



**WEIGHT LOSS**  
MADE EASY  
[personalfitness.com](http://personalfitness.com)

**— LOSE WEIGHT FOR THE LAST TIME! —**  
WITHOUT DIETS, DEPRIVATION, OR UNNECESSARY SUFFERING

# **THE THREE PILLARS OF WEIGHT LOSS — MADE EASY —**



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# THE THREE PILLARS OF WEIGHT LOSS MADE EASY

## The Three Pillars/Principles of Permanent Weight Loss:

1. Focus on Why You Eat, Not Just What You Eat.
2. Create Non-Negotiable and Guardrail Habits to Guarantee Your Success and Catch Yourself When You're Slipping.
3. Lose Weight the Way You Want to Live.





## **The Role of Your Brain in Creating AND Breaking Habits**

Every habit starts as just a thought.

And a habit is nothing more than a neurological pathway in the brain.

Therefore, to break habits that no longer serve you, willpower is useless, because you can't change your brain using willpower.

To change your habits, you need to learn how to change your biology. You need to learn how to change that neurological pathway that your brain has created around that habit.

### **How habits are formed**

Your brain will develop a habit around some reward that you repeatedly seek.

Something that it thinks is important to you. Like eating certain foods to feel better or eating an entire container of popcorn every time you sit down to watch TV.

So, the more you practice a behavior, the harder it is to stop because your brain will continue to push you towards that same reward whenever triggered.



## THE 7-BASIC NON-NEGOTIABLE KEYSTONE HABITS

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Therefore, you can't change a habit by focusing only on your actions.

What you eat and how you exercise, those are actions. And your actions are controlled by how you feel. But how you feel is controlled by your thoughts, and thoughts live in the brain.

So, to create permanent change, you can't change your actions without first changing the feelings and the thoughts associated with those actions. Because the emotions and thoughts associated with a certain behavior are still wired in the brain.

They have become an imprint on your brain. Therefore, to change that habit, you must change the brain circuitry.

You must learn how to rewire the thought-emotion cycle that leads to the action-result.

Actions lead to results. But to permanently change a behavior, you must first change the neurological pathway in the brain.

I call this ...

***Recruiting your brain to change your biology,***

which is what leads to permanent weight loss.

So, WEIGHT LOSS MADE EASY is a brain-based process.

It's not a willpower-based process, or a diet and exercise-based process.

When you focus on diet and exercise, you're going to lose every time because you're not changing what is controlling the choices that you're making. Very important.







## **Weight Loss Made Easy: Pillar #1**

### **FOCUS ON WHY YOU EAT, NOT JUST WHAT YOU EAT!**

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#### **Why do you eat?**

Well, you eat for a lot of different reasons! We all eat for a lot of different reasons. And very rarely is that reason hunger. Very rarely do we eat just because we're hungry.

Think about all the eating you do daily.

#### **We eat because we see food.**

Maybe you're at the office and you see bagels, muffins, or donuts. And even though you're not really hungry, you join in because they're there.

#### **Emotional Eating**

Maybe you're having a shitty day.

Well, guess what? Who wants to feel shitty?



## THE 7-BASIC NON-NEGOTIABLE KEYSTONE HABITS

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Well, nobody really wants to feel shitty, right? So, you try to do something to mask that shitty feeling, to not feel the way you're feeling? And the easiest thing to do is to eat something.

Eating makes you feel better, for the moment.

### **We eat for a lot of different reasons other than hunger:**

You walk down the street and the smell of cinnamon buns coming from the bakery makes you think that you're hungry. So, again, you eat.

### **Wind-Down Eating**

You come home exhausted, and you tell yourself that "I just feel like having something to wind-down." So, you reach for a glass of wine. And that leads to a bag of chips.

### **Reward Eating**

You get a promotion or something great happened. Well, what do you do? You eat to celebrate or reward yourself. I call this reward eating.

### **Overeating is what leads to Weight Gain**

And guess what, folks? If you're overweight, you are an overeater.

If you're overweight, you are an overeater. And you overeat because you do a lot of eating other than being hungry.

If you're eating when you're not physically hungry, you're overeating.

But when you learn how to get rid of all the reasons that you eat other than being hungry, guess what? Wow, magic happens. Magic happens. Because you start to get rid of all the excess eating that you're doing.

And this is how I teach my clients to learn how to eat without counting calories, points, or any of that nonsense.

You learn to eat when you're hungry. And if you're not hungry, well you learn to feel your feelings.



## THE 7-BASIC NON-NEGOTIABLE KEYSTONE HABITS

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You learn to deal with whatever's coming up. Because guess what, once you take away the food, then the emotion is still there, you're going to have to deal with them eventually.

So, I teach my clients how to deal with whatever's coming up without turning to food.

They learn new coping mechanisms, new ways of coping, without the food.

You take away the food, and you'll learn to deal with whatever shows up.

### **Making Peace with Food**

So, WEIGHT LOSS MADE EASY will teach you how to focus on why you eat, because what you eat is the least important thing.

And when you get rid of all the non-hunger eating, you will realize that, well, you don't have to restrict all the things you eat.

You get to transform your negative relationship with food.

You can get rid of your food struggles because you can eat whatever the bloody hell you want.

You learn to realize that you just can't eat everything you love all the time, and you can't eat them all at once.

And once you realize that you change your whole relationship with food.

You change your own perspective and get rid of the food struggle and all the unnecessary suffering around food.

You no longer need to go through your day depriving yourself of the things you love to eat, because you get to plan when to eat them.

And if you do it intentionally and consciously, you can enjoy the foods you love and still lose weight.



### THE CONSCIOUS EATING METHOD

I call this THE CONSCIOUS EATING METHOD.

- ☑ Learn to eat when you're hungry AND stop when you've had enough!
- ☑ Learn to make conscious choices.
- ☑ Learn to make basic food substitutions.
- ☑ Learn to become one percent better every day.
- ☑ Focus on changing just one habit at a time, instead of trying to follow a meal plan, workout plan, and attempting to change your entire life all at once.
- ☑ Focus on why you eat and get rid of all the reasons why you eat other than physical hunger.

And when you master **The Conscious Eating Method**, you will be able to lose weight AND maintain it easily WITHOUT restricting what you eat!







## **Weight Loss Made Easy Pillar #2**

### **CREATE NON-NEGOTIABLE AND GUARDRAIL HABITS TO GUARANTEE YOUR SUCCESS AND TO CATCH YOURSELF WHEN YOU'RE SLIPPING!**

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Daily non-negotiable habits are simply habits you're not willing to negotiate.

These are habits that you are committed to, no matter what.

These are important because to successfully lose the weight AND keep it off, you must start adopting the habits and mindset of your Future Self.

So, instead of focusing on dieting and exercising to lose weight, I encourage my clients to focus on creating the best version of themselves.

After all, what is more important, depriving yourself of everything you love to eat, then beating yourself up when you fail, which will ultimately lead you to quit?

Or,

Working on creating your best self, which include:

- Practicing self-compassion.
- Positive self-talk.
- Becoming one percent better every day.
- Focusing on what you're doing well, instead of how you're messing up.
- Celebrating your small wins.



## THE 7-BASIC NON-NEGOTIABLE KEYSTONE HABITS

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These are the habits of your Future Self!

Therefore, Non-Negotiable Habits are the habits of your Future Self!

And to guarantee your success, you must practice adopting these Future Self habits, mindset, and behaviors as your own.

**Non-Negotiable Habits fall in four important categories:**

- ☑ What you eat or how you nourish the body.
- ☑ How you move the body daily.
- ☑ The quality of your sleep.
- ☑ The quality of your thinking, and how you deal with the stressors of daily living.

### GUARDRAIL HABITS

Guardrail habits allow you to catch yourself when you're slipping!

Most people who lose weight regain it back primarily because they haven't established simple guardrail habits to catch themselves when they're slipping.

Guardrail habits allow you to catch yourself before they you regain the first five pounds. And hopefully, five pounds doesn't become ten, twenty, or one hundred.

Guardrails allow you to stay present and aware of what is happening in your life.

So, to be successful over the long-term, you must set up guardrail habits in several important areas. You need guardrail habits to help you:

- ☑ Deal with urges and cravings.
- ☑ Change your stinking thinking.
- ☑ Deal with the plateaus.
- ☑ Prevent yourself from regaining the weight.





## Weight Loss Made Easy Pillar #3

### LOSE WEIGHT THE WAY YOU WANT TO LIVE!

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Don't do anything to lose weight that you're not willing to do for the rest of your life. This is one of the most important principles of long-term weight loss.

Most people regain their weight because they follow crazy diets that they can't maintain over the long-term.

#### Top Three Reasons Why You Want to Lose Weight the Way You Want to Live!

1. Dieting Sucks.
2. You WILL Regain the Weight Back (and more).
3. The More You Diet, the More You're Likely to be Overweight or Obese.

Let's face it. Diets suck because...

- You're miserable all the time.
- You're thinking about food all the time.
- They almost always end in failure.
- Failure usually leads to the inevitable beatdown causing you to feel shitty, which then drives you to eat, thereby, gaining more weight.

Secondly, dieting to lose weight ultimately leads to you regaining your weight because you're messing with **THE MOST HIGHLY REGULATED PROCESS IN YOUR BODY!**





## THE 7-BASIC NON-NEGOTIABLE KEYSTONE HABITS

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Energy intake and expenditure (and consequently, body weight) is very tightly controlled by your brain and involves EVERY system, organ, and cell in your body.

So, when you diet to lose weight, this sends off major alarm bells in your brain, especially when you lose weight quickly.

To you, you've just lost 20 pounds, but to your brain, those 20 pounds equate to 90,000 calories.

And the truth is to your body, stored bodyfat is as good as gold! So, your body really doesn't want to get rid of stored fat.

So, when you lose weight through dieting, your brain will slow down your metabolism, increase your hunger hormones, and decrease your fullness hormones to force you to GAIN the weight back!



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And finally, the fact that dieting to lose weight is the number one predictor of future weight gain is simple...

When you lose weight through dieting,

- You lose precious muscle tissue.
- You speed up the aging process.
- Your hormones become imbalanced.
- Your brain slows down your metabolism and fullness hormones.

Together, all these issues add up to you regaining more weight than you originally lost. To achieve long-term weight loss, you must learn to

### ***RECRUIT YOUR BRAIN TO CHANGE YOUR BIOLOGY!***

#### **How to Recruit Your Brain**

To recruit your brain,

- You must first change the thoughts and emotions associated with the habits you're trying to change.
- You must focus on the rewards you're going after, since your brain is reward driven.
- You must get excited about the rewards you're seeking.
- You must eat foods you enjoy regularly.
- You must have some built-in pleasure since your brain is a pleasure junkie.

In short, the best way to recruit your brain to change your biology is to focus on creating your best self (your Future Self).



### THE WEIGHT LOSS MADE EASY PROGRAM OVERVIEW

This is a Group Coaching Program to include:

- ☑ Step-by-step on-demand online training.
- ☑ Weekly live and recorded group coaching calls.
- ☑ Private Facebook group.
- ☑ Weekly live Q&A sessions.
- ☑ Monthly coaching videos.

**PLEASE WATCH ALL FOUR VIDEOS FOR A DETAILED EXPLANATION OF ALL THE WEIGHT LOSS PRINCIPLES DISCUSSED HERE AND A COMPLETE OVERVIEW OF THE WEIGHT LOSS MADE EASY PROGRAM IN VIDEO #4! CHECK YOUR EMAIL FOR ALL VIDEOS.**

