

#Moderation365 Success Series Week 2

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Recap

- 2 live educational sessions with me – tonight is the final one
- Recap of last week:
 - Moderation = satisfied, “navigating the middle” every time you sit down to eat, #SF
 - #Moderation365 = food obsession rehab, minimize thinking about food
 - Goal is a *feeling*: “**I could eat more, but I’m good, satisfied. If I want more, I can have it anytime.**”
- HW: daily posts on IG with your examples of a “moderate” meal for 9 days
- 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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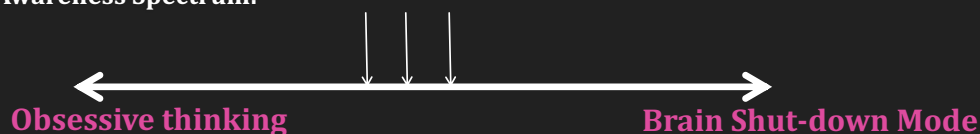
Intro to Mindfulness

- **Mindfulness is:**
 - Awareness: noticing and naming how you're feeling
 - A low level of automated thinking happening all the time
 - The opposite of obsessively thinking about food
 - A constant checking in with your body's *subjective* sensations:
 - Hunger
 - Cravings
 - Satisfaction
 - Fullness/satiety
 - A tool to help sloooooow down time so you can make a healthier choice
 - Observing the small, minute increments along the **Food Awareness Spectrum**

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The Food Awareness Spectrum

- **Food Awareness Spectrum:**



- **Obsessive thinking** = counting, measuring, how much more time until, how many more grams, ounces, minutes, calories, white-knuckling your way through hunger and cravings, trying not to eat or trying to prevent bingeing constantly, ravenous cravings, insatiable hunger (deprivation)
- **Brain Shut-down Mode** = I'm just too exhausted to give a shit, I just want to eat what I want to eat, this is all too hard, it doesn't matter anyway, I'm gonna just turn my brain off and pretend this isn't happening, I'll deal with it later; often guilt, shame and self-disgust later (binging)
- Mindfulness: riiiiight in the middle = easy, consistent, automated (moderation)

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How to Practice Mindfulness

- **Mindfulness is simply asking questions, like:**
 - How hungry am I right now?
 - Am I craving anything right now?
 - How satisfied do I feel? How satisfying is/was that meal?
 - How full do I feel?
 - What's my energy like? Now or throughout the day?
- Most of us don't have ANY awareness of these things:
 - We usually only register "starving" (gimme food now!) or "stuffed"
 - But there are a bunch of small increments between those

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How to Practice Mindfulness

- With practice it becomes natural to constantly check in:
 - Set up prompts throughout the day
 - Set a timer on your phone for every 3 hours
 - Post-it notes around the house
- Eating to 80% fullness as a practice:
 - How do you know you're at 80%?
 - We know what 100% is!
- Can you have more? Of course. No judgment.
 - Mindfulness is PROCESS-based, not outcome-based
 - Get clinical when you do inevitably overindulge*

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A Word on Hunger: Should You Be Scared of It?

- ***Some* hunger has utility – it can be a mindfulness practice**
 - The point isn't too deprive yourself and white-knuckle it
 - The point is to **feel** hunger – this is different than fighting it
- When you start to feel hunger, practice "surfing the urge"
 - Not so that it goes away, or you don't give in to it, but surf until you can put a healthier plan together
 - You start to see that you don't have to be scared of hunger because you can handle it

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Homework

- Keep posting you meals on social media sharing what #Moderation365 looks like to you
 - There is NO WAY to mess this up! It's completely unique to you
- Practice asking yourself the mindfulness questions (set a timer if you need to):
 - Am I hungry right now? How hungry? Any cravings? How satisfied? How full?
 - The point isn't to JUDGE your answers, just to prep a solution
- Tag me @JillFit, and use hashtags #Moderation365success and #Day1, etc.
- Enroll in one of the #Moderation365 courses →

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Introducing #Moderation365 Coaching

I'm rolling out TWO #Moderation365 coaching programs this week TO YOU ONLY at a discount:

- <http://leanbuildingfitness.com/coaching>
- **1) 6-Week #Moderation365 Coaching Session – Fall 2020**
 - This is for nutrition enthusiasts and “regular people” ;) who want to kick their food obsession for good and have a coach walking them through and holding them accountable
 - 6 weeks of live nutrition coaching
 - BONUS: Exercise accountability via the 6-week “Lean Only” track of #PhysiqueFinishers
 - Daily accountability threads
 - Weekly nutrition HW assignments to implement
 - Access to myself and the #Moderation365 coaching team to help you troubleshoot on the fly
 - \$199 (Reg. \$299) - \$100 OFF until this Friday ONLY*

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- <http://leanbuildingfitness.com/coaching>
- **2) 12-Week #Moderation365 Certified Nutrition Consultant Certification**
 - This is for fitness pros, trainers, nutrition consultants, practitioners, health coaches who want a DEEPER understanding of the #Mod365 principles AND be able to successfully implement these with their clients for better results, higher client retention and more money/client
 - 12 weeks of training, case studies, live coaching sessions
 - Templates, assessments, checklists and worksheets for clients
 - Community support, accountability, digestible content and plenty of hands on coaching and troubleshooting

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- **2) 12-Week #Moderation365 Certified Nutrition Consultant Certification**
 - 6 weeks of Subjective Nutrition
 - 2 weeks of Objective Nutrition
 - 2 weeks of mindset, compliance strategies, trust-building and "soft skills" for handling clients
 - 2 weeks of BUSINESS coaching so you can position yourself uniquely in a crowded online coaching space
- You'll be featured in the Coach Directory at JillFit, and have the opportunity for features on social media, guest blogs, collaborations, coaching and potentially getting new clients through JillFit
- I'll be coaching you directly myself for 12 weeks – only 11 spots lefts!
 - Investment is \$200 OFF until Friday - \$797 (Reg. \$997)

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BONUS for Early Action Takers

- <http://leanbuildingfitness.com/coaching>
- **BONUS:** Anyone who enrolls in the 6-week #Moderation365 coaching program BY END OF DAY TOMORROW (Tuesday Sept 1st) will get to be part of a special interactive kick-off call with me THIS Sunday September 6th – a week before we start!
 - We'll do deep dive into your nutrition/diet history
 - We'll start troubleshooting where you are currently and what your biggest barrier are
 - I'll be coaching you in real time and giving you tangible steps to start practicing right away. Get started ASAP before our group begins and get a jump on things! And so much more.

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Questions?

○ <http://leanbuildingfitness.com/coaching>