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5 MINDSET TIPS

▶ **FOR HEALTHY WEIGHT LOSS**



5 Mindset Tips for Healthy Weight Loss

“For things to improve, you have to improve. For things to get better, you have to get better. For things to change, you have to change. And when you improve, everything in your life improves with you.” – Jim Rohn, World-Renowned Motivational and Success Speaker

Mindset is the most important element for achieving healthy weight loss success. Your mind is the most powerful and important factor for weight reduction, yet it is the one area most weight-loss programs ignore or neglect. That is because, for most



people, it is the most difficult area to modify and improve. What is important to remember is your greatest enemy for reducing weight and shedding those unwanted pounds lives between your ears.

Your success in reducing weight begins when you change your mindset. Sandra Yancey, CEO and Founder of the eWomenNetwork, said, “If you want to change what’s visible, you need to change what’s invisible – your mindset.” Sam Milman said, “Thinking about doing something is the same as doing nothing.” The same applies to reducing weight. Just thinking about losing weight and not acting is the same as doing nothing to make it happen. Buddha said, “All that we are is the result of what we have thought. The mind is everything. What we think we become.”

Your desire to get rid of weight is based on a combination of your thoughts, your feelings, and how those affect your eating habits and actions. This is your mindset. Your feelings lead to your emotions. Your emotions control your thoughts. Your thoughts control your actions. Your actions

lead to your temperament. Your temperament determines your behavior, which predicts your results.

Mastering your behavior is paramount to your weight-reduction success. And it all begins with your mindset. Have you wondered why it's so difficult to improve our eating habits? We all know what to do, we just don't do it. The source of being overweight is poor eating habits based on poor choices. So, why do you make poor choices? Perhaps, it's not so much of the poor choices we make, instead it is our flawed relationship with food. It's from the way we think about food.



Many people turn to food for comfort if they're having a bad day, are hurt, or upset. Do you? In movies or TV shows, when someone is upset or hurt, the first thing they show is that person eating a pint of ice cream or stuffing cookies or cake into their mouths.

Many people enjoy food at social gatherings, holidays, and special occasions such as birthdays and anniversaries. Rarely, if ever, do people think about food as fuel and nutrition for your bodies. Perhaps we just don't care.

The obvious answer to improving our eating habits is to change our thinking about why we eat, what we're eating, when we eat, and how we're eating. Getting rid of the stinking thinking is easy to say, however, not so easy to do. Unfortunately, too many of us have negative thoughts that are non-supportive, not just for weight loss, however, applies to many facets of our life.

Here are five tips you can use to improve your mindset:

1. FOCUS ON WHAT YOU WANT

What you focus on expands. Oprah Winfrey is credited with saying, “What you focus on expands, and when you focus on the goodness in your life, you create more of it.” Focus on what you want because as Zig Ziglar, World-renowned Salesperson and Motivational Speaker said, “When you focus on problems, you’ll have more problems. When you focus on possibilities, you’ll have more opportunities.” With respect to weight reduction, too many people focus more on being overweight and needing to reduce weight than on the solutions to their overweight issues.

If you’re focusing on the fact that you’re overweight or fat, then that is what life will keep serving you. In the weight-loss game, those who focus on the problem rather than the solution, get more problems.



People who successfully lose weight and keep it off focus on the solution. They believe in attaining their goal. They want it and their actions are reflective of their belief. They look for ways to improve rather than reasons why they can't. According to Les Brown, “To achieve something you have never achieved before you must become someone you have never been.”

2. CODE OF HONOR

A Code of Honor is a set of rules which you and others agree to abide by. It is your principles or a way of life. Without rules, people make up their own. Thousands of books have been written about diet, weight loss, nutrition, fitness, and exercise. There are numerous weight-loss programs advertised on television, radio, and the internet. At the grocery store checkout, you'll see hundreds of new ideas to lose weight touted on the front covers of magazines. Yet, more than 71 percent of the U.S. adult population is overweight.

How many of you have heard of or have been on the...

1. Paleo diet?
2. Keto diet?
3. South Beach diet?
4. Jenny Craig?
5. Weight Watchers (WW)?
6. Nutrisystem?
7. Medifast?
8. The Atkins Diet?
9. The Vegan Diet?
10. The Zone Diet?
11. The Ultra Low-Fat Diet?

Wow, that's a lot of types of diets. The one thing most have in common – they ignore a powerful tool: A Code of Honor.

In his book, *Team Code of Honor – The Secrets of Champions in Business and Life*, author Blair Singer states,

“Those who are successful have a very clear Code of Honor that is easy to understand and is not negotiable or subject to interpretations. It's a strong set of rules that everyone around them agrees to and part of what makes everyone around them successful as well.”

To succeed in any weight-reduction program, you'll need a Code of Honor, to have rules, to be held accountable and to have support from others. Make your family, friends, co-workers, colleagues and even your doctor a part of your team to support your weight-reduction journey.

Although shedding your extra pounds is something you must do yourself, it doesn't mean you have to do it alone. It helps to have a support team to keep you accountable. No one said getting rid of weight is easy. It's not. If someone tells you it is easy, run, because they are lying.

Do you *wish* you could drop a few pounds?

Do you *want* to shed a few pounds?

There's a difference between wishing or wanting something to happen and doing something to make it happen. Execution separates the wishers in life from the successful people who act. People who care enough about their lives and future to do something instead of hoping it will happen. They act.



Have you thought about shedding a few extra pounds? Maybe talked about doing something about it? Yet, what efforts have you made to get rid of those unwanted extra pounds?

"I'd do anything to lose 15 pounds, except eat healthy, drink more water, give up wine or beer, and start exercising." Does this sound like you? I've met hundreds of people

who say they *want* to lose weight, but they're just not willing to do anything about it or make changes to their lifestyle. It's time to get out of your comfort zone.

Your Code of Honor reflects you and your standards. Your waistline will determine if you're abiding by your code. Share your code with others. If they are willing to abide by your code, and they agree with it, great.

If they disagree with it or aren't on board and willing to help you stick to your code, they may be the wrong fit for you. You might consider re-evaluating your relationship with the people who don't or won't support you.

Your weight reduction Code of Honor is the set of rules *you* agreed to. Every person has their own rules, their own Code of Honor. Therefore, it's imperative that you make sure everyone understands *your* Code of Honor and that you want to play by the rules defined in it and that they must too.

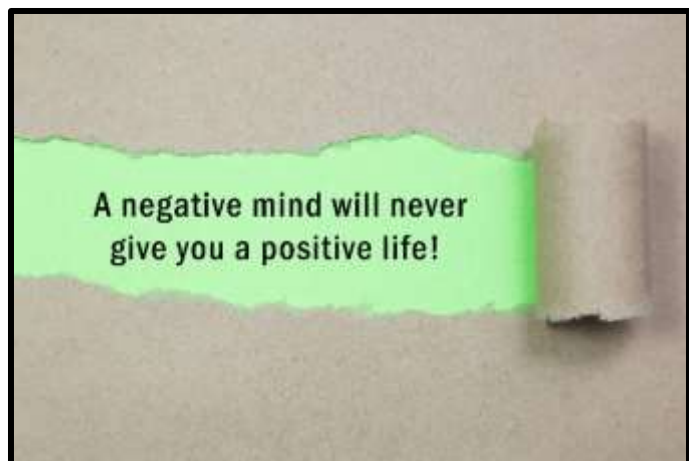
Marines have a strict Code of Honor. They need to be rigid because when bullets start buzzing by a person's head, emotion tends to elevate and intelligence decreases. The code is drilled into Marines over and over to keep them together under pressure. It's a matter of life and death. Otherwise, individuals won't do the right thing to protect the team, the mission and each other.

I'm not saying being in battle is the same or even close to being anything like being in battle when it comes to reducing weight, but for some of you it can be a matter of life and death. For others, it could make a difference between enjoying life or living in misery.

Honor your code. Respect the code of others.

3. POSITIVE SELF-TALK

To successfully lose weight and maintain a healthy body weight for life, you will need to fix the negative self-talk you have been engaging in. Humans have between 12,000 to 60,000 thoughts per day. According to research, as many as 98 percent of them are exactly the same as the



ones you had the day before. Talk about creatures of habit. Even more significant, 80 percent of our thoughts are negative. Imagine that – 80 percent of our daily thoughts are negative and non-supportive.

Take a moment to contemplate what your life would be like if your thought process was reversed and 80 percent of your thoughts were positive and supportive.

Negative thoughts are especially draining. Thoughts containing words like “never,” “should,” and “can’t,” complaints, whining, or thoughts that diminish your own or another’s sense of self-worth and deplete the body by producing corresponding chemicals that weaken the physiology.

The only way to override the negative and non-supportive thinking is with positive and supportive thoughts. Rachel Hossie, wrote an informative and interesting article for Insider titled, *How Self-Talk and One Simple Mantra Helped Me Achieve My Weight Loss Goals for Good* (February 7, 2021). In her article, Rachel talks about her years of failure attempting to lose weight. She relates how she finally was able to lose 35 pounds in six months without going on a diet by changing her mindset. Instead of beating herself up when she would stuff her face with chocolate, drink four glasses of wine, or overeat, she realized you do not have to be “perfect” all of the time. That it was okay to overeat from time to time and that it would not prevent her from achieving her weight loss goal. All Rachel needed to do was learn from the experience and get back on track.

What Rachel learned was that consistency always trumps perfection and that you are unable to fail if you don’t quit. The mantra Rachel used to change her mindset is, “You can’t mess this up.” She learned this mantra from her personal trainer and life coach, Jordan Syatt. In her article, Rachel writes,

According to psychologist and author of “Chatter: The Voice in Our Head, Why It Matters, and How to Harness It” Dr. Etahn Kross, my mantra is particularly effective because it uses “you” rather than “I.”

Apparently, Dr. Kross believes that it’s a lot easier for others to give advice than to follow their own advice. For some reason by using second and third person pronouns (like “you” or “she”), you are able to be more objective and create some mental distance from your own experiences. Dr. Kross refers to this as “distance self-talk.” What this means for you is you are better able to follow through with your goals if you talk to yourself in the second or third person.

In a recent study, Dr. Kross and his team proved this concept with regards to healthy eating.

Rachel pointed out that what you don’t see in her before and after photos is the mental work that she has done in her transformation. In her article, Rachel stated, “And that’s part of the problem with fad diets or ‘quick fixes’ – they don’t help people develop healthier mindsets, so any physical change that



may materialize won’t last.” And this is another reason that supports the premise that diets don’t work.

People who lose weight and get into their ideal shape are focused on the solution. They believe in attaining their goal. They want it and their actions are reflective of their belief. They look for ways to improve rather than reasons why they can’t.

To be successful with anything you must be able to negotiate and communicate what it is you want. However, sometimes the toughest sale of all is selling yourself. It's like when you say to yourself, "I need to exercise today." Another voice in your head says, "No, I'm too tired." So, then you say to yourself, "I'll do it tomorrow." Or "I'll do it after work."

Every person who has tried to lose weight knows that battle. It's the self-talk, or management of it, that will get you through difficult times, or cause you to succumb. Don't let the negativity in, don't let your emotions even get started. Just tell yourself, "No thank you. I've practiced for this situation and I can control myself." Now you know what to do, and how to improve your eating behavior. The only question is will you?

Stop being afraid of what can go wrong and start being positive about what could go right.

4. DECLARATIONS AND AFFIRMATIONS

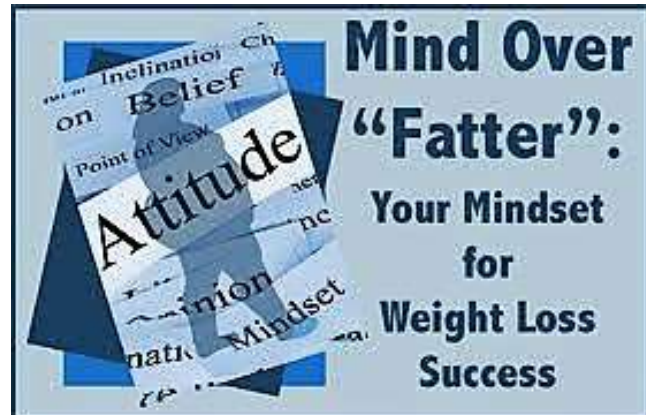
Do you use affirmations each day? Declarations are different from affirmations.

A declaration is stating the objective of doing something. Whereas an affirmation states that a goal is already happening. This might not be true for your weight-reduction, in which case, your mind will immediately dismiss this statement.

An affirmation is basically just self-talk. It's a statement about ourselves or our situation that's phrased in the present tense as if the self-focused declaration is already true. We continually use affirmations subconsciously with words and thoughts and this flow of affirmations is what creates our life experience in every moment. Blair Singer in his book "Little Voice Mastery" states, "The reason many people never get to their dreams is because they are losing the ultimate 'little voice battle' being waged in their brains."

Did you just think, "What little voice? I don't have a little voice!" That's the one. We all have one. If you're like me and others I know, you probably have more than one.

Behavioral psychologists have proven that more than 77 percent of our self-talk is negative. Have you said to yourself, “Positive declarations or affirmations won’t work for me for losing weight?” That’s a declaration itself. Just thinking those words is a



declaration. And, it has negative consequences. Your perception of being overweight can cause you to gain weight or prevent you from dropping it. Researchers found that thinking of yourself as being overweight can turn into a self-fulfilling prophecy.

Declarations and affirmations are important for weight loss because they work. Shad Helmstetter, Ph.D. is the author of more than 20 books in the field of personal growth, including *What to Say When You Talk to Yourself* and *Self-Talk for Weight Loss*. Dr. Helmstetter tells of a time when he was overweight and struggling with weight loss for many years. In his story he says he tried every diet imaginable and said all the wrong things to himself, thinking his weight problem would never go away. He says he would diet, lose weight, gain it all back, plus more. Then he’d try another diet and repeat the process.

Dr. Helmstetter said that during his struggles with weight he began to study self-talk. He learned that some professional athletes competing in the Olympics would hire full-time self-talk trainers to keep them motivated. He thought if Olympic athletes could have a full-time self-talk trainer to help them compete for gold medals, then what about the “Olympics of weight loss?” With that thought an idea emerged.

He spent the next several months writing his own affirmations and declarations about his weight loss. Then he recorded them on audio. He’d listen to his affirmations and declarations in

the background while he shaved each morning. Morning after morning he'd repeat the process of listening to his voice state his affirmations and declarations.

During the next ten- and one-half weeks he lost 38 pounds just shaving and playing his self-talk. And he wasn't on a diet. But another interesting and remarkable thing occurred. During the same ten- and one-half weeks of intentionally listening to his own pep talk and losing weight, his wife was also dropping weight. She'd listen to his words while putting on her make-up while he shaved. She lost 25 pounds. That was more than 20 years ago, and he has never been on another diet since.



Unfortunately, most people engage in self-talk in a negative way.

The types of affirmations people use are negative in nature. Do you use words and thoughts intended to build yourself up, or do you gravitate towards things keeping you down?

Have you thought, *"Once I lose*

weight, I'll be good enough."? Or *"I'm too fat and ugly now, but when I lose weight, I'll have a boyfriend."* This is Negative Motivation. While negative motivation can provide a short spurt of weight loss drive, it will ultimately not work out long term. Negative motivation may help you lose 20 to 30 pounds, but you'll likely be mentally worse off than before, and you may even regain the weight you've lost.

To successfully lose weight *and maintain a healthy body weight for life*, you'll need to fix the negative self-talk you've been engaging in. The fix for this is simple. Here is how you can do it:

1. Identify the negative self-talk you've been using in your life (It might help to write these down so that you don't forget them).
2. Create positive affirmations around your negative self-talk. The goal here will be to literally "flip" your negative self-talk into positive affirmations.

Here are some examples:

"I am not overweight" becomes "I am at my ideal weight."

"I am losing weight" becomes "I am closer and closer to my ideal weight with each and every day."

"I am not eating junk food or fast food" becomes "Everything I eat heals and nourishes my body which helps me reach my ideal weight."

Get control over your thoughts, over your words and over yourself. It's going to require consistent work to reverse the psychological damage that negative self-talk causes within us. It won't happen overnight. But give it enough time and the weight will melt off.

It's important to use the present tense when you create your new positive affirmations because the present tense will make them feel more sincere, authentic, and genuine. This will accelerate your progress. If you use the future tense such as one day or someday, it puts it off. Make it happen now. "I am..."

If you find yourself thinking or engaging in any negative self-talk - stop yourself. Transform it into the positive, right then and there. Focus on what you do want, not on what you

don't want, because what you focus on expands. Here are some suggested Weight-Reduction Daily Declarations. These are my personal declarations. You can choose which ones you want to adopt as yours or you can create your own.

1. I am in the process of being thin and fit.
2. I am in the process of making better food choices.
3. I choose to get rid of weight.
4. I am in the process of being worry free, stress free, and drama free.
5. I am in the process of being an inspiration to others. If they have done it, I can do it. If I can do it, others can do it, so long as they have the want and desire to do so.
6. I act to reduce weight despite stress.
7. I act to reduce weight despite feeling hungry.
8. I avoid eating when I am stressed, nervous, anxious, or bored and find an alternative.
9. I am resolved to reducing weight in a healthy manner.
10. I encourage myself with positive self-talk.
11. I embrace the challenge of reducing weight. I understand it will not be easy.

Use “I am” Statements

Affirmations are different from declarations. An affirmation states that a goal is already happening, whereas a declaration is stating the objective of doing something. Staci Danford, a Gratitude Neuroscientist, says you can achieve and maintain a healthy weight using *gratitude*. It must be sincere, and you must believe the words you say.

Below are some suggested Healthy Weight Affirmations with *gratitude*. These are my personal “I am” statements. You can choose which ones you want to adopt as yours or you can create your own. Or you can continue to use your declarations because they are similar.

1. I am grateful, appreciative, and happy to be reducing weight.
2. I am grateful and happy to be healthy and fit.
3. I am grateful to be strong and beautiful at my healthy weight.
4. I am grateful and happy retaining my healthy weight.
5. I am grateful to be lighthearted. I attract joy and sincere, loving relationships.
6. I am grateful I eat proper portions. I enjoy using a salad plate instead of a dinner plate.
7. I am grateful to be an inspiration to others. If I can do it, others can too!

5. HABIT

Your mindset matters. Without changing your mindset about weight loss and a willingness to change your eating habits, any attempt to lose weight and keep it off will be futile. What is important for you to remember is that bad and unhealthy eating habits are hard to break and creating new healthy eating habits are difficult to create.



Vince Lombardi, Legendary coach of the NFL Green Bay Packers said, “Winning is not a sometime thing; it’s an all the time thing. You don’t win occasionally, you don’t do things right once in a while, you do them right all of the time. Winning is a habit. Unfortunately, so is losing.” Reducing weight is a lifestyle change and a lifetime endeavor.

It’s not like getting a vaccine where you get a shot and you’re done for the rest of your life. Rephrasing this quote, you can say, “Maintaining a healthy weight is not a sometime thing; it’s an all the time thing. You don’t lose weight in a healthy way

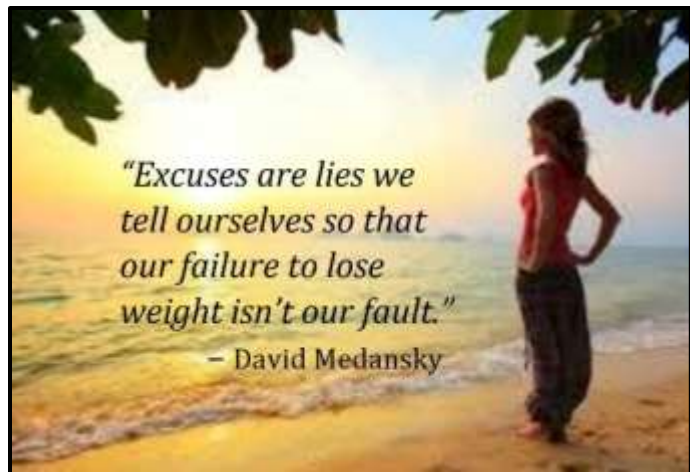
occasionally. You reduce weight in a healthy manner and keep it off. Reducing weight is based on habits. Unfortunately, so is gaining weight.”

Zig Ziglar said, “People often say that motivation doesn't last. Well, neither does bathing - that's why we recommend it daily.” Applying the analogy of taking a bath or shower to weight reduction, you are unable to take a bath or shower once and be done with it. You need to do it daily. To reduce weight and keep it off you need to eat healthy and drink pure water each day.

Lombardi also said, “The only place success comes before work is in the dictionary.” Achieving and maintaining a healthy weight is work. If anyone tells you differently, they're either naturally blessed with an awesome body or they're lying.

You'll be challenged every day by food companies, restaurants, fast food chains, and social gatherings with friends and families. Images of people enjoying food and alcoholic beverages and sodas are everywhere – TV ads, magazines, newspapers, online, billboards. Food and drink are constantly pushed in front of you.

Lombardi said, “Don't succumb to excuses. Go back to the job of making the corrections and forming the habits that will make your goal possible.” Do you believe forming good habits is necessary to achieving a healthy weight that you can maintain? According to Lombardi, stop



making excuses. If you have a setback, correct your mistake, and keep moving forward to improve your eating habits each day. We all justify and have explanations or reasons for not reducing weight or maintaining it. You'll either have excuses or you'll have results. It's your choice.

The biggest regret people have about losing weight is not starting a year earlier. The second biggest regret about attaining a healthy weight is not starting now.

With respect to weight reduction, there are three types of people: 1) those who think about losing weight but do nothing, 2) those who talk endlessly about losing weight but do nothing, and 3) those who act to reduce weight. Which one are you?

There is never a perfect or right time to begin shedding your unwanted and unhealthy weight because tomorrow never comes. Have you used the excuse to justify delaying your weight loss journey saying, “I’ll start on Monday?” Or “I’ll start after the holidays?” “After our vacation?” You get the idea.

The *21 Days Jumpstart Healthy Weight Loss Program* is your blueprint, your roadmap to healthy and sustainable weight loss. Everything has been thought out for you. I’ve charted the exact pathway for you. This is not theory or conceptual. It is practical and easily doable. All you need to do is apply the steps provided to you and the program will drop the weight for you. I will be your guide. I will mentor you all along the way. Also, I will be your accountability partner. You will no longer be alone or misunderstood.

You can achieve and maintain a healthy weight. I’m proof, along with thousands and thousands of others, that a healthy weight loss transformation is possible.

Let me help. Let’s hop on a **FREE** 30-minute call and let’s see if the program is a good fit for you. I’ve been there. I totally understand. I want to support you on your weight loss journey. The call will cost you nothing. Go ahead and schedule some time with me NOW! **Call me at 602-721-5218 or send me an email at david@TheHealthMaestro.com**

Respectfully,
David Medansky, The Health Maestro