



'Adopting A Lifestyle Mentality'



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*This short eBook has been created for you if you have been struggling to achieve the mindset required in order to achieve your health, fitness and body goals

“When you change the way you look at things, the things you look at change.”

-

Wayne Dyer

In order to achieve permanent weight release and a body that you dream of, you **MUST** master the art of **CONSISTENCY**. THAT’S IT... CONSISTENCY!!! That’s your Number ONE thing right there! Consistently make choices that take you TOWARD your goal. In the book ‘The Compound Effect’ by Darren Hardy, he says, “Small smart choices + Consistency + Time = Radical Change. But I guess you already know that right? I guess the real question should be, “How do I consistently make smart choices?” And that’s what this short eBook is about, to help you to achieve consistency. In order to master the art of consistency to take you towards living in a fit, strong, healthy body that you love, you must, above all else **adopt a Life-Style Mentality** and let go of the diet mentality. In essence, **change your perspective**. What does that mean exactly? Read on and I’ll tell you. For the purpose of clarity, I have broken this down into two parts. ‘Weight Release vs Weight Loss’ and ‘Letting Go of the Diet Mentality.’

Weight Release Vs Weight Loss

Understanding the value of the term ‘Weight Release’ is pivotal to your success. I see websites dotted everywhere talking about weight loss and promises like “LOSE WEIGHT NOW”.

Think about it, what does the word ‘Loss’ actually mean? To lose something, right? Let me ask you this... Why would you want to ‘lose’ weight? If you lose something, what do you do? I don’t know about you, but I know when I lose something, I look for it. I feel a sense of loss and a kind of ‘empty’ feeling, like something is missing.

The word ‘loss’ is associated with: Suffering - to suffer the loss of; deprivation - to feel deprived of; misfortune (to have lost).

Having the mind set of ‘weight loss’ or ‘losing weight’ immediately puts you into a ‘victim mentality’, and with the ‘victim mentality’ comes a sense of little or no control over one’s life. When we ‘lose’ something, it is usually by accident. I’m sure the intention would be to release weight rather than accidentally ‘lose’ it. Have you ever intentionally tried to lose something, other than weight? Of course not. It’s impossible. You might have intentionally tried to get rid of something, but you will always know how to get it back.

On the other hand, the term 'release' is defined as: to set free from confinement, restraint or bondage; to free something that binds, fastens, or holds back; to let go of; a deliverance of liberation; the act of freeing.

By simply re-framing the phrase 'weight loss' to 'weight release', you immediately change your subconscious thoughts about the situation. When you make a conscious decision to 'release' the weight, you will automatically take control of the situation with a sense of empowerment. You are acknowledging that you are releasing something that does not serve you... something that you do not need. You are letting go of something that doesn't belong to you, rather than 'losing' something, which implies losing a belonging of yours, which brings with it a sense of suffering and disempowerment.

So, if you are still reading this eBook, I am assuming that you have an interest in **releasing** excess weight permanently and living in a fit, strong and healthy body, that will enable you to live life to the fullest, or at least know somebody that does. So, first thing first...

**You are losing NOTHING. You are simply RELEASING -
letting go of excess weight that does not serve you in any way!**

Spencer Greenberg, Owner of 'Optimize Everything', sums this up perfectly when he writes,

"We over value the things we have, overact when we can't have something anymore, and resist change. In other words, we hate loss...our hatred of loss guarantees that we suffer."

Before you go any further, just read that quote again, slowly, and really absorb what Spencer is saying.

Suffering and loss go hand in hand, and when we suffer, our subconscious mind will search for anything to end that suffering. If going back to your previous eating habits and thought patterns temporarily eliminates the 'suffering', then you can be certain that you will resort back to the old ways. Seeing as 95-99% of our behaviours are governed by our subconscious mind, this is almost certain.

Releasing weight is not about suffering, on the contrary. For those who have excess weight to release, letting go of it is one of the most liberating feelings and acts of self love one could experience.

I can promise you this, as long as you *think* that you are 'losing' weight or you want to 'lose' weight, you will forever be stuck in the cycle of yo-yo dieting. You will 'lose' weight, and then you will find it again... and then some. Your subconscious mind will make sure of that! (Our coaching programmes go into great depth about the power of the subconscious mind and its part in the success of permanent weight release)

That being said, I hope you now understand that you do NOT want to ‘lose’ weight, but rather the intention is to ‘release’ weight. Once you release something, you let it go, and when you let it go, it’s gone. How liberating is that!

Letting Go of the ‘Diet Mentality’

Once you fully understand and grasp the concept of the content in the previous chapter, you will have automatically started to shift your perspective, thus moving away from the ‘Diet Mentality.’ This brings us nicely onto our next chapter.

What is a ‘Diet Mentality’?

Do you know anyone who:

- Constantly says, “When I’m ‘x’ stone, I’ll be happy?”
- Orders extra pizza and cake on Saturday evening for a blow out, because they are starting their diet (again) on Monday?
- Orders extra ice cream because they’ve ‘earned it’?
- Jumps on the scales after every meal?
- Tells you they are not eating ‘x’ during the week because they are saving up their ‘sins (syms) / points’ for the weekend?
- Hammers the gym (even if they hate going) to burn off the burger they ate?
- Constantly counts calories?

These are just a few of the ‘Diet Mentality’ behaviours in action.

In short, the ‘Diet Mentality’ is an obsession with numbers. Numbers on the scale, numbers on the ingredients label. It is a cycle of restrictive eating patterns, and destructive thoughts and behaviours, which are actually created by the act of **being on a diet.**

The diet mentality is by far the most damaging factor that sabotages achieving permanent weight release. Living with a ‘Diet Mentality’ almost guarantees failure. You will have heard a thousand times or more that **DIETS DON’T WORK.** Believe it, it IS true! As long as you remain in the ‘Diet Mentality’ you will always remain ‘on a diet’.

As you are reading this eBook, I am once again assuming that it is because you want to know the #1 thing you **MUST** do in order to achieve permanent weight release and live in a fit, strong, healthy body, and that you yourself are looking for the solution to permanent weight release. That being said...Let me give you some hard evidence here.

Be warned, the evidence I am about to give to you is not for the faint hearted.

Look in the mirror my friend, your hard evidence of what I say is staring right back at you. You are your own evidence. Just as I was my own evidence when I was living in the ‘Diet Mentality’.

If being ‘on a diet’ worked, would you still be searching for your solution? Of course not. And this was the stark realisation that I had to come to terms with myself. Don’t get me wrong, it was hard and it was scary. The thought of not being ‘on a diet’ was terrifying! If I was ‘on a diet’ then I was ‘in control’, or so I thought. How wrong I was. In fact, I would go as far as to say that when I was ‘on a diet’ I had NO control. There comes a time in one’s life, and it comes to all of us in one degree or another, in one context or another, where Einstein’s Definition of Insanity, that being, “Doing the same thing over and expecting a different result” must be heeded. And for me, it was in the context of letting go of the ‘Diet Mentality’.

So, hopefully you will start to shift your perspective and understanding of the principle of weight release, and now it’s time to let go of ‘The Diet Mentality’.

In the ‘Diet Mentality’, we *treat* ourselves with food. Isn’t that what we do with our pets and zoo animals?

In the ‘Diet Mentality’, the number on the scales can determine our mood and relationships. Seriously? Allowing a battery-operated piece of machinery with numbers to determine our thoughts, emotions and behaviours?

In the ‘Diet Mentality’, we cease living and enjoying life, saving enjoyment for when... *we are thin!* And what supports us in that mentality? BEING ON A DIET! I CANNOT STRESS THIS ENOUGH. THE DIET WILL KEEP THE EXCESS BODY FAT ON YOU AND WILL ROB YOU OF ENJOYING YOUR PRECIOUS GIFT OF LIFE!

Instead, turn your focus to living in a ‘Lifestyle Mentality’. In this mentality, you will find freedom from obsessive thoughts about numbers and freedom from excess weight, effortlessly.

The essence of the ‘Lifestyle Mentality’ is perfectly summed up in the following quote:

“The food you eat can be either the safest & most powerful form of medicine or the slowest form of poison.” - Ann Wigmore

The ‘Lifestyle Mentality’ has nothing to do with weight or the number on a scale. In this mind-set, you are empowered. There is no sense of loss; there is no deprivation or feeling sorry for your-self, just an almighty sense of freedom as you choose to nourish your body with healing foods because you deserve to live in a healthy body. The by-product of adopting this mind-set happens to be ‘weight

release'. It will just happen. In actual fact, there is movement now which advocates this exact mind-set.

So rather than focussing on numbers and weight, and allowing the number on the scales to determine your mood for the day, shift your focus to living a healthy lifestyle. Adopt a 'Lifestyle Mentality'.

The word 'Diet' has become synonymous with the terms 'weight loss' and 'losing weight', but if we look at the origin of the word, you will discover its roots come from the Greek word 'Dieta', meaning 'way of life'

Living with a 'Dieta' or 'Lifestyle Mentality' is a 'win, win, win' situation: permanent weight release; improved health & vitality and empowerment.

The difference between a 'Diet Mentality' and a 'Lifestyle Mentality' really is just a matter of perspective. Let's look at an example to contextualise this and get clarity on the difference between the two perspectives.

In both example scenarios below, Suzie is a 32 year-old female carrying excess weight. It is Monday afternoon, and Suzie and her friends have arranged to go out for a meal on Friday evening to celebrate her friend's birthday.

Suzie living in a 'Diet Mentality'

Suzie spends all week obsessing about what she should eat on Friday evening. She has arguments with herself about whether she should stick to her 'diet' or give herself 'the night off' and *treat* herself (like she does her dog). She works out how many points/syns she can save up for Friday if she's 'good' during the week. She spends the week thinking about all the delicious food that she can't have, about how she will feel if she sticks to the 'diet', and worries about what will happen if she doesn't. She steps on the scales every day to make sure she hasn't put weight on because she's got to fit into her dress. Despite the fact she starves herself all week, she just has to check with the scales to make sure. I say she starves herself all week, not quite, she does have a chocolate bar, well six chocolate bars on Wednesday evening!

As you can imagine, Thursday was not great for Suzie. She felt disappointed, weak and like a failure. When Friday arrives, she orders the tuna salad. She feels deprived and hard done-by. She orders the salad because she is 'on a diet' and 'not allowed' to eat the things that she wants to eat, the things that her friends are eating, in case she puts weight on. Her friends feel sorry for her. Her friends tell her to enjoy her night and relax. So after her salad, Suzie orders the chocolate gateaux, and the ice cream... and then some. And then comes the guilt and remorse, and the "I've ruined it now, I might as well eat what I want". Then the binge eating continues for three, four, five days. After her binge, Suzie gets

back 'on the diet' AGAIN. And so the cycle continues. Suzie's 'Diet Mentality' defines her success on how well she sticks to the numbers and keeps her on the never-ending diet.

Suzie living in a 'Lifestyle Mentality'

Suzie spends the week looking forward to spending quality time with her friends and enjoying each day as it comes. On Wednesday, she fancies a bar of chocolate, so she has one. Yes, she has one! That's it, she has her bar of chocolate that she fancies, without any thoughts or feelings, she just has it and that is that.

Thursday was an amazing day for Suzie as she looked forward to the following evening, sorting out the last few bits that needed sorting. On Friday, Suzie opts for the delicious chicken and avocado salad because that is what she wants and chooses to nourish her body with goodness, and REALLY enjoys it! Her friends, (feeling rather full and lethargic after their carbocidal indulgence) have total respect for Suzie's healthy lifestyle and the choices that she makes. In fact, they wish they had Suzie's perspective. Suzie has a wonderful night enjoying time with her friends. She naturally and effortlessly releases weight without ever thinking about it AND feels fabulous!

When you switch your perspective, it allows you to make positive healthy choices around food and physical activity. You learn to look after yourself and your body through mindful eating and empowering choices based on lifestyle, NOT on weight. When you do this, you can release the weight naturally and effortlessly whilst living your life to the fullest!

In Summary:

By changing your perspective and focussing on making positive choices out of love and respect for your body and your life, in essence you are accepting yourself exactly as you are right now. You are making the decision to **release** weight through clean nutrition and physical activity because you love you and you deserve that, and NOT because you hate you and you have too. You are treating your body and your mind with kindness and respect instead of punishing yourself with the 'starvation / binge' cycle, guilt and fear.

If you want to live a life of freedom, a life that has you jumping out of bed in the morning full of energy, the life that you dream of in a fit, strong, healthy body and mind that you love, I encourage you to take a leap of faith and ditch the diet. Rest assured, it's natural for you to feel resistance at this point. It's your subconscious mind's way of avoiding change to keep you in your comfort zone. But the behaviours that support you in that comfort zone do not serve you, they are keeping you trapped. You must understand that freedom from the 'Diet Mentality' is just on the other side of your fear. In fact, everything that you ever wanted is on the other side of your fear. Everything you need to succeed is already within you. Once you make a decision to release the 'Diet Mentality', you will begin to

unlock the chains of the mental prison that have kept you yo-yo dieting thus far, allowing for your journey of permanent weight release to begin.

So you get it, right? You understand the concept and the logic behind the content of this short ebook. You can see exactly where I'm coming from? Maybe you can even feel the sense of freedom that changing your perspective will bring? Some people will read this ebook and have a 'light bulb' moment. The weight of the world will feel like it's been lifted and they will immediately begin to take action. However, the majority will be reading this and shouting at the screen, "Yes, that's what I want but I don't know how to do it". If you fall into the latter category, rest assured, you are not alone. If it were that simple, we would not be having an obesity and diabetes epidemic right now. 99% of the people I have worked with initially fell into this category, and this, is exactly the reason why I have dedicated over 20 years of my professional life and invested tens of thousands of pounds to learning how to help people just like you!

So then, "How do I change My Perspective? How do I Adopt a Life-Style Mentality and let go of the Diet Mentality?" These are the question on the lips of so many, and I get it, remember, I had these questions at one time too. The answer lies first and foremost in... are you ready for this...RESPONSIBILITY. One of my mentors, Success Coach and author of 'The Success Principles', Jack Canfield, reveals in his first Success Principle,

"To achieve major success in life, to achieve those things that are most important to you, you must assume 100% responsibility for your life. Nothing less will do"

He goes on to say. "If you want to be successful, you have to take 100% responsibility for everything that you experience in your life. This includes the level of your achievements, the results you produce, the quality of your relationships, the state of your health and physical fitness...your feelings - everything!"

That's right, accepting complete responsibility for you, for your life and the choices you have made and make from this point forth. THIS, is 'The Game Changer'.

By accepting responsibility, you are accepting that you have the **ability to respond** in whichever way you choose too, in any situation, any circumstance and towards any person, and this immediately puts you in a position of control over the choices you make. It is important at this point to emphasise that, when I talk of "accepting complete responsibility", I am not talking about accepting responsibility for the things that happen TO us, the things that happen in life, because sometimes things happen that we have no control over, I am referring to taking responsibility of how you **RESPOND** to life and what happens to you and the choices you make, **despite** what life brings. The Game Changer, one of the

modules in GRIT + Grace Life lifestyle transition coaching goes into much more detail about this.

I hope you've enjoyed reading this short eBook, and I hope if nothing more, it has got you thinking and sown a seed for your Lifestyle Transition.

Here are 4 action steps that you can take TODAY to take that step towards living a life you dream of, in a Fit, Strong and Healthy body that you love...

1. Reach out and get in contact. Your first step is to acknowledge that you are not going to stay where you are.
2. Make a commitment to yourself to adopt a lifestyle that supports your health and physical body
3. Surround yourself with people who lift you up
4. Find a Coach in your area to work with. If you live on The Wirral, UK take a look at GRIT + Grace Life, Lifestyle Transition Coaching.

Sending you love, courage and a whole lot of Grit, YOU CAN DO THIS!!

With that said, in the words of Susan Jeffers... "Feel the Fear and Do It Anyway".



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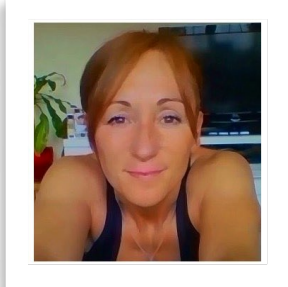
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GRIT + Grace - Creating Health & Resilience through Whole Hearted Connection

About the Author

Vicci Phillips is a Professional Life Coach, Lifestyle Transition Coach, Teacher & Speaker, Fitness Professional and Health Coach from the UK. She is also the Creator of 'WOW' - **Women Opting For Wellness** and **GRIT + Grace Life, Wirral** and owner of **vicciphillips.com**



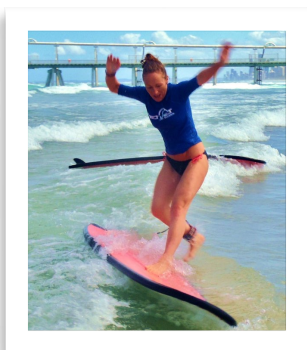
After conquering her own personal battle with weight, she has since invested over 15 years on research and study, and learning from the best of the best. In doing so, she has helped hundreds of people from across the globe to turn their lives around, and release weight permanently. As a Lifestyle Transition Coach, Vicci works with clients in a variety of contexts, enabling them to set free their own barriers to success with transformational results. When asked, one client commented,

"I was stuck in a rut, going nowhere fast, and then I found Vicci. What can I say... Vicci is pure inspiration. She has changed my life in indescribable ways. Light of my life"

J. Isaac - Nutrition Student (Now)

Although Vicci works with clients in the wider context, her specialism and passion is in the field of Lifestyle Transition to a Fit, Strong, Healthy Body and Life. Having walked in the shoes of a yo-yo dieter, once carrying around an extra 5 stone, Vicci's personal experience, understanding and empathy of the 'Diet Mentality' and the snowball effect it has in every area of one's life, fuels her tenacious resolve for enabling people to break free and find freedom. Vicci comments, ***"Look, it's like this. If I can do it, so can you!"***

Vicci's approach to permanent weight release is unique and unlike any other methods you may have come across. When asked about the secret to her success and that of her Coaching clients, Vicci states,



"Permanent weight release is not about this diet or that diet, trying this new trend or that new fad. In fact, these behaviours are the very things that will keep you trapped in the yo-yo dieting cycle. For successful permanent weight release to occur, it goes much deeper than that. In addition to 1-2-2 1 Fitness & Confidence Coach at GRIT + Grace and Team GRIT + Grace, Women's Integrative Fitness coaching on The Wirral, UK, my role as a Lifestyle Transition Coach enables me to work with people who are tortured by the damaging head-space that comes with living on a constant diet in the 'Diet Mentality'. The methods and techniques I use educate, empower and inspire clients to release the chains of the 'self-imposed' mental

prison, and in doing so, release the weight AND the mental torture FOREVER, paving the way to freedom, to live a life they dream of, in a body that they love"



A glimpse into what people are saying...

“Vicci came into my life exactly when I needed her. After spending just a couple of hours with Vicci, I walked away with an entirely different mind-set. I still to this day don’t really understand how a couple of hours with Vicci completely changed my life. Within weeks, my whole life turned around. I am now free from the obsessive ‘diet mentality’. That was five years ago, and now, at the age of 47, I am the fittest and healthiest I have ever been and my body has never looked or felt better.”

- Peterona Greer, Customer Service

“Vicci, is one of the very few people that has inspired me in life. I will feel forever in debt to Vicci for starting me on a journey of self-belief and motivation...My physical appearance has changed drastically with the release of weight through working with Vicci as my coach and mentor, but more importantly, my attitude and life perspective has changed...I will never be able to put into words the gratitude I have. Anyone who gets the pleasure of being introduced to this truly amazing woman will be blessed.”

- Jess Dodson - Teacher - India

“Working with Vicci has changed my life. I have released over a stone in weight so far and my body shape has completely changed and the stress in my life has melted away...”

- Maria O - Teacher

“At the time I started working with Vicci I was 4-stone overweight and hadn’t stepped foot into a gym for over a year. After just half a dozen meetings with Vicci, her enthusiasm, knowledge and determination for my success really shifted my mind set. Seven months down the line and I am now 3 stones lighter! Without Vicci, I don’t think I would be where I am today.”

- P. Minney - Company Director

“...it’s all down to having you in my life!!! THANK YOU for instilling in me the fact that I CAN be better. I CAN achieve and be who and what I want to be - your work/life ethic is INCREDIBLE”

- Julie Hudson

“If I could sum up Vicci in one word it would be integrity, but that seems inadequate...It is not an exaggeration to say that Vicci has probably added about 10 years to my life expectancy...”

- Rob Butler, Managing Director

“Vicci is an amazing individual who has the ability to balance professionalism with unwavering passion to support and steer her clients to achieve their hopes and dreams. Buckets full of integrity, grit and determination are cemented by her constant lead. I have made huge strides since I was fortunate enough to meet Vicci just a few short months ago. I was classed as ‘obese’, lacking self-esteem and out of work, I have now released 2 stone in weight, have a new job and feel a whole lot better about myself...Thank you Vicci for your unwavering support...”

- Carol Brown - Financial Management Contractor

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Disclaimer: Nothing in this book is a promise of results. You must take ACTION to get results.

The advice and information herein may not be suitable for you. In some cases, failure to achieve permanent weight release and/or consistency in attempts may be due to medical issues. Such issues should be addressed with a professional.