

YOUR **BIG** FAT 
(Eating)
Experiment

What We Learned...

- ★ The 'weight loss' mentality (eat less, move more)
- ★ How to count, measure, weigh food
- ★ How to diet, restrict, deprive, micro-manage, obsess
- ★ How to ignore our bodies in favor of 'weight loss'
- ★ That there are 'good' foods and 'bad' foods (right/wrong)(should/shouldn't)
- ★ A skewed version of healthy (carbs = bad, fat = bad, calories = bad, food = bad, little food = good)
- ★ That learning how to control yourself is the solution



Dis-Ordered Eating

According to Wikipedia:

Disordered eating describes a variety of abnormal eating behaviors that, by themselves, do not warrant diagnosis of an eating disorder. Disordered eating includes behaviors that are common features of eating disorders, such as:

- ★ Chronic restrained eating.
- ★ Compulsive eating.
- ★ Binge eating, with associated loss of control.

Disordered eating also includes behaviors that are not characteristic of any eating disorder, such as:

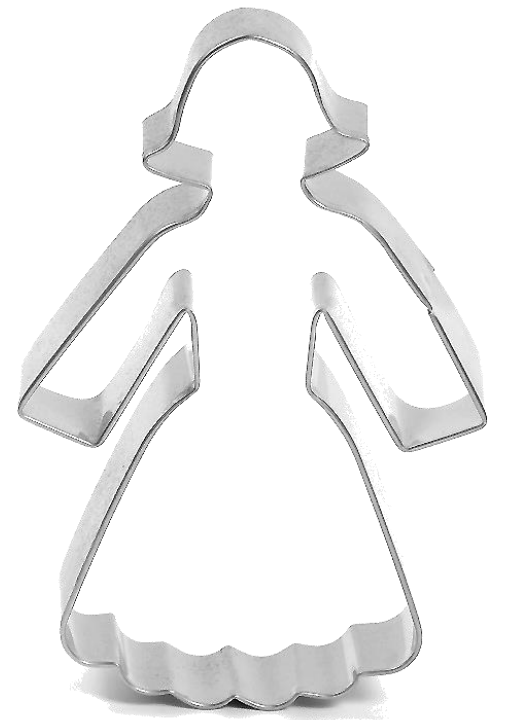
- ★ Irregular, chaotic eating patterns.
- ★ Ignoring physical feelings of hunger and satiety (fullness).
- ★ Use of diet pills.
- ★ Emotional eating.
- ★ Secretive Eating

What We Never Learned (or Forgot)

- ★ The 'self care' mentality (stress less, influence YOU)
- ★ How listen to our bodies, listen to our bellies, get to know ourselves
- ★ How to enjoy food, experience pleasure, let food just be food
- ★ How to care for our feelings, rather than "eat our feelings"
- ★ That oftentimes that typical 'weight loss' methods are the OPPOSITE of healthy to the brain and nervous system.
- ★ That foods don't need a label. That there are no 'good' foods and 'bad' foods (right/wrong)(should/shouldn't)
- ★ An accurate version of healthy (based on what your brain considers healthy)
- ★ How to influence YOU around food
- ★ How to take radical ownership of your health by becoming a 'Mad Scientist'

Quick Review: Why Experimentation?

- ★ You are not a widget .
- ★ You can't use some cookie-cutter plan.
- ★ You must find what works for you.
- ★ You've tried the do-this, don't-do-that approach before
- ★ The truth is: If you knew the 'right' solution, you would be doing it now.
- ★ The truth is: You don't. So we need to find it.
- ★ And the only way to do that is through experimentation.



The Experiment Mentality:

Having an Experiment Mentality is like finding the ingredients to YOUR own "recipe" -- the one that yields you the best results while still enjoying the experience of your life. Only this time you get to fill in all the ingredients using what you know about your life-- what you like, what you don't, what works, what doesn't, etc.



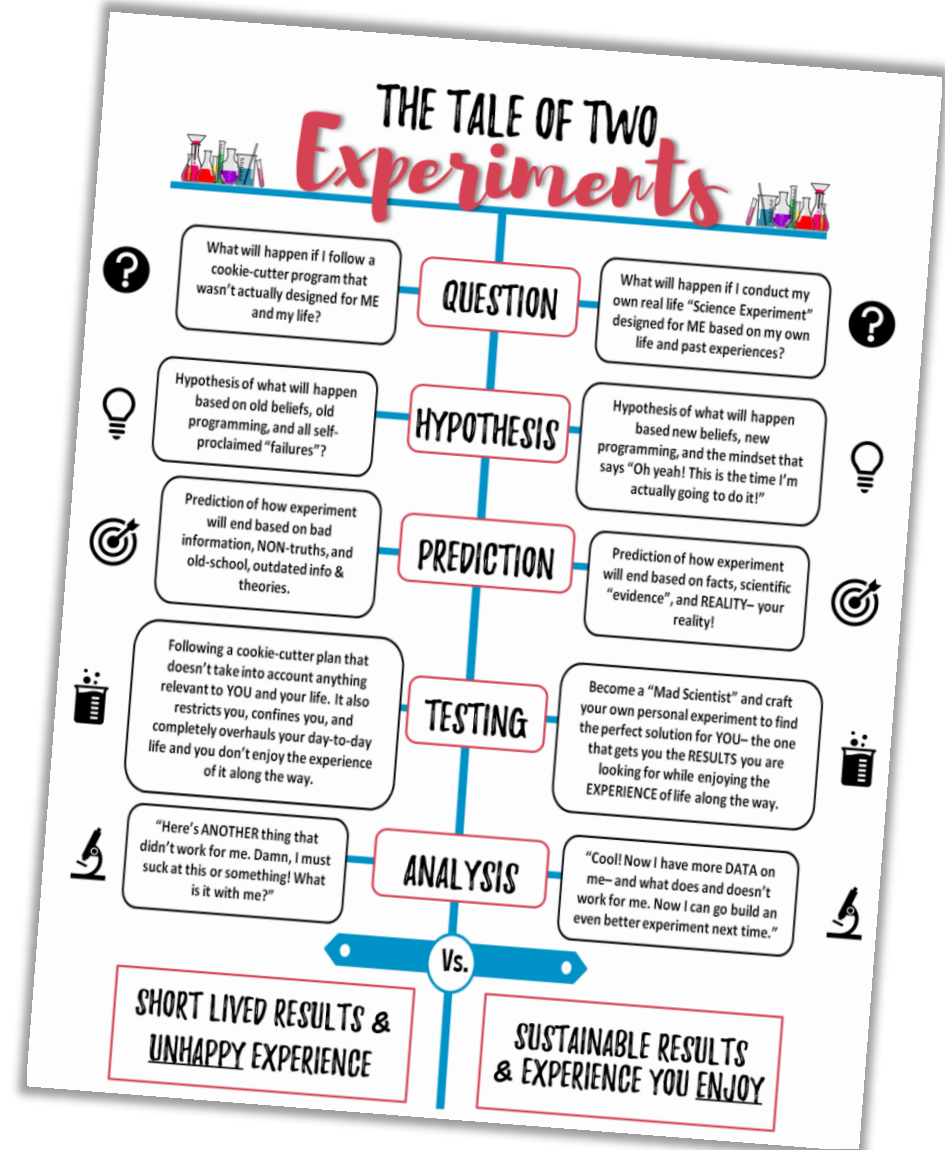
The Hypothesis (Fingers crossed...)

- ★ It's fun, it's easy, it's feasy. (Fun + Easy + Feasible = FEASY!)
- ★ I could easily sustain this!
- ★ This makes me a better version of myself
- ★ This makes me feel FREE
- ★ This makes me feel like I'm influencing what I can control, and releasing what I can't.
- ★ This makes me feel good
- ★ This makes me happy!

(Try some things on, keep what feels good, leave the rest!)



Check it out...

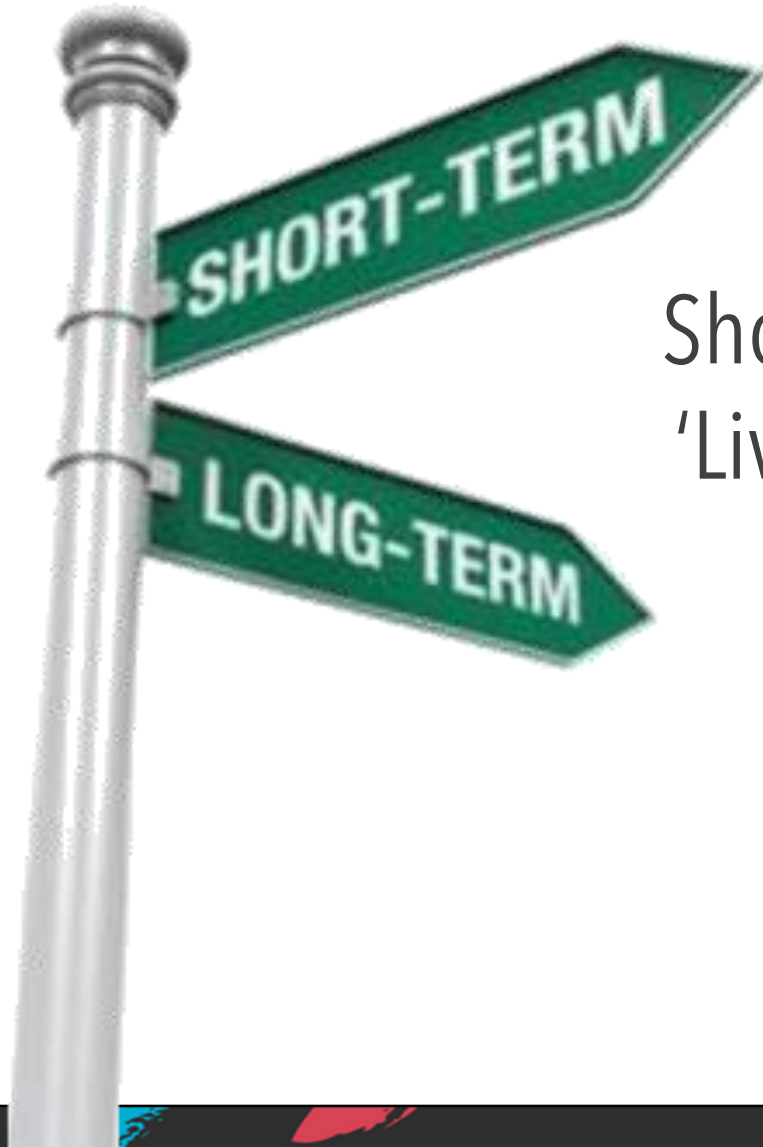


*Skills are supposed to get EASIER the
more you practice!*





Remember:



Short-Term Habits and Long-Term Habits
'Live' In Two Different Parts of the Brain!



Back to Experimentation...

Your Experiments will 'feed into' one of the following types of Experimentation.

- ★ BIG PICTURE: Long-Term Self-Care (Way of Living) Experiment (It's one big experiment: Keep finding what works, throw the rest away)
- ★ SMALL PICTURE: Short-Term Self-Care Experimentation (To figure out what you want to keep or 'throw away')
- ★ THEN...You can use Short-Term Strategic Sprints to enter into a 'body changing' conversation.

This is all simply based on the two types of 'Habit Brains' that we as humans have. We want to always be working WITH your brains.



First thing's first!

- ★ FIRST we want to focus on figuring out what YOUR long-term, can-always-count-on-it (and can KEEP coming back to it) Self-Care plan entails (and of course that takes experimentation). We want to figure that out FIRST.
- ★ In other words, what's the equilibrium point for you? What does 'maintenance' look like/feel like? Where's homeostasis? What's the self-care plan that would enable you to create that EASILY, HAPPILY, and PERMANANTLY? What's your forever-plan look like/feel like?



Then and ONLY then...

- ★ THEN you'll be able to take that, bump it up a notch or two, and create (what I call) Strategic Sprints to create a bit more UMPH.
- ★ Most people do this BACKWARDS. They try to sprint flat-out for as long as they possibly can, rather than adopting a long-term way of living, keeping them forever stuck on the "on-again, off-again" rollercoaster.
- ★ You already know how to sprint. (Everyone knows how to sprint!). Finding your 'flow' is the piece of the puzzle that's been missing! Finding that long-term way of living that you could live with easily, happily, and forever is the piece of the puzzle that's missing as a skillset.



Sooo...

- ★ THAT is where we want to start.
- ★ FIRST we will want to experiment to find out what YOUR long-term way of living 'recipe' entails. Kind of like starting off by finding your 'equilibrium' or 'maintenance point. (You'll at the very least want to get the ball rolling on this process.
- ★ THEN once you have THAT, you can intersperse more 'umph' into your life with deliberate and timed *strategic sprints*. (To bring yourself some results with a bit more 'umph' as well)

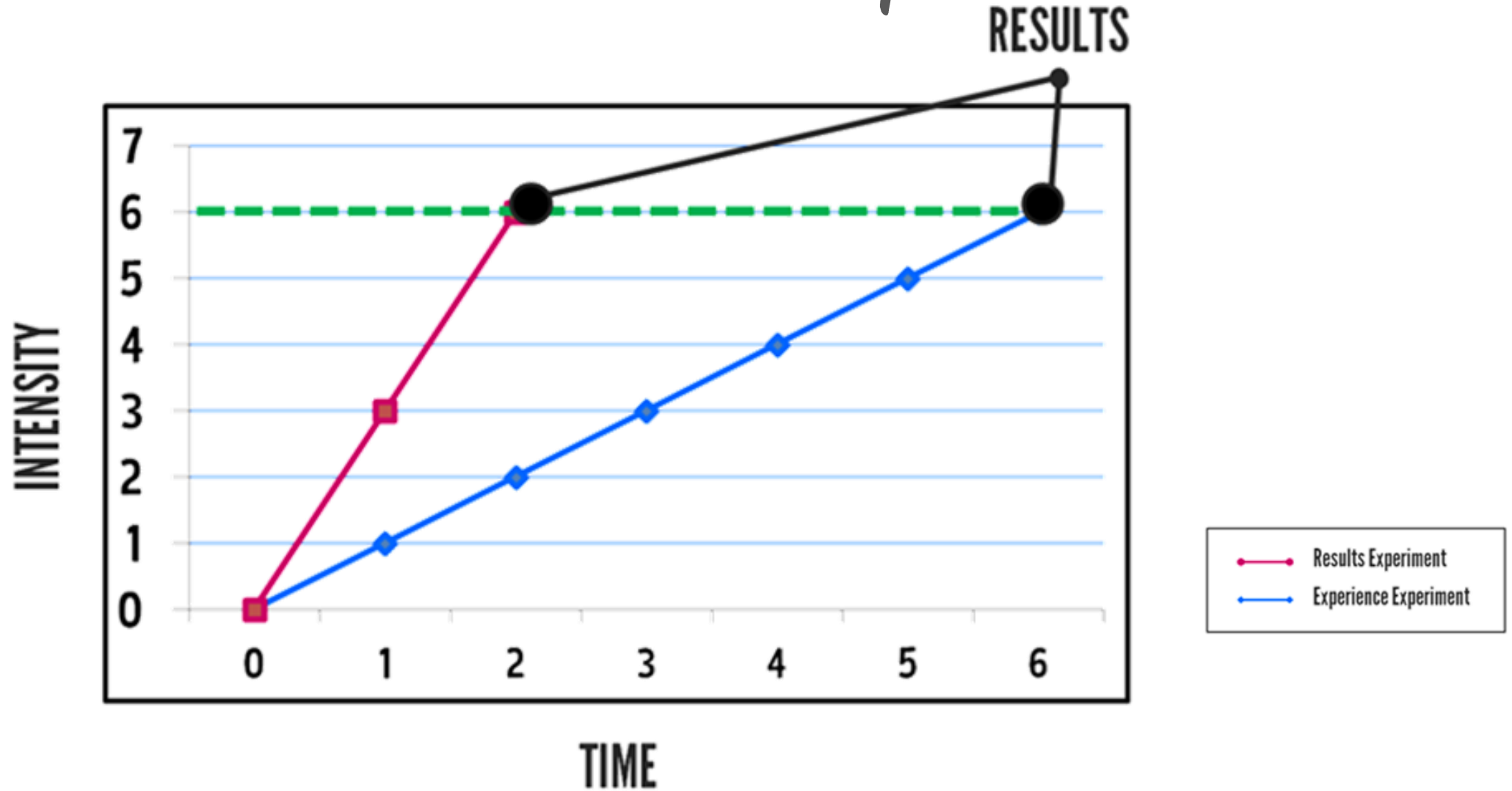
THIS Will Set You Up For Long-Term Success!

- ★ Because if you have gone back and mastered your long-term lifestyle way-of-living...
- ★ When you're ready to STOP sprinting, you'll know EXACTLY where to 'go back to'.
- ★ You have your equilibrium point that (by design) was crafted to be easy(ish), fun(ish), and feasible for you to happily live with (indefinitely ideally).

Redefinition:

RESULTS =
Intensity In Relation To Time

A New Results Perspective



Short Term vs. Long Term

Strategic Sprint:



RESULTS



INTENSITY



TIME

Long-Term Living



RESULTS



INTENSITY



TIME

A close-up photograph of a tree trunk. A heart-shaped carving is visible on the bark, containing the words "FOR EVER" in a stylized, hand-carved font. The background is a soft-focus bokeh of green and yellow light spots.

FOR
EVER

The Simple Solution

★ (Re)Learn:

★ (Re)Do:

You don't know what you don't know. And you can't see what you can't see. That's why you need NEW awareneses and insight. You need NEW food goggles.

Step 1: (Re) Learn How To Eat

- ★ Not how to count food.
- ★ Not how to measure.
- ★ Not how to portion control.
- ★ How to use food as food and eat with **freedom** and **choice** and **pleasure**.
(Because if loving warm chocolate chip cookies is wrong, I don't want you to be right.) 😊

First Thought: I'll Show You Mine...

(How I (Re)Learned To Eat)

- ★ **EAT:** I went and got 'right' with food. I got 'right' with my emotional (over)eating, and I learned how to feed my body what it needs so that it is happy (all year long).
- ★ THIS makes my 'job' of keeping it lean-ish, fit-ish, and pain-free super-simple and super-doable (and fun!)

Big Takeaway:

No one could give me a 'blueprint' to go figure out how to eat. I needed to give myself permission to EXPERIMENT. I needed to stop IGNORING my body and using food as a major DISCONNECT and figure out how to connect to my body THROUGH food. I needed to create MY version of food freedom where food is just food (not the enemy).

How I Experiment:

- ★ I am not an extremist about it.
- ★ I simply decide what my experiment will be, pick a short amount of time that I know I can commit to it, and then I simply commit to following the 'structure' of that specific experiment.
- ★ Each time you experiment, take the good, leave the bad, and keep on going.

I Look At Things Like:

- ★ Which one do I enjoy (did I feel like I was on a diet?)
- ★ Which one gave me more energy?
- ★ Which one was the easiest to follow?
- ★ Which one doesn't make me feel restricted or confined?
- ★ Which one doesn't bore me?
- ★ How my mood is affected (spoiler: I realized that artificial sweeteners were a big factor in my funks and depression. I've been off them for a few years now, and it was a night and day change).
- ★ Whether or not I am spending my time thinking about food
- ★ How it impacts my hunger and cravings

Bottom Line

- ★ I am an advocate of trying everything under the sun in order to craft YOUR perfect (in this case food) life– the one that is best for you, gives you results, and allows you to enjoy your experience along the way!
- ★ That might mean experimenting with any number of variables
- ★ Pick a period of time and try it out. Don't think of it like a forever 'thing'. Think of it like an experiment.
- ★ If it challenges your discipline, gives you a new awareness of what something actually feels like (example: am I hungry or do I just want to eat?), tests your willpower, or simply allows you to start listening to your body, I am all for it.
- ★ I crafted my ideal way of eating for energy, pleasure, and health simply through experimentation, and I truly believe that's the way you should craft your own food freedom, body freedom, and freedom....period!

So How Are We Going To Approach Things Differently?

(Here's where the magic happens)

PART 1: (Re)Learn:

- ★ (Re) Learn How to Eat.
- ★ Learn it like it is a skill- like learning the tuba or how to speak Spanish is a skill.
- ★ Ignore what you think you know....and try THIS on 😊

How Are We Going To Approach Things Differently:

PART 2: (Re)Do:

- ★ Try it on, integrate it into your life and your desires
- ★ Practice it! Simply be MINDFUL for 7 days (to start)
- ★ You get good at whatever you practice. If you 'fall off' with this new way of thinking, all you have to do is give it more AIR (attention, intention, repetition)
- ★ That's it! It truly is 'just' a mindset and a brainset to walk around with every single day!

Remember: The Intent Shapes The Content!

- ★ INTENT = Freedom, Permission, Enjoyment, Ease
- ★ INTENT = Food/Body/Mind/Brain Awareness (Connecting to Your Body THROUGH Food)
- ★ INTENT = Feast/Abundance Mentality (Limitless Choice! Allowed to have AS MUCH AS YOU WANT!)
- ★ INTENT = Healing Calorie Phobia
- ★ INTENT = Healing Carb Phobia
- ★ INTENT = Healing Fat Phobia
- ★ INTENT = Understanding YOUR Hunger
- ★ INTENT = Healing the 'Diet' Mentality (Using a STRUCTURE that has FREEDOM built into it)
- ★ INTENT = FREEDOM (Yes, So Important I Said It Again!) 😊





(Quick Reminders)

Important Distinctions

Are You Reacting or Responding?

- **Am I REACTING?** Unconscious, knee-jerk, or mindless thinking, speaking, acting, or making decisions.
- **Am I RESPONDING?** Consciously or mindfully thinking, speaking, acting, or making decisions
- **Another way of thinking about it:** The word "responsibility" (the ability to respond).
- Am I making a choice, or is a choice being made for/by me. Am I happening TO my life? Or is my life happening to me?

Do You Want It Or Need It? *(Require vs. Desire)*

- Do I **NEED** This? (Require) Necessary
- Do I **WANT** This? (Desire) Preferred
- **Another way of thinking about it:** Am I even conscious of whether I want this or need this? Or is my default just taking over?



THE REPAIR MENTALITY

Always living in the short-term. Fast results without weighing the costs of the damage it does in the future. Sacrificing HEALTH or HAPPINESS for results.



THE CARE MENTALITY

You and your body are a team and partners-in-crime for the rest of your life. You learn to take care of your mind/brain/body because you only have one. You want short-term results, but not at the expense of your health, well-being, or happiness.

Parasympathetic vs. Sympathetic



Joy. Pleasure. Permission.

- ★ Parasympathetic (relaxed) Branch
- ★ Dopamine, Serotonin, Oxytocin
- ★ 'Metabolism' Efficient
- ★ Nervous system practices relaxing
- ★ One 'frequency'



Guilt. Shame. Obsession.

- ★ Sympathetic (fight/flight) Branch
- ★ Cortisol, Adrenaline, Epinephrine
- ★ 'Metabolism' shuts down
- ★ Nervous system practices stress/reacting
- ★ Totally different 'frequency'

It's not about what you're
DOING. It's about who you're
BEING and how you're
FEELING that makes the
biggest difference.



Feast vs. Famine/Fast



Your Turn!
What's Your Intent?

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Reverse Engineering Your *Future*... Starting With *The Now*:

★ **Long-Term** Intentions That Will Guide Your (Big Picture) Big Fat Experiment and Get You To YOUR Version of Food Freedom.

★ **Short-Term** Intentions That Will Shape THIS Current Experiment.

Remember, the 'Experiment Mentality' is never ending! This is the beginning of the partnership with your body for the rest of your life!

Your Turn!
Stop the Video
and Write...

Reverse Engineering My Future...
*Starting With **The Now:***

★ My **Long-Term** Intentions That Will Guide My Big Fat Experiment and Get Me To MY Version of Food Freedom:

★ My **Short-Term** Intentions That Will Shape THIS Current Experiment:

The Intent Shapes The Content!

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This isn't my first rodeo...

- ★ FEAR = "OMG, Leanne is going to tell me to go restrict!"
- ★ FEAR = "What if I mess this up?"



YOUR **BIG** FAT
(Eating)
Experiment
(Made Simple)



Remember These!

The 3 Magic Questions:

The New Math:

1

+

2

=

3

WHY:

Desire/Require?

HOW:

How do I want to feel?

WHAT:

Reverse Engineer

Why Is THIS So Magical?

RIGHT NOW:

- ★ Most women are focusing is on the FOOD itself – ignoring your ability (and the skill) of influencing YOU.
- ★ Most women are most likely focusing on 'weight loss' rather than self-care...and that is what keeps you you STUCK in a cycle of REPAIR vs. CARE
- ★ Most women's current food goggles are most likely making food (and eating) hard, stressful, complicated, or overwhelming
- ★ Most food approaches are about restricting, cutting back, or eliminating altogether...
- ★ OR they are about doing MORE, working HARDER, or pushing yourself to go FURTHER or FASTER

Which Means That:

- ★ **On a brain level:** You are NOT operating from the parasympathetic (or relaxed) branch of your nervous system
- ★ **On a mind level:** You are NOT operating from the parasympathetic (or relaxed) branch of your nervous system
- ★ **On a body level:** You are NOT operating from the parasympathetic (or relaxed) branch of your nervous system

AND SO:

- ★ If we WERE having a strictly 'weight loss' conversation, you MUST be primarily operating from your Parasympathetic Nervous system for weight loss/optimal metabolism & digestion to take place

Because:

- ★ Stress has a response
- ★ Relaxation has a response

STRESS is what's REALLY 'Fattening':

- ★ "Fat Storage" hormones
- ★ Leaves you in the 'sympathetic' branch of your nervous system
- ★ Stress has a physiological response (heartrate, tense muscles, compressed joints, blood pressure, etc)
- ★ Stress is no fun! (No feel-good hormones PLUS further elevates stress hormones)

Stress Matters!

Stress/Guilt/Overwhelm/Feel Like Crap =
Threat (Stress) Response



Stress Has A Response...

- ★ Physical response
- ★ Chemical/hormonal response
- ★ Psycho-emotive/feelings/emotional response
- ★ Metabolism/digestion response

Relax!

Your body also has a 'Relaxation Response' when things are going well...

Or when you simply feel good during any experience.



The Relaxation Response:

- ★ Physical response
- ★ Chemical/hormonal response
- ★ Psycho-emotive/feelings/emotional response
- ★ Metabolism/digestion response

General Theme?

STRESS IS FATTENING!

HOW you eat is way more important than WHAT you eat!

So what's the solution?

INTENTION

...it's EVERYTHING!

Meet Food Again:

Instead of focusing on:

- ★ What you're eating – whether it's a carb, a fat, or has enough protein. Whether it's "good" food, "bad" or whether you "should" or "shouldn't" eat it
- ★ How much it weighs, how many calories, points, grams, servings, etc it has
- ★ Controlling, restricting, micro-managing, depriving, starving, maintaining willpower, or OBSESSING over food

**In turn all of the above still cause you to focus on FOOD itself...

New Goggles: *The 3 'Magic' Questions Covers **all** Of It:*

- ★ Instead of focusing on the food itself or the plan/program/parameters, we are going to focus on making YOU a better/stronger/more powerful version of YOU every single day...
- ★ So that NO MATTER WHAT HAPPENS, you feel like YOU are the influencer in your life - rather than reacting to your life!

1

WHY:
Desire/Require?

+

2

HOW:
How do I want to feel?

=

3

WHAT:
Reverse Engineer

The 3 'Magic' Questions (Cliff's Notes Version)

Why Am I Eating?

★ Is it Because I Need It? Require It?

★ Is it Because I Want It? Desire It?

**Getting to know your body and understanding the difference between hunger vs. "I just want to eat"

How Do I Want To Feel? (before, during, after)

★ Will this make me feel Good/Positive/Happy?

★ Will this make me feel Bad/Negative/Unhappy?

**Coming from a place of how you want to FEEL...and then moving in the direction that would bring you closer to THAT

The 3 'Magic' Questions (Cliff's Notes Version)

What Am I Eating?

- ★ Reverse engineer it.
 - ★ But also keep in mind: Is this friendly to my Nervous System? Is it real? Would my body even recognize it?
 - ★ Do I like it? Does it make me feel good?
- **Focusing on being mindful of what you are putting in your body and if your brain considers it to be 'healthy'

In A Nutshell, I Invite You To Try This On Instead...

Instead of "Eating Less"...

- ★ Eat less **fake 'stuff'**. Eat less **mindlessly**. Eat less **reactively**.
- ★ Eat more **real 'stuff'** (healthy to your nervous system). Eat more **mindfully**. Eat more **responsibly**.

To Sum It Up:

If You Ditch Your Current Counting, Measuring, Weighing, and Obsessing...

- ★ And simply try on this mindset/awareness for 7 days (to start), it will change everything
- ★ All you need to do is remember the 3 Magic Questions
- ★ Instead of focusing on FOOD, you are going to focus on becoming a more POWERFUL version of YOU
- ★ That's it!

YOUR **BIG** FAT
(Eating)
Experiment
(Made Simple)





Here's How It Works...

Phase 1:

Content



*Mini-Experiment:
Food Awareness*

Intent



1

+

2

=

3

WHY:
Desire/Require?

HOW:
How do I want to feel?

WHAT:
Reverse Engineer

Phase 1:

Content



It's an AWARENESS Experiment

- ★ SUBTRACT: Be aware of where you are consuming chemicals or additives in your food (Would you eat it if you were pregnant?)
- ★ ADD: Be aware of how much/many nutrients you are getting in your food (Vitamins/Minerals) (Forget about MACROS for now – just focus on getting as many MICROS as possible – even if that means eating more fat to make it taste good!)

Intent



1 + 2 = 3

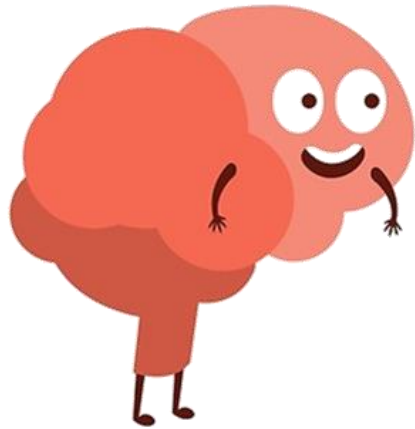
WHY: Desire/Require? HOW: How do I want to feel? WHAT: Reverse Engineer

Why This Is So Crucial!

We have to take care of our Nervous System FIRST (IT is the 'queen' of our bodies – every other system in the body is the Nervous System's 'bitch'.) 😊

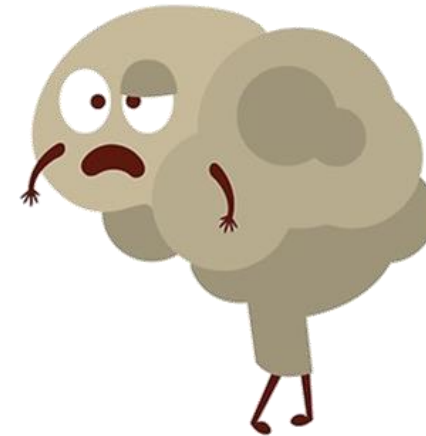
When we take care of IT, it will take care of US.

The Tale Of Two Brains...



Nourished, Fed, Healthy Cells

- ★ Nutrients increase the health of the cells and fuel every system in the body (Micro-Nutrients: Vitamins, Minerals)
- ★ Energy, vitality, ability to heal and regenerate cells
- ★ Able to optimally digest food, extract nutrients, and keep gastrointestinal system (Metabolism) healthy
- ★ Fights/prevents cravings!



Unnourished, Hungry, Unhealthy Cells

- ★ Chemicals decrease the health of the cells.
- ★ Not enough nutrients means your cells can't get what they need. (Decreases energy, vitality, and regeneration – and every other system suffers)
- ★ Cannot optimally digest food, extract nutrients, or keep gastrointestinal system function high (Sluggish Metabolism)
- ★ Causes MORE cravings!

Phase 1:

Content



It's an AWARENESS Experiment

- ★ SUBTRACT: Be aware of where you are consuming chemicals or additives in your food (Would you eat it if you were pregnant?)
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Intent



1 + 2 = 3

WHY: Desire/Require? HOW: How do I want to feel? WHAT: Reverse Engineer

Phase 2:



1

+

2

=

3

WHY:
Desire/Require?

HOW:
How do I want to feel?

WHAT:
Reverse Engineer

Choose-Your-Own Adventure

(Influence 'The What' More)

+



OPTION 1

OPTION 2



1 + 2 = 3

WHY: Desire/Require?	HOW: How do I want to feel?	WHAT: Reverse Engineer

TODAY'S DATE _____

- PHASE 1
- PHASE 1 + 2

You'll never *weigh* what you want until you live the *way* you want.

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Don't Over-Think It

- ★ Don't make it complicated
- ★ Don't over-analyze it or question it to death.
- ★ Just do your best (This is not about being 'perfect', it's about becoming INTENTIONAL!)
- ★ Focus on the INTENT that's driving the CONTENT
- ★ Keep bringing yourself back to your INTENTIONS: Freedom, happiness, peace of mind, self-love, self-care, optimal health (just to name a few) 😊



Take Action:

- ★ **Re-Watch It:** Mini-Experiment Video (Phase 1)
- ★ **Option:** Watch the explanation videos for the Phase 2 options (2 separate videos)
- ★ **Choose + Decide + Commit:** Choose which option (Phase 1 or Phase 2), Decide (as in, eliminate all other options), and Commit (as in, make it non-negotiable)
- ★ **Go Try It On:** Do not aim for perfection! "Don't get it perfect, just get it going" ...and then ask questions along the way. Start 'steering this plane' right now!



OPTION 1



OPTION 2





That's It!