TAKE CONTROL OF FOOD FREE CHALLENGE
HOW TO GET THE MOST OUT OF THE CHALLENGE

BE READY TO GO AND READY TO ACT
Make sure you have your digital workbook ready, the dates of all live trainings marked on your calendar, and a good attitude. You’ll learn a lot of new things about food and weight this week. You are more likely to remember things you take note of.

BRING WATER
Yep. We’ll play the Corinne Drinking Game during all the live trainings. I cuss - you DRINK. You’ll know what it’s like to be properly hydrated!

ACT LIKE YOU ARE IN THE ROOM WITH ME
When I ask a question, answer it. When I say something and you think, “That’s me,” comment or click like. It helps me know what to talk more about. I’m tailoring this challenge to you, and if you show up by responding and participating, I can make sure you get everything you need out of it.

Remember, you signed up for this challenge to get motivated, take control over food, and get a kickstart in your weight loss goals. No sabotaging yourself by allowing distractions and excuses to be more important than what you are learning. Just because I can’t see you doesn’t mean you can’t see yourself.

INCLUDE YOUR FRIENDS AND FAMILY
Have your friends sign up for the challenge so y’all can feed off each other’s enthusiasm.

CONNECT WITH OTHERS
One of the best ways to feel connected is to frequently post in our special pop-up Facebook group. You can join by clicking here: www.facebook.com/groups/nobstakecontrolchallenge. This group will be open during the challenge and then archived on Sunday, April 4, 2021. This means you will be able to go back and read posts filled with aha’s. The videos will be removed and comments turned off. You can also go to my Instagram and leave comments throughout the week. Use #noBSwoman in your own posts.

KEEP THE LEARNING GOING
You will learn a lot, but what you DO with that information is key. It’s not enough to hear it and get inspired. You need to set your mind to doing the things you learn.
HOW THE CHALLENGE WORKS

1. Watch the live trainings each day. If you can’t attend live, you can watch the videos by clicking here: www.nobsfreecourse.com/challenge. All of your challenge materials will be located here.

2. Join our pop-up Facebook group by clicking here: www.facebook.com/groups/nobstakecontrolchallenge.

3. Share with a friend by sending them to this link: www.nobsfreecourse.com/challenge

March 28, 2021 10am CST - Live: The Four Basics of Weightloss
Four simple steps you can do each day that help you feel good, satisfied with food, and feeling motivated to keep going.

March 29, 2021 10am CST - Live: The Doable Hunger Method Deep Dive
I’ll teach you what doable hunger is (it’s not chewing your arm off and being miserable) and how to stop eating at the right time for weightloss.

March 30, 2021 10am CST - Live: What to Eat
Ready to end the good food/bad food mentality? I’m teaching you exactly what my private No BS Weightloss Members learn the first week they work with me.

March 31, 2021 10am CST - Live: Why Do You Want to Lose Weight?
Knowing why you want to lose weight is the secret sauce to having more control around food in the moments you want to say f-it and just eat.

April 1, 2021 10am CST - Live: Self-Sabotage Solutions
If you’ve ever thought, “I don’t know why I do so good and suddenly just go off the rails,” then this class is for you. I’ll help you get to the bottom of self-sabotage.

BONUS LIVES!!!!
We’ll wrap the Take Control of Food Challenge with bonus lives. You can ask questions about being a No BS Woman or get your head straight for continuing on by yourself.

April 2, 2021 10am CST - Live: Ask Me Anything
April 3, 2021 10am CST - Live: Keep Momentum Going
WELCOME

I’m going to show you how you can go from years of overly complicated diets that have you feeling like what to eat to lose weight is confusing, depriving and restrictive to taking control over food.

In 5 days I’ll teach you common sense thinking and eating that takes you from feeling like a hopeless dieter who’s always looking for an answer to being overweight to losing weight the way you want to live your life.

And together, we will unwind years of doubting that you can lose weight to seeing that weightloss is possible when you remove the bullshit the diet industry has taught you.

I know what it’s like to...

- be confused about food to the point you don’t know your ass from second base.
- worry that if you are around certain foods you’ll have no control.
- envy people who seem to eat whatever they want and never gain weight.

That’s why I created the 5-Day Take Control of Food Challenge.

It sucks to feel like food controls you and that you’ll never be able to lose the weight you want AND have a life! During the next 5 days, you’ll learn how to drop the hopeless dieter mindset and adopt a No BS Weightloss Mindset.

YOU will learn simple, doable, commonsense guidelines that put you back in the driver’s seat of your food and your weight.

A little about me...

I grew up overweight. From the age of 9, I was the biggest kid in class, wishing every day I could lose weight.

Nobody got what I went through with food.

My brother could eat whatever he wanted and stay skinny. Meanwhile, I was 12 years old hitting my first Weight Watchers meeting embarrassed as hell but hoping it was the answer.

In my 20’s, co-workers constantly started diets and easily ripped off pounds while I worked my ass off, barely lost weight, and felt like I was DYING in the process.

I had a baby and wasn’t one of the lucky ones who lost weight nursing. I held steady at 250+ pounds and eating to have enough energy to keep up.

All my life I thought, “What the hell is wrong with me?” Food was either my enemy or the only friend I had. Everything just felt so hard.
More times than I can count, I’d start a diet, do good all day, only to be face down in ice cream at night.

Or, I would make it through the week, lose a couple of pounds, and then find myself eating through the weekend and starting over on Monday.

I never understood why all this kept happening to me. Why food seemed to be so hard.

I kept finding myself in a frustrating loop of doing good and then blowing it.

I would start a diet full of deprivation and restriction thinking this was the only way to lose weight.

Every day I would eat foods I didn’t like and cut out foods I loved.

I had a big problem. I was training myself to be a Hopeless Dieter.

A Hopeless Dieter is someone who starts a diet, hoping this is the one, and sets themself up to lose weight the hard way.

The problem is this. The diet only gave me instructions on food. I wanted it to be the fix for my life. Well, I quickly found out that losing weight or a diet didn’t mean...

• people would suddenly start treating me with respect. People just kept talking to me the same way. And I still felt bad even if I had lost weight.

• I would never have a bad day again. Flat tires still happened. My boss would tell me to work late when I didn’t want to. My kid still had sleepless nights. My spouse and I still fought.

And, I still felt bad even if I had lost weight.

I wasn’t learning how to make food easy enough that I could stick with it even when I felt bad.

So I did what every woman who suffers with eating and weight does.

I’d have a bad day, think fuck my diet, and eat because I needed a break. I couldn’t do life and a bat shit crazy meal plan.

And, the second I overate, ate off plan, or messed up, I would think something is wrong with me. I’d call myself names like lazy or stupid, spiral in fear thinking I’d never be able to lose weight, and then quit all together so I wouldn’t have to feel so bad.

You have to hear this right now because it’s the FIRST step to making food easy.
NOTHING IS WRONG WITH YOU WHEN YOU STRUGGLE WITH FOLLOWING TRADITIONAL, OUTDATED Dieting Techniques.

You are simply falling into Hopeless Dieter traps. We all do!

Hopeless Dieter traps are what keep us stuck in endless dieting cycles that have us on and off diets or losing weight only to gain it all back.

You need to know this so you can breathe a sigh of relief that there's something WAY better out there for you.
DO THESE THINGS DAILY FOR WEIGHTLOSS

Tune in LIVE on Sunday, March 28 at 10am CST where I’ll teach the Four Basics in detail.

Basic #1:
Before you eat anything this week, ask yourself: “Am I hungry?” Not hungry? Don’t eat until you think you are. Halfway through the meal, ask yourself: “Have I had enough?” If you think you have, stop eating. If you think you haven’t, keep eating a little more, paying attention to when you’ve physically had enough. The goal is stop eating when you are physically feeling like it’s enough to last a little while.

Basic #2:
Make a Doable 24 Hour Plan first thing in the morning. Write what you will eat, not what you think you should eat. Make it doable this week.

Basics #3 and #4:
Drink at least 64 ounces of water a day and get 7+ hours of sleep per day.

Remember: If you mess up, don’t f-it eat. No shaming or whining. Try again next meal.

That’s it. You now can be the boss lady of your food.

Post pics of your victories, show me food you leave behind, post those doable plans, and get to know your fellow challengers in our pop-up Facebook group.

Weightloss is always easier when you aren’t alone.
DAY 1 TRAINING: THE FOUR BASICS

It’s time to put some common sense back into how we eat.

The Four Basics help you know WHEN to eat, HOW MUCH to eat, and WHAT to eat so you can drop confusing diet rules and start feeling confident that you can lose weight the way you want to live your life.

Do these Four Basics, and in five days, you’ll feel like you have more control over food and your body.

The Four Basics are important because what you do to lose weight is what you must WANT to do once you lose your weight. These basics are simple, remove all the confusing food rules of what’s good and bad to eat, and allow you to eat foods you love in ways your body loves, too.

LOSING WEIGHT SHOULD CREATE THE LIFE YOU WANT. IT SHOULDN’T BE WHAT YOUR LIFE REVOLVES AROUND.

Maybe you’ve lost weight in the past and regained it. Why do we do this? It’s simple.

Once you lose weight you no longer are motivated by your goal to keep eating in ways that restrict or deprive you. At first, we LOVE the weightloss, but eventually, that newness ends and we’re left with the “diet” lifestyle we don’t love. We’re happy with our weightloss but miserable with the lifestyle to keep it.

The misery of the trying to be good finally outweighs the pride of the weightloss. We start eating to “take a break” or to “treat ourselves” for all the hard work.
Next thing you know, you're gaining a little weight and no longer feeling proud. You're feeling terrified you're gaining too much weight and finding yourself less and less happy.

Guess what? You either have to diet or go back to eating when you're stressed or upset.

The solution is simple. Learn how to eat and lose weight while enjoying what you do eat.

That's what the Four Basics will do for you.

Trust me, misery is not required to lose weight.

Most of the overeating we do has nothing to do with the foods being “bad.” You likely spend time eating because you're bored, tired, unsure of what's a good choice, eating because it's free or someone made it for you, or just mindlessly popping bullshit in your mouth while cleaning up the kitchen.

When we eat during those times we aren't eating because we really want the food or are hungry.

We're eating so we don't have to feel uncomfortable, bad, or to avoid saying no to someone.

The Four Basics will help you find QUICK WINS by giving up overeating that's easy to spot and easy to stop.

When you keep the process simple, like I do in the Four Basics, you get small wins, weight starts coming off, you feel more confident around food, and next thing you know, you feel motivated to keep going.

The Four Basics help you unwind years of old dieting methods that work against how your body is designed and that feel like shit while trying to have a life.

And anyone can do them. Any size, any amount of weight to lose, any age, and any past eating history.

One word of caution. You might not do things perfect this week. That's OK! You aren't here to be perfect. You are here to learn how to lose weight for the long haul.

Promise yourself you will not quit. If you make a mistake don't go fucking up the rest of the day. I simply want you to make your NEXT BEST DECISION.

WHY FUCK UP THE DAY WHEN SAVING IT IS AN OPTION?
If at any time you run into trouble, reach out in Facebook for help. BUT HEAR ME ON THIS! No asking for help and calling yourself names.

You have NO GOOD REASON OR JUSTIFICATION for being an asshole to yourself.

If you don't do something right, it just means you haven't done it enough to get the hang of it.

OK. I'll PREACH on this in our live trainings all week, but it’s good for you to start realizing there's nothing wrong with you. You are just learning a new, easy way to eat so you can take total control over your food.

The Four Basics are simple.

**BASIC #1: DOABLE HUNGER**

Before you eat, ask yourself, “Am I hungry?” If you are or think you might be...go for it.

If you aren't hungry or think you might not be, don't eat. Drink a glass of water and check in the next time you think you might be hungry.

There's no right or wrong with this. I want you learning the skill of listening to your body instead of just eating because it's time, you're bored, or everybody else is eating.

We'll cover more later about hunger to help you have total control of when you eat and how much.

**BASIC #2: THE DOABLE 24 HOUR PLAN**

This is super simple and makes your food and life easy.

You are actually going to plan food you like. What you aren't going to plan is foods you think you “should be” eating to lose weight. Remember, we are making food easy. We aren’t making food dreadful.

You'll also plan for your life. If you have a busy day and a lot going on, this is the perfect time to put easy food on the plan. Yep, if you always hit McDonald's on Wednesday because it's a bitch of a day for you, then you will put it on your plan.

The Doable 24 Hour Plan makes sense for your life. You put foods on it you love, that you want to eat, and that help you stay on a plan and make progress.

Here's how to write a Doable 24 Hour Plan. This will have you eating what you like so that you aren’t feeling guilty and you feel like actually eating what’s on the plan after a long day.

Remember, it doesn't require an immediate 180 on how you currently eat that triggers your brain to freak out and think “everything I love to eat is now a goner.”
It's simple.

You write in breakfast, lunch, dinner, and any snacks you want.

There's no wrong or bad foods. You think about what you want to eat and you write it down.

For example, my first plans looked like this.

For breakfast, I liked waffles with peanut butter and maple syrup. I wrote that down.

Then for lunch I often ate fast food. I wasn't a cooker back in my day. I'd think about what restaurant I wanted and wrote in what I would get. McDonald's was my favorite. And since I wanted to lose weight, I agreed with myself that I could get a regular fry, stop adding mayo and cut my usual blizzard since I was going to eat ice cream at night. I figured I could have it once a day instead of twice. That felt doable for me.

Then for dinner we often ordered pizza. I’d plan for 3 pieces instead of the usual eating until I was stuffed. I got my husband to also agree we could go thin crust instead of thick crust.

Then I planned ice cream each night. I loved my ice cream and ate out of the carton. At first, I didn't change this at all. I wasn't ready. But after a few weeks, I realized I could use a bowl instead of the carton.

It was the first time I wasn't punishing myself to lose weight by restricting foods I loved and talking like an asshole to myself, saying things like, “You can't have this.” I just started having a plan each day and asked myself, “What can I do today to lose weight?”

This is where I started, and it was magic. It doesn't matter if you have 10lbs or 100lbs to lose.

The magic was I was asking myself each day, “what CAN I do?” instead of talking to myself about everything I couldn't have or couldn't do. It broke me free of the hopeless dieter traps and turned me into a No BS Woman losing her weight for good.

The small changes started adding up. I was feeling in control of my food choices for the first time. Some weight came off because I was actually eating a little better and a little less.

I felt EASE with food for the first time ever because I was talking to myself so much better.

I was also thinking about what I was READY to do next instead of forcing myself to be compliant. No more telling myself you HAVE to do this or you have to be GOOD to lose weight.

So here's the best way to get it done.

Do it first thing in the morning each day. Don't spend more than 3-4 minutes doing it. Literally write down the things you will like eating and can see yourself eating all day without dieter bullshit judgement.
First thing in the morning you are more likely to plan without emotional baggage. You have your own best interest in mind. It’s also easier to think ahead about what you’ll want to eat, what’s on tap for your day, and more.

Plan for more food than you think you’ll need.

Remember, you are only going to eat if you are hungry. You might plan snacks, but if you aren’t hungry, you will simply know you can skip them. You have plenty of food to look forward to.

This is the EXACT method I teach my No BS Weightloss clients and they lose weight.

My clients and I make our plans when we wake up.

The Doable 24 Hour Plan works so well with the Doable Hunger Method.

You plan foods you like and can easily eat when hunger hits. You only eat if you are hungry. And when you feel like you’ve had enough, or just before full, you stop eating.

You never have to worry you aren’t going to get enough. You can always trust you can have more when you get hungry and eat things you want that feel good to you.

I’m giving you a blank Doable 24 Hour Plan page to use. Feel free to print enough copies for all 5 days or create your own.
BASICS #3 AND #4: WATER AND SLEEP

There are only two other basics to do this week.

Drink 64 ounces or more of water daily AND get 7 hours or more of sleep.

Figure it out. Go to bed 5 minutes earlier each day to adjust. Drink one extra glass of water until you get to 64 ounces. As the week goes, build up until you are hitting the baseline of 64 ounces of water and 7 hours of sleep.

Ask in the Facebook group for ideas on how to get this done.

Your body needs sleep and water above all else, and it will FIGHT to get them. It will beg for food in the absence of food and water.

So if you are sick of having cravings, wanting food when you aren’t hungry, feeling like you need to eat when you know damn well you shouldn’t be hungry…then get the water and sleep going.

You can use Mio, Crystal Light, fizzy flavored waters, tea, and whatever. Just hydrate.

And for 5 days, get your sleep. Skip the damn late-night sitting up bullshit.

Water and sleep are the best fat burners around. They simply work best for weightloss.

What time will I go to bed this week, and how will I make sure this gets done?

I promise to drink ________ ounces of water a day. I will get this done by...
DAY 2 TRAINING: THE DOABLE HUNGER METHOD DEEP DIVE

You are likely overeating right now in little ways that can be cleaned up easily and immediately.

When you stop what I call “the bullshit overeating,” you see weight come off with simple changes. And guess what? Food immediately feels easier.

Here are the two most important questions when it comes to knowing how much food you need to eat.

AM I HUNGRY?
HAVE I HAD ENOUGH?

Why are they important?

Because they make you think about what you are fixing to eat.

You are likely going through life just eating on auto-pilot or using old frustrating diet rules that you’re in the habit of using. This keeps you stuck in hopeless dieter mentality.

Most of us eat with our phones, watching TV, standing in the fridge looking for something to eat, on the way home, while working, or because “it’s time.”

You just eat without really thinking about it. You aren’t even asking if you are actually hungry.

How often do you wait until you feel physical hunger before eating?

How often do you stop eating when you’ve had enough food instead of full?

Most of us don’t eat this way very often. It’s not what we’ve been taught by diets, society, and growing up.
We've had enough when the plate is clean, when we feel like we got our money’s worth, or when we are stuffed.

We eat because it’s free or we don’t want to be rude.

So here’s what I want you to do.

Before every meal and snack, I just want you to question if you are physically hungry.

Simply ask am I hungry?

You don’t need to wait until you are ravenous or hangry. I just want you to feel a slight twinge of hunger or just THINK you are hungry. Don’t overthink it. Eat if you feel hungry or think you are.

It’s that simple.

Slight hunger could feel like an emptiness in your tummy or maybe you notice you are low on energy and it’s been a few hours since the last meal.

Maybe you just think you are hungry. If so, just eat. We’re normalizing eating here.

Again, you aren’t waiting until you want to gnaw off your arm.

This is just basic human hunger we were built to feel to operate at our best. By design, we have a stomach that talks to the brain. We’ve just been taught to quit listening to it by the diet industry.

Now, if you haven’t been paying attention to your hunger for a long time and are just eating on autopilot when you WANT to eat, this may be hard for you.

So many of my No BS Weightloss clients didn’t know any physical signs of hunger at first, and that’s okay. Keep asking, and keep noticing your body. That’s it.

That’s more than enough to get you started and knock out basic overeating patterns.

You might also find after a few days you notice a pattern of just WANTING to eat.

This is good because I want you to notice how often you eat when your body doesn’t need food yet.

You don’t need to feel bad or think “this isn't working.”

Before you are able to see the bullshit eating that you want to give up, you have to know what bullshit eating you are doing.

See, a lot of our eating is emotional.
We eat to deal with stress, or we eat to have a good time.

The reason I want you to start with noticing the times you want to eat when you aren't hungry is so you can identify where you might be emotionally eating instead of physical hunger eating.

So ask yourself, “Am I hungry?” If you aren’t hungry, don’t eat and maybe drink a glass of water. Wait 10-15 minutes. If you do eat, don’t quit. Just note that you ate and do step two, which is asking, “Have I had enough?”

Let’s talk about have I had enough?

This happens while you eat. I want you to ask, “Have I had enough?” during any meal you eat, even if you started when you weren’t hungry.

The goal is to learn how to stop eating before you are full, finishing food just because it’s there, or f-it eating because you are mad at yourself for eating when you said you wouldn’t.

Again, we’re looking to get some easy wins to build motivation and keep going.

The best way to nail stopping before you are full is by eating a little less than you do now.

Just a few bites left behind at each meal makes a huge difference. You can also serve yourself less than usual to make it easy to stop.

When you finish, I want you to feel just a little less than your usual full. When I eat just enough, often I feel like I could go for a walk. I can also wear my pants comfortably and I’m not burping or catching myself feeling too bloated.

These two questions “am I hungry?” and “have I had enough?” are the FIRST steps to helping you finally figure out how to lose weight for good.

Again, If you notice you are eating outside of being hungry and having enough, you might feel bad about this. Don’t.

YOU AREN’T BROKEN OR MESSING UP. YOU ARE LEARNING.
DAY 3 TRAINING: WHAT TO EAT

Let’s talk about what to put on your Doable 24 Hour Plan. It’s time to free you from outdated diet rules that lead to confusion and restrictive eating patterns.

After years of dieting your brain is likely full of conflicting rules and advice fighting for attention with every bite you take. I call this Post-Diet Trauma or PDT.

We’re taught in traditional diet programs that losing weight equals suffering, hating our body, and restriction-based tactics.

When you try to lose weight, your subconscious replays what happened in the past. Your mind remembers being overly hungry, tired, grumpy, and an emotional mess because you stripped away foods you used to help you cope with a bad day or to have fun, and not being able to eat food you like without “blowing it.”

This is why so many of us suffer from a lack of belief in ourselves. We have so many bad experiences with weightloss that it’s hard to even imagine that there could be a good one.

So, when you start a new weightloss program, you immediately are triggered to fear you can’t do it.

Makes sense! It’s not because you can’t lose weight. It’s because your mind is trying to protect you from starving asshole tactics it remembers from the past.

Post-Diet Trauma presents in several ways.

First, you’ll think anything that is actually simple must be “not good enough” or “you’re doing it wrong.” Your mind only knows one thing. Dieting sucks and is hard. The problem is that it’s wrong. It only knows ONE way. Your job is to remind yourself in these moments that there’s ANOTHER way and that’s what I’m trying this time.

Second, you’ll start making amazing choices for yourself, eating and planning the foods you want, and STILL feel restricted.

It’s not because you are restricted; it’s because your brain just can’t separate your old ways from new ways yet. Your mind will want to think about your new plan that you KNOW is good for you in the old way.

That’s okay. All you need to do is remind yourself, “This is my old hopeless diet brain talking but everything is okay. I planned this food and I’m trying something new. It takes time to quit thinking like the old me.”

GOOD BETTER BEST: CHOOSING YOUR FOOD EACH DAY

Now for what foods you’ll put on your Doable 24 Hour Plans. The Good Better Best Method (GBB) combined with the Four Basics is how you create a life-long plan to lose your weight in a way that you enjoy. When you enjoy how you lose weight, you never have a reason to quit eating in a way where you are in total control of food and your weight.
GBB is how you categorize the food you eat and make decisions each day on what goes on your plan.

You’ll find the foods you love to eat that taste good, feel good, and work for you. It helps you see all that you CAN eat instead of what hopeless dieters do which is focus on what they can’t have.

Focusing on what you CAN have feels good. Obsessing over what you can’t feels like shit. Remember, the goal is to lose weight feeling good.

But the best part of the GBB method is you’ll reduce the overwhelm of needing to eat “perfectly” to lose weight. Too often, we think that the foods we eat are good or bad. And that means we also think that if I eat this food I AM either good or bad.

Food you eat is not a morality or self-worth issue. GBB helps you see that food is just a choice and that no matter what, you are a good person figuring out how to treat yourself.

First, you simply need to categorize the foods you like eating. The reason I want you to write down as many foods as possible is so that you can override your hopeless dieter mindset that wants to think FIRST about all the foods you can’t have. To change your mindset so you can feel in control of food, you must see that there’s a lot of food out there you CAN have and that you LOVE.

You’ll list foods on the following worksheet that fall into one of the three categories.

**Good Foods:** These are foods that taste good and have no other job than to make your mouth happy.

Some of my favorite good foods: nachos at a restaurant (all the cheese, please), wine, hot ass French fries with all the salt, and blondies with vanilla ice cream.

**Better Foods:** Foods that taste good and you can lose weight easily eating them.

Some of my favorite better foods: Nachos made at home with baked chips, baked chips or baked fries, and frozen yogurt.

**Best Foods:** These foods taste good, you can lose weight eating them, AND they make your body feel physically awesome.

Some of my favorite best foods: steak fajitas, baked potatoes, fruits, vegetables, yogurt, sandwiches, anything that had eyes or had to be washed fits in this category.

You might be thinking, “Corinne, there’s no way I can lose weight eating these foods. What about the bad foods?”

Girl, here’s the deal. The only bad foods are the ones you DON’T CURRENTLY LIKE EATING.

When you stop restricting foods, your brain loses its need to eat out of control. It begins to feel safe around your favorite foods, and it’s easier and easier to STOP eating when you’ve had enough instead of stopping eating when you’ve ate all you can because you know you’ll try to deny yourself those foods again.
The goal is to learn to eat the foods you love with confidence so that you can pick and choose to have them when you TRULY want them and you stop having them in F-it moments.

By allowing all foods you love, it teaches you how to commit to your daily food plans.

When you are following those and eating when hungry and stopping at enough, you start losing weight. Your overeating stops.

Specific foods do not cause you to be overweight. Overeating those foods because you haven't been taught how to eat them is what causes being overweight.

I promise you that the more you allow yourself to plan foods you like, learn to eat when hungry, and stop when you've had enough, the more control you have around food. You don't feel you need to overeat because tomorrow you're going to “get serious” or “make up for what you ate.”

The needing to take a break from your “diet” also diminishes because you enjoy what you are doing. It's easy to plan weekends because you are simply planning foods you like and eating them with control.

Losing weight now is something you do that seems simple instead of like a second job where you are counting, measuring, abiding by long lists of do-not-eat foods, and over-exercising, all in the name of “health.”

You start to think of food as “I choose to eat this” instead of always looking around and thinking about what you “can't have.”

And in the moments when you want something not on your plan, you have a quiet confidence that you can say no now and yes to it tomorrow. All you have to do is plan it.

**Things To Know...**

Don’t freak out if you have a lot of good foods. It’s okay. If you are like me, when you first start, you like way more good foods than you do anything else. Remember, if you aren't overeating them, you will still lose weight. You can always mix better and best foods when you feel ready to do it. You don’t need to make yourself do anything you aren’t ready to do.

And watch out for overthinking. It’s normal to think this isn’t good enough. If you are thinking it’s not good enough, you simply do it anyway. What’s no longer good enough is hopeless dieting that ends in eating your face off because you took away everything you like to eat.

In the columns on the next page, list your GBB foods. Remember, all foods count. Allow yourself to see all kinds of foods you want to build your weightloss lifestyle around.
| GOOD | BETTER | BEST |
DAY 4 TRAINING: WHY DO YOU WANT TO LOSE WEIGHT

You must learn how to find and use your why for losing weight so you can start thinking more about the big picture of your life, which will help you stay on track towards your goals when cravings and urges to eat after a bad day hit.

Our brains are wired to focus on what’s wrong in the world and what’s wrong in my life instead of why I want more for my life.

You have a primitive brain in a modern day world. Our brains used to need us to remember everything that would hurt or find what might kill us. We needed to know more about poisonous berries than we needed to know about the delicious strawberries. This means your mind will seek out what’s wrong today instead of what you want for your future and why.

You must learn how to be an interventionist with your reasoning brain if you are going to lose your weight for good.

Why’s help you pause before an overeat and think about what you want for your future versus only focusing on what you want right now. They also help you feel a deep connection and purpose to the things you do to lose weight instead of feeling like it’s just something else you have to do.

USING YOUR WHY

You’ll have lots of why’s because you need to use the right why at the right time. Not every reason why you want to lose weight will work with each urge to eat off plan or eat when you aren’t hungry. You must learn how to mix and match your why’s to fit the needs of the moment.

Why’s also must be used daily. You can’t just write about them one time and hope to remember them when you are staring down the donuts. Writing them down routinely and having visual reminders keeps them front and center in your life.

And the best way to make a why come to life is to share them with people you care about. Putting your why’s out into the world helps you build accountability.

Know this. Your why’s don’t need to be noble or deep. All why’s count. They aren’t selfish, superficial, or not good enough.

You get to have reasons to lose weight that are for you and you get to be excited about them.

A why is an internal reason. That means if it feels good, fun, exciting, or a little naughty...USE IT.
FINDING YOUR WHY

Answer the questions below to dig into why you want to lose weight.

How will I feel when I lose weight?

What will change about my life when I reach my goal?

What gets me excited about weightloss?

What problems will no longer exist when I lose my weight?

Who in my life would love to see me succeed?
5 WHY’S

This exercise helps you find deeper reasons why weightloss is important to you.

5 “whys” technique (ask why 5 times.) Ask why and answer with “So I can...”

Why do I want to lose weight? So I can wear smaller clothes.

Why do I want to wear smaller clothes? So I can feel good in the things I wear.

Why do I want to feel good in things I wear? So I can have confidence while I’m talking to people.

Why do I want to have confidence when talking to people? So I can feel respected when I’m speaking.

Why do I want to feel respected when speaking? So I can start speaking up more and going after what I want.
FINAL WORDS ON YOUR WHY’S

We don't simply lose weight to wear smaller clothes, have better health, or to be beautiful. We lose weight to feel things we deny ourselves currently at our weight. What we really want is to...

• Feel good in our body and clothes.
• Speak confidently without being up in our head about our body.
• Know we’re respected for more than our body.
• Allow ourselves to go after what we want in life.
• Be a role model for the people we love.
• Never feel guilt or regret over our body or food choices.
• Feel pride each day.

It’s not enough to lose weight if you aren’t losing your mental weight too. Your why’s show you who you ultimately want to be. You must learn how to start thinking that way NOW so you enjoy rebuilding you while you lose weight.

You must stop the diet cycle of struggling through weightloss with negative thinking and hoping you’ve got enough willpower to get to your goal.

You can’t wait to lose your weight to have this life.

You must lose your weight the way you will live.

That includes the foods you eat, the way you speak, and the way you think about yourself at ANY weight.
DAY 5 TRAINING: THE SELF-SABOTAGE SOLUTION

Do you think, “I'd be able to lose weight if only I were able to stop self-sabotaging?”

I used to think that all the time. I’d do good for awhile, lose some weight, and feel better. Next thing I knew, I was sneaking in extra bites, hitting the drive-thru after a bad day, making excuses and reverting to my old ways.

Then there were times where I knew all the things to do but just couldn't motivate myself to do it.

I was caught in these frustrating loops without a clue as to why I would do them. But when you recognize your self-sabotage habits and know why you are doing them, you have the path to figuring out the weightloss changes you need to make.

This is important because we spend way too much time thinking about why we can't lose weight. We don't spend enough time understanding what’s in the way and what we WILL do about it.

There's a lot of shame around messing up instead of determination to keep going because you know you can solve weightloss.

How you talk to yourself after you fail tells me and you everything about if you will lose your weight or lose your mind trying. You must learn how to make a mistake and get feedback on what to do next instead of beating yourself up for not doing it right.

Self-sabotage is normal. We all have it. The trick to unwinding it is not making it a big deal staying stuck in shame. Make self-sabotage something you are working on and one day will no longer worry about.

A diet won't fix emotional, mindless, stress-induced eating, and it won't fix habitual, compulsive binge-type eating. Basically, a diet won't get to the root cause of why you overeat.

Self-sabotage no matter what its form has one thing in common: our habit or unconscious brain believes that talking ourselves out of weightloss PROTECTS US. Once we identify the real reasons that we're holding ourselves back, we can begin to FIX THEM.

Success comes down to mindset, psychology, and habits. Learn how to control these, and you control your weight and your food.

Sometimes we sabotage success because we don't know 100% that our lives will be BETTER if we lose weight. We secretly fear success.
List 5 reasons you think life won’t be better if you lose weight.

1.

2.

3.

4.

5.

**CHALLENGE YOUR FEARS**

I don’t feel like it’s possible.

Maybe what you’ve tried didn’t work for you, but that doesn’t mean something else won’t. You ARE capable just like other people are.

“My partner loves good food, and I don’t want to give that up.”

You don’t have to give up what you love to have the relationship with food you want. You must learn how to balance living for today with living for tomorrow.

Ask yourself, “Will I remember this cupcake in two weeks? If so, go for it. It not, skip it.

“If I lose weight, I’ll get attention, have to date, or get naked.”

If you’re scared of rejection, you’ll need to reset your self-concept and belief in yourself to stop the cycle.

“I’m worried that I’ll never be able to eat my favorite foods again, and I’ll always feel deprived.”

Stop doing those BS DIETS! If you don’t enjoy your life, you’re not going to keep your weight off.

“I’ll lose family and friends or leave them behind.”

You might inspire others. You might find they appreciate the person you become because you aren’t just losing weight like an angry bitch. You’re losing your mental weight too.

I used to do ALL of these. So I had to recognize these patterns and work on changing how I was thinking so I could take control of my food and lose weight easily.
I couldn't just keep doing things to lose weight. I had to lose my mental self-sabotage weight first so I could do the things I needed to lose weight.

What are five reasons your life will be better when you reach your goal?

1. 
2. 
3. 
4. 
5. 

“You need to learn how to select your thoughts just the same way you select your clothes every day. This is a power you can cultivate. If you want to control things in your life so bad, work on the mind. That’s the only thing you should be trying to control.”

ELIZABETH GILBERT
During the Take Control of Food Challenge, there are three hopeless dieter traps I want you to watch out for.

**HOPELESS DIETER TRAP #1: GOOD FOOD/BAD FOOD MENTALITY**

Girl, there’s thousands of diets out there with their own idea of what good and bad food is.

The problem with this is when a food is labeled as bad and you eat it, what do think?

OMG I’ve been bad.

You make eating a food mean YOU are a BAD person or a failure. Then you feel like shit and end up eating more.

Or, you start to believe the only time you are good and worthy of your own love is when you eat good foods. You know what? Fuck that.

You want to lose weight? You want food to be easy? You must learn how to drop the good and bad food labels because all food is fair game and can be eaten for weightloss with a No BS Weightloss mindset.

Imagine what it would be like if you thought food was just food. It’s something to enjoy and then be done. No stressing if it’s right or wrong. No worrying you can’t have it or you’ll eat your face off.

You just plan foods you love to eat, eat them, and never overeat again because you know they aren’t off limits. They are part of normal weightloss. (Hint...they are.)

That’s what normal eaters do. They just eat something without a shit ton of judgement stacked on top.

**LEARN HOW TO DROP THE JUDGEMENT AND RIDICULOUS RULES, AND FOOD BECOMES EASY.**
If you could wave your magic wand, what food rules would you drop like a bad habit?

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HOPELESS DIETER TRAP #2: DON’T TRUST YOUR BODY

Another problem is we’re taught to turn off our damn brain and stomach when it comes to food.

We’re told to count calories or points to lose weight, to take a pill to suppress hunger, or follow some hard core rules around fasting windows.

You are working against the design of your metabolism when you aren’t letting your body drive your hunger and satiation signals.

The main reason most metabolisms are skewed is that you go on ridiculous diets that require you to ignore what your body needs until it’s SCREAMING at you. Then you eat your face off in reaction and override your body again by overfilling it.
YOUR BODY IS DESIGNED TO TAKE IN FOOD WHEN IT’S **hungry**.

Not when some dude on the internet says is the “right meal timing.”

It’s also designed to tell you when it’s had enough food.

But all of this gets lost when you train your brain to think that diets are the answer instead of listening to your own body.

Traditional diets decondition your ability to hear your body and erode the trust you have with yourself to figure it out.

**HOPELESS DIETER TRAP #3: SUFFERING EQUALS WEIGHTLOSS**

The diet industry teaches you to “suffer” through weightloss.

When you do enough bullshit diets that have you HANGRY (hungry + angry = HANGRY), eliminating what you like to eat, and requiring exhaustive exercise...

YOUR BRAIN MAKES THIS UNCONSCIOUS ASSOCIATION THAT IF **YOU AREN’T MISERABLE YOU MUST BE EATING WRONG.**
If for one second you feel like food and weightloss is easy or enjoyable, you immediately start getting scared you’re screwing up. This is CLASSIC food self-sabotage rearing its ugly head.

I tell you all this because I am going to teach you shit that’s so easy to do it will go up against what you have been taught to believe.

For example, I have you eat like a normal person. I don’t cut foods out and I don’t tell you to count a fucking thing.

Let’s say on date night you plan to have a piece a cake. That’s normal. Normal people eat a piece of cake on special occasions, and they lose and keep weight off all the time.

BUT you got diet industry horse shit running through your veins.

You eat your cake, your brain feels good, and then, uh-oh.

You start panicking and thinking you’ve been bad. You just broke the “I must be miserable to lose weight” rule. CUE the self-sabotage.

Your brain starts freaking out and kickstarts the failure thinking. You start thinking, “Shit, I was so good. I blew it. I’m going to gain weight. See, I can’t eat foods like this.”

Suddenly you’ve gone from eating a planned piece of cake to freaking out and feeling like a hopeless dieter.

I don’t know about you, but every time I dieted, this happened. The moment I would have a treat or something fun, I’d go bat shit crazy in my mind, feel hopeless, and then I would go straight to f-it mode, eating my face off for a weekend.

As you get started with the challenge, I want you to remember that EASY is what we are re-training your brain to understand about food.

EASY ISN’T A BAD THING. IT SHOULD BE REQUIRED TO LOSE WEIGHT.
I’m a believer in tiny changes add up to overhauling your life.

When you keep what you do with food simple and doable... you get tiny wins.

Those tiny wins allow you to make more doable changes that create momentum.

And, as you create momentum, your confidence builds. You can make more doable changes that add up to feeling better, food being easier, and weightloss rolling.

I take a radically different approach to weightloss.

I want food to be easy for you.

If food is easy, then guess what?

You don’t overthink; therefore, you don’t overeat.

When your diet requires dread, willpower, and making yourself do shit you don’t want to do, then you are EATING THE HARD WAY.
### DOABLE NO BS FOOD PLAN

*Use this planning page each day of the challenge to plan your food and make weightloss easy this week.*

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Do I feel confident I will follow the plan? If not, make changes until I do.

How much water will I drink today?

My bed time tonight is:

Today’s question for my exclusive live training with Corinne is...

One way I will make food easy for myself today is...
IMPORTANT LINKS

**Join the © No BS Weightloss Program:** Visit www.joinnobs.com for information and success stories.


**Corinne Crabtree | Founder and CEO of the © No BS Weightloss Program | Host of the Losing 100lbs Podcast with over 28 million downloads**

Corinne Crabtree is a top-ranked health podcaster, Master Weightloss and Life Coach, motivational speaker, and all around badass. She’s an expert in the field of weightloss, where she teaches her unique © No BS Weightloss Program that helps women lose weight the way they want to live their lives. She is known for telling it like it is, showing up looking sassy or showing up with morning hair getting sassy. She lets nothing stop her from helping her women figure out their shit so they can live the healthy life of their dreams. She’s a proud Mommy Tiger to Logan, wife to Chris, devoted cat lady, and holds it all down in Nashville, TN.

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