



Why Diets Don't Work & What To Do About It

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A quick scan of the internet suggests that Americans spend from 33 to 50 billion dollars per year on ineffective belly busting equipment, diet programs and CDs, food plans, pills and surgery with only a 5% success rate after one year. Though not very scientific this quick Google search certainly suggests that diets don't work.

While dieters may lose weight at first, all too often they the unwanted pounds seem to come back. Known as the Yo-Yo effect this phenomenon is quite disheartening. Year after year people battle their bulges, bumps, saddlebags, love handles, and beer bellies. We struggle to button our jeans as we gaze fondly at that favorite pair in the closet that we hope to fit into again someday.

We Americans love quick fixes and easy plans. And why wouldn't we, we are bombarded with powerful advertising messages hundreds of times a day telling us that "quick and easy" is better. The sad thing is that it just ain't so. As a Clinical Hypnotherapist and Practitioner of Neuro-Linguistic Programming I can tell you that with the powerful and constant messages advertisers pour into our subconscious minds all day, every day, it's a total wonder that we don't all tip the scales at 700 lb. or more. Advertisers spend literally millions of dollars a year on experts like me who help them craft ads with insidious imbedded and subliminal messages to get you to go buy their tasty and, all too often, horribly unhealthy products. Seriously if it were up to me, I would pass a law that mandated that all television sets have a permanent health-warning label covering the entire screen.

We have all heard that the only way to take it off and keep it off is through a commitment to a permanent lifestyle change. Adopting sustainable healthy food habits and a consistent and sustainable routine of exercise that initially allow you to burn more calories than you take in and that you can continue at a level that will help you maintain a healthy weight is the only truly healthy and effective way to control your weight. But knowing a thing, and doing a thing are not the same, if you add to the constant barrage of messages we hear and see from advertisers to the fact that most of us carry deep seated, and counterproductive belief and triggers that we have collected in our subconscious minds throughout our lives, you can begin to see why it is so difficult for us to successfully maintain a healthy body weight.

Diet roller coasters, counting calories, expensive exercise gadgets, pills, and special food programs only work for a while and often lead to putting back more weight than you take off. Let's face it, it was lifestyle choices that got you here and it is new lifestyle choices that will give you the body that you have only dreamed of up till now.

Effective weight control is possible and can actually be quite easy if you follow a few easy steps along the way. The first, and perhaps the most important, step is to check inside of yourself to see if the change you wish to achieve is self-generated. Starting a weight loss regiment because your husband, wife, children, friend, boss or anyone else wants you to, won't work. Your motivation must be self-generated.

Set a goal that is achievable. Saying to yourself that you want to look like you did when you were much younger than you are today or that you want to look like a fashion model who is a foot taller than you is probably not achievable - set a goal that you can reasonably achieve in a week, in 30 days and in a year.

State your goal in the present tense and in the positive. Write down your goal and put it somewhere that you can look at it every day. Make sure that you state your goal in the present tense and in the positive. The reason for this is that the subconscious mind is very literal, saying to yourself that you are “going to try” to do something tells your subconscious that you are not actually doing to do it because one the word “going” is in a future that is always sometime other than now. And the word “try” indicate and activity that happens before the event. To “try” is to fail. Writing in the positive puts a picture of what you do want into your mind rather than a picture of what you want to avoid. Example: “Don’t think of a pink elephant”. You totally just saw a pink elephant in your head didn’t you? So, be sure to write a goal that makes pictures that you want to see. Example: I am losing 1 to 2 pounds a week and will weigh _____ pounds by October 1st of this year. (fill in your goal weight in the blank). Remember to be specific and to set goals at attainable levels. If you loose more or don’t quite make the number it is OK you can always rewrite it.

Small things make a big difference, try walking to the mailbox, or any other short distance that can be walked, instead of going in the car. Eat just a little less, make healthier food choices, and move more. There are plenty of easy to fit in exercises that are fun, try getting up a few minutes earlier, turning on your favorite music, and dancing in your living room. You may think you look or feel a little silly but when the pounds start coming off you’ll think differently.

Get help from professionals. Going it alone is possible, but wouldn’t it be easier to do it right the first time? It is important to see your doctor before you make a commitment to a diet and exercise program to be sure that you are healthy enough to begin a weight loss program. He or she will be able to recommend you to a good dietitian who can help you create an effective and safe plan that is designed for you specifically. You don’t have to join a gym to develop an effective exercise program, but most people find that helps to stay on track and a personal trainer will assist you to develop an exercise program that will prevent injury and burn the maximum calories. And finally, see a professional Hypnotist or NLP Practitioner who will be able to help you redefine your internal body image, get beyond the things that stop you from staying with your weight control program, and help you identify and maintain good motivation.

Our weight lose seminar *Imagine Yourself Thin* is a great place to start. It is designed to help you see yourself as thin, gives you several effective tools to use to help you on your way and sets your subconscious mind to work on creating the reality it imagines.

Cheers for now, and here’s to a healthier and happier tomorrow.