



**WEIGHT LOSS**  
MADE EASY  
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# REWIRE YOUR BRAIN

**HOW TO LOSE WEIGHT AND KEEP IT OFF!  
BY CHANGING THE BRAIN CODE TO YOUR HABITS**



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## REWIRE YOUR BRAIN: HOW TO LOSE WEIGHT AND KEEP IT OFF!

Did you know that

**99% of people who try to lose weight will always regain the weight, because they have no understanding of what's going on in their brain when they try to lose weight!**

And until you understand and master the three things I'm going to share with you today, you may lose weight, and a lot of weight too, but you will always regain your weight!

Why?

Because body fat is your body's most cherished energy supply!



## REWIRE YOUR BRAIN: HOW TO LOSE WEIGHT AND KEEP IT OFF!

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And you're messing with your body's energy supply, which will **almost always** trigger your brain and some very powerful hormones to force you to regain the weight!

Notice that I said **almost always** because there is a way around it.

And that is to learn how to recruit your brain to help you to change your biology.

So, today I'm going to answer the question you've been asking:

### **How do I lose weight and keep it off?**

But, before we get into the top 3 things you must do to lose weight and keep it off, let's first understand why your brain and some very powerful hormones are going to be working against you every single time you lose weight!

### **This is important, so remember this!**

Let's say you lose 20 pounds in a month or two.

Now 20 pounds may seem insignificant to you, especially if you've got a lot of weight to lose, but to your body, one pound of body fat is the equivalent of over 450 grams of fat, which is approximately 4500 calories!

And each calorie is one unit of energy to your body.

### **ONE POUND BODY FAT = 450 GRAMS OF FAT = 4500 UNITS OF ENERGY TO YOUR BODY**

**20 lbs. are the equivalent of 82,000 units of energy!!!**

Think of it this way:

If over a 2-month period you were to lose \$82k from your investment accounts, wouldn't you be in a panic??

**So, you must realize that weight loss automatically triggers your brain to take drastic measures to put the weight back on because your body is in a panic!**

You're messing with the body's energy supply!!!

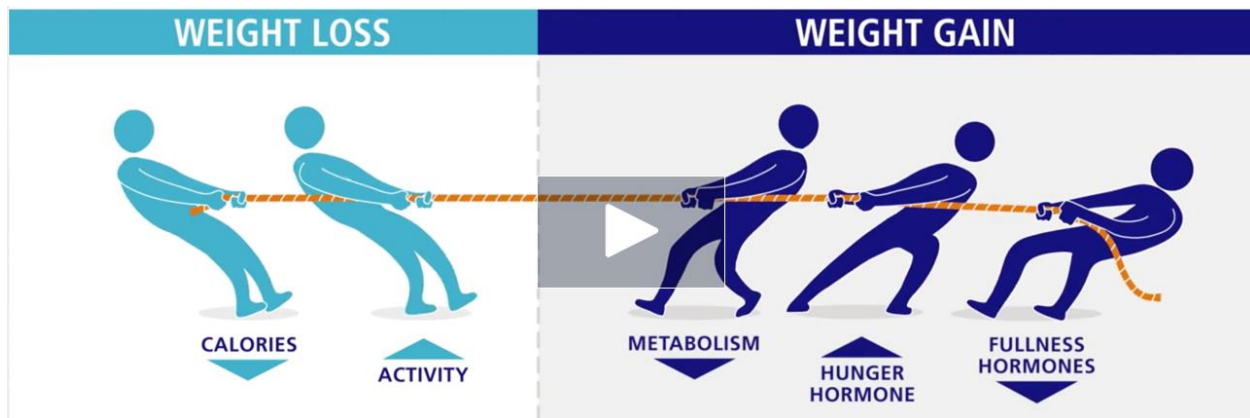


## REWIRE YOUR BRAIN: HOW TO LOSE WEIGHT AND KEEP IT OFF!

That's why your body weight is the most regulated system in your body above all else, because every single cell in your body requires energy to live.

So, when you lose weight, especially a lot of weight, your body automatically sends a panic alarm to your brain, and your brain is going to respond by:

- Slowing down your metabolism
- Ramping up your hunger hormones
- Decreasing your fullness hormones



Now do you see why 9-10 times when people lose weight, they will always regain it?

**UNLESS you learn how to recruit your brain to be on your side, so that the body's panic alarm doesn't go off!!**

How do we do that?

**YOU MUST FIRST CHANGE THE BRAIN CODE TO EACH KEYSTONE HABIT!**

A keystone habit is a habit that affects many different areas of your life, like exercise, diet, sleep, and your relationship to stress.







## **WEIGHT LOSS PRINCIPLE #1: TO ACHIEVE LONG-TERM WEIGHT LOSS, YOU MUST FIRST REWIRE YOUR BRAIN!**

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You rewire your brain by changing the brain code of the habits that no longer serve you AND by creating new habits!

Here's the reason:

**All habits are created in the brain.**

And here's the problem:

A lot of you who are trying to lose weight, often jump right to trying to change your diet and exercise habits.

As a result, you fail over the long-term, because you end up losing some weight but gaining it back!

And then you beat up on yourself for being a failure, which drives you to eat and gain even more weight

This is what I call **UNNECESSARY SUFFERING!**

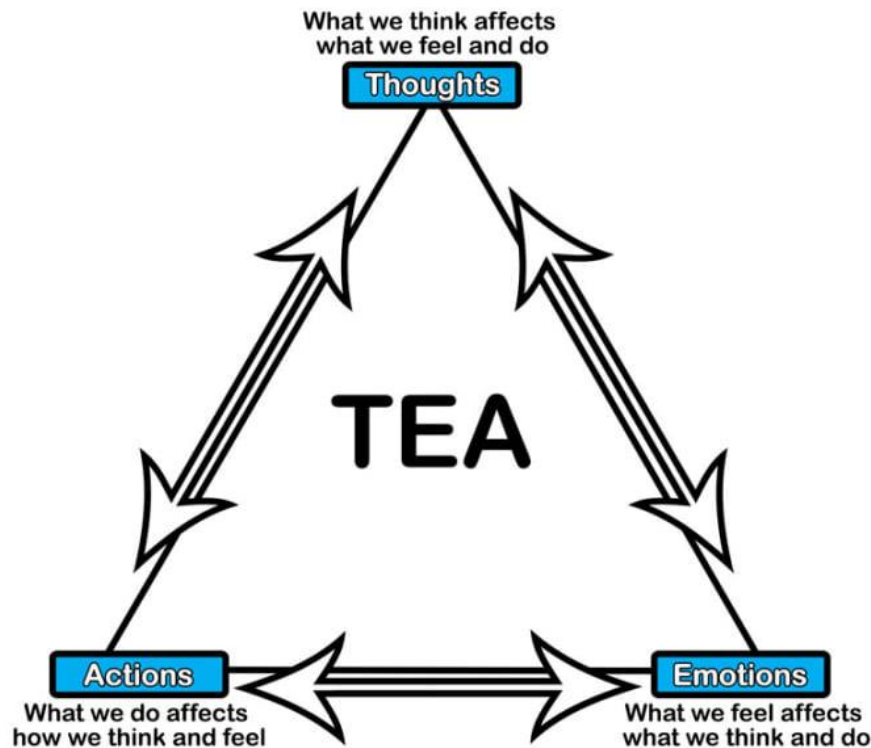
AND YOU CAN AVOID ALL THIS UNNECESSARY SUFFERING, by learning how to rewire your brain, because if habits are created in the brain, the only place where you can effectively change them is in your brain.



## REWIRE YOUR BRAIN: HOW TO LOSE WEIGHT AND KEEP IT OFF!

But to do that effectively, you can't just jump to try and change the things you do (diet and exercise).

You must first learn how to navigate the T.E.A. TRIANGLE



### THOUGHT – EMOTION – ACTION

This means that **THOUGHTS** drive **EMOTIONS**.

And **EMOTIONS** drive **ACTIONS**!

And this is one of the **primary reasons why diets fail over the long-term**, and why you fail to maintain your new habits, because you've been **taught that to lose weight you must change your diet or start exercising**.

### *DIET & EXERCISE = ACTIONS/HABITS*

And what's wrong with that is you're beginning at the **ACTION STAGE** of this triangle!



## REWIRE YOUR BRAIN: HOW TO LOSE WEIGHT AND KEEP IT OFF!

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But HOW MANY OF YOU EAT JUST BECAUSE YOU'RE **PHYSICALLY HUNGRY**?

Think about it and be honest with yourself, **WHY DO YOU EAT?**

YOU EAT FOR LOTS OF DIFFERENT REASONS:

- You **FEEL** like something yummy!
- Having a bad day.
- Tired or bored.
- Pissed off!
- You don't like the way you feel and can't stand feeling that way, so you want to numb the feelings.
- You deserve a treat.

And nowhere in here does it say physically hungry!

Now, do you see why you fail?

You're trying to change your eating, but that's not the problem.

### **WHY YOU EAT IS THE PROBLEM!**

So, until you learn to deal with the **EMOTIONS** that are driving you to eat, you'll just be spinning your wheels.

Because your **EMOTIONS DRIVE YOUR ACTIONS!**

AND WHAT DRIVES YOUR EMOTIONS?

YES, YOUR THINKING!

### **THOUGHT-EMOTION-ACTION**

THE LONG-TERM SOLUTION is not to focus on **WHAT** you're eating, but to start by looking at **WHY** you eat?





## **WEIGHT LOSS PRINCIPLE #2: FOCUS ON WHY YOU EAT, NOT WHAT YOU EAT!**

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Why do you eat?

As we discussed earlier, we eat for a multiplicity of reasons!

**AND WHEN YOU DEVELOP NEW COPING STRATEGIES FOR DEALING WITH THE EMOTIONS THAT ARE DRIVING YOU TO EAT INSTEAD OF TURNING TO FOOD, YOU WILL STOP OVER-EATING.**

Let's face it, if you're overweight, you're an over-eater!

And a lot of people think that this doesn't apply to them because they fail to consider all the unnecessary eating they do every day, for reasons other than being physically hungry.

How do you do that?





## REWIRE YOUR BRAIN: HOW TO LOSE WEIGHT AND KEEP IT OFF!

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Let's say you're having a bad day. Instead of reaching for food, I teach my coaching clients to:

**STOP, PAUSE,  
PUT SOME DISTANCE BETWEEN THE URGE OR CRAVING TO EAT  
AND THE ACT OF EATING ITSELF!**

In other words, wait at least 5-10 minutes before acting on your urges.

Next,

TRY TO IDENTIFY **WHAT YOU'RE FEELING!**

Then try to identify the **THOUGHT** that is driving you to feel that way!

### **THOUGHT-EMOTION-ACTION**

For example:

I'm having a shitting day because my boss is such an asshole and I just got to have something sweet right now to calm my nerves.

Ok, so you're having a shitty day!

You're feeling stressed, angry, and you're pissed at your boss!

AND YOU FEEL THIS WAY BECAUSE????

Obviously, you're having some shitty thoughts going through your head at the moment.

**AND THOSE SHITTY THOUGHTS ARE WHAT'S DRIVING YOU TO EAT!**

I call this **stinking thinking!**

So now we know exactly where to begin!

We begin at the level of the **THOUGHT!**

And here's something for you to remember, folks:

**EVERY HABIT BEGINS WITH A THOUGHT!!!**



## REWIRE YOUR BRAIN: HOW TO LOSE WEIGHT AND KEEP IT OFF!

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AND where do thoughts live?  
In your brain!  
So,

### **EVERY HABIT BEGINS IN YOUR BRAIN WITH A THOUGHT!**

**And making a focused effort to change your thinking around a particular action is what activates the brain to establish new synaptic connections.**

In other words,

**you're changing the brain code of your habit when you make a focused effort to change the thoughts that are driving a particular habit!**

And this is what I mean by **rewiring your brain!**

This is not my opinion folks.

This is what decades of breakthrough in neuroscience research have taught us about **REWIRING YOUR BRAIN** to change your habits.

And this is how I work with my coaching clients in my **WEIGHT LOSS MADE EASY** program, to help them transform their mental and emotional world **BEFORE** they can transform their bodies.





## WEIGHT LOSS PRINCIPLE #3: LOSE WEIGHT BY DOING EXACTLY WHAT YOU'RE PLANNING TO DO THE REST OF YOUR LIFE!

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### THE PLEASURE PRINCIPLE:

Your brain loves pleasure.

In fact, every habit is built around a certain **REWARD** that you have repeatedly seek. That's the only reason why the brain develops habits; to get the reward!

So, think about your favorite foods. When you eat them, the pleasure centers of your brain light up. And your brain remembers.

That's why when your brain gets the right **TRIGGER**, it will automatically seek that **REWARD** by ramping up your cravings for whatever food or behavior you've repeatedly use to satisfy that craving, thus, getting the **REWARD**.



## REWIRE YOUR BRAIN: HOW TO LOSE WEIGHT AND KEEP IT OFF!

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Do you see how sophisticated this is?

The point is if you were to suddenly give up all the foods you love to eat, like you do when on a diet, your brain will eventually ramp up your cravings and force you to eat those foods again!

That is why I always remind my clients that...

### **BIOLOGY BEATS WILLPOWER EVERY TIME!**

**Here's the bottom line:**

Fighting against your brain and hormones is a losing battle. You must learn how to recruit your brain to work for you and not against you.

And the best way to do this is to learn to lose weight by continuing to eat at least some of the "pleasure foods" that you love, so that you don't trigger your brain to ramp up your cravings and sabotage your efforts.

In my **WEIGHT LOSS MADE EASY** program, I teach my clients how to do this successfully.

### **YOU MUST LEARN TO ADOPT THE MINDSET, HABITS, AND BEHAVIORS OF YOUR FUTURE SELF!**

When you've successfully achieved the body and lifestyle you want, what does that look like?

- Can you see yourself at your ideal weight?
- Or wearing the clothes you want to wear?
- Maybe even a two-piece bathing suit at the beach?
- What does that feel like?
- And how is your life different then from what it is now?
- How are you different?

This is what I call, **CREATING A FUTURE VISION OF YOURSELF.**

I hope you can see how much more powerful this process of **creating Your Future Self** is in comparison to just trying to lose weight.





## REWIRE YOUR BRAIN: HOW TO LOSE WEIGHT AND KEEP IT OFF!

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Besides, working towards a future vision of yourself is much more motivating than just doing things to lose weight.

And until you can paint a very clear picture of the person you're becoming, it is very difficult, if not impossible, to successfully get there.

### ADOPTING THE NON-NEGOTIABLE KEYSTONE HABITS OF YOUR FUTURE SELF

I call the habits of your Future Self **NON-NEGOTIABLE HABITS!**

These are the habits that you must start practicing now, if you are to successfully create the vision you have of yourself in the future (**Your Future Self**).

This is a very powerful process because as you begin to practice the habits, mindset, and behaviors of your Future Self daily, you will start to act and behave more like her/him.

This is a crucial part of **losing weight by doing EXACTLY what you will be doing for the rest of your life!**

And this is a key component of how you will be able to maintain your weight loss.

So, again, can you paint a clear picture of the person you're becoming?

How does she/he cope with the life events that typically drive you to want to use food as a coping mechanism?

What other positive coping mechanisms has she developed over the years to be successful?

This is where I always start with every client!

**Who** are you becoming?

And **WHY** is it important to you?





## WEIGHT LOSS PRINCIPLE #4 : YOU MUST SET UP GUARDRAIL HABITS TO CATCH YOURSELF WHEN YOU'RE SLIPPING!

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

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

Guardrail habits allow you to catch yourself before 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.



## REWIRE YOUR BRAIN: HOW TO LOSE WEIGHT AND KEEP IT OFF!

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### HERE'S AN EXAMPLE:

One of my clients who lost 80 pounds and have maintained it for over 20 years, weighs herself weekly. Whenever her weight starts creeping up between three and five pounds, she would cut everything and get back to the basics that helped her to lose the weight.

And in 20 years, she has never regained more than five pounds!

In this case, **weighing herself weekly is her GUARDRAIL HABIT!**

Other clients use the mirror, or a particular outfit to catch themselves when their weight starts to creep up.

Whatever you choose to do,

**YOU MUST DEVELOP GUARDRAIL HABITS TO  
CATCH YOURSELF WHEN YOU'RE SLIPPING.  
OTHERWISE, BEFORE LONG, YOU WILL BEGIN  
THE LONG SLIDE BACK TO WHERE YOU BEGAN!**





## **MY FINAL GIFTS TO YOU!**

1. **WATCH** all the videos on each of the four weight loss principles here:  
[www.personalfitness.com/rewire-your-brain/](http://www.personalfitness.com/rewire-your-brain/)
2. **SIGN UP** for a complimentary coaching session with me, (\$300 VALUE):  
[www.personalfitness.com/health-strategy](http://www.personalfitness.com/health-strategy)

I realize that many of you will have a difficult time visualizing who you are in the future. This, however, is the most important thing you need to do to be successful. If you're going to lose weight the way you're going to live the rest of your life, then you must start adopting the mindset, habits, and behaviors of yourself in the future after you've lost the weight. But how can you do that unless you have a clear picture of your Future Self?

In this complimentary coaching session, I will guide you through the process of creating that future vision of yourself, and help you figure out why this journey of creating your future self is important to your very existence!

So do yourself a favor and **SIGN UP!**  
**THE WEIGHT LOSS MADE EASY  
PROGRAM OVERVIEW**

This is a Group Coaching Program to include:

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

**LEARN ALL ABOUT THE WEIGHT LOSS MADE EASY PROGRAM HERE:**  
[www.personalfitness.com/weight-loss-coaching/](http://www.personalfitness.com/weight-loss-coaching/)

