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Pub. Date: January 15, 2013
Price: \$19.95
ISBN-13: 978-1-939015-00-6
LCCN: 2012945998
Format: trade paperback
Trim: 7" x 10"
Length: 290 pages

Body Works
 Publications

EXCERPT 1

How Most Diets Cause Weight Plateaus (pp. 28-29)

At any given moment, 25 percent of all men and 33 percent of all women are on some sort of formal diet within the United States. More than 66 percent gain back all of their weight and more than what they started with. Unfortunately, most diets are a one-size-fits-all approach. With any diet book you pick off the bookstore shelf, or any old diets passed down by your great aunt, you'll find the "same" diet for everyone. Some of those are completely unsound nutritionally while others may be backed by good nutrition principles. Yet, even those with good nutrition principles don't personalize their approach to fit each person's body makeup.

Your body makeup signifies whether your body is thin, athletic, overweight, or obese. A person who is thin is not going to eat the same as someone who is athletic or even obese. Even with two women trying to lose weight, each would have a different approach depending on body stats. Why on earth would a woman at 120 pounds and another at 250 pounds be on the same diet and eat the same amount of calories? Sure, the 250 pound woman would lose weight to begin, just as the 120 pound woman would. However, weight loss progress declines and comes to a complete halt for the heavier woman after several weeks or a few months on the same exact diet plan. Why so? It's because she placed herself in "starvation mode."

What is starvation mode? It is when your brain thinks you are starving and goes into protection mode. Your brain doesn't know you're just trying to lose body fat. It thinks you are starving it because it's not getting enough food to support all of your body's functions. It's craving the vitamins, minerals, and phytonutrients it is lacking while in starvation mode. Wanting more so that your body and brain functions optimally, it holds onto what it does have for your protection sake. It's holding onto your body fat. When your brain gives your body this signal, you stop losing weight which is called a "weight plateau."

EXCERPT 2

Nutrition Age #1: Crawl Before You Walk (pp. 34-35)

Nutrition can be very complicated if you make it that way, and this is what most people do who want to lose weight. They will pick up a one-size-fits-all diet book and do exactly what it tells them to do: clean out the refrigerator and pantry, go grocery shopping for expensive and hard-to-find foods they never hear of, and eat the exact amounts the book tells them. Some may even decide that they only need a certain amount of macronutrients (i.e., proteins, carbohydrates, and fats), all the while wracking their brains day after day with calculating numbers to lose a certain amount of weight each week. The problem with this is that they are making dieting way more difficult than it really needs to be, while a one-size-fits-all approach does not work long-term. Because of these laborious plans, many find themselves quitting within a short amount of time only to start again with a new and different plan that is really just as complicated as the time before. A vicious cycle has been put into place. The worst part is that goals become obscure and true success is never reach.

In Phase 1 of this plan, you will learn to crawl before you walk. What does that mean? Well, you won't need any complicated meal plans to follow. You won't even have to search out every grocery store in town to find difficult foods. Best of all, you won't have to do any number crunching with calories or macronutrients. Besides, number crunching is usually for the experts so let's just leave it to them for now. What you will do is focus on building good eating habits with "real" healthy foods. ...

You will find 9 principles of healthy eating in this initial phase. ... While you are building great eating habits based on these 9 principles, you will be surprised at the changes in your body, as well as your mind. A cleansing process will take place. This will start from the inside and work itself towards the exterior. You will start feeling healthier and more energetic. Then you will notice your clothes are fitting a bit looser. You'll find yourself happier than you were previously, and your outlook on life will be much brighter. What a glorious moment! If there is ever a warning in this, you may find these good habits to be addictive.

EXCERPT 3

Chapter 4 – Your Desire + Intention Equals Change (pp. 39-41)

Making up your mind is by far the most important key to building a healthy body. As mentioned in the introduction, “desire plus intention equals change.” Your mind is a powerful thing. It is very important that you put your energy into focusing on things that you want to achieve and not on the things that you want to avoid or fear.

Have you ever wondered why you can’t make headway with the changes you desire? Do you wonder why you keep sabotaging yourself or falling off the wagon? What about resisting those little chocolate chip temptations? You will only hinder yourself if your behavior is controlled by your subconscious mind which has accumulated negative thoughts and habits over time.

So, how do we fix the stinkin’ thinking you’ve accrued all these years? First, you really need to focus on your conscious thoughts. Stop feeding your subconscious with negative statements. Carrying on these mental conversations need to be nipped in the bud. ... You have control over 100 percent of your thoughts, so you must master your communication with yourself. You must overwrite your stinkin’ thinking! Replace those old negative thoughts with positive ones that will help you achieve. Before you know it, your subconscious mind will only be speaking good things to you, and you will have reached your goals. Replace some of those negative statements with life-affirming statements:

I’m not going to be fat anymore!

I’m going to enjoy the process of losing body fat!

I’m going to learn to love healthy foods!

I’m totally responsible for my results!

I’m going to do this no matter what it takes!

Working out every morning makes me feel alive!

My metabolism is getting faster by the day!

I love my body!!!!!!!!!!!!

EXCERPT 4

Step #8 – Track Progress (pp. 46)

You’ve already executed the plan and have been doing so for a while now. It may be a week or even a month. Even though your pants may be a little looser or you feel much healthier after applying the 9 principles of healthy eating, you may want to track progress in a more formal manner. Tracking your progress will show you exactly what changes you have made and how much closer you are to your goal. There are several ways that you can track progress. Some of the best ways of tracking are as follows:

1. Weekly weight check (with a reliable body weight scale)
2. Monthly girth measurements (with a reliable cloth measuring tape)
3. Body fat measurements (only if you can with a personal trainer & calipers)
4. Monthly or quarterly pictures (full front, side, and back views)

By tracking your progress, you will determine whether you need to tweak your plans. If you’re making changes, there is no need to change anything unless you want to. **If you’re not making changes, then you need to review your actions since you started the plan. Be honest with yourself. If you haven’t been adhering to the plan at least 90 percent of the time, then you need to tighten up.** If you are adhering to the plan completely and still aren’t seeing changes, then it’s time to modify it with either your meals or exercises.

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