfully. After all, focusing on distant rewards (losing 10 pounds in two months) is not going to help you when a hot fudge sundae is staring you right in the face.

Research indicates that there is a large difference between the way your brain responds to thoughts of “losing weight” versus “gaining health.”

Losing weight is automatically a negative thought, even if the outcome will ultimately be positive. If you think about losing weight, you lose sight of the most important part of reaching your goal: Getting healthy!

According to research published in the *Annals of Behavioral Medicine*, 94 peer reviewed, published studies compared the persuasive impact of gain-framed messages and loss-framed messages. The results were consistent: Messages that focused on gain rather than loss were more likely to encourage prevention behaviors.

Mindfulness Tip: Turn your negatives into positives. For example, turn *“I need to get rid of this muffin top”* into, *“Once I get healthier, I won’t feel bloated anymore.”* Write down a list of what you will gain right now from simply eating more mindfully.

Here are a few more examples to help get you started:

- *“I’ll feel more in charge.”*
- *“I’ll be able to climb the stairs without getting winded.”*
- *“I will feel happy about my choice, not regret a few moments later.”*
- *“I will have more energy and zest for life.”*

The Lesson: Focusing on gains, not losses, is a powerful way to kick up your motivation and keep it revving at high speed.

Chapter 6

the next step on your motivational journey

Let's take a moment to check in. How do you feel after reading this information? Enlightened? Inspired? Energized? Ready to dive in?

This book most likely explained health and weight maintenance in a different way than you're used to seeing. That's a good thing. Now that you understand why diets are so hard to stick with, you know that your past lack of success is not your fault. Mindfulness is the missing ingredient you have always needed.

Eating mindfully means being in the moment whenever you eat a snack or meal. It's about fully enjoying the experience, so you feel more satisfied. It's also about slowing your eating pace, so you feel full with less food.

Remember, focus on gains not losses and follow your internal motivation rather than relying on external rewards to drive you. Of course, it's not all an inside job. Telling others about your goals and reaching out for support can go a long way in helping you stick to the changes you're making.

Mindfulness goes beyond simply being aware of your food. It helps you become more aware of yourself. Understanding your fears, obstacles, hopes, and dreams will help you find a way around your trigger points, so you can continue to move forward in a positive direction.

I hope you will use this book as a stepping stone toward a healthier, happier, more confident you. Hundreds of my clients have benefited from mindful eating when all else failed. I want you to benefit as well. Continue writing your lists, celebrating your small achievements, and completely enjoying your food. If you would like to get inspirational posts and tips, please join my community on Facebook, www.facebook.com/eatdrinkmindful, or my weekly newsletter, which is packed with helpful hints and suggestions, www.eatingmindfully.com.

Mindfully yours,

Susan Albers

FREE bonus from Dr. Albers

Get five free surprisingly easy strategies to immediately start eating more mindfully. Get instant access. These are strategies you've likely never tried before to rewire your behavior around food. Stop starving and start making healthy changes you can stick with for the long run. Download these tools at www.eatingmindfully.com.

additional resources from Dr. Albers

[Eating Mindfully](#). A handbook with the basics of mindful eating. Tips and techniques. A quick start guide.

[Eat, Drink and Be Mindful](#). An interactive workbook for learning mindful eating skills.

[EatQ](#). Emotional intelligence skills blended with mindfulness. Scientifically-based new skills for learning how to make healthy food decisions and stick with them (A National Bestseller!)

[But I Deserve This Chocolate](#). 50 strategies for getting past excuses, rationalizations and self-sabotage, and boosting your motivation.

[50 Ways to Soothe Yourself Without Food](#). 50 strategies for replacing emotional eating with healthy activities (A fan favorite—my most popular book!).

[50 More Ways to Soothe Yourself Without Food](#). The sequel to Dr. Albers' book *50 Ways to Soothe Yourself Without Food* (2nd favorite book amongst fans!).

[Mindful Eating 101](#). A handbook for college students to learn mindful eating.

programs:

Mindful Eating Pledge: Poster to hang on your refrigerator or desk. Download for free at www.eatingmindfully.com

Mindful Eating Toolkit: Mindful eating audio recordings www.eatingmindfully.com

Mindful Eating Toolkit for Professionals: www.eatingmindfully.com

New 28-day motivational program: If you want to get motivated TODAY and stop saying, “Tomorrow I’ll get started,” check out my 28-day motivational program. Each day I will send you a short video clip, powerful motivation tips, and an easy to do assignment to be completed that day. Each day takes you one step further and gets the ball rolling once and for all. Remember, motivation is a skill that you can build and learn, and I know how to help! Check it out here: <http://eatingmindfully.com/motivation>



about Dr. Albers

Susan Albers, Psy.D., is a clinical psychologist at the Cleveland Clinic. She specializes in food psychology, weight loss, a healthy body image, and mindfulness. After obtaining a masters and doctorate degree from the University of Denver, Dr. Albers completed an APA internship at the University of Notre Dame in South Bend, Indiana and a post-doctoral fellowship at Stanford University in California. Dr. Albers conducts mindful eating workshops across the country.

Dr. Albers is the author of six mindful eating books including; *EatQ*; *50 Ways to Soothe Yourself Without Food*; *Eating Mindfully*; *Eat, Drink, and Be Mindful*; and *Mindful Eating 101*. Her work has been featured in *O*, the *Oprah Magazine*, *Family Circle*, *Shape*, *Prevention Magazine*, *Self*, *Health*, *Fitness Magazine*, *Vanity Fair*, *Natural Health*, the *Wall Street Journal*, and she was a guest on the *Dr. Oz* TV show. Susan is a contributor to the *Huffington Post* and *Psychology Today*. Her web site is www.eatingmindfully.com.

sources:

<http://www.ncbi.nlm.nih.gov/pubmed/24503333>
<http://www.ncbi.nlm.nih.gov/pubmed/22243980>
<http://www.ncbi.nlm.nih.gov/pubmed/23709408>
<http://www.ncbi.nlm.nih.gov/pubmed/24636206>
<http://www.ncbi.nlm.nih.gov/pubmed/24636206>
<http://www.ncbi.nlm.nih.gov/pubmed/20138583>
<http://psycnet.apa.org/journals/hea/28/4/404/>
<http://ajcn.nutrition.org/content/93/2/308>
<http://www.wsj.com/articles/how-the-brain-uses-glucose-to-fuel-self-control-1417618996>
<http://www.ncbi.nlm.nih.gov/pubmed/22547657>
<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3345232/>
<http://www.nytimes.com/2014/02/23/sports/olympics/olympians-use-imagery-as-mental-training.html>
<http://www.ncbi.nlm.nih.gov/pubmed/18229536>
<http://www.tandfonline.com/doi/pdf/10.1080/08870446.2013.863883>
<http://www.iiit.ac.in/~bipin/files/Dawkins/July/Robert%20Cialdini%20-%20Influence%252C%20Science%20and%20Practice.pdf>
<http://www.tandfonline.com/doi/pdf/10.1080/08870446.2013.863883>
<http://www.ncbi.nlm.nih.gov/pubmed/21993844>
<http://eab.sagepub.com/content/39/1/106>
<http://www.ncbi.nlm.nih.gov/pubmed/20071471>
<http://www.ncbi.nlm.nih.gov/pubmed/25417199>
<http://www.ncbi.nlm.nih.gov/pubmed/25347126>
<http://www.ncbi.nlm.nih.gov/pubmed/25810381>
<http://www.ncbi.nlm.nih.gov/pubmed/25417199>
<http://www.ncbi.nlm.nih.gov/pubmed/24854804>