

# Breakthrough to **Confidence**

The **unique approach** to losing weight in a fast, fun and enjoyable way.



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# Breakthrough to confidence

The average woman will try to go on a diet 3-5 times per year, but actually will end up **GAINING WEIGHT YEAR AFTER YEAR.**

Something seems off about that doesn't it?

All these attempts to lose weight, all the different diets and options and yet... nothing seems to work.

Or if it does, not for long.

The struggle to become more confident in yourself, not only in the way you look but in the way you feel can be a heavy weight, physically as well as emotionally.

You may be experiencing feels of shame, guilt and frustration just asking yourself...

'Why can't I lose weight?'

It's not your fault.  
I know its hard.  
I know it can be a struggle.

What I want you to know is that you can end this battle with weight loss if you take a few minutes and keep on reading, but if you don't that's fine too :)

What this guide is about is to give you some insight into my unique approach which will help you lose weight in a faster, easier and more pleasurable way.

If you're just looking for another diet, a quick fix or a meal plan. This isn't for you.

But if you're looking to lose weight and keep it off...

If you're looking to be **LESS** self conscious and **MORE CONFIDENT**...

Ultimately your goal is **TRANSFORMATION.**

By transformation I mean making a long lasting change (not like losing 10 pounds and putting it right back on) but actually changing the way in which you live your life that is in alignment with your beliefs, your values and your vision for the time you spend here on this earth.

If you're looking to feel great on the inside as well as the outside, keep reading and I'll share some important strategies I've developed while working with women just like you who are struggling to lose weight.

# STEP 1: THE RIGHT APPROACH

I've noticed that information is rarely a problem when it comes to weight loss. Most people understand portion control, have access to healthy recipes and belong to an awesome gym.

People are able to adhere to a nutrition plan for a while, or log their calories on MyFitnessPal (or some other app) for a few months, drink more water, or ramp up their exercise routine for a period of time, but before long, people frequently revert to their old habits, old routines and "old selves". After several solid days/weeks/months, they are back where they started.

I have found that people generally know WHAT to do, the disconnect appears in DOING what they KNOW.

I have seen this happen again and again, and I asked myself, "if it isn't an information problem, what is missing in typical weight loss approaches that prevents people from effectively implementing what they know to make lasting change?"

I found many "missing links", but for the sake of this step, will limit my discussion to three major ones:

## 1. FREEDOM

Many weight loss approaches lack flexibility, thereby leaving participants feeling restricted, which leads to cravings of all the "bad foods" they aren't SUPPOSED to have. Ultimately, the result is that healthy foods become very unappealing and cravings for junk food increase until resistance is nearly impossible.

## 2. INDIVIDUALIZED AND REALISTIC EXPECTATIONS

Every body is different. The typical weight loss approach does not take this into account and promises a loss of x pounds by y length of time, without consideration of many factors and variables. As a result, participants become obsessed with the rate of weight loss, which frequently leads to mental stress when the pounds don't fall as quickly as advertised. The stress is quickly followed with judgment: "what's wrong with me?!"

## 3. A SOUND FRAMEWORK

The framework of most exercise programs is that exercise, meal prep, and other "healthy" habits are all things participants "HAVE/MUST/SHOULD" do, which inherently makes doing whatever it is that much harder.

Without freedom, individual and realistic expectations and a solid framework, it is difficult for people to translate their knowledge into action and as a result find themselves exhausted stressed and discouraged. Even when people get results for a brief period of time, the things you do to get a result are not the things you do to KEEP a result. And reversion described above usually occurs.

The transformational approach to breaking through to confidence is one that allows you to lose weight in a faster, easier and more enjoyable way.

If your current plan is working for you, that's great! Keep it up. But, if you're sick of trying over and over again. If you are tired of having knowledge you are unable to actualize. If you feel like you always end up right where you started no matter how hard you try, you are invited to a different approach that will help you lose the weight and have fun doing it.

## STEP 2: THE RIGHT PACE

Another reason why women struggle to lose weight is that the journey they are on may leave them feeling overwhelmed and discouraged so its easier to give up and fall back into old habits.

Remember, if you're looking to get your confidence back, you have to be confident in your approach!

Here are the most common reasons why you may find yourself abandoning your weight loss plan:

**If you're following a plan that adds more stress, overwhelm and frustration to your already busy life, do you think that will be sustainable? Sure it may be the "perfect approach" on paper, but can you actually apply it in your own life?**

**Most people can maintain it for a short period of time but in the end, they CAN'T WAIT for the diet to be over because it's just too much. You may have experienced this in the past as well when you we're just dying for it to be over.**

**If you're looking to lose weight AND keep it off, this has to be a lifestyle change, not just another diet.**

- **Positive re-enforcement is important.**

Meaning you want to see some results based on the effort you are putting in. If you're spending time in the gym and you think you are doing the right thing when it comes to nutrition, but you're just not seeing results, that's going to leave you discouraged and wondering why the scale isn't moving.

They key is to have the right approach where its not leaving you overwhelmed with too much to do, but fast enough that you stay inspired so you can see the pounds melt off and want to keep going on your weight loss journey.

This next one is very important, so let me explain a bit further.

- **It's very important to understand WHY you are trying to lose weight and become more confident in yourself**

When you have clarity on a deeper level as to why this is important to you, it provides you with perspective you can re-connect with when times get tough.

So here are 3 questions I recommend you ask yourself before you start:

**How has feeling self conscious about the way I look affected my life?**

**How will becoming more confident help me be happier and live a better life?**

**If I don't lose weight and become more confident in myself, what will my life look like?**

*These are important questions to answer because clarity leads to commitment and confidence in your plan.*

## STEP 3: AWARENESS

Awareness is critical because in this high paced, highly stimulating world we are bombarded by so many responsibilities, and obligations that it seems as if we're just operating on auto-pilot.

Constantly checking our phones (especially in social situations where we may feel awkward and we hide ourselves because we're not confident in these settings).

Always following the next thing on our to do list.

Always something more to be done.

While in this headspace we become somewhat disconnected from who we are, and as a result we end up making a lot of decisions that aren't serving our long term goals.

Some examples include:

- Eating at night when you're brining back home with you because you're stressed
- Eating because your lonely and food provides you with comfort and safety
- Eating to procrastinate or distract yourself from MORE THINGS YOU HAVE TO DO.

If you look at it from this aspect, you don't have a "diet problem".

But managing your stress/feelings/emotions challenge.

Once you use the right techniques and strategies. You will lose weight faster and easier.

Weight loss is a result of mental, emotional and spiritual well being.

If you continue to approach your weight loss plan as a diet issue without addressing the CAUSE of your struggle.

You will continue to experience...

- Restrict and binge cycle
- Inconsistency and lack of motivation
- "Fuck it I'll start over tomorrow syndrome"

What I am trying to say is that, the thing is not the thing, you just experience weight gain as a result of eating a bit too much.

BUT, if we look at what's actually influencing these decisions around food, then we can manage them in a way so we don't use food as an outlet.

**Now that you became aware of the REAL PROBLEM around losing weight and breaking through to confidence, what's the next step?**



# STEP 4: MANAGING STRESS

Peace of mind is one of the

## 1. Plan out your day in the morning & journal at night.

Set your intentions:

- My intent of the day
- The list of things to do
- Long term goals

Write down your thoughts or journal at the end of each day. This allows you to “brain dump” everything that you are thinking so you have more room in your head to focus on the things you want to do and spend less time with racing thoughts.

When you have more clarity about your day you are much more likely to take action. A lack of clarity keeps us distracted and in procrastination mode so we spend a lot of time being “busy” but not productive.

## 2. Meditate

Spend about ten minutes each day separating yourself from your work and focus on reconnecting with yourself. This will greatly reduce anxiety and your stress levels so that you feel less overwhelmed.

Meditation will bring down your heart rate as well as your blood pressure. When this happens you may find that you are in a lot better headspace to tackle the things you need to do and you can perform them from a place of peace.

## 3. Just Breathe

It may sound simple but often in times of stress, anxiety and overwhelm we just simply forget to stop and breath.

Follow these steps to reduce your stress level.

- Four second inhale
- Four second hold
- Four second exhale
- Wait four seconds and repeat

This is a great technique to use if you don't have time to meditate and need a quick de-stressor.

Exercise is also a great stress reliever as it boots your feel good

#### 4. Go for a walk or exercise when you find yourself in a stressed situation

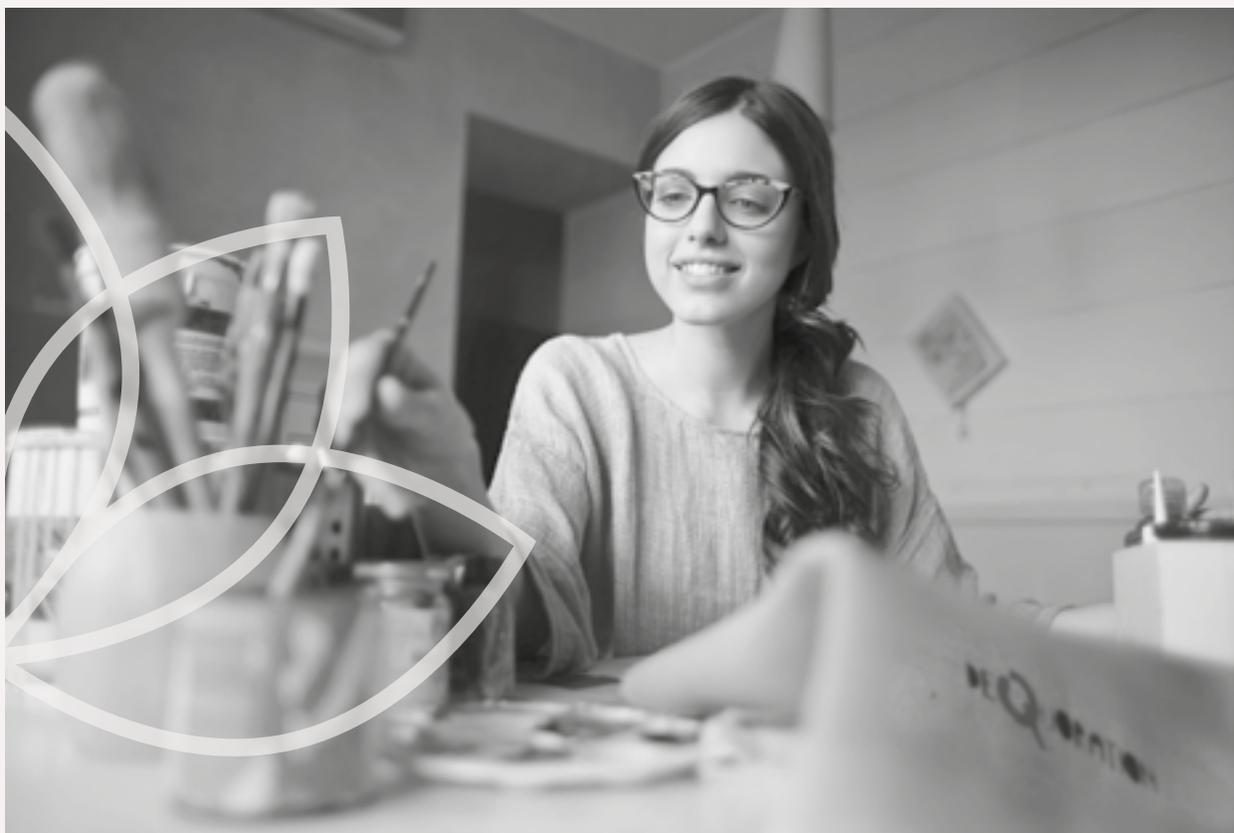
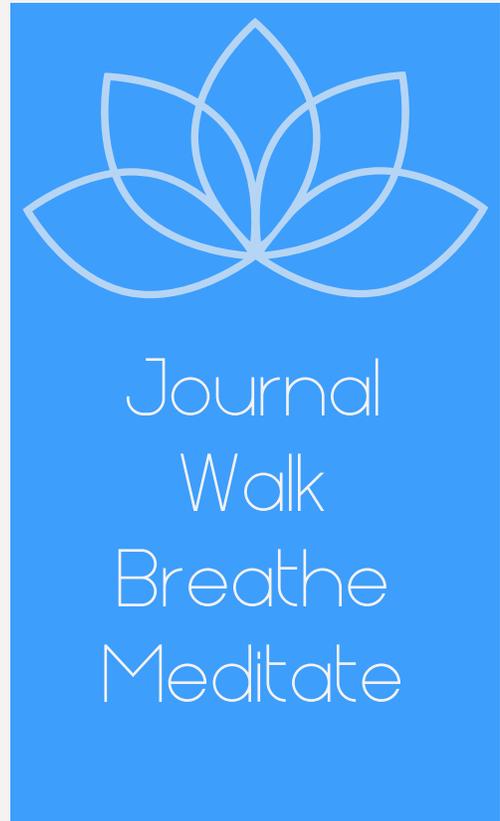
Get out if you can, this does a few things...

Removes you from the environment which is causing you the stress as well as activates a different area of your brain so you have less of your brainpower fueling your stress. Not to mention its also great to get some fresh air and burn some extra calories.

Exercise is also a great stress reliever as it boots your feel good hormones and you can take out a lot of your aggression by directing it towards improving yourself.

#### 5. Get Creative

Do you have a hobby such as painting, drawing or playing an instrument? Just as during meditation the act of focusing on something such as these allow you to reduce stress and anxiety.



## STEP 5: BELIEFS & VALUE SYSTEM

This makes doing more work such as exercise and eating right pretty unappealing to be honest. And you may find that it is lower down on your priority list, if at all.

### What if there was a better way?

Enter, the values approach.

When you began your business chances are you wanted two overarching values that all humans have, FREEDOM and HAPPINESS.

We wanted to feel free from the prison of the traditional societal approach to "get a job that pays the bills"

We wanted to align ourselves with our purpose and provide an impact, contribute and feel significant while helping others.

Nothing is better than the buzz you get when you're clients are excelling and "crushing it" .

The feeling you get when you have a list of clients who want to work with and you can select WHO you want to work with.

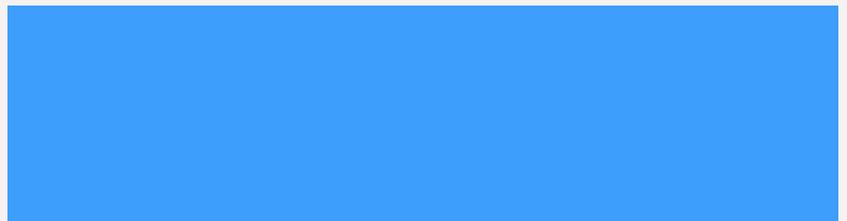
The feeling of having fun in your business because you are a creator and this is where you do your best work.

The feeling of being you and getting paid to do it.

That is the feeling of alignment, that is the feeling we are always chasing.

**So how can we re-create that feeling and transmute that into actually taking care of ourselves so we can lose weight and feel more confident which will even further drive our business AND help our clients?**

The majority of people don't connect their health and appearance to values and that's why it is so hard to stay commitment, consistent and competent in this journey.



I'm going to go a bit "woo woo" on you here. What I am going to communicate to you, I thought was "airy fairy bullshit" at one point in my life until... I realized my approach wasn't working and to check my ego and figure out what was really going on.

Your values are your compass.

They provide you with due north and a clear understanding of what your values are allow you to course correct when you find yourself weaving off course.

Values dictate what you think, say and do. (there are other influences at play but for this piece we will keep it at that) Why many entrepreneurs struggle to lose weight.

The traditional approach to weight loss goes against the majority of people's values, when you find yourself trying to do something (such as weight loss) that is incongruent with your values you will find a lot of resistance and find yourself saying...

"I need more willpower"  
"I need more discipline"  
"I need more motivation"

You may also find yourself saying...

"I have to workout"  
"I should eat better"  
"I need to prep my meals" etc....

The problem with relying on willpower, motivation and discipline is that it is exhausting and those resources are finite in amount.

The more "must/haves/should's" you have in your life the BIGGER the list of things you HAVE to do, and adds to the already growing lists of obligations you have.

Here is the process I go through with my clients when they start working with me:

- What are your three highest values (what is most important to you?)
- Go through the process of define refine and align. -DEFINE- What does this value look like? (in all areas of your life) -REFINE- What does this value NOT LOOK LIKE (if I was not living this value what would it be?) -ALIGN- What is the process or steps I can take to live in alignment with this value?
- How does losing weight, self care, being healthy, fit into my 3 highest values?

### **Associations are powerful.**

Your values determine your goals, your goals determine your actions/behavior, your actions/behavior determine your results.

When you live and create from a place of alignment you will be amazed as to how much easier many of the obstacles you have experienced in the past around losing weight, no longer become as overwhelming.

### **That is because Values are the way.**

When you face struggle, you won't suffer. When faced with challenges, you conquer. Here are some key questions to ask yourself if you're an entrepreneur who has let their health slide and are currently over weight and frankly feel pretty "stuck" in their body.

Some key questions to ask yourself to align yourself with your values:

- How will being more confident in the way I look better my life?
- How will having more energy allow me to live I want for myself?
- How will knowing that "I am a reflection of what I say and do and not only walk the walk but talk the talk?"

Being in shape (not only looking but feeling) transcends ALL AREAS OF YOUR LIFE.

I cannot stress this enough. It has a tremendous impact on the way you think, look and feel. Why is this important? Because....

You can't fake confidence,  
You can't fake conviction.  
You can't fake certainty.

It's nice to say looks don't matter, but outward appearance has a huge reflection of how you decide to live your life.

### **So what are beliefs?**

If values are your compass beliefs are your map. Your beliefs and values should be congruent if you want to live a life in the direction you want to live it. Beliefs are observations about the world that you hold to be true. Let's take Santa Claus for example. Chances are when you were a kid growing up you believed in Santa? Why? Well, because you had evidence to support that he existed!

But, as you grew older, a bit wiser and were exposed to more "anti-santa believers" You started to doubt Santa existed. You started to question how he could make it all the way around the world and give presents to all the children in one night? Are there REALLY ELVES? Can reindeer REALLY fly? As you became exposed to conflicting evidence and as your intellect grew you started to lose that belief in Santa until eventually you dismissed it completely.

Why is this important and what does it have to do with weight loss?

We hold beliefs that we believe are true, and because of this it shapes our life and our outcomes.

The challenge is most people don't really understand their beliefs. Many of our beliefs were "adopted" through childhood and into adulthood and we excited them as fact without any further examination. As a result of this we often may find ourselves living a life that is incongruent with our values and finding that our beliefs truly are limiting our success.

# “Our beliefs drive our behaviour; our behaviour determines our result.”

## So how can we use the “beliefs concept” and apply it to weight loss?

First, let's take a look at the typical experience of many women who try to lose weight.

- Phase 1 - Weeks 1-4: You're motivated, you're excited to make a change in your life, you're fired up to hit the gym and start working out. You've got this planned out. Nothing will stop me this time. It's going well for 4 weeks.
- Phase 2 - Weeks 4-6: You're seeing some results, maybe not as fast as you like and you're getting tired of feeling restricted and “eating clean” you just want to be able to go out with your friends and “let loose” and eat whatever without worrying if you're going to gain weight over the weekend.
- Phase 3 - Weeks 6-9: “THE SLIDE” - weight loss is going slower than you want, you're feeling discouraged, you can't wait for this to be over. Cravings are higher, you're starting to miss workouts, not meal prep anymore. More instances of “life gets in the way” happens. You're judging yourself more harshly in the mirror. You can't find the motivation to workout, you're getting bored, you just want to have some wine and cheese and watch TV.
- Phase 4 - Weeks 9- Indefinite: Your weight loss journey is done for now. You have reverted back into your old habits, you start gaining the weight back, but you're so glad it's over, you're eating all the foods you couldn't on your diet, and it's a lot because you felt restricted for so long. Motivation is low, frustration is high, discontentment is high. Another 2-3 months pass and then you get the inspiration and motivation to start again.

This process continues 3-5 times per year for the majority of women.

## Pretty depressing isn't it?

The belief around weight loss for many is shaped by their previous influences and experiences.

(There are many other reasons as to why this cycle happens and how to actually lose weight and keep it off, but for the sake of this content piece I will leave it brief.)

If you have experienced this in the past, (and the more often you experience it, the stronger the belief is that “you can't lose weight”) your outlook on “I can finally lose the weight I want to lose” may be pretty dim. Why? Because your current evidence to support your belief is that you won't.

### \*\*\*This is VERY IMPORTANT\*\*\*

When we look at our end goal, whether it be in life or weight loss it can be pretty daunting, almost out of reach and that is why we don't often believe that we can accomplish these feats (especially being entrepreneurs under high amounts of stress and pressure)

It seems as if there is almost so much to do and we only measure the gap from where we are now to where we ideally want to be. Instead break down your end goals into process or steps YOU CAN BELIEVE IN.

Into simple, manageable actionable items you feel Confident Competent Committed to following through on.

Once you create momentum or belief will start to change as you bring in new evidence that supports your belief that YOU CAN LOSE WEIGHT.

And as more evidence to prove otherwise slowly fades away.

There is a multi step process I use with my clients to re-write their narrative around beliefs they currently hold that preventing them from

There is a multi step process I use with my clients to re-write their narrative around beliefs they currently hold that preventing them from creating the confidence and body they want for themselves but this is insight as to how quickly you can turn it around given the right method.

The VALUES + BELIEFS PROCESS is extremely powerful and a paradigm of thinking and being that not only will help you lose weight faster and easier but you can use this exact same model and apply it to other goals or areas in your life in which you want to see some improvement in.

Your values and beliefs Determine your goals; Which determine your actions and behaviors; Which determine your RESULTS.

The mistake most women make is waiting to loose weight in order to feel better, and that problem is that since most women don't lose the weight they want to and as a result are forever frustrated, ashamed and upset in the way they look.

You can however take small steps to FEEL BETTER RIGHT NOW, which will help you along on your weight loss journey so you continue to make the right decisions that help you lose weight.

Remember, weight loss is a result of mental and emotional well being. Make the changes in your life that allow you to feel better, so you can live better, so you can look better. These are the beginning steps I HIGHLY recommend you take to:

- Getting your confidence back
- Losing weight and fitting back in your clothes you have been saving in the closet :)
- Ending your battle with weight loss and re-gaining it

If you want some further direction, support and guidance feel free to apply for my coaching program here:

**BREAKTHROUGH INTO CONFIDENCE**

Onwards,

*Galen*

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