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Oh No! Not Another Diet Book!



That's right – what you are holding is *not* another diet book. In fact, if you're looking for something that is the complete opposite to the misery, deprivation and ultimate failure of dieting – then this is it.

This book is not just for people who are overweight either, it's for anyone who eats food – which pretty much covers everyone I think. And it's also not what I call a 'state the obvious' book either. What I mean is, I'm not going to spend the time we have together stating the mind-blowingly obvious to you about certain foods or treating you like some kind of idiot. That was one of the things I hated about eating the wrong foods, being overweight, feeling tired, lethargic and unhealthy myself – people assuming that just because I was thick physically, it automatically made me thick mentally. My doctor at the time was one of the worst for this and was head of what I call 'The State The Bleeding Obvious Brigade'. He would say things like, 'You're eating too much of the wrong types of foods, you don't exercise enough and you should lose weight. If you changed your eating habits and exercised more you would feel better and be slimmer.'

Well no shit Sherlock – you don't say! It was the same when I used to smoke 40–60 cigarettes a day; my doctor would say, 'It's killing you and costing you a fortune, you'd be richer and healthier if you quit.'



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Once again – no really, hadn't figured that one out either doc. Now that you've told me I'll surely stop.

Doctors are not the only members of the 'State The Obvious Brigade' either; it appears most health books, diet clubs and people in general are also life-long members of it. Gillian McKeith even feels the need to look at people's crap in order to decipher what is painfully obvious to everyone else! What they fail to realize is WE ARE NOT STUPID. We know that things like chocolate, cola, coffee, cakes, crisps, ice cream, alcohol, milkshakes, and things like fast-food burgers and fries are not good for us and make us tired, ill and fat. We are also aware that fruit, vegetables, nuts, seeds, grains, fish etc. are all good and would keep us slim and healthy. I'm not being funny but who on earth doesn't know this? But does just knowing this help you to actually quit the unhealthy foods and change your eating habits in favour of the good stuff? No! If it did you wouldn't be reading this book, you would have already done it. And that's the problem. The instinctive knowledge that these foods are bad might make you think more about how much of them you are eating and thus make you try to control your intake of them on a consistent basis, but it doesn't stop you *wanting* them or having them. It certainly didn't stop me.

That is why I was always at least 30lb overweight, badly asthmatic, covered from head to toe in a skin disorder called psoriasis and had all the energy of a comatose dormouse. The only reason I didn't get even bigger was because I was *always* on a diet. The yo-yo king, that was me – always fighting a constant battle not to eat too much of the wrong kinds of foods; always using a degree of willpower, discipline and control to keep my health under some kind of control; always doing spats of 'healthy eating' and exercise to 'keep the weight off'. I hated it every time and always rewarded myself at the end of the nightmare with the very same stuff that caused the problem in the first place. I was more than fully aware that the foods I was eating were causing my physical problems – fat, lethargy and asthma – but the truth was I was *mentally* hooked at the time and simply didn't know what to do to escape.

So, if you thought you'd picked up a health book that was simply going to tell you that you should eat more fresh fruit and veggies,



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drink their fine juices, do more exercise and cut out the crap from your diet, you are very much mistaken. The reason is...

You already know you should do this

I knew it and so too do the millions of people around the world who are desperate to change their eating habits. I knew for certain that if I ate a lot of fruit and veg, stopped eating so much junk and went down the gym every now and then that I would be slim and healthy. But again, you hardly need to be Einstein to work it out now do you? Everybody already knows this – it's part of the 'bleeding obvious'. I will repeat again, simply being told that certain foods are good and others are bad does not make us change our eating habits – in fact, it's about as effective as a fishing trip on the Dead Sea!

THE FOOD TRAP

What you need, therefore, is not a lecture on the obvious, which will get you nowhere, but a full understanding of what I call 'The Food Trap'. You don't need a book explaining why you *shouldn't* eat certain foods – because you know why you shouldn't and by now are probably completely fed up with people telling you why you shouldn't. You need a full explanation of why you eat the foods you eat and why you eat at times to try and feed an emotion. You need to know exactly how the physical reactions caused by certain foods affect the way you think – how they *cause* cravings and *additional* hungers. You need a full understanding of what a craving really is, why it comes about and exactly how it can be easily shattered in a millisecond. You need to know exactly what is happening, both physically and mentally, when you eat things like sugar, fat, cakes, chocolate, coffee, cola, diet drinks, dairy products, red meat, etc. You also need to know precisely how the 'food' industry uses clever advertising and product placement to lure you into buying what I describe as 'drug foods', yes DRUG FOODS. You need to know how these drug food and drink companies manipulate your mind on a conscious and subconscious level to get you, and keep you, hooked on their 'brand' of junkie food and drinks. You need to



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know that many of the things that we believe, and have been told, are very good for us, are in reality causing incredible harm. You need to know how to find the mental inspiration to start moving your body again just for the sheer fun of it and not for 'weight loss' or to get 'healthy'. You need to discover 'the best exercise programme in the world' and when you do, I can guarantee you will not only love it but be totally inspired by it. And that, my friends, is what this book is about – everything you ever needed to know about exactly *what* to do both physically *and* mentally in order to break free from the food trap for life.

And when I say free I mean really free: free to move; free to eat what you want when you want; free from restrictions; free to think for yourself; free to look at people eating junk foods without any desire to do what they are doing; free from having to eat rubbish and then wish you hadn't; free to never go on a diet again; free from having to exercise control over certain foods on a constant basis; free from having to use willpower; free to wear what you want; and totally free to live the rest of your life in a slim, sexy, vibrant and energy-driven body. And that kind of freedom feels just soooo good, I can tell you.

And it doesn't matter what you have tried in the past or what you have been through, anyone – and having dealt with thousands of people I do mean *anyone* – can find it easy and enjoyable to change what they eat and drink and be slim, healthy and vibrant for life. All you need is an open mind and the conviction to finish the entire book. Most people who buy books of this nature don't even finish them and then complain that it was 'something else that didn't work'. This book really is different from any other food book you've read and I am very, very excited to share this information with you, but the only way your food problem can be solved for life, the only way you can possibly know exactly how to think in order to be slim and healthy for the rest of your life is if you...

Finish the whole book

The other thing you need to do is dump the past. Many people carry unwanted failures with them through life, constantly telling themselves that they can't succeed today because of what happened yesterday, or last week, or even 20 years ago! This prevents them from



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moving forward. It really doesn't matter how many times you've tried to change what you eat, get healthy, lose weight or all three, it doesn't mean that you *can't* do it – it just means you've gone about it in the wrong way. What's needed is something different.

**'If you always do what you've always done,
you'll always get what you've always got'**

I don't know who originally said that but they were bang on. I call it...

THE FLY SYNDROME

Have you noticed how flies keep banging themselves against the same pane of glass in a desperate attempt to get out? And they continue to do it even when there is an opening just above them. Why don't they just fly slightly higher and set themselves free? The answer is very simple – they cannot see that there is an easy way out and believe that what they are doing will eventually set them free. And this is exactly the same for the overweight/unhealthy person who keeps going on diets or special exercise programmes that they hate in order to be slim and healthy. They simply cannot see that there is an easy alternative. They honestly think that if they just keep doing the same thing for long enough that this approach will eventually set them free. But, just like the fly, simply doing the same thing over and over again will *not* produce a different result and will not set them free. I know because I did more or less the same thing over and over again expecting to get a different result – madness!

The truth is all the determination in the world would not enable the fly to break through the glass – it needs to change its approach. Exactly the same goes for you. Whether you know it or not at this stage, you are in 'The Food Trap' and you can do all the affirmations, positive thinking and be as determined as you like, but it won't set you free – as you've no doubt experienced in the past. You may get slimmer and healthier at times using this approach but it won't stop you wanting junkie foods and having to exercise constant control over them. In other words, you will still be mentally locked in the food trap. I used to think that if I was managing to exercise control over my



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intake of certain foods it meant I was in control. I now see that if you are having to exercise control on a consistent basis it means you are being controlled, and if you are *being* controlled you are not free. What you need is an easy escape route from the sinister and subtle food trap. The exciting news is you're reading it.

So sit back, relax, *open your mind*, read at least a chapter every day to keep it fresh, and enjoy the journey. I will first explain the nature of the food trap, the nature of drug-like foods and drinks, and exactly why we all get sucked in – then I will give you the easy escape route to mental and physical freedom. I call it The Ultimate Health Recipe. Once you fully understand it, you will not only find the journey to perfect weight, excellent health and a truly energy-driven, vibrant, sexy body easy and enjoyable but, more importantly, you will be able to make the change *permanent*.

The aim is for healthy eating, juicing, blending and physical movement to become a daily part of your life so that you would feel deprived if you were not allowed to do it. Eating well and feeling physically fantastic will become as automatic as brushing your teeth. I want to explain to you how to give yourself supreme health, pure energy and a slim body forever, without having to 'give up' anything or make any kind of sacrifice.

As long as you dump the past and read this book with an open mind, by the time you finish it you will understand something that very few do: that ideal weight, great health, pure raw energy and physical and mental vibrancy are easily – yes EASILY – accomplished. It may be hard to believe at this stage – especially if you've tried God knows how times in the past – but, again, it's time to stop being a fly and open your mind to the fact that it's more than possible when you approach it in the right way. The truth is it's feeling sluggish, living with excess fat and ill health and constantly either trying to control your food intake or bingeing that is hard work.

BACK TO FRONT

This is where most people have got it wrong, as I did for many years. We believe that health is hard work – that we will have to go through



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some degree of torture to achieve the body of our dreams. Many of us think that it's easier to eat junk foods and stay unfit rather than go through the tremendous amounts of willpower, discipline and dedication – not to mention pain and hard work – we believe are necessary to achieve good health. That's why we don't get excited and look forward to getting slim and healthy – we assume that we will have to suffer in some way. That is exactly what I used to believe too. I now realize that a life of junk food, being unfit, hating the way you look and feel on an ongoing basis, and lacking in confidence is not easier – and it's certainly nowhere near as enjoyable as feeling alive, clearheaded, healthy, physically and mentally vibrant, and loving the way you look and feel.

We have a lot to get through and a lot of subjects need to be covered in order for you to break free. I want you to feel fantastic and live a quality of life, health-wise, that many people simply dream of. This book really is a catalyst to you getting there. There will be points in the book where you will want to start, where you think you've read enough and that you 'get it', but please, please...

DO NOT ATTEMPT TO CHANGE YOUR EATING HABITS UNTIL YOU HAVE READ THE ENTIRE BOOK

Do not go off 'half cocked' – you need the correct 'mental juice', otherwise in no time at all you could very easily switch to what I call 'diet' mentality. You need a *full* understanding of all junkie foods and drinks first. Only then will the mental instructions that will guide you out of the food trap make sense and prevent you from having to use your willpower, or as I call it 'the diet recipe'. That way you will not just be free, but you will feel free from the start and love the journey. So – in case I haven't yet mentioned it enough – please finish the *entire* book if you want true freedom from the food trap without having to diet ever again. And whilst I'm on that subject let me explain why diets (in the long run) do not work, can never work, never will work, so that you can finally feel totally free to...

