

THE TOP 5 MISTAKES PEOPLE MAKE WHEN STARTING TO LOSE WEIGHT



1 INCONSISTENCY

UNFORTUNATELY, EATING REALLY WELL DURING THE WEEK DOESN'T MAKE UP FOR BINGING EVERY WEEKEND. MOST CLIENTS WE WORK WITH ARE FRUSTRATED BECAUSE THEY WORK REALLY HARD TO STAY ON TRACK SUNDAY - THURSDAY, THEN "LET IT RIP" ON THE WEEKENDS.

YOU REALLY NEED A PLAN THAT PROMOTES CONSISTENCY. HAVE A TREAT ON THE WEEKEND, THEN MOVE ON. DON'T GO COMPLETELY OVERBOARD AND HAVE TO START OVER ON MONDAY.

2 TOO RESTRICTIVE

YOU DON'T HAVE TO CUT ANY FOOD GROUP OUT OF YOUR DIET TO SEE LASTING RESULTS. IF YOUR DIET HAS MORE FOODS ON THE "CAN'T" LIST THAN THE "CAN" LIST, IT ISN'T SUSTAINABLE. FOCUS ON WHAT YOU CAN HAVE; HEALTHY SUBSTITUTIONS ADD UP AND CAN MAKE ALL THE DIFFERENCE.

HERE'S THE TRUTH: THERE ISN'T A QUICK FIX. IT'S HARD WORK. IT TAKES TIME TO CHANGE YOUR HABITS AND TAKE CONTROL OF YOUR HEALTH.

3 NOT TRACKING

THINGS THAT GET MEASURED GET IMPROVED, AND SUCCESS LEADS TO MOTIVATION. WE KNOW THAT CLIENTS ARE 50% MORE SUCCESSFUL WHEN THEY TRACK THEIR FOOD, YET THIS IS ONE OF THE TOUGHEST THINGS TO GET CLIENTS TO DO.

IF YOU ARE JUST STARTING, JUMP ON A SCALE AND TEST YOUR WEIGHT AND BODY FAT PERCENTAGE. GRAB A TAPE MEASURE AND AT LEAST MEASURE YOUR WAIST CIRCUMFERENCE (AROUND YOUR BELLY BUTTON). THEN DOWNLOAD MYFITNESSPAL AND JUST TAKE AN INVENTORY OF WHAT YOU ARE EATING.

DO THIS FOR THREE WEEKS, THEN RETEST YOUR WEIGHT AND BODY FAT. SEE WHAT YOU CAN ACCOMPLISH BY JUST STARTING TO TRACK!

4

NO SUPPORT

WE UNDERSTAND IT IS TOUGH TO DO BY YOURSELF, WHICH IS WHY WE HAVE SPENT OVER 8 YEARS FIGURING OUT HOW TO SUPPORT CLIENTS ON THEIR JOURNEY TO HEALTH.

WHEN WE LOOK AT PEOPLE WHO WERE INITIALLY SUCCESSFUL BUT THEN SLIP BACK INTO OLD HABITS, THEY TELL US IT WAS GRADUAL. THEY FOUND THEMSELVES WITH THEIR CLOTHES GETTING TIGHT AGAIN AND WANT SOMETHING THAT IS SIMPLE AND SUSTAINABLE.

IF YOU KNOW YOU HAVE A COMPETITION OR RACE COMING UP, YOU ARE MORE LIKELY TO TRAIN HARDER. WHEN YOU HAVE A NUTRITION COACH PROVIDING SUPPORT AND ACCOUNTABILITY, YOU ARE MORE LIKELY TO BE SUCCESSFUL.

5

INFORMATION OVERLOAD

THE INTERNET AND SOCIAL MEDIA HAVE CREATED THOUSANDS OF OVERNIGHT "NUTRITION CELEBRITIES" AND "EXPERTS". WITH SO MUCH CONFLICTING INFORMATION, AND ENDLESS OPTIONS, ITS EASY TO BECOME OVERWHELMED AND JUST GO BACK TO WHAT WE WERE DOING BEFORE - AND IF WE ARE TRYING TO LOSE WEIGHT, WHAT WE WERE DOING BEFORE PROBABLY WASN'T WORKING.

DON'T LET YOUR FEAR OF CHOOSING THE WRONG PLAN OVERWHELM YOU TO THE POINT OF INACTION. THE TRUTH IS, THE SCIENCE BEHIND NUTRITION AND BEHAVIOR MODIFICATION GOES WELL BEYOND A PICTURE OF SOMEONE WITH ABS OR A 7-DAY DETOX.

IT'S FRUSTRATING TO SEE THE ABUNDANCE OF GIMMICKS OUT THERE, AND EVEN WORSE, WHAT PEOPLE HAVE BEEN TRICKED INTO DOING BEFORE REACHING OUT TO US FOR HELP.

Do you find yourself struggling
with these mistakes?

We want to help.

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