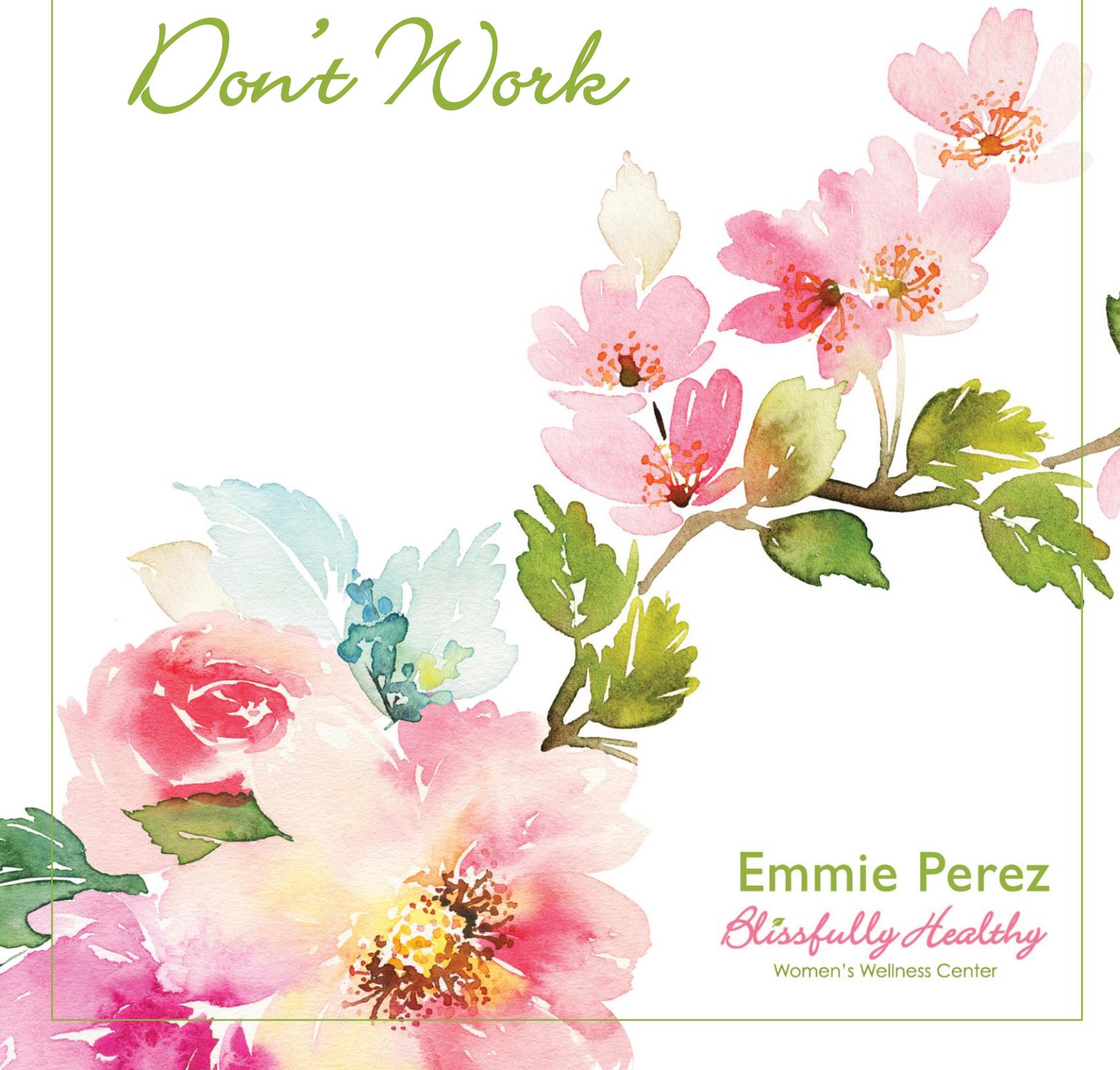


Why Diets Don't Work



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About the Author

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Meet Emmie. After years of frustration and suffering with the struggles of weight loss and emotional eating, Emmie dedicated herself to overcoming emotional eating, chronic fatigue, fibromyalgia, food sensitivities, migraines and severe gastritis. Along the path of her own journey, Emmie has released 50 pounds and discovered priceless lessons she knew could benefit other women from the hopelessness and pain of the diet mentality.

Emmie is committed to coaching women on how to lose weight permanently, reclaim their health and find freedom from emotional eating. Her goal is to empower women to stop dieting and start living a Blissfully Healthy lifestyle.

Harnessing the experience of years of corporate and private coaching, as well as her own school-of-hard-knocks personal health journey, Emmie guides women of all ages how to stop obsessing about food, weight and diets.



She's also the creator of the 12 Week Craving Food Freedom Program and The 30 Days Of Daily Boosts Program.

Emmie is a proud wife and devoted mother to three beautiful children and currently resides in the city of Bonney Lake, Washington.

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What Causes Diet Failure?

- What sabotages your diet and weight loss attempts?
- Do you lose your motivation to eat healthy?
- Do you find yourself unable to stick with your eating plan for the long term?
- Do you find yourself always falling into old unhealthy eating habits? Is emotional eating actually sabotaging your weight loss?

If you are like many of my clients when they first start working with me they say “*I know what to do. Eat healthy and exercise, but I am not doing it!*” The good news is I can help you bridge the gap from **knowing** what to do to **actually doing it**.

Diets are not working for you because emotional eating is sabotaging your healthy intentions.

This is not about willpower.

Will power will not conquer emotional eating but healing will. We need to solve the emotional issues so that you can stick with healthy eating, finally release the weight and keep it off.



Nine Types of Emotional Eating

What exactly is this emotional eating thing?

Emotional eating is overeating or eating to comfort and soothe an emotion, rather than to satisfy physical hunger.

Emotional hunger can be powerful, so it's easy to mistake it for physical hunger.

But here's what you need to know: **Emotional hunger can't be filled with food.**

In my extensive work, I've found **nine types of emotional eating**. Knowing the types of emotional eating and their clues can help you tell physical and emotional hunger apart.



The Nine Types

1. The Bored Eater

Bored eating happens when you're not in physiological need of food, and there's usually something much more useful you could be doing. Eating when bored serves as a coping mechanism and breaks up the monotony of boredom.

2. The Grazing Eater

When you find yourself grazing and picking at food all day long. This might be to stifle the chronic sense of underlying anxiety or fear.

3. The 'I Deserve It Eater'

You worked hard and are tired after a long day, you got a good exercise session in or have been 'good' with your food choices all week. You tell yourself that you've earned the right to eat all those treats in your house or drive by your favorite fast food place for some comfort foods so that you don't have to cook.



The Nine Types

4. The Procrastinating Eater

You eat something in a way to say, “I’m too busy to do that right now”. The procrastination of a task is avoiding whatever feeling or emotion that task triggers.

5. The Screw it! Eater

When you feel fed up and frustrated from a situation or a long stressful day “screw it eating!” is where you just throw your hands up in the air and say forget it and eat whatever is convenient.

6. Night Cap Eater

You might have nighttime emotional eating when you find yourself after dinner unable to get enough food. You may not even understand what emotion or emotions you are trying to soothe with food.



The Nine Types

7. The Last Supper Eater

I am going to start again tomorrow so I will just eat everything I can now because I won't be able to eat it ever again on the diet I'm starting tomorrow!

8. The Secret Eater

On your way home, you think about getting your favorite food through the drive through and hiding the evidence. When no one is looking you grab what you can and scarf it down without even really tasting it. You eat without worrying about dirty looks from others.

9. The Rebel Eater

You notice that once you tell yourself you can't have a food on your new diet, all of a sudden, you have a huge craving for that food, even though you haven't had any desire to eat that food in months! You crave the foods you deprive yourself of, or you may even think, "I can't have it. Well watch me!" and you scarf it all down.



Do I Emotionally Eat?



1. What type or types of emotional eating do I struggle with?

2. When do I notice this type of eating showing up for me?

3. How often does emotional eating happen for me?



Stopping the Cycle

Many women notice they tend to have 2-9 of the different emotional eating types. If you have a few or even all 9, it's ok, it just means that you are in the right place to make a change.

I personally found myself in all nine at one time, which is why I wrote about the different types of Emotional Eating.

Now is the time to breakthrough and overcome emotional eating.

Are you ready for the first step?





Stopping the Cycle

In my experience of coaching, one of the first things that creates a breakthrough is loving yourself. **Stop body shaming yourself.**

I know what you are thinking, “How can I love myself the way I am now? I hate my body! There is no way I would love myself the way I am now, besides if I allow myself to love me now, then I fear I will just be even more out of control with food!”

I understand. I get you. I know this step may be very scary.

The truth is **YOU CAN'T HATE YOURSELF THIN.**

Hating yourself makes you want to emotionally eat to numb the shame you feel from beating yourself up. Hating yourself keeps you stuck in unhealthy habits, emotional eating, and undermines the **desire to do** the healthy things such as making healthier food choices, moving your body, and taking time for yourself.

Emotionally eating less leads to weight loss without dieting.
Release the shaming.- Release the emotional eating. Release the weight for good.



The First Step

What you need is a little relief, comfort, and acceptance. So that is where we start in overcoming and breaking through!

How do you begin to love yourself?

I have just the thing to help you bridge the gap from hating yourself to loving yourself. Most women honestly are not able to go from hating to love themselves overnight. So, to break through the self-hate and body shaming thoughts, we start with baby steps.

Your first baby step is acceptance.

Start with accepting who you are now and where you have been. If you don't feel willing to accept yourself the way you are now, today, start with PARTS of you. Make a list every day of three things you accept about yourself—your features or your character. This will begin re-training your brain to look more towards the positive. Start giving yourself a little relief so that your desire to **do** the healthy things: think kinder thoughts, eat healthier, move your body more, will start to flow again. Yes, being kind to you actually **inspires** motivation!



The First Step

Once you are grounded in **acceptance** then move to liking yourself or liking parts of you. Then the liking yourself easily transforms to **loving yourself!**

You see this journey HAS to be built on unconditional love for yourself, the you, you are now, today, instead of hate or conditional love. What you have been doing has not worked. Hating yourself has not worked. In fact, if you are like many of the women I work with the hating yourself may actually be causing you to be more emotional and then to want to emotional eating more, spend more, or drink more; leading to more thoughts that beat you down... a self hatred cycle! **The hating yourself is causing more emotional eating. The emotional eating is causing your weight struggle.**

Let go of the hate and body shaming. Start accepting the you that you are right now...the you that you are today. Because, you are enough and lovable just the way you are. Stop the self-hate. Start accepting yourself. Start liking yourself. Start loving yourself and you will naturally start to achieve your ideal wellness!

Begin Being Kind

THE JOURNEY TO YOUR PERSONALIZED WELLNESS SOLUTION IS AN INSIDE JOB.



Your breakthrough has to be based in being kind to yourself and eventually truly loving who you are no matter your size or weight. That unconditional love for yourself helps you stay willing to do the healthy behaviors that lead to your ideal wellness.

Here is an example.

Just for today I accept:

1. I have curly blonde hair.
2. I have beautiful blue eyes.
3. I have cankles and I accept them! I am grateful for my cankles, because they are strong, I will never have ankle problems!



The First Step



Give yourself this gift. Take just one baby-step forward.

WHAT ARE 3 THINGS YOU ARE WILLING TO ACCEPT ABOUT YOURSELF?

Take a moment to write yours down now.

1. _____

2. _____

3. _____



The First Step

Congratulations! You have just created a tool for yourself – a baby-step to accepting and loving yourself and the first step to overcome emotional eating.

Here's an Anchor Statement to insure the step you just took sticks:

“Just for today, I’m going to acknowledge that the quick miracle fixes from my past aren’t going to help me. Just for today, I am going to choose to recognize that I deserve the kind of honesty Emmie is offering because a part of me knows I’m worth it and I want a permanent solution.”

You just need to heal. You now know *what* is causing the food and weight struggles.

I am here for you when you are ready. You too can overcome this!

Scroll to the next page for your next step!

*Yes, I'd love
help healing...*

Ready for your next step?

Click for a 60 minute
complimentary
Discovery Session with Emmie:

[SIGN UP FOR A FREE
DISCOVERY SESSION](#)

