

#Moderation365 Success Series Week 1

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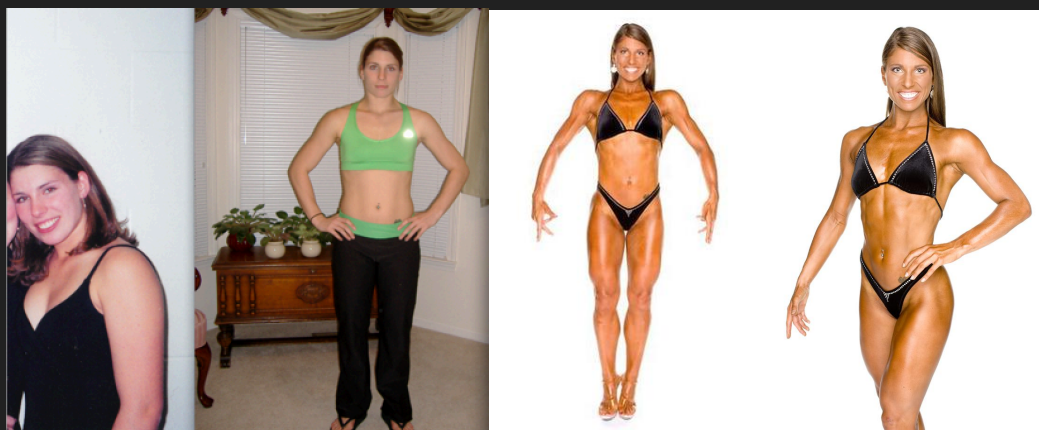
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What We're Doing Over the Next 10 Days

- 2 live educational sessions with me
- Daily posts on IG with your examples of a “moderate” meal – more on this
 - Using hashtags #Moderation365success and #Day1 (up to #Day9)
 - The 3-D System for Transformation:
 - Decide
 - Declare
 - Deliver
- Private invite and discount to work directly with me – Monday August 31st doors open
 - Coaches can get certified as a #Moderation365 Nutrition Consultant
 - Nutrition enthusiasts can join the 6-week deep-dive nutrition coaching program

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Hi, I'm Jill! Recovered Obsessive Eater



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Hi, I'm Jill! Recovered Obsessive Eater



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What Is #Moderation365?

- **This education was created to help us overcome food obsession**
 - This is NOT a meal plan or diet, it's a food freedom course designed to improve your RELATIONSHIP to food
 - The goal is not weight loss*
- **Moderation means satisfied**
 - And satisfied isn't the same as stuffed
 - Stuffed is stressful
- Moderation365 is eating the same on Saturday that you do on Monday, and it's NOT perfect
- Moderation means "navigating the middle" every time you sit down to eat – preemptive approach
- The feeling we're aiming for is, "I could eat more, but I'm good, I feel satisfied."

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What Is #Moderation365?

- It's a constant "navigation of the middle" with your eating
- It's eating for satisfaction every time you sit down
- Its *preempting* feelings of deprivation and restriction
- It's ease. It's not counting and it's not stressful. It's about automating your eating approach and reducing the amount of mental energy you use thinking about food
 - Restriction/deprivation = not easy
 - Eating everything you want = not easy
 - Eating to feel satisfied, not stuffed = easy
- The goal is automation, minimal time and mental energy taken up by food

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WHY #Moderation365?

YOU HAVE TO
ACTUALLY LIKE
HOW YOU EAT

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WHY #Moderation365?

- No candy
- No cake
- No chips
- No white bread
- No fast food
- No chocolate
- No ice cream

Do this for 21 days!



DAY 22

What if nothing was off limits? But you could just take bites of any food any time and move on with your life?

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WHY #Moderation365?

I had plain greek yogurt
this morning, then a salad for
lunch. Then I came home
and ate the entire kitchen.

What if you felt satisfied all day so that when you got home you didn't feel like you needed to relax with food?

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WHY #Moderation365?

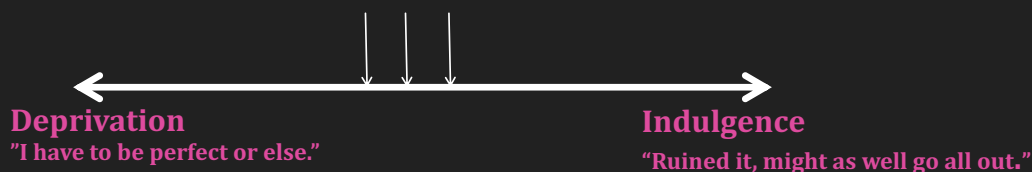


What if you actually liked how you ate every single day so the weekends didn't hold so much allure?

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WHY #Moderation365?

- The key is navigating the middle of the Deprivation-Indulgence Scale (DIS) every time you eat:



- There will always be an equal and opposite boomerang into overindulgence, whether it's this weekend, next week or next month
 - You can never win a battle against your physiology and your psychology
- Highs and lows in your eating perpetuates food scarcity
- Putting foods on "off limits" lists makes them more illicit, confirms you can't trust yourself around them, perpetuates urgency and ping-ponging

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Moderation Tool: #SatisfactionFactor

- **#SatisfactionFactor (SF)**
 - Choosing moderation = choosing satisfaction
 - Building "nutritional relief" or "nutritional gimmes" into your day/week
- Two ways to increase your SF:
 - The actual foods you choose
 - The ritual or experience is enjoyable
- How do you know what foods are satisfying?
 - Richness-Volume Scale
 - Satisfaction will cut to the middle between "perfect" and "fuck it"

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Moderation Tool: #SatisfactionFactor

- Examples of “navigating the middle” anywhere:
 - Starbucks – “Frappuccino or bust”
 - Restaurants – Choices vs. Decisions
 - Gas stations
 - Work cafeteria
 - Other people’s homes
- “Jill, do you ever just want to have a pizza night or just crush a burger and fries?”
- Buffer period!
 - TRUST

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Homework

- Post a meal on social media sharing what #Moderation365 looks like to you
 - There is NO WAY to mess this up! It’s completely unique to you
- BUT, eating it should elicit feelings of, “I feel good, satisfied.” And, “eating this now will help take the edge off feelings of deprivation so I’ll be less likely to be jonesing later.”
 - Meals don’t happen in isolation
- Tag me @JillFit, and use hashtags #Moderation365success and #Day1, etc.
- Tell us what it is and why it keeps you satisfied without depriving and without going off the rails
- This is about YOU understanding + implementing consistently while also educating your followers

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Questions?

- Remember to **get August 31st on your mental calendar** for the exclusive invite to join me for the next leg of the journey!
- This 10 days is hopefully **the first 10 days of the next 10 years of your life**, I'll be asking you to keep the momentum going!