



# 3 STEP GUIDE TO OVERCOMING EMOTIONAL & MINDLESS EATING



Here you are again, another day where you feel horrible. You feel horrible about yourself, your body and the fact that you ate a full packet of Tim Tams last night after you swore it was going to be a good day. You feel out of control and can't believe how much of your day is consumed with thoughts of beating yourself up about the food that you can't stop eating.

"I can't believe I did that" "I have no self control" "No wonder why I am so fat" are thoughts that regularly go through your mind.

You always start your day off really well. You give yourself a pep talk in the morning. Today will be the day that you just stop eating the junk. You get through the day with no slip ups and you're feeling fabulous about it until you get some disappointing news. Your date cancels, you have to stay back late at work or your ex husband has left a voicemail that just makes you mad.

You drop by the supermarket on the way home to pick up something for dinner and here you are again. You find yourself in the chocolate isle. You think "Stuff it" and buy a block of chocolate.

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You get back to the car and you can't even wait until you get home, you are now eating the chocolate on your drive home. You get home and you look down and you realise that you have almost polished off the whole block. You didn't even realise that you did it.

Then the cycle starts again. You can't believe that you did that. "I am so stupid" you say to yourself. "No wonder why I'm fat" you think to yourself over and over. You wake up the next day feeling low. You're tired, you're puffy and your moods are low from the sugar hangover.

Looking at yourself in the mirror your confidence is at it's lowest.

Boy have I been there! You are talking to an ex chronic emotional eater here. The thing is that when I was in the middle of it I was unaware of some of underlying reasons why I was doing it. I just thought I had no self control and that I sucked. I also didn't realise that the cycle I was in, was feeding itself.

The time where I was at my worse was when I was really unhappy in my life. I hated my job, I had a lot of financial stress, I was in a bad relationship with a guy that was effecting my self esteem, I didn't love myself, I never ate well and I never exercised.



The only things that really made me feel good was eating junk food, smoking and drinking and all of those things were just momentary forms of relief. They were totally sabotaging me.

I would always toss and turn at night, unable to sleep and thinking about all of my worries. This would be when I would feel all of the bad emotions. So in order to deal with it all I would get up out of bed in the middle of the night, put my trackies on and drive to the service station. I would buy Doritos and chocolate. I would get back to my room, eat all of it and hide the wrappers underneath my bed.

It all went away when I started changing my lifestyle. It went from doing it most nights to doing it a few times a year, if that. I'm so excited that you have downloaded this guide. I'm going to share with you everything that helped me get back in control.



Sarah Sunderland

# SO HOW DO YOU GET OUT OF THIS HORRIBLE CYCLE AND FINALLY GET THE BODY YOU WANT & YOUR CONFIDENCE BACK?

There are 3 specific steps to take to get back in control of your mindless and binge eating.

#1. Increase your awareness

#2. Know your own personal triggers

#3 Use the A.R.C.H Method



# #1. INCREASE YOUR AWARENESS

Increasing your awareness is a key step to getting back in control. You need to know the difference between normal eating and emotional/mindless eating.

When you are eating for emotional reasons quite often you aren't enjoying the food you are eating. You don't enjoy and savour every bite, instead you devour the food and eat it really quickly.

Quite often when you are eating for emotional reasons you don't realise how much you eat. You could start eating a packet of chips and the next thing you know you look down and the whole packet is almost gone and you are shocked because you didn't realise how much you actually ate. This is a huge sign.

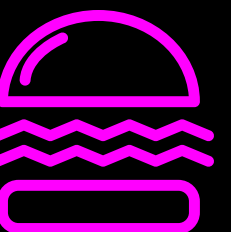


The other thing with emotional eating is that you almost feel like you need the food for relief or release. You will either eat to escape from your emotions or you will eat to get some relief from pressure that you are feeling due to stress.

There is a big difference between going out with a girlfriend for a piece of cake and a coffee and sitting at home alone on the couch and eating a whole block of chocolate to yourself. You need to know that difference.

Another sign that you are eating for emotional reasons is if you hide it. You either eat behind closed doors when no-one is around or you hide the food that you eat for example hiding the wrappers or hiding the food at the back of the cupboard. This is guilty behaviour.

The last thing to become aware of is that when you eat for emotional reasons you will almost always feel guilty after you have done it. When you chose to eat a treat you will generally enjoy it rather than beat yourself up about it.





# KNOW YOUR PERSONAL TRIGGERS

We all have things that trigger us to feel a certain way. If you can know what your personal triggers are you will be able to understand yourself better and begin to take back the control.

When you are triggered in your life by stress at work, a relationship break down, a sick relative, moving house or financial worries all of these things make you feel a certain emotion. You could feel sad, angry, stressed, lonely.

It is when you feel these emotions that make you feel the need to escape and self medicate with food/wine.

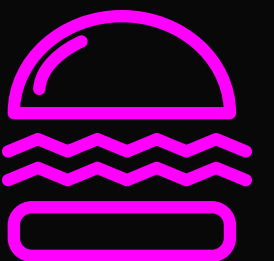
If you know that when you are feeling stressed you tend to want to eat chocolate then the next time you want to binge out on chocolate you can start to ask yourself. "Why do I want to eat this? Am I choosing to eat it or am I wanting to eat it because of the stress that I'm feeling about work?"

Sometimes, by just having this dialogue with yourself in the moment you can quite often talk yourself off of the ledge.

The next time you are in the moment give yourself an hour or two. Don't allow yourself to eat anything right then and there, instead wait and see if your emotions calm down.

Emotions are fleeting, so quite often after an hour they won't be as intense, so you will have more control.

You will be really proud of yourself for holding off and not giving in. The more that you don't give in the stronger you get. Self control is like a muscle. It gets stronger the more you use it. This is why your awareness is key. Catch yourself in the moment, stop acting from emotions and take back the control.



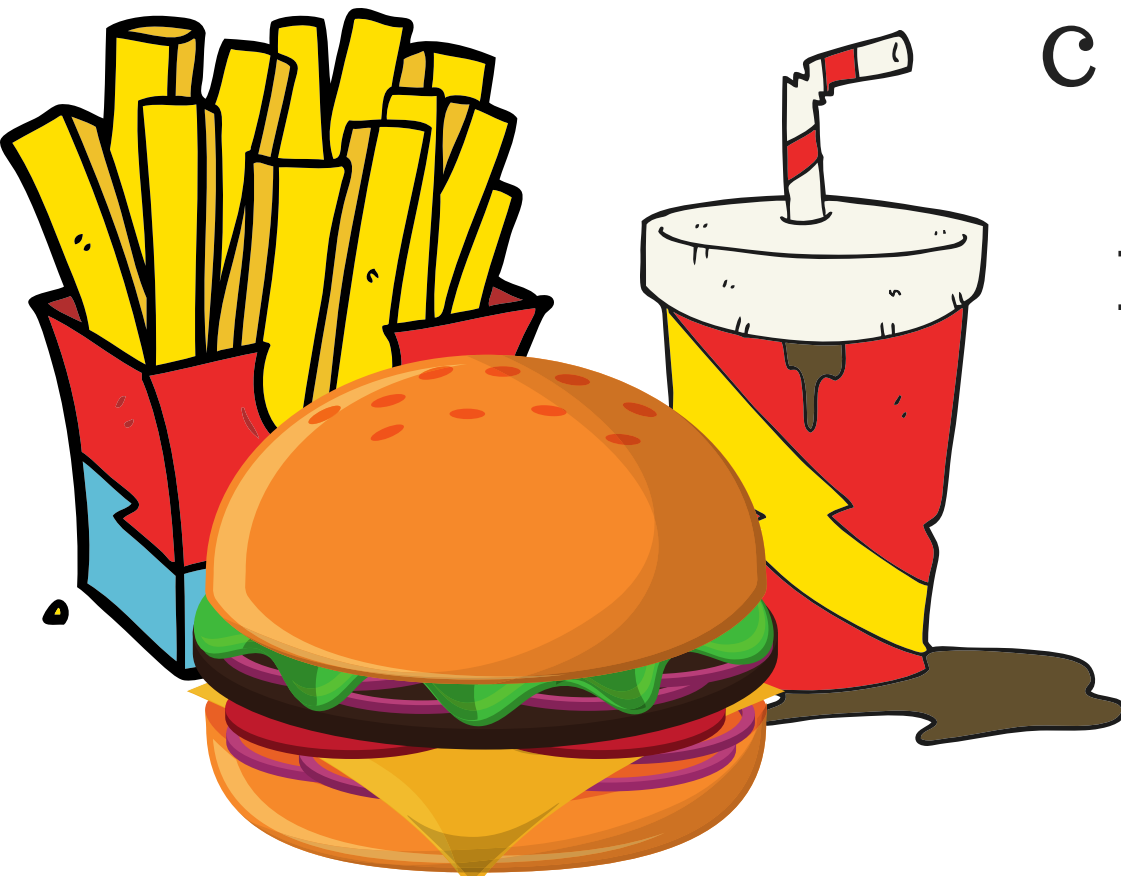
# USE THE A.R.C.H METHOD

A - Get rid of the ADDICTION

R - Don't skip meals and eat REGULARLY

C - CHANGE things that make you unhappy

H - Fill up your HAPPY cup without food





## GET RID OF THE ADDICTION

Remember at the start when I said that this cycle can feed itself. Well if you are eating sugar or refined salt you should know that it is very addictive. The more you have the more you want. So sometimes it could just be a matter of getting rid of your addiction to get yourself out of the cycle once and for all.

The way to get rid of the addiction is to remove and replace. So remove all of the refined sugar and salt from your diet and replace it with healthy snacks and treats so that you are still getting your sugar fix but from sources that don't keep feeding the addiction.

So for example trade your block of Cadbury milk chocolate for some raw dark chocolate or trade your packet of salt and vinegar chips for some mountain bread and hummus.

At first it may seem hard and you will doubt yourself but after 14 days you will no longer feel like you NEED the chocolate like you did before. You will feel like you are more in control.

This happens all of the time in my Fierce Babes program. My clients start the program eating chocolate daily and doubt that they will be able to go without it to then living their lives completely sugar free (with the odd chocolate) and totally in control. You can do this.



## DON'T SKIP MEALS AND EAT REGULARLY

When you skip meals and don't eat regularly this can also feed the binge eating and mindless eating cycle because you are starving.

When your body is in starvation mode you tend to crave more carbs because your body needs quick energy. Carbs and sugar are quick sources of energy hence why you are generally more than likely to make poor food choices when you are hungry than when you are satisfied.

So aim to eat 3 protein based meals and 2 snacks a day to keep you full, satisfied and give your body the fuel that it needs to function properly. Eating less does not make you lose weight. Eating less actually will make you gain weight in the long run.

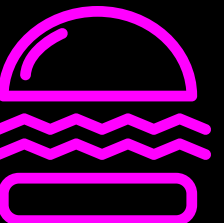


# CHANGE THE THINGS THAT MAKE YOU UNHAPPY

My philosophy is that if something is making you unhappy, change it or if it is out of your control change the way that you are reacting to it. A lot of the things in your life that are making you unhappy are within your control. Most people are just too afraid to change or they don't believe that they have the power to change their reality.

All the times in my life when I have been chronically binge or emotional eating or drinking was due to things in my life that were making me unhappy or stressed out. As soon as I made those changes the binge eating stopped.

I will never stay in a situation long that makes me unhappy. If a job is not fulfilling to me or making me stressed I'm out of there. If a relationship is making me unhappy (may take me a bit of time) but eventually I won't stay. If I'm not making enough money to make myself feel comfortable then I find ways to make myself more valuable and make more. If I'm unhappy with my body I start working out more and eating cleaner.





You seriously have the power to change things in your life and you should never let anyone tell you otherwise.

If you generally aren't feeling happy in your life or there is something significant that is having a massive impact on your life right now, you will struggle to really get this whole emotional eating thing full down pact.

Remember it is "Emotional" eating. So while the very thing that is making you feel emotional in your life is still present, you will still feel the uncomfortable emotions that are driving you to eat.

Take a look around you. Start figuring out ways you can improve your current circumstances so that you can feel happier and more fulfilled in your life everyday, not just when you are on holidays.

## FILL UP YOUR HAPPY CUP

The key to making long lasting change is to find ways to fill up your happy cup without relying on food to do that for you. The reason why you have such an attachment to food right now is because you are using food as your emotional crotch.

The thing about using food for this reason though is that you will only momentarily feel good. The happiness won't last and quite often you feel even worse afterwards because you feel guilty for having a binge or emotional eat.

Find things that make you happy and give you joy. What that is for you will be different for someone else. It could be things like;



- \* Gardening
- \* Reading
- \* Watching your favourite movie
- \* Painting your nails
- \* Having coffee with a friend
- \* Taking a walk along the beach
- \* Listening to music
- \* Meditation
- \* Exercise
- \* Getting a massage

Whatever tickles your fancy. Find more things that bring you joy and do them often. When you do this you will turn to food less and less.



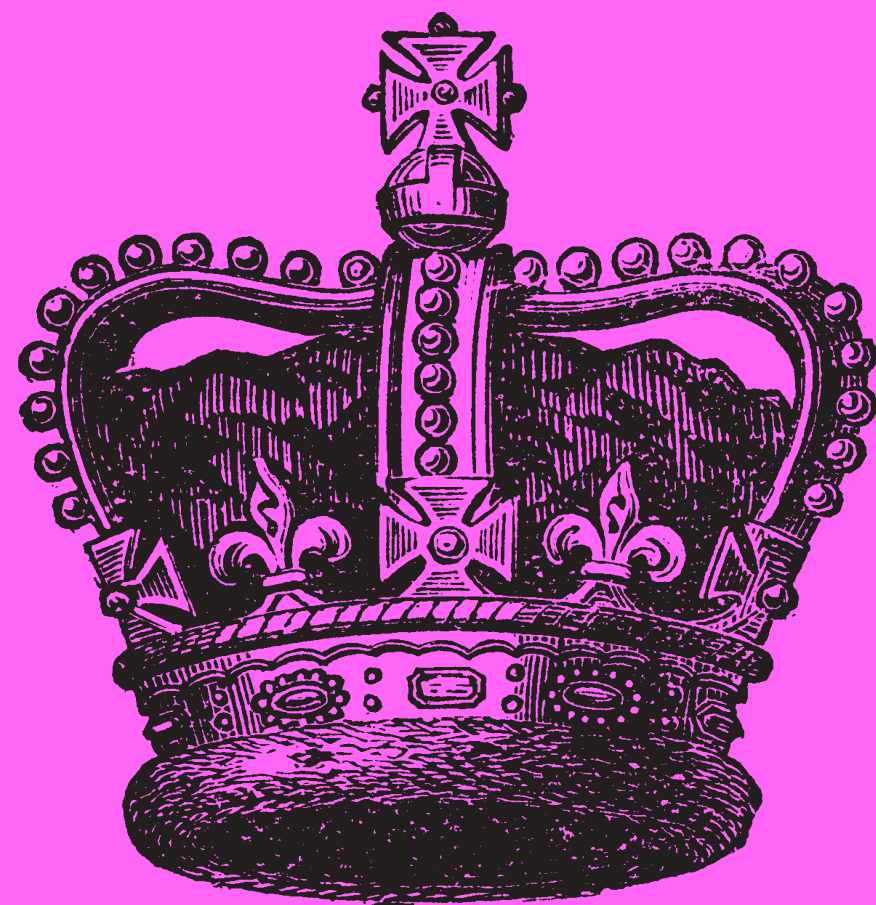
# WHAT WILL HAPPEN IF YOU IMPLEMENT ALL OF THESE STEPS?

You will start to get back in control of the emotional and mindless eating and finally start to see your body change. You will also notice a huge difference in your emotional and mental wellbeing. You really have nothing to lose and everything to gain.

How would you like me to be your coach over 8 weeks? I can help you implement everything that you have learned in this e-book with the support of an amazing community of women that will inspire and support you every step of the way. You will also learn how to eat properly without being on a diet, how to exercise to lose weight without doing cardio and how to change your mindset to be more positive improving your self esteem and confidence.

Start seeing results in the first 2 weeks. JOIN MY FIERCE BABES PROGRAM Click on the button below, With love your whip you into shape coach Sarah xx

**Join my FIERCE BABES  
Program Here!**



# Fierce Babes

HEALTHY.CONFIDENT. STRONG