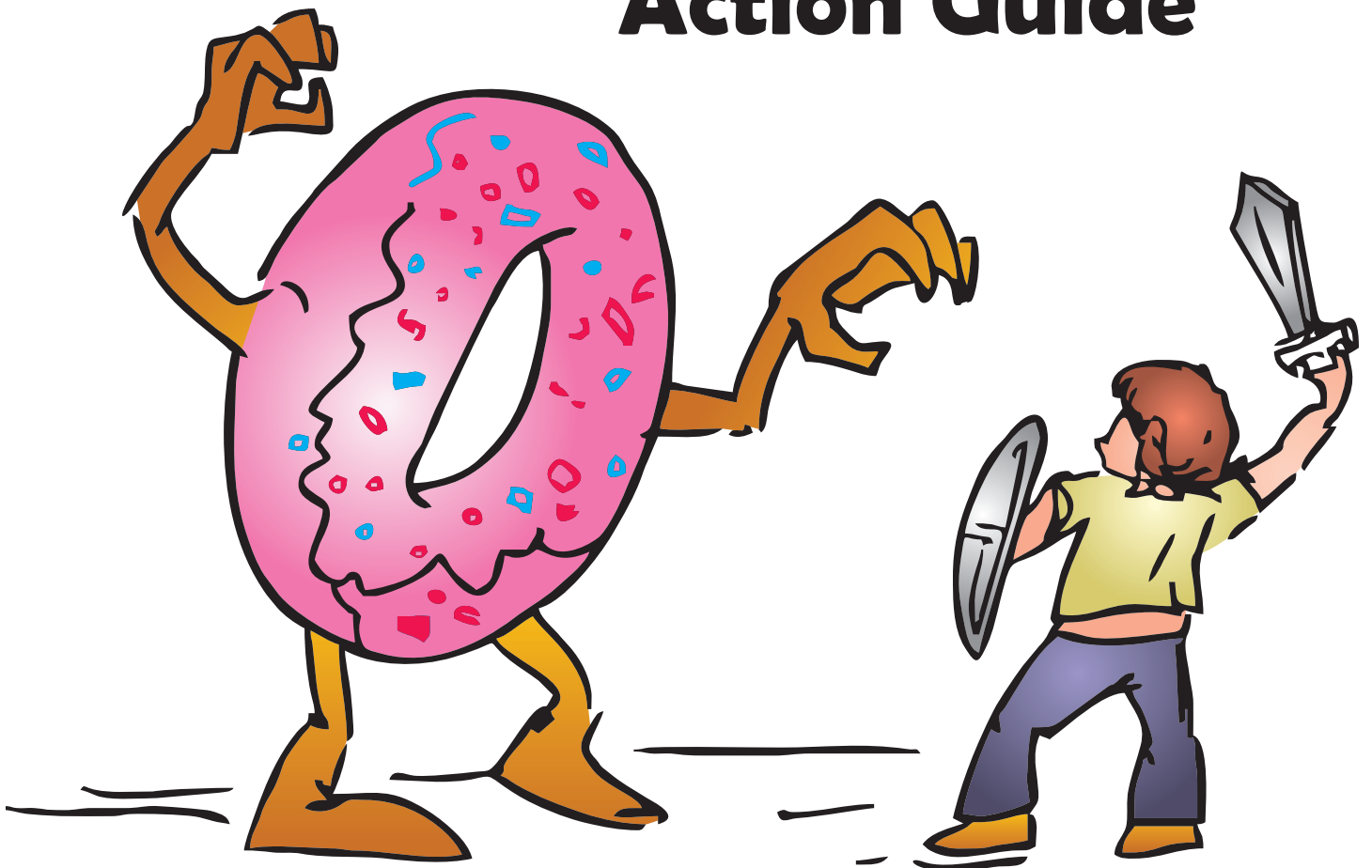


Unleash Your Thin

CRAWLING CRUSHER

Action Guide



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TABLE OF CONTENTS

How to Use this Action Guide.....	5
Phase 1: Step 1 Plant the Seeds for Success.....	7
Phase 1: Step 2 Detect Landmines and Pinpoint the Buried Treasure.....	14
Phase 1: Step 3 Engineering Your Own Plan for Success.....	23
Phase 1: Step 4 Create Your Baseline Measurements.....	49
Phase 2 Flip on Your Fat Burning Switch.....	65
Phase 3 The Food Reintroduction Test.....	66
Phase 4 Fine Tune Your Plan for Life.....	71
Weekly Checklists	74
Handy Resources.....	76

HOW TO USE THIS ACTION GUIDE

The Craving Crusher Action Guide is designed to provide you all of the practical tools you need to effectively complete the Unleash Your Thin program. Once you've watched the video and read the manual, the action guide is all you need to execute the program on a weekly and daily basis.

In this guide you will find:

- **Exercises to bulletproof your mind.** All of the exercises you were asked to complete in Phase 1 and utilize over the course of the program are here. Complete these exercises to flip your behavior control switch to the “support” position!
- **Exercises to bulletproof your environment.** Learn how to clean out your kitchen and prepare it for a new healthy eating lifestyle.
- **Health quizzes and measurements.** Over the course of the program you will take a series of health measurements including your weight, waist size, hip size, body fat percentage, and a set of tests that will provide you a quantitative assessment of your progress. Those quizzes and tools for recording your measurements are in this guide.
- **Overview of each phase of the program.** I have repeated the overview of each phase here in the action guide so you don't have to keep flipping back to the manual. The simple bulleted lists will guide you through all of the steps you need to take.
- **Weekly checklists.** We put these in so you know exactly what to do each week on the program.
- **Food reintroduction journal.** This will give you an easy place to record any symptoms you experience as you experiment with adding dairy and grains back into your diet.
- **And more ...** I have also included handy resources you can use to deepen your knowledge in the subjects of health, and weight loss, an FAQ about the program, and a load of useful tidbits throughout.

I hope you use this action guide to make your experience on the program easier, more enjoyable, and more powerful. The exercises you are going to work through here are unlike any other diet program out there. They will help you flip that behavior control switch so that keeping your fat-burning switch firmly in the “on” position is simple.

Use the guide well, and enjoy the journey.

PHASE 1: STEP 1

Plant the Seeds for Success

In this section, we are going to prepare your psychological terrain to tilt the odds towards success and away from failure by leveraging various psychological triggers that have been scientifically proven to be the most powerful influencers on people's behavior.

These are little seeds of success that we'll plant in your brain. Each and every week you are on the program you will fertilize these seeds by using the techniques you develop in this step and those that follow. This will unconsciously and automatically help you turn your bad habits into good habits; help you break through barriers where previously you had just given up; help you stare down obstacles that have sabotaged you in the past.

This is *far* more powerful than generalized positive thinking—this goes several levels deeper and is a true ground-level nuts and bolts re-programming of your mind that is the single most important key to your success.

Let's start with the statement of commitment.

Your Contract to Complete the Program

Making a promise to yourself that you will stay on the program is a powerful technique that will help you stick with it even when times are rough. Showing your statement of commitment to friends and family takes it a step further adding an element of accountability into the mix that has been shown to help people maintain long-term behavioral change. This is a type of

good “pressure” you place on yourself because it comes from inside you, leveraging your built in evolutionary need to live up to the commitments that you make, which is what helped us survive and work as teams throughout the ages.

Completing this process is simple. Here is what to do:

1. Read and sign the following statement. To download a copy of the statement that you can print out and sign go to <http://unleashyourthin.com/contract>.
2. Show it to at least three people; ideally people whose judgment you trust and respect and who you would not want to disappoint.
3. Make a photocopy of it and tape it on your bathroom mirror or somewhere else you will see it regularly.
4. Once a week over the course of the program, read the commitment aloud to yourself.
5. If you are ever tempted to break the contract or go off the program, stop and read the contract to yourself before you do so.

Contract

I, _____, do solemnly swear I will:

1. Complete the *Unleash Your Thin* program exactly as outlined, even though it may sometimes be difficult. This includes:
 - a. Completing all of the phase 1 preparation exercises including the “Bulletproofing Your Mind” and “Bulletproofing Your Environment” components.
 - b. Follow the Phase 2 and Phase 3 diets as described in the manual.
 - c. Listen to the *Bulletproofing Your Mind* CD three times a week.
2. Remember the reasons I am doing this program, especially when I am tempted to stop doing it.
3. Recognize the negative thinking and doubts that will inevitably arise as I complete this program, honor these feelings, but not allow them to control my actions. I will remember that “feelings are not facts.”
4. Look honestly at my behavior and feelings, no matter what comes up.
5. Refuse to let toxic influences—including well-meaning friends—interfere with my resolve to complete this program.
6. Make my word law in the universe by doing what I say will do.
7. Not drop out without discussing this with at least one other person.
8. Re-read this contract before I break any of the promises or ignore any of the assignments.

Signed _____ *Date* _____

Using Psychological Triggers to Your Advantage

Each of the following questions is designed to pull specific psychological triggers in your brain that will set the stage for success on the program. Please review and answer each of them carefully.

1. Elaborate on why you feel this program will be successful where others have failed. Based on what you know about the program now, what are the major things you'll be doing differently that will ensure success?

2. Describe how you are going to handle the inevitable "bad day" that you will come across where nothing seems to go your way, a day when you are stressed out and short on time. How are you going to ensure that one hiccup doesn't derail you completely?

3. Create a deadline for yourself to start this program and elaborate on why now is finally the time that you want to get fit, trim, happy and healthy. Why is it no longer acceptable to delay this process?

4. What are the 3 most important new pieces of information you've learned from this program so far that you are most thankful for?

1.

2.

3. _____

5. Make a list of three things you are giving up by not being fitter and having a body you can be happy in. What is it costing you? What are the worst things being overweight has done to you?

1. _____

2. _____

3. _____

6. What are the top 3 things you hope to do that you can't do now once you have achieved your ideal weight and health?

1. _____

2. _____

3. _____

7. Now that you understand how your vulnerable biology reacts with the toxic food world we live in, describe in as much detail as you can why bad food is bad for you. What are the negative consequences that you suffer physically, emotionally and behaviorally?

8. From the description above, choose the single most powerful word that makes it clear to you why bad food is bad. This word should cue your mind to think of all the negative consequences eating bad food has. It could be any word as long as it is powerful to you. Write that word in the space below. Every time you are tempted to go off the program or eat one of the toxic foods in your environment you can use this simple word as a shortcut to remind you of how deadly that food really is.

9. Now describe in as much detail as you can why good food is good for you. How does it positively affect your health physically, emotionally and behaviorally?

10. From the description above, choose the single most powerful word that makes it clear to you why GOOD food is good. This word should cue your mind to think of all the POSITIVE consequences eating good food has. It could be any word as long as it is powerful to you. Write that word in the space below. Every time you come across a good food that nourishes you, think of this trigger word so you can reinforce your behavior to continually seek out foods that nourish you.

11. Who can you turn to while on this program to provide the motivational support you may need from time to time, especially when the going gets rough, to help make you accountable. This is ideally someone who will actually do the program with you.

Create Your Weekly To Do Lists

Every day you are on the program I want you to create and keep a To Do List for that day. I strongly recommend that you do it first thing in the morning.

The purpose of this exercise is to help *rehabilitate your word*, especially to yourself. You need to teach yourself that *your word is law in the universe* and that what you *say* you'll get done, you will in fact get done.

Each day you're going to take an action or complete a task that you've been putting off that would make a difference to you if you completed them. These can be small, easy actions, like returning a phone call, or straightening up a closet, or they can be significant, like cleaning up a misunderstanding with a friend or parent that's been festering between the two of you for a long time.

Don't get "stuck" on the meaning of the phrase "make a difference". To get a place on the list, an action doesn't have to be something gigantic like getting engaged or divorced, or going back to school, but it could be. Sometimes just getting a phone bill paid, or clearing out that old pile of Sunday newspapers near the bed creates a little whisper of mental fresh air that comes from finally doing something you've been putting off. There's no "right" way to make your list. Just do it.

If you need to, start small. You could start simply by putting, "have a glass of water" on the list. Then go drink the glass of water and check it off! The point is to get you *doing* what you *said* you'd do.

The following form is a sample you can use for your To Do List. Feel free to photocopy it if you like. You can also simply keep your To Do List on a piece of paper or Post-it if you prefer. Or you can download the To Do List at <http://unleashyourthin.com/to-do-list> and print it out on your computer.

PHASE 1: STEP 2

Detect Landmines and Pinpoint the Buried Treasure

Now that you've planted the seeds for success and tilted the weight loss odds in your favor, this next step is essentially going to map out your existing psychological terrain to detect the landmines you want to avoid at all costs as well as pinpoint where the buried treasure is so you can leverage that for success.

One of the most powerful steps you can take is to be aware—aware of the potential pitfalls that

you should avoid as well as the beacons of hope that you can use as springboards to help you leap towards your goals.

This is a critical step because much of what you uncover in this step will be used in the next step when you create your own personalized playbook to bulletproof your mind and environment to virtually guarantee that nothing will get you off track and that you can unleash your thin.

Detecting Landmines

The first step in this process is to identify potential pitfalls so you can avoid them. Let's do that now.

My Toxic Foods

Below, please list the top five foods that you are most addicted to—the ones you are nearly helpless around.

1. _____
2. _____
3. _____
4. _____
5. _____

Examples include ice cream, bread, cheese, pizza, bagels, donuts, cookies, or cola ... any food around which you simply can't control yourself goes on this list.

My Toxic Relationships

Please list your toxic relationships here. These are the relationships that that may sabotage your weight loss efforts. This may include people who are not supportive of your efforts, people who actively work against your efforts, people who cause you stress, or those whose presence make it more likely that you will engage in bad habits.

1. _____
2. _____
3. _____
4. _____
5. _____

My Toxic Situations

Next I want you to take an inventory of toxic situations you find yourself in that cause you to be more susceptible to eating poorly or overeating or trigger intense cravings that you know you shouldn't give in to.

1. _____
2. _____
3. _____
4. _____
5. _____

My Stressful Situations

Now let's talk about stress. It's a part of all of our lives and when it runs out of control, it overwhelms our better nature and reduces our inhibition around temptation. Below list the top five stressful situations in your life:

1. _____
2. _____
3. _____
4. _____
5. _____

My Toxic Routines

Next list your toxic routines—those forces of habit that are so automatic you don't even really notice when you are engaging in them until they are done. Here I want you to focus specifically on those routines that result in your doing something bad for your health, weight or happiness.

1. _____
2. _____
3. _____
4. _____
5. _____

My Toxic Beliefs

Do you have toxic beliefs that hold you back from success? These may include the belief that you “don't deserve to be thin;” that being overweight, exhausted, and depressed is simply “a part of life;” or that you “don't have what it takes to succeed.” You may also have misguided beliefs you use to rationalize and convince yourself that your bad habits aren't so bad after all, or that allow you to succumb to temptations when you know down deep that you shouldn't. I want you to list any and all of your toxic beliefs here. Note: Please make sure you are brutally honest with yourself ... we all have toxic beliefs, it's just a matter of whether we admit to them or not:

1. _____
2. _____
3. _____
4. _____
5. _____

My Toxic Feelings

Finally, I want you to list all of the toxic feelings you experience that cause you to want to eat to assuage the pain. Examples include anger, anxiety, sadness, and frustration, but there are many others, so please list them all here:

1. _____
2. _____
3. _____
4. _____
5. _____

My Points of Pain

Make a list of the top 3 activities that you engage in or do in any aspect of your life that bring you the most pain, make you depressed, sad, angry, anxious, worried or stressed.

1. _____
2. _____
3. _____

Finding Buried Treasure

Next we need to identify the positive foods, relationships, situations, and more that support you. Dig up the buried treasure hidden inside you by completing the following exercises.

My Treasured Foods

Below, please list the top five foods that are your favorite healthy treats. These are the guilt-free foods that make you feel nourished and energetic. Examples could include nuts (macadamia, cashews, or almonds), seeds (pumpkin or sunflower), apples and peanut butter, whey protein shakes, or anything else that you currently eat which supports your health goals. If you don't have any, don't worry, that's what this program is for!

1. _____
2. _____
3. _____
4. _____
5. _____

My Treasured Relationships

I hope you have at least one person in your life that supports you and your weight loss and health goals. The first person on this list should be the person (or people) you have decided to do the program with. After him or her (or them), list any people you could turn to for support when you face temptation or any difficulty while on the program.

1. _____
2. _____
3. _____
4. _____
5. _____

My Treasured Situations

Next I want you to list your favorite activities or situations. These should be things you do or encounter in your day that you look forward to that make you wake up and feel happy and excited to be alive.

1. _____
2. _____
3. _____
4. _____
5. _____

My Relaxing Situations

The antidote to stress is relaxation. Even if you don't do a lot of relaxing right now I want you to write down five ways you would enjoy relaxing. We will be utilizing this information later, so please take time now to complete this list.

1. _____
2. _____
3. _____
4. _____
5. _____

My Treasured Routines

Just as there are routines that tear down your attempts at weight loss, I'm sure you have a few daily habits that support them. For example, if you regularly eat dinner before 7pm, always get a breakfast, or keep a bagful of almonds in your desk drawer those routines would go in this list.

1. _____
2. _____
3. _____
4. _____
5. _____

My Treasured Beliefs

What beliefs do you have about yourself that support your health and weight loss goals? These could include, "I can do anything I set my mind to;" "I deserve to be that thin, healthy, vibrant person I've always wanted to be;" "There's a fit attractive person in me just waiting to come out."

1. _____
2. _____
3. _____
4. _____
5. _____

My Treasured Feelings

List all of the feelings that make you want to get and stay thin and healthy. Does the thought of losing weight excite you? Do you feel joy bubble up inside when you know you are doing what you should to support your health? Do you feel a sense of peace? Whatever the feelings are, they should go on this list.

1. _____
2. _____
3. _____
4. _____
5. _____

My Points of Pleasure

Make a list of the top 3 activities you like to DO the most that bring you the most happiness, pleasure, fulfillment or excitement.

1. _____
2. _____
3. _____

My Mental Candy

Make a list of the top 3 things that are your mental candy, things you love to THINK about, daydream about and fantasize about...things that get your blood pumping, your heart racing or bring a smile to your face.

1. _____
2. _____
3. _____

These associations will be your “Power Images” and we are going to use them in the exercises in Step 3.

Develop Your Power Images

Please take your time to go through each of the following exercises and develop the arsenal of built-in positive and negative associations you will use to fend off the psychological demons that keep you fat, unhealthy and depressed. These are going to be your “power images” and they will help you flip your behavior control switch. In the next step I will teach you how to apply this information.

Negative Power Images

To the right of each word below, please write down the very first picture that comes to mind when you think about that word. Don’t worry about how weird, strange, silly, plain or complex those images are, just write down the first thing that comes to mind and describe it in as much detail as possible—how does it look, how does it feel, how does it smell, how does it make you feel, etc. For example, you might choose the image of “rat poison” for the word “poisonous.”

WORD	POWER IMAGE
Poisonous	
Fattening	
Disgusting	
Allergic	
Bad	
Unhealthy	
Nauseating	
Unnatural	
Addicting	
Stressful	

Positive Power Images

To the right of each word below, please write down the very first picture that comes to mind when you think about that word. Don't worry about how weird, strange, silly, plain or complex those images are, just right down the first thing that comes to mind and describe it in as much detail as possible – how does it look, how does it feel, how does it smell, how does it make you feel, etc. For example, you might choose the image “clean, refreshing waterfall” for the word “healthy.”

WORD	POWER IMAGE
Healthy	
Energizing	
Clean	
Nourishing	
Good	
Delicious	
Natural	
Fun	
Fulfilling	
Relaxing	
Fat Burning	

PHASE 1: STEP 3

Engineering Your Own Plan for Success

This is the single most important part of the entire program. In this step you'll create your own personalized action plan to fight fire with fire, to help you create new healthy scripts that you can follow instead of being sabotaged by the old unhealthy ones that were making you gain weight. By the end of this step, you'll have created your own blueprint to help bulletproof your mind and the environment around you. This will help you on your journey to becoming fit, trim, happy and healthy for good.

Using all of the data you've collected from previous exercises, you are going to both erect mental barriers to protect yourself against things that have previously done you harm and give yourself a new set of tools to help you automatically gravitate towards thoughts and actions that support weight loss and healthy living.

Bulletproofing Your Mind

Since the most important organ in the body for weight loss is the mind, we will start with a set of exercises designed to help you bulletproof it. In the pages that follow you will complete a set of worksheets that will help you develop new mental scripts surrounding food and lifestyle issues that are most often responsible for derailing weight loss attempts.

Take your time as you think through and fill out each of the worksheets below. As I mentioned in the manuscript, some of the work you will be doing is slightly repetitive with the previous step. That's by design as the repetition will help to increase your awareness of the problems and opportunities while simultaneously help you habituate positive responses to those. Please take your time to complete each step in the exercises below. Remember, this is the most important part of the program and I am giving you an entire week to focus on the Phase 1 exercises, so don't rush it and don't short change yourself by taking short cuts.

You will be using these new mental scripts to support you throughout the program. So take your time to make them as good as they can be.

Eliminating Toxic Foods

You will use the table below to create a set of strategies to avoid being exposed to the toxic foods you identified in Step 2, eliminate your urge for these foods, and reprogram your psychological responses to them. Here is what to do:

1. In the “Toxic Food” column on the left write down the top five toxic foods you identified in Step 2.
2. In the second column, “How I Will Avoid This Toxic Food,” I want you to come up with a strategy for avoiding this food as much as you can. This may include not keeping it in the house, avoiding it in the grocery store, eating before you go shopping, or any of the other suggestions I made in the program. Refer to Part 4 of the manual for more suggestions that may help.
3. Obviously, there is no way to avoid any food 100%. That’s why I want you to create a backup plan. In the third column, “How I’ll Eliminate the Urge If I Can’t Avoid It,” I want you to think of the food you are tempted by for what it is. Go back to your list of “Negative Associations” above and choose a word from the left-hand column that applies to this food. It may be fattening, allergic, addictive, or any of the others. Use the example offered below as a model.

4. Finally, in the “Negative Power Image I Will Use to Help Eliminate My Craving for this Food” column on the right I want you to write down the image you came up with for the negative word you have now associated with this food. In the example below, I said chocolate was “poisonous.” The image I came up with for that in the negative associations exercises was “rat poison,” so I put that image in the column in the right.

Once you have done this for all of the toxic foods in your inventory, you will have a comprehensive strategy for coping with the foods that tempt you most. When you can avoid them using the strategy you outlined in the worksheet, do that. When you can’t avoid them, when they are in the environment calling you with their Siren’s Song, use the strategies and visual cues you came up with for eliminating your urges.

Do this regularly, and you will slowly reprogram your relationship to the foods that once controlled you. You will be firmly in the driver’s seat when it comes to controlling your own health and you’ll liberate that healthy, thinner person inside you. And that’s exactly how it should be.

Toxic Foods Worksheet

Toxic Food	How I Will Avoid This Toxic Food	How I'll Eliminate the Urge If I Can't Avoid It	Negative Power Image I Will Use to Help Eliminate My Craving for this Food
Soda	I'll make sure that I eat before I go shopping and I won't even consider buying any sugary sodas as I know I am helpless around it.	When I see any type of soda. I'll think of it for what it is—a poisonous food that triggers my hormones to build fat and add inches to my waist.	Rat poison

Choosing Treasured Foods

Another thing you can do when the temptation to eat toxic foods comes up is to choose one of your treasured foods instead. For many of us, this is difficult at first, because we have associated bad foods with comfort and goods foods with deprivation.

In the last exercise you began reprogramming your relationship to bad foods. In this step, I want you to reprogram your relationship to healthy foods that support you. Associating these “treasured foods” with health, pleasure, and enjoyment will make it easier for you to make responsible food decisions in real time.

Here’s what to do:

1. In the column on the right, “Treasured Food,” list all of the healthy foods you identified in Step 2.
2. In the second column, “How I Will Make This Food Available,” take notes on how you would make sure you have access to this food at times when you are tempted. This may include keeping it on hand in your home and office, choosing it instead of chocolate from the office snack machine, or going out for a walk to your local convenience store when you get hungry and picking up this food for a snack.
3. In the third column, “How I Will Support the Desire to Eat This Food,” take notes on why you enjoy this food, why it’s good for you, how it makes you feel, and why it makes you feel better than the toxic foods you outlined in the previous exercise. Use at least one of the words from the “Positive Associations” exercise we did earlier as part of this description.

4. Finally, in the column on the right, “Positive Power Image I Will Use to Strengthen the Appeal of This Food,” insert the image you wish to associate with this food that will support the positive responses you have to it. This image should correlate with the positive word you chose in the last step. For example, I have chosen an apple as my treasured food. I have associated the word “healthy” with that food, and the visual cue I chose to go with that was a clean refreshing waterfall.

Now whenever you are tempted by those toxic foods, you have another tool in your pocket.

First, think of the visual cue you have for your toxic foods (A Cinnabon now equates to rat poison for me), then choose a healthy food you could eat instead and bring the visual cue you have for that food to mind (for me that’s a healthy, refreshing waterfall). When you do this regularly, you will soon find you are naturally pulled toward the foods that support your health.

Treasured Foods Worksheet

Treasured Food	How I Will Make This Food Available	How I'll Support the Desire to Eat This Food	Positive Power Image I Will Use to Strengthen the Appeal of This Food
Apple	I'll make sure I have this food on hand as a snack at all times. I will keep it at home and at work.	When I see an apple. I'll think of how healthy it is. how the sugar in it is balanced by fiber and how it helps keep my blood sugar stable as a result.	Waterfall

Changing Toxic Relationships

The table below is designed to help you address and insulate yourself against the toxic relationships in your life. By developing an effective plan for coping with the people in your life that may sabotage your weight loss attempts, you protect yourself and further insure your success on the program. Here is how to complete this worksheet:

1. In the column on the left, "Toxic Person," write down the toxic relationships you identified in Step 2.
2. In the middle column, "Why the Relationship is Toxic," I want you to explain why this relationship is toxic, specifically as it relates to how it may be hurting your chances to lose weight and gain health.
3. In the column on the right, "How I Will Insulate Myself Against This Toxic Relationship," explain how you will

handle the toxic person in your life. Note this may take different strategies depending on the person and your relationship. In the example below you will see that my best friend Anne is toxic to my weight loss attempts. Now, Anne is someone I care about deeply and I don't want to lose my friendship with her, but I know she has an interest in keeping me fat and I'm tired of it. So I have come up with a way of dealing with Anne. I want you to do the same for all of the people in your life that may sabotage your weight loss attempts. Please be as specific and as realistic as you can.

Now that you have a strategy in place for coping with your toxic relationships, I want you to use that information to your advantage on the program. Any time you are tempted to engage with this person in a way that strays from your plan, review the worksheet below, remember why you are doing this, and stick with the plan.

Toxic Relationships Worksheet

Toxic Person	Why the Relationship is Toxic	How I Will Insulate Myself Against This Toxic Relationship
My best friend. Anne	I think she secretly wants to keep me fat so she can have someone else fat to hang out with.	I still plan on talking to her. but I will minimize my contact and always try to avoid putting myself in a situation with her that involves eating.

Engaging in Treasured Relationships

Many of us spend far too much time around the people who are toxic to us and far too little time around the people that support us. This is a shame, as we are deeply influenced by those we spend the most time with.

That's why during this program I want you to make time to spend with the people that support your health and weight loss efforts. Ideally, one or more of these people will be doing the program with you.

To help you encourage yourself to spend time with these healthy, supportive people complete the worksheet below by following these steps:

1. In the column on the left, "Treasured Relationship," write down all of the treasured relationships you identified in Step 2.
2. In the middle column, "Why the Relationship is Treasured," take some notes on what makes this a healthy relationship for you. Though you don't have to focus on it exclusively, I want you to take into account how this particular relationship supports your health and weight loss goals.
3. Finally, in the column on the right, "How I Will Support This Treasured Relationship," I want you to identify exactly how you are going to spend time with this person. Determining this now will make it less likely you will make excuses about why you can't spend time together later on.

Treasured Relationships Worksheet

Treasured Person	Why the Relationship is Treasured	How I Will Support This Treasured Relationship
My colleague, Jack	He and I have agreed to do the program together as we both need to lose some weight. Jack is funny and easy to be around and is very encouraging.	I will spend more time with Jack both at work and away from work. We plan to get together a couple times a week to compare notes on what's working best for each of us as part of this program.

Avoiding Toxic Situations

In Step 2 you identified toxic situations that cause you to be more susceptible to eating poorly, overeating, or situations that trigger intense cravings. In the following worksheet you will determine how you can avoid these toxic situations so they don't affect you. Here is what to do:

1. In the column on the left, "Toxic Situation," write down all of the toxic situations you identified in Step 2.
2. In the column on the right, "How I Will Avoid This Toxic Situation," describe some actions you could take that would both allow you to avoid the toxic situation and provide you an alternative behavior. Use my example for guidance as well as all of the tips and tricks you learned in the program.

Toxic Situations Worksheet

Toxic Situation	How I Will Avoid This Toxic Situation
<p>At work they are constantly bringing in bagels that are extremely tempting.</p>	<p>I will do my best to avoid coming into eye contact with the bagels and I will bring in a snack of nuts and fruit so I have something to eat instead. I will also use my negative power images to reprogram my brain to respond differently to this toxic food just in case I can't avoid them.</p>

Putting Yourself in Treasured Situations

As with treasured relationships, we spend too little time in treasured situations. We just don't give ourselves enough of the good stuff in life! No wonder we use food to fill the void and suppress our emotions.

Another step to undermining this process is making sure you put yourself in situations that support your health. For some of you this may mean a radical reconsideration of your entire lifestyle. But big changes mean risk and taking risk is necessary if you are going to become the thin, fit, healthy, happy person you've always wanted to be.

I'm suggesting you start taking some of those risks now. I'm suggesting you work to put yourself in situations—at your job, in your home, and in your social life—that will provide a solid foundation for your health. You don't have to do everything at once, but try doing at least 1–2 of these ideas per month, building up gradually.

To help you do this, complete the following exercise using these steps:

1. In the column on the left, "Treasured Situation" outline all of the situations that you identified in Step 2 that support your health.
2. In the column on the right, "How I Will Engage in This Treasured Situation More Frequently," create a realistic plan for yourself that will allow you to do the things that support you in life. Think big and be a little risky here. If you know that sitting at your desk ten hours a day makes you want to snack on junk food more, think about what you might do instead even if it feels a little dangerous at first.

Treasured Situations Worksheet

Treasured Situation	How I Will Engage in This Treasured Situation More Frequently
<p>Hiking in the woods north of my home. It makes me feel calm and at peace and it's great exercise.</p>	<p>I will make it a point to hike at least twice a week. I will put that in my calendar and on those days I will cut out of work a little early to make it happen. I will think of this as my "job" for the afternoon.</p>

Coping with Stressful Situations

There's an old Lenny Bruce routine in which he talks about a list he once saw of the top ten tips for swimmers in shark-infested waters. "Are you ready for the first tip?" he asks the audience sarcastically. "Get out of the water as soon as possible!"

Well, when it comes to stress the advice is the same. "Get out of the water as soon as possible". In other words, the best thing to do about stress is to not have it in the first place. Unfortunately, that's next to impossible.

Stress is a fact of life. None of us can avoid it entirely ... we can only learn how to cope with it in healthier ways. Three or four glasses of wine in the evening is not such a healthy way to handle stress. Going for a run on the other hand is great! The first stresses your body out further, the later relaxes you mentally and physically.

You need to create an alternative plan to cope with stressful situations so you won't turn to eating bad foods or overeating to cope with stress. Here's how to do that:

1. In the column on the left, "Stressful Situation," write down all of the stressful situations you identified in Step 2.
2. In the middle column, "How to Minimize My Exposure to This Situation," brainstorm some ways you could avoid this stressor altogether. In many cases, we can reduce our exposure to stress, and it's important to look at the best ways to do that.
3. In the column on the right, "How I Can Relax Once I have Been Exposed to This Situation," come up with a method for relaxing yourself when you have been effected by stress. A great way to do this is to use the relaxing situations you outlined earlier in this action guide. Choose one of these situations or actions and put yourself in that space whenever your stressors arise. Or you can come up with an alternative plan if you choose.

Coping with Stressful Situations Worksheet

Stressful Situation	How to Minimize My Exposure to This Situation	How I Can Relax Once I have Been Exposed to This Situation
Fighting with my husband over money gets me very stressed out.	My husband and I could have a conversation about money instead of waiting for it to escalate to a fight.	I'll go for a run for a quick, natural high instead of turning to food.

Engaging in Deep Relaxation

In addition to avoiding stressors and learning to cool off when you are exposed, it's essential that you regularly engage in deep relaxation to drain your body of accumulated stress hormones.

Chronic stress is one of the primary causes of weight gain and ill health. Deep relaxation is the antidote. This exercise will help you identify ways to regularly relax. Here is what to do:

1. In the column on the left, "A Relaxing Activity I Enjoy," write down all of the relaxing activities you can think of. You can use the relaxing situations you came up with in Step 2 or others.
2. In the column on the right, "How I Will Do More of This Relaxing Activity," identify ways you can *make sure* you include these activities in your daily life. If you think you don't have time to relax, think again. Your health and your weight depend on it.

Engaging in Deep Relaxation Worksheet

A Relaxing Activity I Enjoy	How I Will Do More of this Relaxing Activity
Stretching	I will do 20 minutes of full body stretching when I wake up and again before I go to bed.

Abolishing Toxic Routines

Toxic routines are those daily automatic habits that inhibit your health, weight goals or happiness. While it's important to acknowledge that these toxic habits are embedded into your daily routine, it's even more important to create a plan for altering each and every one of them. Here's how to do that:

1. In the column on the left, "Toxic Routine," write down all of the toxic daily habits you came up with in Step 2.
2. In the column on the right, "How I Will Change This Toxic Routine," I want you to think of an alternate behavior you could engage in that would support your health instead of derail it. This may be as simple as avoiding the deadly routine or it may be as complex as reordering some part of your day or life so that this routine no longer has such a strong hold over you. Every situation is different, so this will require a little brainstorming on your part.

Toxic Routines Worksheet

Toxic Routine	How I Will Change this Toxic Routine
I am always rushed in the morning and never have time to make myself a healthy breakfast. so I just eat some sugary cereal or a bagel.	I plan to set my alarm 30 minutes earlier each morning to give myself more than enough time to eat breakfast. I also will prepare my food the night before to ensure that I am not rushed.

Maintaining Healthy Routines

I want you to take a moment to formally recognize the healthy routines you DO have. This is important for at least three reasons. First, it will help you realize that not everything you currently do is bad. Second, it will ingrain these routines even further into your daily life. And finally it may give you another alternative to the unhealthy routines we worked through in the previous step.

To maintain your healthy routines do the following

1. In the column on the left, “Healthy Routine,” write down all of the healthy routines you identified in Step 2.
2. In the column on the right, “Why This Routine is Important to Me and Why I Want to Keep It” take notes on why this routine is important to you and makes you feel good. You may have learned some additional reasons it’s an important routine from the program. Make sure you take notes on that information as well.

Healthy Routines Worksheet

Healthy Routine	Why This Routine is Important to Me and Why I Want to Keep It
I eat before 7 pm every night.	I've always hated going to bed feeling full. After reading the program I understand that there are real biological reasons to keep up this healthy habit.

Transforming Toxic Beliefs into Treasured Beliefs

Toxic, misguided beliefs allow us to rationalize bad habits or succumb to temptations when, deep down, we know we shouldn't. Luckily, we can change these beliefs and focus our energy on thoughts that support our health instead. Here's how to do that:

1. In the column on the left, "Toxic Belief," write down all of the beliefs that hold you back that you identified in Step 2.
2. In the column on the right, "A Treasured Belief I Will Focus on Instead," I want you to choose one of the treasured beliefs you wrote down in Step 2. Every time the original toxic thought comes into your head, I want you to consciously shift your attention toward this treasured belief instead.

Transforming Toxic Beliefs Worksheet

Toxic Belief	A Treasured Belief I Will Focus on Instead
<p>When I've had a bad day, it's ok to just have that bowl of ice cream. Life sucks and I've put in my dues.</p>	<p>While I acknowledge life can suck sometimes, I know that bowl of ice cream will only give me temporary relief. tomorrow will be a better day and I choose to just read my favorite book or watch my favorite TV show instead.</p>

Transforming Toxic Feelings into Treasured Feelings

In the chart below I have listed most of the toxic feelings that people typically use food to cope with. While some of these feelings are very powerful and full of intense emotions, you can create an alternative plan to cope with these feelings that will disempower them, bulletproof your mind against the temptations they trigger, and set off a cascade of treasured feelings that support you instead. Here's what to do:

1. Review the list of emotions below and add any you experience that haven't been outlined in the "Optional Feelings" section at the end of the table.
2. Develop an action plan you can take to change this feeling and put that in the

middle column, "My Alternate Plan for Coping with These Toxic Feelings." This plan could be anything that you know works for you when you are facing these powerful emotions. For example, for the emotion "anger" you may chose say, "Go for a run, play tennis, or do yoga.

3. Finally, in the column on the left, "Treasured Feeling I Experience," note the positive emotions that come up when you take this action to change your negative emotional experiences. This will remind you, in real time, why it's important to take this action when you feel overwhelmed by powerful negative feelings. For example you might write, "Relieved and relaxed" as a result of going for a run when you are angry.

Transforming Toxic Feelings Worksheet

(Note: You don't need to fill in all of these, just complete the ones that apply to your specific situation)

Toxic Feeling	My Alternate Plan for Coping with This Toxic Feeling	Treasured Feeling I Experience
Anger		
Anxiety		
Boredom		
Sadness		
Fatigue		
Fear		
Frustration		
Loneliness		
Indifference		
Self-pity		
Shame		
Depression		
Optional: Other Feeling #1: _____		
Optional: Other Feeling #2: _____		
Optional: Other Feeling #3: _____		

Bulletproofing Your Environment

The first thing you want to do when you bulletproof your kitchen is get rid of anything that's likely to call to you around 3:00 in the morning.

That's my "Ben and Jerry's" approach—removing anything I'm not going to be able to resist if it's sitting in the fridge. But don't stop with the worst offenders. Look at your list of trigger foods. Look around the kitchen and think of what you'd grab if you were lazy and just wanted a quick snack. Then get rid of it. (Unless you're the type to snack on apples and string cheese, of course).

The point here is to get rid of the foods that are likely to derail your weight loss efforts. By now you know this certainly includes the "forbidden nine", (listed below in case you forgot), but you will also want to get rid of chips, pastries, snack cakes, crackers and any other foods that will raise your blood sugar, create their own cravings or which are personal trigger foods for you.

Remember, you want to set your kitchen up so that eating foods that fuel your body and keep your fat burning switch on are easy and accessible and foods that put your fat burning switch in the off position are missing in action.

Make sure to get rid of the forbidden nine:

1. Potatoes
2. Rice
3. Pasta
4. Cereal
5. Bread
6. Sugar
7. Alcohol
8. Dairy
9. Fruit (if you have more than 15 pounds to lose)

Exception: Everyone should eat 1 apple per day! If you need some variety or don't like apples, you can have ½ cup of berries or a ½ grapefruit instead.

Now that you've cleaned out the garbage, it's time to stock up with the good stuff. Turn to the 10 Minute Meals Guide where Chef Jeannette Bessinger prepared shopping list for each week you are on the program. Use the week 2 shopping list as a starting point and then add in anything from similar categories that are "Unleash Your Thin" friendly. (This includes protein foods—meat, fish, chicken, etc.—any vegetables at all, nuts, avocados, and a few low sugar fruits like apples, berries or grapefruit.)

PHASE 1: STEP 4

Create Your Baseline Measurements

Your final step in the preparation week is simple, but extraordinarily effective.

You'll take a variety of measurements – physical, emotional, behavioral and biological – that will help you establish a baseline of where you are today, so you can monitor the progress you'll be making while on this program.

This is incredibly powerful because by using these quantitative measurements, you'll be able to quickly and easily spot when you've gone off track and when you need to course correct and make changes.

These measurements will also serve as a baseline for the progress you make on the program. Each week you will come back to this section and take your measurements again. When you do this, it'll be next to impossible for you to get off track because you'll see the powerful results you are experiencing in hard data and this will give you that extra jolt of motivation you need to complete the program. This is what is called a positive feedback loop and it's critical that you create one for yourself

So, your first step is to go to go through each of the exercises below and complete record your measurements in the Program Start column. I will then provide specific instructions on when you should come back and take these measurements again and give you a place to record.

Physical Measurements

This is very easy. There are four physical measurements I want you to record once a week

while you are on the program. This will give you a “just-the-facts-ma'am” view of how your body is changing over the next six weeks—the weight you'll be losing, the fat that will be dissolving, the inches that will be disappearing from your hips and waist and more. The four measurements I want you to take and record are:

1. **Weight**—You have a scale. Use it!
2. **Waist size**—Just wrap a tape measure around your back and over your belly button.
3. **Hip size**—Simply measure them at their widest point around your pelvic bones with a tape measure.
4. **Body fat percentage**—You have two options. You can either go here: www.naturalhealthsherpa.com/body-fat-calculator and enter a few simple measurements to get your numbers, or you can go to your gym and have it taken there if you prefer. It's important that you take it the same way each time as wildly different results can occur if you don't. Whatever you choose, *make sure* you come back and enter your scores on this table as this is the number that's going to give you one of the best assessments of your change on the program.

The first time you take these measurements should be the morning of the first day you start the program. So, for example, if you start the program on a Sunday, you would take your measurements Sunday morning. That data will go in the “Program Start” column. Each week

take your measurements again and come back to this section of the action guide to record them in the appropriate week (I will give you reminders to do this in the weekly checklists in the coming chapters). Assuming you started on a Sunday, you will take your measurements again every Sunday morning for 5 weeks. When you are finished with the program you can record your total change in each of these metrics in the column on the right.

Physical Measurements Chart

	Program Start	Week 1	Week 2	Week 3	Week 4	Week 5	Total Change
Weight							
Waist							
Hips							
Body Fat %							

Biological Measurements

Turning on your fat burning and behavior control switches not only guarantees that you will automatically lose weight and burn fat, but provides a host of other benefits as well. You may see chronic symptoms resolve. You’ll sleep better. You’ll have more energy. Your moods will improve. You’ll notice that your skin looks better. And you’ll probably be having better sex!

Once you become aware of the incredibly profound changes that your body and brain will both go through, you’ll have an even stronger positive feedback loop to motivate you to stay on course and to do even better. And this will dramatically decrease the odds that you’ll fall off the wagon.

There are two different biological measurements you can take. Let’s review each.

Health and Wellness Quiz

The following quiz should be completed before you start the program, at the beginning of week 4, and once again after the six weeks is over. This will give a good overall assessment of how your health changes in this time.

Please review each of the symptoms below and rate your experience with them over the last three weeks as follows:

- 0 = Did not experience this symptom
- 1 = Minor problem
- 2 = Moderate problem
- 3 = Severe problem

Since you will be taking this quiz three times over the course of the program, here are some options that will make this process simple:

1. You can download and print out the quiz below at <http://unleashyourthin.com/health-quiz>.
2. You can photocopy the quiz from this action guide.
3. You can track your answers on a separate sheet of paper.

Whatever you choose, make sure you total the number and record it in the chart below when you have completed the quiz.

Symptom	Did not experience this symptom	Minor problem	Moderate problem	Severe problem
<i>Skin</i>				
Acne	0	1	2	3
Itching	0	1	2	3
Hives	0	1	2	3
Rash	0	1	2	3
Bruising	0	1	2	3
<i>Head (includes eyes, ears, nose and throat)</i>				
Headaches	0	1	2	3
Blurred or poor vision	0	1	2	3
Bags or circles under eyes	0	1	2	3
Swollen red eyes	0	1	2	3
Ringing in ears (tinnitus)	0	1	2	3
Itching in ears	0	1	2	3
Nasal congestion	0	1	2	3
Runny nose	0	1	2	3
Hay fever or sneezing attacks	0	1	2	3
Swollen tongue	0	1	2	3
Gagging	0	1	2	3
Need to clear throat	0	1	2	3
<i>Digestion</i>				
Nausea	0	1	2	3
Constipation	0	1	2	3
Diarrhoea	0	1	2	3
Cramps	0	1	2	3
Stomach pain	0	1	2	3
<i>Heart and lungs</i>				
Palpitations	0	1	2	3

Symptom	Did not experience this symptom	Minor problem	Moderate problem	Severe problem
Rapid heart beat	0	1	2	3
Difficulty breathing	0	1	2	3
Wheezing	0	1	2	3
Chest congestion	0	1	2	3
<i>Joints and muscles</i>				
Joint pain	0	1	2	3
Joint stiffness	0	1	2	3
Arthritis	0	1	2	3
Joint swelling	0	1	2	3
Muscle pain	0	1	2	3
Muscle weakness	0	1	2	3
<i>Energy</i>				
Easily fatigued	0	1	2	3
Wake up feeling tired	0	1	2	3
Difficulty concentrating	0	1	2	3
Sleep in the afternoon	0	1	2	3
Hyperactive	0	1	2	3
Restless	0	1	2	3

Your Results

Before the Program	At the Beginning of Week 4	After the Program	Total Change

Blood Tests (Optional)

This is an optional step, but it can be profoundly informative and inspirational for those of you who are interested in completing it.

In the table below you will see a baseline set of blood tests I recommend every one take before they start the program and once again after the six weeks is over. These numbers provide a foundation for a lot of health information. Seeing how they change over time is a great way to keep you motivated to make the plan work for you for life and it's just plain interesting to watch these changes happen.

Test	Before the Program	After the Program	Change
Fasting insulin			
Fasting blood sugar			
Cholesterol ¹			
Triglycerides ²			
C-reactive protein			

¹ We recommend that you pay little or no attention to total cholesterol and ask for a particle test. This is the latest technology in cholesterol assessment and will tell you whether your LDL cholesterol is mostly made up of harmless fluffy molecules (LDLa) or small dense particles (LDLb). This is what you need to know—not the total amount of LDL.

² When you get your triglycerides and your cholesterol numbers, you can compute a ratio which is far more predictive of heart disease than cholesterol alone. It's the ratio of triglycerides to HDL (so-called "good") cholesterol. If this ratio is 2 or under you are in terrific shape as far as risk goes. So for example, if your triglycerides are 100 and your HDL cholesterol is 40, your ratio (100: 40) is a very good 2.5. If your HDL cholesterol were 50, your ratio would be 100:50 or 2.

Behavioral Measurements

As you navigate your way through this program, bit by bit you'll find that your old habits will be giving way to new, profoundly healthy habits. This is both a function of managing your blood sugar and insulin and other hormones as a natural consequence of a healthy eating plan, but also as a direct result of the specific mind re-conditioning exercises that you did earlier in this action guide.

While it's important for you to see for yourself just how much weight you are losing and how much your health is improving, it's even more important for you to see how much your behaviors and actions are improving. Remember, at this point, all of you now KNOW exactly how to burn fat, but success will come only by taking the right steps to make that happen. And that's where behavior change comes into play.

You may be shocked to see just how much your behavior changes in a positive way over the course of this program. To get an assessment of your change, take the following quizzes, before you start the program, at the beginning of week 4, and once again after the six weeks is over.

Bad Habits

Place a checkmark in the box on the right for every bad habit you've practiced over the last two weeks. Do this before you start the program, at the beginning of week 4, and once again after the six weeks is over. This will give a good overall assessment of how your health changes in this time. Since you will be taking this quiz three times over the course of the program, here are some options that will make this process simple:

1. You can download and print out the quiz below at <http://unleashyourthing.com/bad-habits-quiz>
2. You can photocopy the quiz from this action guide.
3. You can track your answers on a separate sheet of paper.

Whatever you choose, make sure you total the number and record it in the chart below when you have completed the quiz.

Bad Habit	✓
Eating what's randomly available instead of planning your meals.	
Going grocery shopping while you are hungry.	
Eating when you are stressed, angry or bored.	
Eating while you are distracted, whether watching TV, driving or something else.	
Not chewing your food thoroughly.	
Eating processed/packaged foods instead of whole, real, fresh food.	
Eating whenever you are hungry instead of at standard times (i.e. breakfast, lunch and dinner).	

Bad Habit	✓
Eating after 7 p.m.	
Skipping breakfast.	
Isolating yourself and not engaging with others.	
Getting less than 8 hours of sleep.	
Drinking soda.	
Drinking excessive amounts of alcohol.	
Eating even though you're not hungry due to intense cravings.	
Drinking fruit juice even if "no sugar added."	
Not drinking at least 8 glasses of water per day.	
Majority of your meals are fast food instead of prepared food.	
Drinking coffee.	
Eating an ultra-low-fat diet.	
Not coordinating your diet with your family.	
Smoking.	
Hanging around primarily people who are sick or overweight.	
Not eating together as a family.	
Eating quickly.	
Mindlessly standing in front of the fridge and randomly sampling stuff even if you don't enjoy it or aren't even hungry.	
When given a choice, ordering the "supersized" version.	
Filling your plate with more food than you know you can or should eat.	
Eating until you are too stuffed you can't eat any more.	
Snacking on junk food.	
Eating socially when you're not even hungry.	
Eating potentially toxic conventional foods instead of natural, organic, pastured or wild.	

Your Results

Before the Program	At the Beginning of Week 4	After the Program	Total Change

Good Habits

Place a checkmark in the box on the right for every good habit you've practiced over the last two weeks. Do this before you start the program, at the beginning of week 4, and once again after the six weeks is over. This will give a good overall assessment of how your health changes in this time. Since you will be taking this quiz three times over the course of the program, here are some options that will make this process simple:

1. You can download and print out the quiz below at <http://unleashyourthin.com/good-habits-quiz>
2. You can photocopy the quiz from this action guide.
3. You can track your answers on a separate sheet of paper.

Whatever you choose, make sure you total the number and record it in the chart below when you have completed the quiz.

Good Habit	✓
Eating only at scheduled meal times.	
Eating whole, real, fresh food.	
Drinking at least 8 glasses of water per day.	
Coordinating your healthy diet and lifestyle with your family.	
Eating breakfast that's full of protein.	
Majority of your meals are prepared food instead of fast food.	
Eating until you are 80 percent full instead of until you are physically stuffed, even if there is still food left on your plate.	
Chewing your food thoroughly.	
Engaging with others and becoming part of a community somewhere.	
Planning your meals ahead of time.	
Eating healthy protein, fat and veggies at every meal.	
Getting at least 8 hours of sleep per day.	
Engaging in activities that you find fun, full of pleasure and fulfilling.	
Finding time to actively relax and de-stress.	
Not eating after 7 p.m.	
Engaging in fun exercise.	
Having family dinner hour.	
Eating slowly.	
Snacking on health foods such as veggies, healthy protein and fats.	
Eating natural, organic, pastured or wild foods that are clean and minimize toxins.	

Your Results

Before the Program	At the Beginning of Week 4	After the Program	Total Change

Emotional Measurements

Underneath the changes to your body and the changes to your behavior will be the all-important changes to your mind. By following this program, you should experience profoundly positive changes to the emotions you experience. This is both a result of better control of insulin, your primary fat burning hormone, as well as the fulfillment and joy you'll get from taking back control of your life.

People all too often dismiss emotions when dealing with weight loss, but it's an all-too-important component that simply cannot be ignored. By taking this emotional assessment before you start the program, at the beginning of week 4, and once again after the six weeks is over, you'll be able to see for yourself on paper some of the startling emotional improvements you'll experience.

Emotional Assessment Quiz

Please read each statement and circle a number 0, 1, 2 or 3 that indicates how much the statement applied to you over the past week.

The rating scale is as follows:

- 0 = Did not apply to me at all
- 1 = Applied to me to some degree, or some of the time
- 2 = Applied to me to a considerable degree, or a good part of time
- 3 = Applied to me very much, or most of the time

There are no right or wrong answers. Do not spend too much time on any statement. Since you will be taking this quiz three times over the course of the program, here are some options that will make this process simple:

1. You can download and print out the quiz below at <http://unleashyourthin.com/emotional-assessment-quiz>.
2. You can photocopy the quiz from this action guide.
3. You can track your answers on a separate sheet of paper.

Whatever you choose, make sure you total the number and record it in the chart below when you have completed the quiz.

In the past week:	Not at all	Infrequently, and/or the feeling was not severe	Sometimes, and/ or the feeling of moderate severity	Often, and/or the feeling was severe
I found myself getting upset by quite trivial things.	0	1	2	3
I was aware of dryness of my mouth.	0	1	2	3
I couldn't seem to experience any positive feeling at all.	0	1	2	3
I experienced breathing difficulty (i.e., excessively rapid breathing, breathlessness in the absence of physical exertion).	0	1	2	3
I just couldn't seem to get going.	0	1	2	3
I tended to over-react to situations.	0	1	2	3
I had a feeling of shakiness (i.e., legs going to give way).	0	1	2	3
I found it difficult to relax.	0	1	2	3
I found myself in situations that made me so anxious I was most relieved when they ended.	0	1	2	3
I felt that I had nothing to look forward to.	0	1	2	3
I found myself getting upset rather easily.	0	1	2	3
I felt that I was using a lot of nervous energy.	0	1	2	3
I felt sad and depressed.	0	1	2	3
I found myself getting impatient when I was delayed in any way (i.e., elevators, traffic lights, being kept waiting).	0	1	2	3
I had a feeling of faintness.	0	1	2	3
I felt that I had lost interest in just about everything.	0	1	2	3

In the past week:	Not at all	Infrequently, and/or the feeling was not severe	Sometimes, and/ or the feeling of moderate severity	Often, and/or the feeling was severe
I felt I wasn't worth much as a person.	0	1	2	3
I felt that I was rather touchy	0	1	2	3
I perspired noticeably (i.e., hands sweaty) in the absence of high temperatures or physical exertion.	0	1	2	3
I felt scared without any good reason.	0	1	2	3
I felt that life wasn't worthwhile.	0	1	2	3
I found myself getting upset by quite trivial things.	0	1	2	3
I found it hard to wind down.	0	1	2	3
I had difficulty in swallowing.	0	1	2	3
I couldn't seem to get any enjoyment out of the things I did.	0	1	2	3
I was aware of the action of my heart in the absence of physical exertion (i.e., sense of heart rate increase, heart missing a beat).	0	1	2	3
I felt down-hearted and blue.	0	1	2	3
I found that I was very irritable.	0	1	2	3
I felt I was close to panic.	0	1	2	3
I found it hard to calm down after something upset me.	0	1	2	3
I feared that I would be "thrown" by some trivial but unfamiliar task.	0	1	2	3
I was unable to become enthusiastic about anything.	0	1	2	3
I found it difficult to tolerate interruptions to what I was doing.	0	1	2	3

In the past week:	Not at all	Infrequently, and/or the feeling was not severe	Sometimes, and/ or the feeling of moderate severity	Often, and/or the feeling was severe
I was in a state of nervous tension.	0	1	2	3
I felt I was pretty worthless.	0	1	2	3
I was intolerant of anything that kept me from getting on with what I was doing.	0	1	2	3
I felt terrified.	0	1	2	3
I could see nothing in the future to be hopeful about.	0	1	2	3
I felt that life was meaningless.	0	1	2	3
I found myself getting agitated.	0	1	2	3
I was worried about situations in which I might panic and make a fool of myself.	0	1	2	3
I experienced trembling (i.e., in the hands).	0	1	2	3
I found it difficult to work up the initiative to do things.	0	1	2	3

Your Results

Before the Program	At the Beginning of Week 4	After the Program	Total Change

Addiction Measurement

The last piece of measuring that I want you to do, is a laser-like focus on how addicted you may or may not be to foods. I know many of you would never think in a million years that you are addicted to anything, let alone something as innocent as food, but trust me, from experience, I know that everyone in the world is addicted to some food to some extent.

But the great news is that this program has been specifically engineered to help you kill your addictions to foods that do you in, foods that raise your blood sugar and trigger your fat storage hormone and other foods that cause you to overeat.

I've taken a modified version of the Yale Food Addiction Scale, developed by the wonderful team over at the Rudd Center for Food Policy and Obesity at Yale University that will show you just how much progress you've made by the end of this program. Take this quiz before you start the program, at the beginning of week 4, and once again after the six weeks is over.

Food Addiction Assessment

This survey asks about your eating habits in the past year. People sometimes have difficulty controlling their intake of certain foods such as:

- Sweets like ice cream, chocolate, doughnuts, cookies, cake, candy, ice cream
- Starches like white bread, rolls, pasta, and rice
- Salty snacks like chips, pretzels, and crackers
- Fatty foods like steak, bacon, hamburgers, cheeseburgers, pizza, and French fries
- Sugary drinks like soda pop

In the table below, please circle the answer that applies to you for each statement. Since you will be taking this quiz three times over the course of the program, here are some options that will make this process simple:

1. You can download and print out the quiz below at <http://unleashyourthin.com/food-addiction-quiz>
2. You can photocopy the quiz from this action guide.
3. You can track your answers on a separate sheet of paper.

Whatever you choose, make sure you total the number and record it in the chart below when you have completed the quiz.

Note that when the following questions ask about “certain foods” please think of ANY food similar to those listed in the food group or ANY OTHER foods you have had a problem with in the past year.

In the past 6 weeks:	Never	Once a month	2-4 times a month	2-3 times a week	4 or more times a week or daily
I find that when I start eating certain foods, I end up eating much more than planned	0	1	2	3	4
I find myself continuing to consume certain foods even though I am no longer hungry	0	1	2	3	4
I eat to the point where I feel physically ill.	0	1	2	3	4
Not eating certain types of food or cutting down on certain types of food is something I worry about	0	1	2	3	4
I find that when certain foods are not available, I will go out of my way to obtain them. For example, I will drive to the store to purchase certain foods even though I have other options available to me at home.	0	1	2	3	4
I spend a lot of time feeling sluggish or fatigued from overeating.	0	1	2	3	4
I find myself constantly eating certain foods throughout the day.	0	1	2	3	4
I find that when certain foods are not available, I will go out of my way to obtain them. For example, I will drive to the store to purchase certain foods even though I have other options at home.	0	1	2	3	4
There have been times when I consumed certain foods so often or in such large quantities that I started to eat food instead of working, spending time with my family or friends, or engaging in other important activities or recreational activities I enjoy.	0	1	2	3	4
There have been times when I consumed certain foods so often or in such large quantities that I spent time dealing with negative feelings from overeating instead of working, spending time with family or friends, or engaging in other activities or recreational activities I enjoy.	0	1	2	3	4

In the past 6 weeks:	Never	Once a month	2-4 times a month	2-3 times a week	4 or more times a week or daily
There have been times when I have avoided professional or social situations because I was not able to consume certain foods there.	0	1	2	3	4
I have had withdrawal symptoms such as agitation, anxiety, or other physical symptoms when I cut down or stopped eating certain foods. (Please do NOT include withdrawal symptoms caused by cutting down on caffeinated beverages such as soda pop, coffee, tea, energy drinks, etc.)	0	1	2	3	4
I have consumed certain foods to prevent feelings of anxiety, agitation, or other physical symptoms that were developing. (Please do NOT include consumption of caffeinated beverages such as soda pop, coffee, tea, energy drinks, etc.)	0	1	2	3	4
I have found that I have an elevated desire for or urges to consume certain foods when I cut down or stop eating them.	0	1	2	3	4
My behavior to food and eating causes me significant distress.	0	1	2	3	4
I experience significant problems in my ability to function effectively (daily routine, job/school, social activities, family activities, health difficulties) because of food and eating.	0	1	2	3	4
In the past 6 weeks:	No	Yes			
My food consumption has caused significant psychological problems such as depression, anxiety, self-loathing, or guilt.	0	1			
My food consumption has caused significant physical problems or made a physical problem worse.	0	1			
I kept consuming the same types of food or the same amount even though I was having emotional and/or physical problems.	0	1			

In the past 6 weeks:	No	Yes			
Over time, I have found that I need to eat more and more to get the feeling I want, such as reduced negative emotions or increased pleasure.	0	1			
I have found that eating the same amount of food does not reduce my negative emotions or increase pleasurable feelings the way it used to.	0	1			
I want to cut down or stop eating certain kinds of food.	0	1			
I have tried to cut down or stop eating certain kinds of food.	0	1			
I have been successful at cutting down or not eating certain kinds of foods.					

Your Results

Before the Program	At the Beginning of Week 4	After the Program	Total Change

PHASE 2

Flip on Your Fat Burning Switch

This is the part of the program where the rubber meets the road. During this two week phase you will change your diet while integrating the mind reprogramming tools we developed in Phase 1. Below you will find a quick reference guide that will make staying on the program extremely easy. In the 10 Minute Meals Guide Chef Jeanette and I have provided meal plans, shopping lists, and recipes for this phase. And you will find weekly checklists in the appendix at the back of this workbook to keep all of this extremely simple.

How to Do Phase 2 (Weeks 2 and 3)

The following summary provides a quick reference guide to what you need to know to complete Phase 2. During weeks 2 and 3 of the program you will:

- 1. Eliminate the Nine Major Food Offenders.** They are:
 - Potatoes
 - Rice and other grains
 - Pasta
 - Cereal
 - Bread
 - Sugar
 - Alcohol
 - Dairy
 - Fruit (except for one apple a day) if you have more than 15 pounds to lose.
- 2. Eat in a Way that Lowers Your Insulin Levels.** This means you will:
 - Eat three meals a day plus two snack, each with discreet beginnings and endings
 - Have protein at every single meal.
 - Consume large amounts of fat—whatever you do, DO NOT try a low-fat version of this program.
 - Eat as many vegetables as you like.
 - Never skip breakfast.
 - Drink lots of water.
 - Avoid eating after 7 p.m.
- 3. Bulletproof Your Mind.** You will do this by:
 - Practicing the mind reprogramming scripts you developed in the Phase 1 section of this action guide.
- 4. Reduce Stress.**
 - Use the “Coping with Stressful Situations” and “Engaging in Deep Relaxation” worksheets in Phase 1 to help you.
- 5. Increase Sleep.**
 - Make sure you get between 7–9 hours of sleep every day you are on the program.
- 6. Complete Your To Do Lists.**
 - Remember every day on the program I want you to create a To Do list and complete those items. Use the form in the Phase 1 section of this action guide or write down your list on a piece of paper or a post it note.
- 7. Take Your Weekly Measurements.**
 - At the end of Weeks 2 and 3, you will take your basic physical measurement and record your results in the “Physical Measurements Chart” in Phase 1.

PHASE 3

The Food Reintroduction Test

By the time you're reading these sentences you will have completed the first three weeks of the program and have gone through the most restrictive eating regimen on the program. Congratulations! It's not easy to make that kind of change, and I'd like to tip my hat to those of you who have made it this far.

For some of you, the eating program you've been following may suit you right down to the bones. If you like it, there's no reason to change it. The Phase 2 eating plan is one you can safely stay on for life if you wish. You can continue to use the meal plan and recipes from the last section as long as you wish.

However, for those of you who want a little more variety or for those of you who want to test to see if grains/starches or dairy are a problem for you, this phase will provide you the opportunity to do a little science experiment on yourself—you're going to test grains and dairy to see if they are a problem for you.

Let me quickly review each of these reintroduction weeks.

How to Do Week 4 Dairy Reintroduction

During this week you will continue the following healthy habits:

1. **Continue Eating the Same Foods You Did in Phase 2 Except for the Reintroduction of Dairy.**
2. **Eat in a Way that Lowers Your Insulin Levels.** This means you will:

- Eat three meals a day plus two snack, each with discreet beginnings and endings
 - Have protein at every single meal.
 - Consume large amounts of fat—whatever you do, **DO NOT** try a low-fat version of this program.
 - Eat as many vegetables as you like.
 - Never skip breakfast.
 - Drink lots of water.
 - Avoid eating after 7 p.m.
3. **Bulletproof Your Mind.** You will do this by:
 - Practicing the mind reprogramming scripts you developed in the Phase 1 section of this action guide.
 4. **Reduce Stress.**
 - Use the “Coping with Stressful Situations” and “Engaging in Deep Relaxation” worksheets in Phase 1 to help you.
 5. **Increase Sleep.**
 - Make sure you get between 7–9 hours of sleep every day you are on the program.
 6. **Complete Your To Do Lists.**
 - Remember every day on the program I want you to create a To Do list and complete those items. Use the form in the Phase 1 section of this action guide or write down your list on a piece of paper or a post it note.

7. **Take Your Weekly Measurements.**

- At the end of Weeks 2 and 3, you will take your basic physical measurement and record your results in the “Physical Measurements Chart” in Phase 1.

However, there are two things you are going to do differently. They are:

1. **Retake the Self-Assessments**

- As you start week 4 of the program, you should retake the following self-assessments in Phase 1 to see how much progress you have made so far:
 - Health and Wellness Quiz
 - Bad Habits Quiz
 - Good Habits Quiz
 - Emotional Assessment
 - Food Addiction Measurement

2. **Add Dairy to Your Diet**

If you choose to add dairy to your diet, you can either use the Week 4 meal plans found later in this section of the action guide or you can take the “roll your own approach” that I reviewed in the manual and will go over again below.

As you do this, I want you to use the Food Log at the end of this section to record your responses to dairy. When you reintroduce this food into your diet, you may suffer from an array of symptoms including:

1. Bloating
2. Weight gain
3. Congestion
4. Fatigue
5. Poor mood
6. And more

Use the food reintroduction journal at the end of this section to note any ill effects dairy causes so you have a written record of your experience.

Now if it turns out that when you introduce dairy you immediately feel worse—or symptoms that weren’t there during Phase 2 (like excess mucous, or bloating) return quickly—there’s no need to continue eating dairy for the rest of the week. It will be painfully obvious that dairy is a problem food for you, and you should probably just cut it out here and now and spend the rest of the week eating according to the “paleo” principles of Phase 2. Of course if dairy reactions are less clear (or minimal) finish out the week as planned and then assess the place (if any) that dairy has in your daily/weekly diet.

How to Do Week 5 Grains/Starches Reintroduction

During this week you will continue the following healthy habits:

1. **Continue Eating the Same Foods You Did in Phase 2 Except for the Reintroduction of Gluten.**
2. **Eat in a Way that Lowers Your Insulin Levels.** This means you will:
 - Eat three meals a day plus two snack, each with discreet beginnings and endings
 - Have protein at every single meal.
 - Consume large amounts of fat—whatever you do, **DO NOT** try a low-fat version of this program.
 - Eat as many vegetables as you like.
 - Never skip breakfast.
 - Drink lots of water.
 - Avoid eating after 7 p.m.

3. **Bulletproof Your Mind.** You will do this by:
 - Practicing the mind reprogramming scripts you developed in the Phase 1 section of this action guide.
4. **Reduce Stress.**
 - Use the “Coping with Stressful Situations” and “Engaging in Deep Relaxation” worksheets in Phase 1 to help you.
5. **Increase Sleep.**
 - Make sure you get between 7–9 hours of sleep every day you are on the program
6. **Complete Your To Do Lists.**
 - Remember every day on the program I want you to create a To Do list and complete those items. Use the form in the Phase 1 section of this action guide or write down your list on a piece of paper or a post it note.
7. **Take Your Weekly Measurements.**
 - At the end of Weeks 2 and 3, you will take your basic physical measurement and record your results in the “Physical Measurements Chart” in Phase 1.

However to test your reaction to grains, you will:

1. **Eliminate Dairy from Your Diet Again**
2. **Add Grains and Starches Into Your Diet**

It’s important that you only test one potential food allergen at a time. That’s why I want you to take the dairy back out as you test grains this week. To do this, you can either follow the Week 5 meal plan or take the “roll your own” approach that I will review later in this section.

I also want you to record any responses you have to grains or starches in your food reintroduction journal this week as well. You may experience similar symptoms as those listed above or you may have others. Everyone is different. Tune in and listen to what **your** body wants and how it responds as you do this test.

If it turns out that when you introduce grains you immediately feel worse—or symptoms that weren’t there during Phase 2 (like gas, joint pain, headaches, brain fog or bloating) return quickly—there’s no need to continue eating grains/starches for the rest of the week. It will be painfully obvious that these foods are a problem food for you, and you should probably just cut them out here and now and spend the rest of the week eating according to the “paleo” principles of Phase 2. Of course if grain/starches reactions are less clear (or minimal) finish out the week as planned and then assess the place (if any) that grains/starches have in your daily/weekly diet.

As I explained in your manual, you can take a “roll your own” approach to food reintroduction—which basically means you won’t be following the meal plan exactly, but making your own choices about reintegrating these foods. While there’s no set formula for how to do this, here are some guidelines you can use if you choose to go this route:

During dairy week (week four): Start with some cheeses or yogurt. Nuchatel cheese is a good one, as is feta and goat cheese. I suggest beginning by introducing dairy on three or four out of the seven days. A serving of yogurt or cottage cheese is usually 8 ounces, but you could break that up into two snacks or portions (for example, ½ cup yogurt with sprinkling of nuts, ½ cup cottage cheese with some berries).

Some excellent choices to experiment with include string cheese (goes great with your apple!), evaporated skim milk (terrific for sauces), or part skim mozzarella sticks. Be judicious with milk, as it has its own set of problems for many people. I'd test milk on days that are separate from the other dairy foods, just to make sure that any "dairy" reaction isn't really just a reaction to the lactose in milk!

During grains and starches week (week five):

I'd suggest beginning by having grains or starches on three or four of the seven days this week. I like the idea of starting with very low-glycemic, healthy starches like oatmeal, quinoa or even brown, basmati or wild rice. If you need a visual reference for portions, think of them as about the size of an ice cream scoop. Other choices include some multi-grain crackers, very high fiber "real" bread like Ezekiel (start with 1 slice!), or a sweet potato (1/2 large potato is a portion).

Of course on any day at all you can go back to the meal plans, or use recipes or individual meals and snacks right out of *10 Minute Meals Guide*.

Whatever path you choose, make sure you take notes on any symptoms that arise in your food reintroduction journal, which can also be found in your action guide.

Doing this will provide you critical information about how your body responds to these two offending foods. This will allow you to make choices based on a deep knowledge of how your body works and how it reacts when you consume foods that are not good for you. Having this information is critically important as you move into Phase 4.

PHASE 4

Fine Tune Your Plan for Life

As I have stated many times before, this program is a lifelong eating plan and should be seen as a way of life. Though you've reached Phase 4, this does *not* mean the program is over. In fact, it's just begun. This should mark the beginning of a whole new way of life for you.

During Week 6 there are many tasks you need to complete. These tasks will help you see how much progress you've made and set the stage for lifelong health and optimum weight. Here's what to do.

How to Do Phase 4

The first thing you should do during Week 6 is

- **Determine Whether You Will Eat Grains, Dairy, Both or Neither Going Forward.**

To do this:

- Review your experiences during Weeks 4 and 5. Look at your food reintroduction journal. How did you react to grains and dairy? What place do you think these foods will have in your diet long-term?
- If you can eat grains and dairy, use the "Grains and Dairy Included" meal plans and recipes in the *10 Minute Meals Guide* as a template for your long-term diet plan.
- If you can't eat grains but you can eat dairy, use the "Grain-Free" meal plans and recipes in the *10 Minute Meals Guide* as a template for your long-term diet plan.

- If you can't eat dairy but you can eat grains, use the "Dairy-Free" meal plans and recipes in the *10 Minute Meals Guide* as a template for your long-term diet plan.
- If you can't eat either grains or dairy, use the "Grain-Free and "Dairy-Free" meal plans and recipes in the *10 Minute Meals Guide* as a template for your long-term diet plan.
- **Continue the Healthy Habits You Started in Phase 2.** Remember, these include:
 - Avoiding the nine major food offenders
 - Eating in a way that lowers your insulin levels
 - Eat three meals a day plus two snacks, each with discreet beginnings and endings
 - Have protein at every single meal.
 - Consume large amounts of fat—whatever you do, DO NOT try a low-fat version of this program.
 - Eat as many vegetables as you like.
 - Never skip breakfast.
 - Drink lots of water.
 - Avoid eating after 7 p.m.
 - **Bulletproofing Your Mind**
 - Use both the exercises in Phase 1 as you need to continue bulletproofing your mind.
 - **Complete your To Do Lists**
 - This is a healthy lifelong habit to keep.

• **Complete Your Program Closing Health Assessments.** Go back to Phase 1 and take each of the following again. Make sure you reflect on what changes you've seen or haven't seen. Don't just record the numbers and move on, take a closer look at them and see what conclusions you can draw. The important point here is to make a real emotional connection to the story that the hard numbers are telling you. To do that, reflect on the following:

1. Did your weight and other physical measurements improve? How does that make you feel?

2. Did your score on your Health and Wellness Quiz change? How much did it change? How does that make you feel?

3. Do you feel more energetic now that the program is over? What does that allow you to achieve in your life?

4. Did your blood tests (if you took them) improve? What does this tell you about how your health and weight are related? How does knowing this make you feel?

5. Did you see any change in your daily habits? Did you reduce your bad habits and increase your good habits? What does this allow you to do in your life?

6. Overall, how do you feel emotionally right now? Did you see a change on your Emotional Assessment Quiz? What revelations does this provide about the connections between what you eat, what you do, and how you feel?

7. Did you experience a reduction in your food addictions or cravings? Did they evaporate completely? What does being free of these addictions help you achieve and how does that make you feel?

• Review the Strategies for Dealing with the Real World in Part 4.

- Part 4 of the program is packed with real world strategies that will help you make this program even more effective. Please use that material to ensure your continued success on the program.

In this section you will find all of the checklists you need to complete the program. The checklists have been divided by phase and week. Each checklist will outline the major “To Dos” you need to complete each week so that you can make sure you stick with the program.

WEEKLY CHECKLISTS

Phase 1 (Week 1) Checklist

Task	✓
Completed and signed my contract to stay on the program.	
Completed my “Using Psychological Triggers” exercise.	
Wrote out my first To Do List.	
Completed my inventory of potential landmines and pitfalls.	
Completed my inventory of buried treasure.	
Completed all of my mind reprogramming scripts in the bulletproofing your mind section of the action guide.	
Bulletproofed my environment by cleaning out my kitchen of poor-quality ingredients, and getting the kitchen supplies I needed.	
Completed all of my measurements.	
Went shopping for my first week on the program.	
Purchased my supplements	

Phase 2 Weekly Checklists

Week 2

Task	✓
Ate the program-specified meal plan or created my own equivalent meal plan.	
Practiced my mental and environmental bulletproofing exercise at least three times this week.	
Took and recorded my weekly measurements.	

Week 3

Task	✓
Ate the program-specified meal plan or created my own equivalent meal plan.	
Practiced my mental and environmental bulletproofing exercise at least three times this week.	
Took and recorded my weekly measurements.	

Phase 3 Weekly Checklists

Week 4

Task	✓
Followed the dairy reintroduction menus	
Recorded my symptoms in my Food Log	
Practiced my mental and environmental bulletproofing exercise at least three times this week.	
Took and recorded my weekly measurements.	

Week 5

Task	✓
Followed the grain reintroduction menus	
Recorded my symptoms in my Food Log	
Practiced my mental and environmental bulletproofing exercise at least three times this week.	
Took and recorded my weekly measurements.	

Phase 4 (Week 6) Checklist

Task	✓
Identified my optimal lifelong eating template.	
Practice my mental and environmental bulletproofing exercise at least three times this week.	
Completed my program closing physical measurements	
Completed my program closing health quiz.	
Completed my program closing blood tests.	
Completed my program closing bad habits quiz.	
Completed my program closing good habits quiz.	
Completed my program closing emotional assessment.	
Completed my program closing food addiction measurement.	
Reviewed the strategies for dealing with the real world in Part 4 of the program.	

HANDY RESOURCES

Here is a list of resources you can use to deepen your knowledge in areas that have come up in this program, along with some handy tools you can use to make the program more fun and easy to complete.

Reading

The following are some of my favorite books on nutrition, food politics, the psychology of weight loss and addiction, and other relevant subjects.

Nutrition

- *Nutrition Made Simple* by: Robert Crayhon
- *In Defense of Food* by: Michael Pollan
- *Food Rules* by: Michael Pollan
- *Living Low Carb* by: Jonny Bowden
- *Wheat Belly* by William Davis, MD
- *Fat Chance* by Robert Lustig, MD

The Physiology of Weight Loss and Weight Gain

- *Why We Get Fat* by: Gary Taubes

Food Cravings and Addiction

- *The End of Overeating* by: David Kessler, MD
- *Anatomy of a Food Addiction* by: Anne Katherine
- *Sugars and Flours: How They Make Us Crazy, Sick and Fat and What to Do about It* by: Joan Iffland
- *Beat Sugar Addiction Now* by: Jacob Teitelbaum, MD
- *Sugar Nation* Jeff O'Connell

Psychology

- *Waistland: The Evolutionary Science Behind our Weight Loss and Fitness Crisis* by: Diedre Barrett

Food Politics

Food Politics by: Marion Nestle

Movies

The following are a few of my favorite movies on food, weight loss, and food politics.

- *My Big Fat Diet*
- *Food, Inc*
- *King Corn*
- *FatHead*

Blogs

I follow these blogs almost daily:

- Jimmy Moore—www.livinlavidalowcarb.com/blog
- Dr. Mike Eades—www.proteinpower.com/drmike
- Jonny Bowden—www.jonnybowdenblog.com
- Chris Kessler—www.chriskessler.com
- Dr. Stephan Guyenet—www.wholehealthsource.blogspot.com
- Mark Sisson—www.marksdailyapple.com
- Denise Minger—www.rawfoodsos.com
- Dr. William Davis—www.blog.trackyourplaque.com

Websites

I also look at these website all the time:

- Cholesterol-and-health.com—
www.cholesterol-and-health.com
- Weston A. Price Foundation—
www.westonaprice.org
- Natural Health Sherpa—
www.naturalhealthsherpa.com
- Jonny Bowden—www.jonnybowden.com

Organic Foods

Wild Fish

Vital Choice—The wild salmon (and other fish) from Vital Choice come from the pristine waters of Alaska. Sustainably fished and environmentally sound. Please go to <http://unleashyourthin.com/wildsalmon> for more.

Grassfed Meats

US Wellness Meats—Excellent source of grass-fed, responsibly farmed meats including lamb, Also the best supplier of Pemmican, the original Native American “energy bar” made from dried meat and fat and sometimes sweetened with dark cherries. Please go to <http://unleashyourthin.com/grass-fed> for more.

Novy Ranches (California)—This veterinarian-owned ranch raises exclusively grass-fed beef (no finishing on grain) and is one of the most humane operations I’ve ever seen. I can honestly say I’ve never tasted better meat. At present they only deliver in California, but look for them to expand: <http://www.novyranches.com>