



# THE FOOD FIX

**The Step-By-Step Method To  
Stop the Shame, Rewire Your Eating  
Habits For Good, and Be Your Best Self**

By, Daniel Thomas  
EVOLUTIONEAT

## ◆ YOU HAVE A CHOICE

You made the decision! Whether it's your birthday, an anniversary, or even good ol' New Year's Day, you decided that *now* is the time.

For the first few days you feel super motivated. It's awesome. You've lost two pounds and things are definitely looking up.

You think to yourself, "Maybe this time is different."

You keep on restricting yourself, rejecting your hunger, feeding yourself low-fat, low-calorie meals packaged in cardboard or wrappers—lots of packaging—while you tally up your daily calories. Then you punch in 60 minutes on the treadmill to cap off another day on the absolutist-gotta-get-it-perfect dieting bandwagon.

Cheers to resolutions!

"I can keep it up," you say to yourself.

And maybe you do. For a week or two, it's relatively smooth sailing. Hard work, but motivating. You feel good and you probably lose a few more pounds.

"It's working," you think!

But then something happens. An unplanned business trip...or you catch a cold...or there's a string of social engagements you didn't plan for...or a night out with friends spirals into a bit too much to drink, which leads you to the local pizza joint at one o'clock in the morning and...well...you know how that ends.

The list of triggers is endless. But the conclusion is always the same. *You veer from your diet, and the next day you wake up feeling hopeless.*

That feeling of disgust grips you when you see the white wine bottle on the counter, the pizza box in the trash, the ice-cream cartons smashed into the recycling.

Then there's the emotional nausea of looking at yourself in the mirror and asking why it happened again.

Then there's the constant lingering pain of comparing yourself to your friends and colleagues...the way they fit in their clothes, the attention they're getting, the stable relationships.

It's lonely.

And that diet you were on? Well what's the point?

"Can I really ever do this?" you ask yourself.

The mind games won't shut up. That voice in your head gets louder and more opinionated. You're trying to keep up with the diet but you start to lose steam. Life keeps getting in the way. The urgency you initially felt just sort of...disappears. Then motivation dies altogether.

Same story as always.

*Why does this keep happening?*



## There are 2 paths in front of you:

**1** Continue doing what you've been doing. Focusing on your health and diet every few months until things get so bad that you emphatically declare it's "time for a change!" and then mindlessly choose the latest fad diet, give it the good ol' college try for a few weeks before you get overwhelmed by life and give up. This isn't the worst option. You're already successful in so many areas of your life, so it's not like all is lost. There's plenty to feel proud about...and maybe this is just "the way things are"... you'll always feel out of control around food and uncomfortable in your own skin. Maybe the best you can do is "maintain." But...let's be honest here...*how many times have you done this before?* And how does it make you feel?

**OR**

**2** Decide to completely revolutionize your relationship with food, build new healthy habits that last a lifetime, permanently free yourself for all time from food's grasp over you, shed all that unwanted body fat, and train your brain to love eating foods that are good for you. It's 100% possible for you to fall in love with the practice of healthy eating and develop a skill-set and mindset that you can live into for the rest of your life, AND in the process discover a lot more happiness in your entire life.

## THIS GUIDE IS FOR THOSE OF US WHO CHOOSE OPTION 2.

This is for the purpose-driven women and men who are ready to commit to evolving their lives.

For those who can't even stomach the thought of not reaching their highest and best potential. Who refuse to let themselves and their families struggle through the food, dieting and weight problems that torment most of us on a daily basis.

This is for those who are so earnest and passionate about creating permanent change that there is no other choice than to connect with your true nature, eat the way we as a species evolved to eat for hundreds of thousands of years.

You will not only optimize your health, cut down on cravings, lose weight effortlessly...you will also help you feel more in control of your actions, more control of your mood.

You will lower inflammation, increase your energy, and feel more like yourself.



When your body starts running on the foods it was made to eat, you come back into alignment. That transcends just your waistline, it's a spiritual experience as much as it's psychologically empowering and physiologically invigorating. Mind-body-soul integration.

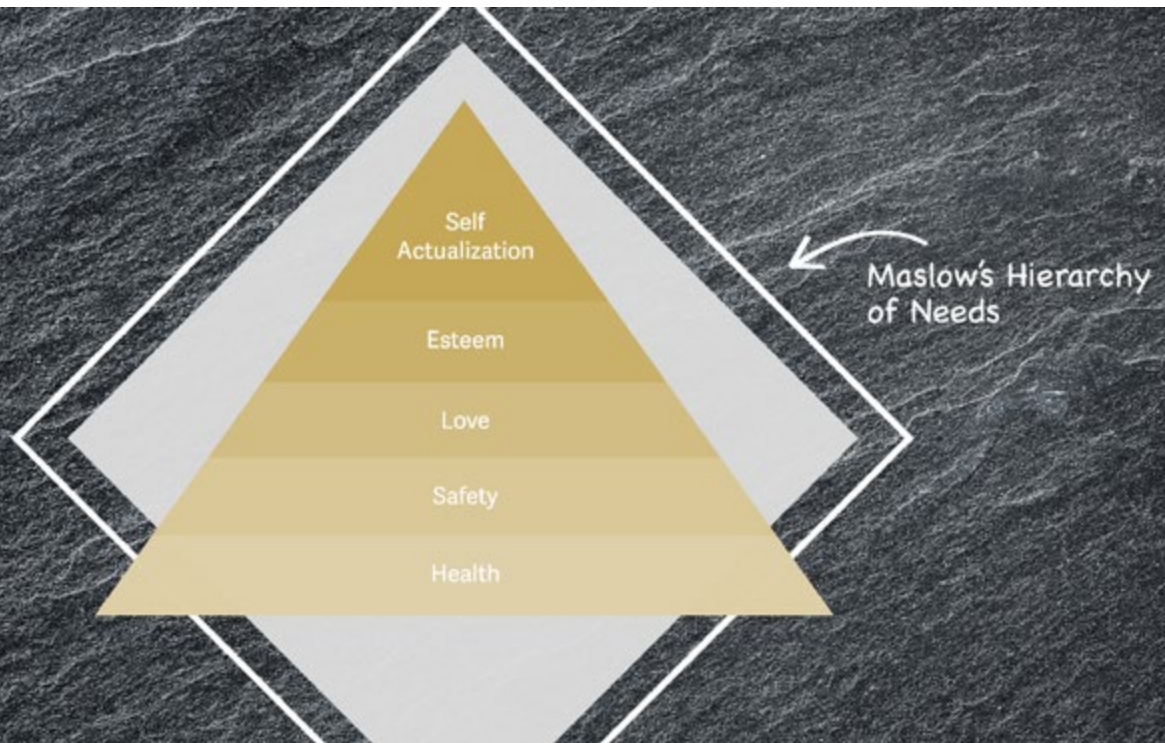
*This is your evolution.*

*This is for you.*

## ◆ YOUR DIET IS BASELINE

When healthy eating becomes automatic, losing weight becomes effortless, which frees you up to be more productive in all other areas of life and reach your **full** potential.

I really mean that: reach your full potential. Your health and physical well-being, and therefore your diet and relationship with food, is baseline to you leading a productive and meaningful life.



*Let's go back to Psychology 101 for a second.*

Remember “Maslow’s hierarchy of needs”? It’s a theory of psychological and emotional health predicated on fulfilling innate human needs in priority from the bottom up, culminating in self-actualization at the very top.

Your physical health and wellbeing is the bedrock of a meaningful and productive life. As Maslow suggests, no matter how successful you are in other areas of your life, without solving for your diet and overcoming



food's grasp over you, you'll literally always be weighed down by your preoccupation with food and dieting, or by the way you feel physically and psychologically.

In short, you'll be out of alignment with yourself, and you'll never self-actualize and reach your full potential.

That's a little scary because modern life is really stressful. There are endless responsibilities, distractions, and stimulations coming your way at any given moment.

If you're confused about what to eat, or know what to eat but can't seem to "get it right," and feel like food is holding you back from reaching your full potential, you're NOT alone. Millions of people struggle every single day with their weight, eating habits, energy levels, mindset and overall wellbeing.

### *Food is addicting.*

And it's even more challenging because food is glorious! It's my favorite thing in the world. BUT it can also be addicting. Especially when large corporations pump billions of dollars into engineering it perfectly so that you want to eat it over and over and over again.

Plus it's everywhere! You can buy your packaged drug of choice at any convenience store around the corner. It's tough being healthy. It feels like a struggle to live a healthy lifestyle when there's so much stacked against us.

If you're like the way I used to be, you probably use food to cope or feel better when life gets hard, or when you're stressed, or because you're bored and lonely. For many of us, this happens every day, often without our even realizing it.

This unhealthy eating cycle makes you less effective, overweight, and frustrated. And it shows up everywhere, not just around your waistline: at work, at home, in your relationships.

I'll share my personal struggle with food and emotional eating in a minute. I just want to say, I know how frustrating it is to know what to do, to know how to eat well, and for some bizarre infuriating reason NOT being able to follow through!!

I know what it's like to feel out of control around food, to promise yourself you'll "be good" and then watch your hand reach for the donut and eat it, even when you don't want it, *especially* then, and the pain of judgment and remorse after giving in.

I know what it's like to order take-out multiple times on a single night and just eat and eat and eat, and the embarrassment and pain in the morning of having to deal with yourself...not only the way you feel physically, but the judgment. The intense judgment. "What sort of person am I to keep doing this over and over and over again? What's *wrong* with me?"

I know what it's like to feel like you're just not getting anywhere, because you feel like you have to go through this journey alone.

Well, you're not alone.

**I got you.**



# Hi, I'm Daniel Thomas.



I'm here to help you solve your food, dieting and eating problems.

Over the past few years, I've specialized in helping workaholics and high performers become more productive at work and more fulfilled in life. How? By transforming their relationship with food.

When you stop obsessing about food, stop reaching for sugar to fill an emotional void, stop judging yourself for your weight every day, something magical happens:

- You have more energy.
- You discover more time.
- You become more creative and less stressed.
- You find that you're way more productive.
- You look and feel f\*\*king awesome.

That's the work I've pioneered with my company, [EvolutionEat](#), and that's why I'm here to help you get from where you are to where you want to be. I've got an entire process to help you evolve, so let's rock and roll.



## Why am I so effective? Two reasons:

**1. My process, *EvolutionEat*.** I treat the process of healthy eating as a skill you develop and practice over time. Just like if you were learning how to play the piano, deeply meditate, or develop any other skill that gives you what you want out of life

This isn't about being perfect. This is about making mistakes, investing in those mistakes, and immersing yourself in a context of self-development and learning that goes *well beyond* your diet! (I'll get into what that means in a minute.)

**2. I'm a world class coach.** I'm not the classic drill sergeant, whistle blower. I'm not the rah-rah cheerleader type. And I'm not the overbearing, muscle dude with a clip chart and protein shake screaming "Push it! Push it!" My style of coaching is a bit different....Consider me a very shiny mirror. As your coach, I only see your greatness. And I reflect back only your greatness. I don't relate to you as your stories. Your stories are your fears, vulnerabilities, insecurities, childhood conditioning, self-defenses and survival mechanisms that keep you from living the life of your dreams.

No judgment. We all have our stories! As your very shiny mirror who only reflects back your greatness, I help show you what's possible beyond your comfort zone, beyond your survival mechanism, beyond your current stories, beyond your current habits. I take you into the unknown where possibility lives. Where your dream life awaits.

Together, we co-create your future from this empowered place, each and every day.

## Powerful coaching for people who are ready to change.

We specialize in working with overwhelmed individuals who know what to eat but can't seem to put it all together. We're experts on healthy habits, skill development and deep, lasting, natural confidence.

With *EvolutionEat*, I'm proud to say I've built a coaching business that has allowed me to coach hundreds of people just like you revolutionize their relationships with food and permanently change the way they eat, creating breakthrough after breakthrough. There's nothing more meaningful than watching someone realize his or her full potential.

*(You'd be **shocked** by the sheer number of people for whom food and overeating keeps them from living their dream lives.)*

That's the depth of work we do at *EvolutionEat*. And in case it's not clear, this sort of work goes way deeper than weight loss....This is personal development and deep work. I call it "**Personal Evolution.**" (Some of my clients call it "alchemy" or "magic" -- but it's entirely real! And entirely possible.)

And it's what I get to do on a daily basis.

I have the best job ever :-)



## ◆ IT WASN'T ALWAYS THIS WAY.

Here's the quick and dirty on me:

1. I grew up fat...*ahem*...“husky.”
2. I was an emotional eater (and still am).
3. Even when I lost a bunch of weight, I still wasn't happy until I shared my gifts with others.

*If you're curious, here's a little bit more about me and how I went from growing up husky and obsessed with food to running a revolutionary weight loss and diet coaching company...*

See, despite what I look like now, I'm a former fat Italian kid from Long Island. And while I'm no longer fat, I am still Italian!

In my family lasagna equals love. And there was a lot of love growing up, if you know what I mean!

Not to mention, I was an only child in an empty home. Both of my parents worked full time, and I was left to myself a lot.

Food was friend. Food was entertainment. Something I knew would make me feel good; I could depend on my friend. I grew up that way, constantly looking to food to make me feel something, maybe because I was bored, or lonely, or I'd done well at school and food was my chosen reward. I loved it that much. I remember the excitement I felt every time driving up to the McDonalds drive-thru. And I worked hard and did well at school, so that sort of thing happened a lot.

The result? I was fat! I grew up a fat kid. No big surprise there.

### Here's a tearjerker.

From K - 8th grade, I went to a small private Catholic school in Long Island, NY and had to wear a uniform. It was the first day of 1st grade and the teacher called each student to the front of the room to pick up his or her uniform. A suit for children. A sign of maturation.

“Jenny, small.”

“Nicholas, medium.”

“Daniel...*husky*.”

Crushed is one way to put it.

Of course you pretend you're not affected, you laugh along with your friends at your own embarrassment, because you better get used to it: When you're fat, embarrassed is an identity you wear on a regular basis.

But it really hurts. Especially when you're a kid. Being fat changes the way you relate to yourself, and to others. And you learn how to “deal with it.”

*(By the way, I'm pretty sure that “husky” is no longer a size offered to children, or ANYONE. Jeeeeeezeeee.)*





So I did. I learned how to deal with it. I didn't let the weight control me, despite my love for eating. I was super active growing up, and thanks to my British father a damn good soccer player. Here's me in all my glory:



*My love for sport somewhat countered my deeper love for eating, but damn boy those are some round cheeks you got there!*

Years later while studying English and Economics at Georgetown (I'm a recovering academic and, in another life, was preparing myself for a career in Law...a story for a different time), I started to get serious about my health. At the time, I didn't know anything about nutrition and, the workhorse I was, began exercising seven days a week, sometimes even twice a day.



*But it didn't work. I was still 25 pounds overweight, for three obvious reasons that weren't so obvious at the time:*

**1** *I was addicted to food and didn't know it. (I know what it's like to stand in front of the fridge and just eat and eat and eat, almost like you're possessed, like you don't have choice.)*

**2** *I was an emotional eater. (I believe that emotional eating is the primary reason people can't stick to their diets. We're all emotional beings and often let our emotions dictate our decisions, even if we know better. Sound familiar?)*

**3** *I was shocked to discover the frightening truth... Diets don't work! (If you need proof, just read up about The Biggest Loser. Nearly every contestant on the show gained the weight back after the show ended.)*



## Why You Can't Lose Weight on a Diet

The problem isn't willpower. It's neuroscience.  
You can't — and shouldn't — fight back.

By SANDRA AAMODT MAY 6, 2016

...And thus began my lifelong study into health, nutrition and the psycho-emotional roots of why we eat so unhealthily when we all know better, want more from life, expect more from ourselves, and have free access to all the information we need.

### ◆ MY PERSONAL EVOLUTION

Right after college, I stumbled onto a book that would change my life forever: Robb Wolf's "The Paleo Solution." Instead of seeing to the responsibilities of my Manhattan desk job, I read and re-read Robb's book obsessively, often hiding it under the keyboard when my boss walked by and picking right back up when he was out of site.

Nowadays, "Paleo" has gained more widespread acceptance and is increasingly crossing over into commercial consumerism. Sadly, it's often employed as a selling prop, a branding buzzword misused to sell gluten-free products made of sweet-tasting additives and preservatives. But back then, the whole Paleo movement was new. No one was talking about it. At least, no one I knew.

At the heart of the original Paleo movement, and why I found it so appealing, was its simplicity. It asked the very basic question, "What did our ancient ancestors eat?" Since they and their digestive systems evolved for millions of years eating specific foods, we modern humans could probably learn a thing or two...especially since we're not doing so hot with the whole "health" thing. *\*(See graphic on page 11)*



## Diet...but not “Dieting”

The best part of this whole clean diet thing? It didn't feel like a diet! I love to eat and could eat a TON of food and still lose weight. For example, most days were comprised of big-ass salads that featured nuts, sleeves of eggs, hefty cuts of protein and fish, and lots and lots of guacamole (my favorite). I never once counted calories, never even thought about it. So long as I was eating like my hunter and gatherer ancient ancestors, I was doing it right.

After kicking gluten and most dairy from my diet, the fat practically melted off. It was almost cruel, compared to how hard I'd been trying to lose weight the previous five years.

## But that wasn't it. The benefits went well beyond my weight.

**I stopped getting sick.** Since I was a little boy, I was asthmatic and highly sensitive to seasonal allergies. After cleaning up my diet, that disappeared entirely. Those cold New York winters no longer knocked me out.

**My mood improved.** I was happier. Since my energy was more stable (I didn't need to snack on sugar throughout the day for energy, because I instead was tapping into my fat stores, a far more efficient energy source), I felt more empowered. My mood wasn't something beyond me, but was actually something I had choice over. This was a revolutionary idea, especially because I grew up depressed, highly anxious, and had been on antidepressants for a number of years.

**I was not “dieting,” I was just living my life.** Again, it felt easy to eat this way consistently because it didn't feel like I was sacrificing anything at all. I actually became passionate about my lifestyle because it was so much fun.

After living this way for a few years, people started to ask how I did it and could I help them with their dieting and weight loss struggles? What was a personal quest soon became a vocation.

Everything changed the day my friend, Matt, paid me to coach him to evolve his diet and lose weight the right way.

## America's Obesity Epidemic Reaches Record High, New Report Says

America's obesity crisis appears more unstoppable than ever.

A troubling new report released Friday by the Centers for Disease Control and Prevention shows that almost 40 percent of American adults and nearly 20 percent of adolescents are obese – the highest rates ever recorded for the U.S.

"It's difficult to be optimistic at this point," said Dr. Frank Hu, chair of the Department of Nutrition at the Harvard School of Public Health. "The trend of obesity has been steadily increasing in both children and adults despite many public health efforts to improve nutrition and physical activity."

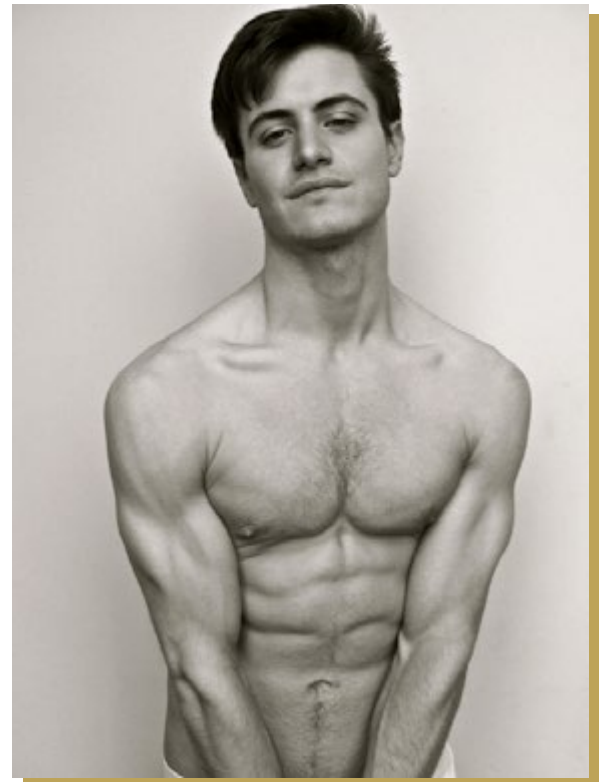


## And thus EvolutionEat was born, and so too my career as an entrepreneur, coach and problem solver.

I now lead a life in service of others, and it's changed everything.

**Here's the bottom line:** When it comes to emotional eating, stress eating and all kinds of habitual overeating, you can't just give someone a diet and say, 'Here, good luck!' There's a lot more going on under the hood that influences one's decision-making, and there's a key distinction between someone "trying" a new diet for a few months and fully adopting a diet as a lifestyle choice, and therefore an expression of one's way of being in the world.

That's what I'm here to uncover and teach.



*I could eat like a caveman AND still look like this?  
Sign me up!*

**\*Important:** *If you have a medical condition, feel possessed by food, think about food in a threatening way, or believe you have an eating disorder, please don't mess around and seek some outside medical assistance. I'm not a doctor and don't pretend to play one on the internet.*



# 4 THINGS YOU MUST KNOW BEFORE PURSUING EVOLUTIONEAT

*I take a different approach from most “fitness experts” out there.*

## 1. I don't believe in rapid weight loss and don't promote that sort of

**nonsense.** If you want to lose as much weight as quickly as possible, then I am not your guide. What I teach instead is evolution. Success in any endeavor is an evolution, it does not happen overnight. Your weight is no different. (Evolution doesn't have to take forever, either. It's amazing what you can accomplish in 3-6 months if you really set your mind and heart to it, *and have the right support by your side.*)

## 2. I teach and write about the psychology, mindset, strategy and habits around eating and NOT about silly weight loss “hacks.”

Most people know what is and isn't healthy. You don't need some guy on the internet to tell you what to eat. You don't need another diet book to tell you the “secret” to success. Accessing the right information is **not** the barrier to your success. At a baseline, beyond the basic fundamentals of what I call an “Evolutionary Diet,” achieving the body of your dreams has little to do with *What* you eat and has everything to do with *Why* and *How* you eat. Every guru and diet program you've ever tried only focuses on the *What*, never even considering the *Why* or *How*. This sets you up for failure. Don't worry: I'm not here to do things the old way. I'm here to help you own this forever.

## 3. Your diet is just one piece of the puzzle.

The food you eat is important, obviously, but evolving your relationship with food and permanently changing the way you eat is really about everything else: your mindset, your attitude toward learning and practice, your emotional needs, your support structure, your willingness to sacrifice immediate results for long-term success, your planning, your preparation, and most importantly your habit loops: *the specific patterns in which you automatically seek out food for reward and comfort.* At EvolutionEat we work on multiple areas of your life to build up your confidence, creativity, and resiliency so that by the end of our time together you'll have created an entire lifestyle that extends well beyond your food choices and which supports your lifelong success.

## 4. Healthy eating is a skill you practice and develop, not a goal you

**accomplish and forget.** Just like a new piano player who wants to learn how to play the piano, if she's serious she's going to recruit the instruction and discipline of an expert, and every day she's going to show up and move her fingers up and down the keys, take instruction, learn how to read the music, and develop a new language internally to relate to the piano. She's going to go home, practice, put in the work, come back tomorrow, practice, make mistakes, invest in correcting those mistakes instead of hiding from them or pretending they don't exist. **That's exactly how we're going to approach your diet. Like learning the piano.** When you practice, you improve. When you improve, you identify more and more with your new abilities. You gain confidence. With confidence, you apply more of yourself, which accelerates learning. In time, that piano player will be performing solos, but only after she's mastered the basic principles and feels comfortable making mistakes and looking to those mistakes for feedback to practice and improve. That's what we're doing here with your food choices. Over time, your relationship with food will transform. Weight loss will occur effortlessly, without you even having to think of it.



## I know you have a lot of choices who to follow online.

There are tens of thousands of instagram hotties out there posting pictures of their asses and abs, and since I'm not too big into social media I know I have to earn your trust (and respect) with what I share.

That's why I'm going to share with you everything I have.

What you're about to read is my complete methodology.

**I've never seen anyone approach dieting and lifestyle like this.** I've spent the past five years developing my approach and working with hundreds of high-performers across all professions—from executives to entrepreneurs to therapists to writers to doctors—to deliver you the most comprehensive training on evolving your relationship with food and permanently changing the way you eat once and for all...

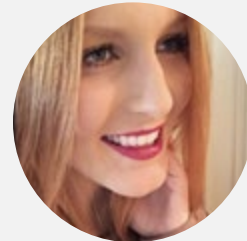
AND have fun along the way :-)

I'm holding nothing back because my mission is to change 1 million lives with the work I've pioneered with EvolutionEat.

**I believe in you,  
and I believe you will be  
1 of those million.**

*"I have noticed that a lot of other companies that work on helping people achieve their goals, do not think in the long-term. They believe that they can offer a quick-fix. If you truly want to change your relationship with food, it will not be a quick fix. It is in the name ... EVOLUTION. I love that EvolutionEat does not just focus on your relationship with food, but rather your relationship with yourself.*

*EvolutionEat has brought a group of amazing and inspirational people into my life that give out unconditional love and support. I had NO IDEA that there were people out there that were actually experiencing THE SAME feelings / behaviors as I was."*



Jenna



## ◆ HOW TO EVOLVE YOUR RELATIONSHIP WITH FOOD AND REACH YOUR FULL POTENTIAL

To demonstrate how this all works, I'm going to share with you how I coached one of my client's, Kelly, to overcome her sugar addiction, lose weight without even trying, and create a breakthrough in her life around her relationship with food.

This is the power of EvolutionEat and how we create transformations. Her mind-body-awareness evolution demonstrates how the EvolutionEat process works on multiple areas of your life at the same time (instead of just obsessing about your diet alone.) It'll help tie together all of the concepts I've introduced in this guide.

*Even if your personal struggles with food differ from Kelly's, I know you'll be able to find parallels and transferable takeaways.*

### Quick Lesson: HABITS

Before we begin, we need to set the foundation and understand a few basic things about how habits work. (Special thanks to Charles Duhigg and his *NYT Bestseller*, "The Power of Habits", from which I draw the majority of these ideas.)

**Definition.** A habit is a routine of behavior that is repeated regularly and tends to occur unconsciously. Simply put, habits are the choices that you deliberately make at some point, and then stop thinking about but continue doing, often every day.

When a habit emerges, the brain stops fully participating in decision making. It stops working so hard, or diverts its focus to other tasks. Without habit loops, our brains would shut down, overwhelmed by the minutiae of daily life. For example, did you pause this morning to decide whether to tie your left shoe or right shoe first? Did you have trouble figuring out if you should brush your teeth before or after you showered? Of course not. Those decisions are habitual, effortless.

**Why do you eat?** Right now, chances are you're not making a ton of conscious decisions about the food you're eating. You're responding to cues with automatic time-triggered routines to get rewards such as a tasty sensation, or to fill an emotional void, or to quell anxiety, or to feel stimulated.

Think about your days. How often do you eat to satisfy hunger alone, unaided by the clock ("I guess it's time to eat") with no ulterior motive.

We're kind of just tuned to believe we have to eat all throughout the day, but deep down how often is it because you're actually HUNGRY?

Think about that.



## Anatomy of a Habit

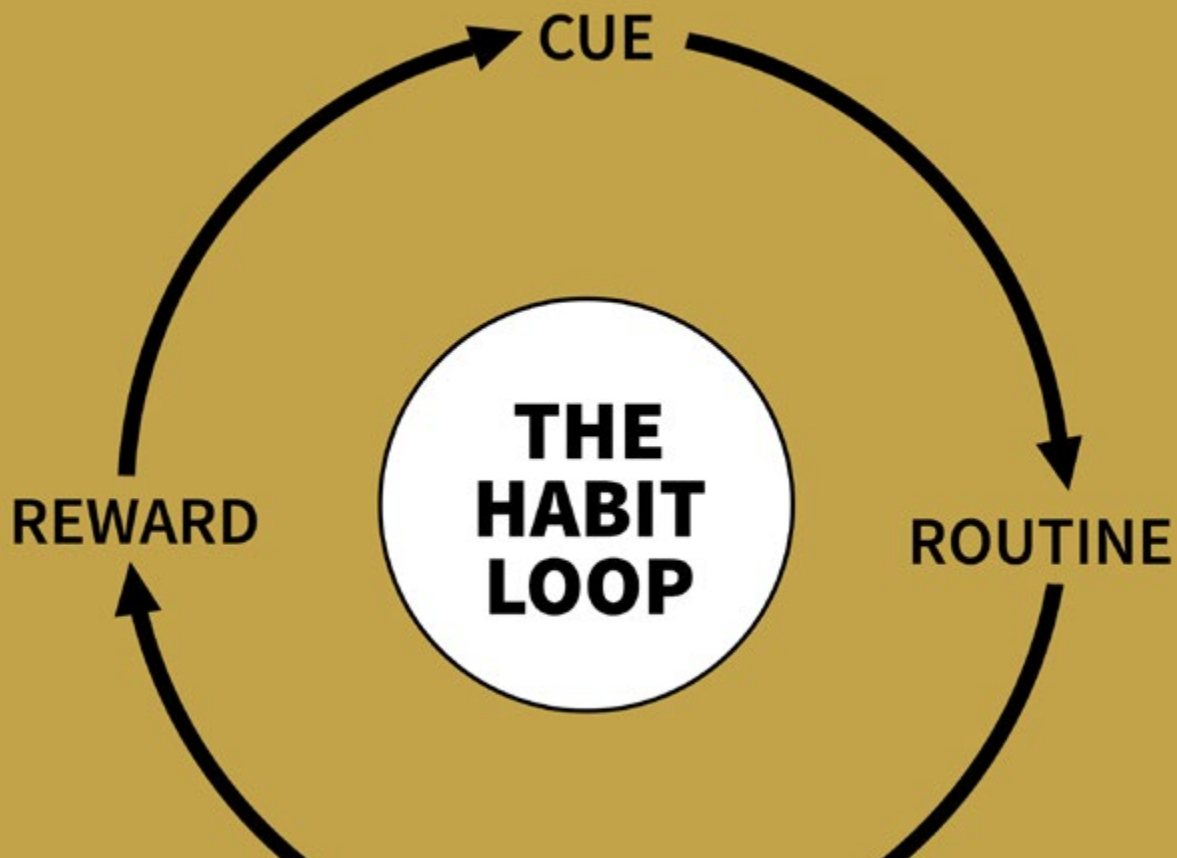
There's the cue, the reward, the routine. And then your craving ties it together.

**1. Cue.** Researchers have learned that cues can be almost anything, from a visual trigger such as a candy bar to a certain place, or time of day, an emotion, a sequence of thoughts, the anticipation of a reaction, or the company of particular people. How many of us get triggered when we're around our parents for example!

**2. Reward.** Rewards can range from food or drugs that cause physical sensations, to emotional payoffs. When eating gets out of control, we eat to feel better. Having "more" relieves the "bad," the pain, the emptiness – but only in the short term.

**3. Routine.** The routine is however you go about getting your food. It's how you go about satisfying your craving for a reward, triggered by experiencing the cue. Routines can be complex, such as waiting until the entire family goes to bed so you can drive to Wendy's and eat it in the parking lot, or super simple, such as running downstairs to the company snack machine every time you feel stressed out.

**4. Craving.** A craving is the big kahuna – it's what connects the cue to the reward; it's why you create the routine to get the reward. Creating a craving for something is what powers the habit loop. As we begin to associate cues with certain rewards, a subconscious craving emerges in our brains that starts the habit loop in motion.





# IT'S NOT YOUR FAULT

## Cinnabon

According to Charles Duhigg, one researcher at Cornell found how powerful food and scent cravings can affect behavior when he noticed where Cinnabon locates its stores in shopping malls—away from the other food retailers. The reason is because Cinnabon execs want the smell of their rolls to waft down the hallways so that shoppers unconsciously start craving them. By the time the customer turns a corner and sees the store, that craving is a roaring beast inside of his head and he'll reach, unthinkingly, for his wallet. The habit loop is in full swing because a sense of craving has emerged.

Food is addicting and companies spend millions to keep you addicted. The habit loop is your unconscious brain doing what it's supposed to be doing. It's not your fault that you reach for the Cinnabon.

## Habits. Mindset. Emotions.

This is the foundation of our work here at EvolutionEat.

If you want to evolve your life and permanently change the way you eat, then you have to understand your relationship with food, which means you have to understand how habits work and see where your emotions are leading you to look to food for some sense of fulfillment that it was never intended for.

## Pain Relief.

Relieving pain or stress is a primary motivator that describes many of our actions and thought patterns. Evolutionarily, it makes sense. If we're in pain it once meant that something was seriously threatening our very existence – better act quick!

But now, when the pain has no face, has no body, has no substance, that's no longer the case. We live most of our lives in our imagination. And that voice inside our head talks incessantly.

When we learn to think about our food choices as influenced by these deep-seated motivations, then we come to understand that relieving pain or dressing up feelings with food isn't only a misapplication of food's role in our lives, but is also directly at odds with getting what you ultimately, really want:

*Vitality.  
Health.*

*Weight loss.  
Power.*

*Confidence.  
Sexiness.*

*Self-love.  
Mastery.*

### **Time Out To Reflect**

*Can you imagine your body outright craving to continually eat food that makes you feel amazing, to eat a full day's worth of meals with zero judgment, to be totally free from food's grasp over you, where you can choose healthy options and feel great about them? What can you accomplish then?*

*Take a moment and write out 5 benefits of creating a healthy lifestyle for yourself. One that actually lasts.*

## Social vs Private.

We said that food can be social in nature. Absolutely. But chances are, unless it's a feast in which the general consensus is one of gluttony (ala, Thanksgiving), I bet you don't often go crazy with food in front of others. Chances are, you have an intense *personal* relationship with food, and it largely occurs in private, and it's gotten to be too much.



That's why nights, for most of us, are so hard. It's our "alone" time at the end of the day, when all of those feelings of pain relief or loneliness or pleasure seeking typically present themselves, when our will-power is depleted.

Even if all the things in your life are great, this modern culture wears us out. Having a million things coming at us all day long, from the screens to the phones to the demands of others – it's too much. It's more stimulation than we were designed to handle all at once. Feeling stressed out is a condition of the 21st Century. You're not weak for feeling it: we all do.

Which is why abusing food is so common.

But if you want to stand apart from the crowd, differentiate yourself, and take back control—you have to realize something. And you have to fully embrace it:

*Food is only one of many ways to get the emotional reward you're looking for.*

And the reward you're looking for can be one of many things: *Pain relief. Stress relief. Novelty. Excitement. Relationship. Connection.*

What's happened is that we've conditioned ourselves to form this intense bond with food, and it's really hard to pull back. But if we look at the situation from a bird's eye view – there are dozens of applications beyond food that can satisfy the emotional relief you're craving.

I'll repeat: Food is only one of many ways to get the *reward* you're looking for.

*(This shift in perspective, and training new habits around it, will change your life. It's what we're about to dive into, so keep reading.)*

After studying the three simple components of the habit loop, and how the craving ties it all together, you can start to see your daily patterns from a new perspective.

That said, while it's obviously important to practice creating new healthy habits in your life, it's even *more important* to learn how to change old unhealthy habits. Those are holding you back from radically transforming your life.

I'll repeat: Adding a new set of habits to your life won't erase the old ones.

So how do you change an old habit? By changing the routine!

**This is the Golden Rule of behavior change:** to change a habit, you must keep the old cue, and deliver the old reward, but insert a new routine.

If you use the same cue, and provide the same reward, you can shift the routine and change the habit. Almost ANY behavior can be transformed if the cue and the reward stay the same.

It's time to dive into some coaching, **EvolutionEat style.**

If you don't completely understand all the moving pieces just yet, that's totally fine.

Soon, it will all make sense.



## ◆ MEET KELLY

- 50 year old, happily married, mother of three
- 5 feet 5 inches; 150 lbs upon our working together
- Health nut. She loves keeping fit and staying active
- Goal: Lose 15 pounds and overcome her obsession with sugar

### PHASE I: Identify Relationship with Food

Kelly was addicted to sugar.

No matter what she did, she seemingly couldn't stop herself from snacking on candy all throughout the day. She was what we call a "hoarder." She'd have candy everywhere: in her pocketbook, in the car, in her jacket, at her office, at home in the closet, even at her bedside.

She was without judgment, an addict. It wasn't *ruining* her life, per se, but it sure as hell was disrupting it. She spent an extra-ordinary amount of time compulsively eating, seeking, hiding, and thinking about candy.

### PHASE II: Identify Habit Loop & Isolate Disempowered Routine

First, I started by looking at her diet. You see, for years, Kelly had been stuck on this whole "dieting" seesaw, where should thought she had to restrict herself in order to lose weight and be healthy, only to relapse each and every night due to her sugar addiction. Sooner than later, this pattern of *deprive-and-binge* just became her norm.

When we looked at her nutrition, as in the actual food she was eating on a daily basis, there were some serious **red flags**:

- 1. Breakfast:** A piece of toast and a nonfat, sugar free yogurt for breakfast. This followed her morning workout, and was eaten on her way to the office.
- 2. Lunch:** She'd usually skip lunch, anticipating what she knew would be a sugar-fueled afternoon. If she did eat a meal, it'd be a small piece of chicken over lettuce, or some cheese and crackers. Eating out with colleagues and on business meetings gave her anxiety, and she'd always pick around the edges of the dish she'd order, highly preoccupied with the food in front of her throughout the meal.
- 3. Afternoon:** Punctuated by indulgent eating of sugar, usually in the form of candy. This, she had everywhere, or could run down to the stationary around the corner.
- 4. Dinner:** This was the only real meal she'd eat, since it was family time, and she took a huge sense of pride and responsibility taking care of the family, even after a 10 hour day at the office and running on pure sugar. Definitely in the running for #World'sBestMom. I had her consider how present she could be for her family when she was fueling her body with *Super Unleaded* instead of vegetable oil.

*Hint...does any of this sound familiar...?*

#### Habit Loop:

- Cue(s): Sugar, time of day, anxiety
- Routine: Deprive and binge (mid-day, sometimes spills over into night)
- Reward: (not yet established)



**Do you see the pattern?** Deprivation during the day. The only food she did eat was nutritionally lacking. The only meal that counted was back-loaded at the end of the day, after an entire day's worth of bad decisions, candy chasing, and storytelling.

**Routine:** This sort of dieting mentality that consciously and unconsciously influences us at a cultural level, where we're constantly compromising our health in fear of calories, led Kelly to constantly reach for sugar throughout the day. She played this mental game with herself that it was "OK" because she was taking in so few calories and exercising intensely for 60+ minutes nearly every morning...that she basically predicted her own demise. She created a lifestyle, routine and mindset that set her up for failure and perpetuated her unhealthy habit.

This was Kelly's daily routine. A constant battle.

From the outside looking in, it was so easy to see and understand all of this so that we could get Kelly the life, the body, and the freedom from sugar she always wanted. But, from her inside looking out, there is no way she would have seen this on her own!

Kelly's friend had referred her to me. When Kelly hired me, she didn't believe she was capable of "being fixed."

"I've tried everything," she said. "It doesn't work. Diets don't work for me."

I suggested that she was perfect the way she was, and that she certainly didn't need any fixing, she just needed a new system to thrive in, and that together we'd develop a new language to relate to food and, ultimately, herself.

### PHASE III: Disrupt Expectations ("Eat enough of the good stuff")

Table set, we got to work. First, we started by loading up her menu with all the good stuff. I suggested she eat three big meals

a day, every day, and really go wild with protein, fat, and veggies. Eggs and avocado for breakfast (and throw in some bacon for good measure), a big-ass salad with plenty of omega-3 protein (salmon) and avocado for lunch, plus her family meal at night.

"That's SO MUCH food!" she said. "I'll be stuffed."

"Exactly."

"What about the candy?" she asked.

"Have as much of it as you want. If you start eating healthy, fatty, protein-filled foods, that's all I care about.

Have as much candy as you want. Just starting by focusing on 'eating enough of the good stuff'" (a phrase I use with all of my clients).

She looked at me funny. "That doesn't make any sense," she said. "You're supposed to tell me NOT to eat candy."

#### **Getting Personal**

*How often do you have this conversation with yourself? How often do you trade-off your long-term health for short-term "fixes"?*



“Let’s try something different than being an utter perfectionist, shall we? Let’s be ‘good enough’ for now. We’re just starting out. You don’t have to eat candy, but if you want to, go for it. If this diet makes you gain ten pounds in the next week then I’ll refund you your money. You have nothing to lose and everything to gain.”

# Coaching Strategy

## A Look Inside My Methodology

### I. Nutrition

My goal was to jumpstart her metabolism, repair her gut, and start nourishing her hormones by adding lots of healthy fat. I wanted to address her constant starvation patterns and sugar cravings by adding a lot more protein, which would help her feel full and stabilize her blood sugar levels over time. Overall, this would begin to establish a stomach-mind awareness, whereby Kelly could experience herself feeling full and satisfied, as opposed to constantly coming from a place of hunger and low blood sugar.

At EvolutionEat, we don’t go hungry. Again, this is not a diet but a way of life. By keeping full and energized, you won’t feel like you’re making such a “sacrifice” that dieting typically inspires. In fact, at the beginning I prefer you to eat way more of the good stuff than ever feel tempted by the bad. That’s an important operating principle to live by. The idea is to feel inspired by the process, to enjoy it, to look forward to it, to cultivate a new and rewarding relationship with food. The idea is not to restrict and count points and count calories and obsess about small unimportant details.

### II. Dietary Philosophy

As far as diet is concerned, evolution is my philosophy. I advocate for what nature provides. If it was grown or born on earth, then it’s probably okay to eat.

I call this diet “Evolutionary” because it includes the food that was available to us for most of our evolution during the paleolithic era, starting about 2.5 millions of years ago. Our genes and physiology evolved through the process of natural selection and are most adapted to be nourished with the food that we evolved around. It’s actually quite easy to reach peak fitness as long as we eat from the long list of natural foods you can find in nature and avoid (by and large) grain-laden, sugary, processed and otherwise unnatural foods.

*\*Guideline, not formula:* It’s important to note here that my stance on diet and nutrition is philosophically-rooted in an ethic of what’s natural and simple. As far as your actual diet goes, I do not claim to be a guru, *and you are a unique human being*. My teachings are a guideline, and are meant to serve as a foundational template, an example that’s worked for many. That said, you can be incredibly successful following variations of “the plan.” The features of the diet are far less important than the process towards mastering your diet.

*My goal is to help you create the diet and lifestyle of your dreams.* If that’s a paleo diet, or as we call, an Evolution Diet, fantastic. If it’s being a Vegetarian, awesome. If it’s something else entirely that



fills you with joy, perfect. The breakthrough is *creation*. I provide all of these tools, foundations, teachings, and my approach in order for you to feel empowered to choose the diet that best expresses who you are in the world and the life you'd love to live. Empowered to choose yourself day after day after day.

### III. Dietary Objective

#### 1. To convert Kelly from a short-term sugar burner into a long-term fat burner

By keeping insulin levels low, your body is going to naturally start tapping into long-term fat storages for fuel. This would be a many-month process, but that was my objective going in.

#### 2. To reduce inflammation

By eliminating unnatural preservatives, additives, excessive sugar intake, hormones and other harmful toxins from your diet, your body's inflammatory response will subside. This will result in organic, self-inspired motivation, when you physically feel better and can access parts of your body you never could before. You also stop getting sick. Win!

### IV. Consistent Routine

I wanted to disrupt Kelly's current eating routine by anchoring her day with three big, nutritious and calorically-dense meals that would stop this deprivation pattern that was fueling her addiction to sugar/candy for energy and fulfillment.

Three big meals a day, no matter what. The repetition and routine was contrary to her deprivation-scavenger-snacking tendencies. Not to mention, Kelly would have to mindfully prepare and plan those meals. She'd have to stop what she was doing and actually be there with the food, rather than pretending the meal wasn't happening, or chasing a sugar high.

### V. Mindset

From perfectionist to "good enough."

Kelly had approached all former diet attempts, and really her entire relationship with food, with the mindset that she had to be 100% perfect. As soon as she made a mistake (which would inevitably happen) she would give up. This is obvious, but let's spell out why:

1. She had an addiction that wasn't going to just disappear in a week.
2. Kelly, like most people, approached dieting by restricting herself and eating way too little, which only exacerbates the deeper issues.

That's why I talk nothing about restriction. In fact, I told her to eat as many fats and proteins as she wanted. "Eat as much of the good stuff as you can. Let's start nourishing yourself, not depriving yourself."

The fact that I told Kelly she was "allowed" to eat candy still meant that she was allowed to make mistakes by indulging in candy and still feel like she was "on track." Those small wins really mean something, especially at the beginning. If eating candy meant that she was "wrong" or "failed" that would prove devastating; after a few failures she would likely quit the coaching altogether.



Instead, I made the barrier to entry low: “Still eat the candy, it’s not like we’re going to play Mozart on day 1!” I said. As a result, she didn’t feel “on guard.”

This mindset shift was subtle but powerful. It opened up everything.

One of the most important concepts I teach my clients is the difference between the “fixed” mindset and the “growth” mindset.

People with a **fixed mindset** believe that you have fixed qualities. Your intelligence, character, and personality are what they are, because that’s how you were born. They’re unchangeable.

This is how the majority of us approach dieting and health in general. We either “can” or “can’t” do it. There’s no in-between, there’s no emphasis placed on the process of learning. You’re either skinny or fat, healthy or not, determined or lazy, “on a diet” or “off a diet.” If you make a mistake then you’re a failure and can’t do it. That’s why, when so many of us approach our diets and health with a fixed mindset (like Kelly), the second we slip up we immediately consider ourselves failures and, paradoxically, self-soothe by eating more of the thing we’re trying to overcome.

On the other hand, if you cultivate a **growth mindset** you believe that your basic qualities are things you can develop through your own efforts. Everyone can grow and change through application and experience. “Success” isn’t innate but can be developed and trained.

Makes sense! Healthy eating is all about skill development, after all. You can’t play Mozart on Day 1, as I always say! You have to apply yourself, you have to make a ton of mistakes and invest in those mistakes, you have to practice, and you have to inhabit an open-mindedness to life and its experiences to succeed. There’s no “on a diet” and “off a diet”: this is your life! You’re always “*on life*”! Our goal is to generate inspiration and energy from the process and not the result.

Working together the way we do, over time my clients develop a growth mindset, which is crucial for their long-term success and ripples out into all areas of their life, making for a complete personal evolution.

*That’s what I mean when I say that this work goes well beyond your diet alone :-)*

## Back to Kelly

### Progress Report: 1 Week

After a week, Kelly came back and said she felt amazing. Like, “OTHER WORLDLY” good.

“And the candy?” I asked.

“Definitely less. Way less,” she said. “It felt like I was just eating at times because it was around.”



## PHASE IV: Disrupt the Routine (BIG Lifestyle Shift)

After we established our first win, I told her that from now on I'd like her to take a photo of everything she ate. This is a big shift that will completely change your relationship with food. This is the big lifestyle change.

"That's embarrassing," she said. "I'm not going to want to take photos of candy and when I'm bad."

"It's not so I can judge you. It's a practice of making yourself vulnerable, which is the hardest thing to do when you feel like food is in control. That's the point, to be honest with yourself about what's happening. To come from a place of partnership and support. That you don't have to do it alone. That I'm here for you."

"I feel like I'm going to be watched by Big Brother," she laughed, not entirely joking.

I explained that this is what I coach all of my clients to do.

When I first developed this practice, which has now been proven by countless individuals, my hypothesis was that by merely taking a photo of your food, your entire relationship with food would change. Those are always my instructions: take a photo of your food, no matter what you're eating, and don't change anything else. I suggested my original beta clients to do nothing differently: "Don't try to change your diet," I said. I just wanted them to commit to take a photo of their food, regardless of whether they thought it was "good" or "bad," and send it to me, their coach.

It took some time for my original beta clients to get used to it, but eventually it became a habit.

Then something unexpected happened. My clients started looking at their photos and found patterns they didn't know existed.

Some noticed they always seemed to snack at about 10am, so they began to keep a Quest bar or bag of almonds with them at their desks (as opposed to going to the office pantry for whatever cookies or left-over donuts remained).

Others started getting dismayed at how ugly their photos were and started taking great care to make the presentation look nicer, which typically resulted in more balanced meals and naturally colorful foods.

Others started using the pictures as a calendar, which helped them plan for future meals and reference which dishes they really enjoyed at different restaurants.

**Soon, the motivation for taking photos became an extension of their day, and a representation of the people they wanted to be.**

Read that again, because it's freakin' powerful.

Junk food and unhealthy choices weren't reflections of who they were...or who they are. So they better represent themselves with food selections that express who they are! The long string of rewarding photos in a row served as a constant reminder of the version of themselves they wanted to be and a source of inspiration that they really could do it.

The best part? I didn't come up with any of this! I just wanted to see what taking the photos would do. And it changed everything, including my entire practice and career.





This keystone habit—taking photos of what you eat—created a structure for my clients that helped them flourish. Here’s what one client said:

*“I started thinking about meals differently. It gave me a system for thinking about food without becoming obsessed. It was like a relationship I had with myself...or with the food... I can’t tell. But it was positive. Healthy. Not obsessive, just encouraging.”*

Add to this habit the constant feedback from a coach (me) who helps guide behaviors toward healthy possibilities, shifts energies when you’re feeling low or disempowered, holds you accountable to the standard you hold yourself and, most importantly, who cares about you so deeply that for the first time in your life you actually *want* to approach your relationship to food from a place of partnership and support—and all of a sudden you are living inside a very powerful world of transformation.

Paradigm shifting. That’s how we do.

## **PHASE V: Identify the Reward & Disrupt the Routine** (Micro Shift: Remove candy and replace with Quest bar)

After a few weeks working together this way, I then told Kelly it was time to remove all of the candy that she kept around her personal environment and person. Everything from Twizzlers to Reese’s to Jolly Ranchers. We did a full sweep, which made her feel *very* uncomfortable.

“It’s time,” I said. “Removing temptation is a necessary condition of success. You will not be successful if you are constantly beleaguered or oppressed by cravings and temptations—the very things that you’re trying to overcome. This is especially true at the beginning of your journey. Willpower is not enough. Self-control is overrated.”

Of course, she started coming up with objections and pointing fingers at my method.

“But this doesn’t make sense. Won’t all this bacon and eggs make me FAT?!?!” she said. “I bet YOU don’t eat this sort of diet. How else would you be so lean?”

I explained that I’m what fitness geeks would call ‘fat-adapted.’ Thanks to my high-fat diet, I have the metabolic flexibility to tap into my stored body fat whenever I need to. Which means I don’t constantly rely on sugar for energy. I’m constantly tapping into my fat stores, because of the way I eat...“That’s what we’re working on with you,” I told her. “You can’t rely on sugar indefinitely without constant refills. That’s part of where your constant need to snack comes from. It also explains why your energy levels dip an hour or two after eating. It promotes constant snacking.”

“Fine,” she said. “But why do I need so much protein? I mean, I’m no bodybuilder.”

“Yup. Got that! You mentioned never feeling full before we worked together. Super simple: you weren’t eating enough protein. Protein (especially combined with fat) is the most satiating macronutrient. It fills you up, especially when you eat it in the morning. Most people, especially women, don’t eat nearly enough of it and when they do, it’s like a lightbulb goes off.”

She started coming up with more excuses and reasons for why this won’t be sustainable; she couldn’t possibly eat so much and not become a blimp, she said.



“Look, I’m not saying this is going to work,” I said. “I’m just saying it’s worth a shot. You’ve admitted that you’ve tried everything else, but you haven’t tried this. You’ve never tried eating a lot of nutritiously dense, fat-filled, protein-heavy foods before. Perhaps part of your sugar dependency has to do with the fact that you’re simply not giving your body what it needs. I know it’s counter-intuitive, but that’s why it might just work.”

One by one I knocked down her misconceptions and limiting beliefs, which were really just excuses shielding a deeper fear: *that her lifelong friend and companion, candy, would be taken away.*

**Here we uncovered Kelly’s Reward:** Companionship. Candy represented relief from pain, relief from stress, relief from anxiety. It was dependable, consistent. It gave her a burst of energy and tasted pleasurable too. It satisfied all the craving centers in the brain and heart. It was the best partner ever.

“I’m not saying you can’t have candy. Just don’t have it around. If you really want it then by all means go and drive and get it. And for all those moments that you don’t feel like driving, make sure you have these on hand.” I handed her a Quest bar. “It tastes like candy, only it’s not as bad for you. Have unlimited amounts of these if you want.”

She agreed.

**See what we did there?** We disrupted her current routine at a *micro level* by replacing candy with something similar: a Quest bar. A Quest bar is a protein bar, but it’s not packed with a bunch of crap. So this satisfies the craving for ‘sweet’ with a very similar but new routine: eating a Quest bar.

**Nutrition Tip:** The Quest bar is packed with protein, which will actually help her feel full, instead of sugar and fat which, combined, lead anyone to want more. (I have no affiliation with Quest; you can simply find their products everywhere. Other protein-filled bars and snacks are completely awesome, especially if they’re transportable, so you can have them anywhere.)

**Anti-Dieting:** Not once do I talk about restriction or quantity. In fact, the only thing I ever say is to eat enough of the good stuff. “Eat as many Quest bars as you want when you feel the urge for candy.”

**Habit Shift:** The new habit we’re developing is to satisfy the craving with something healthy. To train the habit of making healthy choices. Not to deprive. But to focus on the good stuff. This is a subtle shift in routine, but it’s that subtle difference that makes all the difference in the world, *and* is contrary to what all traditional diets preach and what macro-counting fails to flexibly allow for.

**Self-Love:** Kelly was teaching herself all over again that she could love herself with something other than candy. It wasn’t just about the Quest bar, it wasn’t just changing her diet, it wasn’t just texting photos to me and establishing a new “partner” instead of candy...*it was a shift in her entire way of being with food and, ultimately, with herself.*

**This is personal evolution. This is the power of EvolutionEat.**



## PHASE VI: Strategy

**3 Ps:** Strategy consists of *planning, preparing* and *prioritizing*.

Every week Kelly and I would hop on the phone and plan out the week ahead. Going out to dinner with friends on Wednesday night? Okay, where? What restaurant? Let's look at the menu beforehand and make sure we know what we're ordering. Going to be traveling next weekend? Okay, make sure you have enough Quest bars and any portable snacks that you need.

These are the sort of conversations we'd have, and the sort of mental forward thinking required to be successful.

**New Night-Time Routine:** We developed a daily routine of preparation and looking ahead. Kelly committed to preparing the next day's lunch for the office while making dinner the night before. Often she'd just make enough leftovers to either heat them up, or toss them into a salad. (I'd also have her text me to confirm she had breakfast prepped as well, which was typically a Greek yogurt and some nuts and berries.)

What Kelly once found so difficult—to be around food and not obsess about it—now seemed like second nature. She was thinking of food in a strategic way. And it was becoming fun, and freeing.

## PHASE VII: Practice & Feedback

**Teaching Moment:** You'd probably never think of developing healthy eating habits as a "practice area" or "training opportunities" but that's *exactly* the sort of work we do; it's necessary in order to develop the lifelong skill of eating healthy (just the same way as if you were learning how to play the piano).

It helps also to gain as much feedback as possible from others, especially your coach (!), to have standards against which you can measure your progress so that you are aware of how far you've come and have left to go. All I ask is that you're honest, open and transparent. This is an environment to learn. People who do not practice and learn new skills never gain a proper sense of proportion or self-criticism. They think they can achieve anything without effort and have little contact with reality ("fixed mindset"). Trying something over and over again with the guided, safe instruction of a coach and community grounds you in reality, making you deeply aware of your areas of improvement and what you can accomplish with more effort. This is not something to fear but to embrace. So embrace it!

**Back to Kelly:** To further develop her new set of eating habits and make it a daily practice, and to help her redirect her emotional longings for sugar, I asked Kelly to be in regular communication with me. That meant she was tapping into her support system in order to externalize her feelings. No longer was sugar something she had to "deal with" by herself—now she could talk freely without judgment or shame.

*(This is how my high-end EvolutionEat Coaching program works. We encourage vulnerability and transparency so that you can be utterly honest with the process and face reality, not hide from it. From there you can really grow.)*

### **Getting Personal**

*How would you love to go to an amazing restaurant, whether it's with a brand new date or the love of your life or anyone in between, and feel a sense of total ease and relaxation around the entire menu? How would it feel to never again wonder what to eat or how you're going to look, never again count calories or "points," and never again feel shame or judgment for eating the "wrong" thing? How would it feel to finally once and for all TRUST yourself around food and effortlessly choose healthily?*



**Kelly's unexpected breakthrough came in her relationship with her husband.** She began to share her experience with him, instead of hide from her feelings—which at first felt “impossible” and “embarrassing”—but which over time created for a beautiful opening in their relationship.

What was so eye-opening for Kelly was that her husband *knew* all along about her struggles with sugar but never mentioned it because he didn't want to make her uncomfortable. Which is *exactly* why Kelly didn't mention anything...because she didn't want to draw attention to herself. She thought that doing so would make her husband uncomfortable—*when in fact the opposite was true: it was making him uncomfortable **not** to help.*

How amazing is that? By taking leadership in her own life, Kelly unexpectedly took leadership for her relationship, demonstrating that self-love stems from vulnerability. She reported afterwards feeling so much more herself with the man she'd been with for 20+ years. Again...simply amazing.

This is the sort of unquantifiable growth that happens when you take responsibility for your life. You're not just investing in some forgettable “weight loss” program, you're investing in yourself, your future, your family. When you practice how to finally break free from the up and down cycling of diets, you don't just shed the unwanted body fat, the unhealthy eating habits that keep you from being your best self...you finally—permanently—release all the shame of the past, all of those times you've tried before and it hasn't worked.

Our mission at EvolutionEat is to provide world class coaching in order to help you fall in love with the process of healthy eating, so that you create a healthy lifestyle that supports you and those you love for the rest of your life.

## Kelly's Unbelievable Results

I kid you not, within nine weeks Kelly experienced only two slip-ups, whereby she ate a bunch of candy and felt horrible afterward, and both were unpredictable situations for which we didn't strategize. This means she got life-changing results while merely being excellent instead of “perfect.”

Remember, perfect is impossible and shooting for it will only reinforce why you're “not good enough” and why you should quit. Don't listen to the perfect monster! When you train the habit of making healthy choices multiple times per day, every day you start to directly counter your natural tendencies and thought patterns that lead you astray. You also start to experience yourself from a whole new level.

*“I no longer crave sugar,”* Kelly began saying, and frequently. “I don't think about it. I still have cravings from time to time but I'm aware of all the factors at play and I've built out a lifestyle that supports my staying on track and bouncing right back if I have an off-day.”

**Long Term Results:** We ended up working together for 6 months and to this day she's still candy-free. She no longer misses it, she says. It no longer occupies any significance to her. She's over it. She's broken up with sugar.

It might sound funny, but think about how powerful a shift that is. Something she lived with for her entire adult life, and much longer. Now gone. Think about what that could mean for **you**.

### Getting Personal

*What's one area of your life that doesn't “obviously” have anything to do with your diet, but which would 100% change for the better by you shedding the shame and transforming your relationship with food?*



**Unintentional Weight Loss:** Oh...and within the first 12 weeks...she lost 10 pounds without even trying. We literally never even spoke about weight loss. In fact, all I spoke about was making sure that she was eating more than enough of the good stuff to counter cravings.

Within six months, she'd lost all the weight she originally intended to lose, "but I don't even care about that!" she said. "I don't care about my weight anymore. I care about how I FEEL! This has so much more to do than just my weight...I had NO IDEA what I was getting myself into! But I'm so glad I did."

**Emotional Freedom:** All that pain Kelly had been holding onto, all the anxiety, the fear, the shame, even all the pride around her body—within six months of our working together, all of that fell away, and we replaced it with courage, love, acceptance and an overall peace about her body. All that fear around being around food, and not trusting herself, and not wanting to eat too much in fear of "getting fat," all of that disappeared and was instead replaced with a love for eating clean and healthy (and enough) in order to feel energized and supported. When you train the habit of showing up for yourself powerfully every single day, there's literally nothing you can't do. It's not even about the doing—it's about the *being*. It's who you are in the world, the way you relate to self-care and self-love, the way you express yourself, using food as an instrument of expression. It's how you relate to your relationships, to your family, so that they can feel better about what they're putting into their bodies.

Kelly thought she was signing up to lose weight and instead got her life back.

*How powerful is that?*

And it's entirely real. And it's entirely possible.

**Kelly isn't the only one.**



# EvolutionEat Success Stories

*Tested on over 100 clients in four continents, EvolutionEat will change your life.*



**Molly** lost 20 pounds, slayed her sugar addiction, ended an unhappy marriage, and embraced her inner entrepreneur, successfully opening up her own music studio in Chicago!



**Terry** lost 25 pounds, overcame his lifelong late night binging, began meditating daily, and doubled his business!



**Liz** lost 90 pounds in just over a year, is now kickboxing 4 days week, and became a partner at her real estate investment firm.

**If you want to take the next step, I've got a video featuring people just like you and the results they've achieved through our program.**

[Click here to watch it!](#)



*"Working with you has been an absolute pleasure. The overall key to my success has been the support and encouragement that you have given me. This positive influence in my life has not only changed my diet, but my relationships, my determination, my confidence in setting and reaching goals, my realization that believing in others and giving them support, and genuine encouragement is so powerful. I feel like I have been more of a positive influence on my children, husband and all of those who I come in contact with. And most of all, the peace that I feel with myself, my body, and my relationship with food is something that I thought I would never have. I'm definitely not perfect, but I'm ok with that. And this is huge!! Thank you Daniel."*

*Jill, 44, Salt Lake City*



# Are You Ready to Permanently Change the Way You Eat, Create Your Dream Lifestyle, and Reach Your Full Potential?

If you're feeling **overwhelmed** by food, are sick and tired of feeling **out of control** around food, and want to dive deeper into **your personal development**, then I strongly encourage you to sign up for a FREE transformational coaching call to discuss what you'd like to create for yourself in your life.

I'm so excited to support you on this 30-45 minute breakthrough session and help you figure out what it's going to take to finally, *once and for all*, overcome your dieting and eating challenges.

At the end of the call, we're going to tell you about an opportunity that could very well **change your life**, if you're ready to go all in and play full out.

Vulnerability is the path toward transformation. We're here to support you.

Thanks for being you. You truly are awesome.

*Love. Daniel*

[Click here to schedule your FREE Coaching Call](#)

PS - I'd really love to work with you. I hope you book a call :-)

