

WHY WEIGHT?



A LITTLE ABOUT ME



Hello... I am Victoria Etchells, although most people call me Vicky. I am originally from England, but I now live in Canada. It has been my home for 25 years now.

Hypnotherapy is close to my heart, not only because I believe in its effectiveness, but also because I have witnessed its transformative effects in my own life. My first experience with hypnotherapy was with an incredibly gifted man in England. Even before I went on to study this fascinating field, he was the one who initially piqued my interest on the wonders of the subconscious mind.

Later when I moved to Canada, I saw another hypnotherapist to help me with the anxiety that came with driving on the opposite side of the road. Coincidentally, she was also teaching hypnotherapy and I took up her classes. I have now been a qualified hypnotherapist for more than a decade, eventually finding my calling in working with weight management.

I discovered the "Virtual Gastric Band", and I read about the amazing stories of success with so many people and I just had to find out for myself. I took the initial training and was also fitted with my own "band". It was fantastic and I was hooked!

A few years later I trained with Jason Linett (a well-respected hypnotherapy trainer) and I now feel what I learned from both these methods helped me develop my own successful version of this wonderful, magical technique. I have worked with over 700 clients.

It brings me so much joy when a client achieves their personal goals with weight loss. I feel privileged to be a part of their individual journey in getting there.

I am a coach and a friend, I am a confidante, therapist, and trainer to my clients. I do whatever it takes in helping them achieve the changes they desire and deserve in their lives.

HAVE **YOU** EVER FELT THIS WAY?



"I hate how I look; I don't even want to go out in public anymore."

"Carrying around this excess weight makes me feel embarrassed and ashamed of myself."

"I no longer enjoy walking or doing any kind of exercise because I easily get out of breath and it hurts my body."

"I'm just not as confident as I once was."

"My clothes no longer fit me. I feel sad and angry when I look in my closet and know that there is nothing nice or pretty for me to wear."

"I feel stuck, frustrated and occasionally depressed about my excess weight and how I look."

"I feel worthless and unlovable."

"I feel unlovable, unhealthy and unattractive, I often feel like I don't deserve to be free of this excess weight."

"I feel insecure and upset about my appearance and have a lot of negative self-talk."

"I feel bloated, unattractive and I just want to hide when I go out. I hate people looking at me."

"My life feels out of control.... I want to be slimmer, but something stops me from making the right choices.... I would like a romantic relationship but who would want me?"

"I always avoid looking in a mirror because when I do, I feel disappointed in myself and I just don't even recognize who I am anymore."

WHAT IF **YOU** COULD FEEL THIS WAY INSTEAD?



"I feel so much happier in my own skin and I am so much more motivated to get fit."

"I feel that food no longer has a negative hold on me."

"I can allow myself to eat some of the foods I like without guilt."

"I have new eating habits now and feel free from my obsessive thoughts about food."

"I feel lighter and happier now."

"I like myself so much more now."

"I can honestly say that I feel great."

WHAT IF **YOU** CAN TAKE A TINY STEP **NOW** TOWARDS YOUR BEST SELF?

LET YOUR PLATE CONTROL YOUR PORTION

Imagine that in order to start off on your weight loss journey, the first thing you can do is use a smaller plate for your meals which is also referred to as portion control. Researchers seem to believe this is one way to eat less. Brian Wansink from Cornell University and Koert van Ittersum from the Georgia Institute of Technology, conducted an experiment wherein they discovered that replacing 12-inch plates with 10-inch plates decreased calories by 22%. If we assume that a person's average dinner is about 800 calories, this tiny step results in an estimated weight loss of 10 pounds over the course of one year. How about that?

Although it seems almost unbelievable that smaller plates lead to smaller portions the reason was unknown until recent times. Wansink and Van Ittersum in going deeper into their research discovered that smaller plates cause us to eat less due to an optical illusion called the Delboeuf Illusion that works on the principle that things are smaller when compared to things that are larger.

Explaining this further it means that when you put food on a larger plate it immediately gives you the impression you are eating less, and this makes you pile on food to fill the empty space on the plate. However, replace that with a smaller plate and your mind tells you that you are eating a larger portion and you will tend to stop adding more food. The image on the next page depicts the Delboeuf Illusion and how it applies to food.



The illusion works because **we think things are smaller** when we compare them to things that are larger. If you put a small piece of food on a large plate, your mind will tell you that you are eating a small portion and you will automatically put more food on the plate. Either way, you are eating the same amount of food. Isn't that marvelous?

If you use a smaller plate, the same amount of food looks bigger, so you are basically tricking your brain into feeling fuller with less total food, without having to do all that hard (and realistically speaking, unsustainable) cognitive work of counting calories.

ANOTHER STEP TO **FEELING GREAT** ABOUT YOURSELF

EAT MINDFULLY

With technology distractions at our disposal like our mobile phones, television, and the hectic life we lead it is very easy to be distracted while eating. This kind of distracted eating tends to make you eat more during each meal. But if you practice **MINDFUL EATING**, the practise of paying full attention to what you eat minus any distractions helps you be more aware of your food intake and be more alert to cues from your body as soon as you are full.

Mindfulness is a great practise as it helps you differentiate if your hunger is prompted by a physical need for food to nourish your body or driven by emotions. This way you can decide on whether you need to actually eat or do something else in response to an emotion you may be experiencing. Emotional eating is detrimental to overall health. When you feel it coming on figure out new ways to address it by either going for a walk, listening to music, cleaning, journaling, or having a cup of tea.

When you do have to eat for your body's daily needs, set aside a block of time to do only that, devoid of any distractions. Tune into your food by looking at what you are putting in your mouth, smell the aroma of what is on your plate and feel the taste of the food as you take each bite. Doing this will let you know when you are full so that you can stop and then get to those tasks you set aside.



HAPPY CLIENTS

Vicky got to the root of my issues around food. She instilled a new way of thinking about nourishing my body. She gave me the **confidence** to achieve great success early on and I was easily able to create **new eating habits**. I feel SO much **happier in my own skin**...and I have just purchased a gym membership as I am now so much more **motivated** to get fit.

Vicky was very clear about her process and what I could expect. I was very impressed that she took so much time to ensure we were a **right match**. I have **new eating habits** now and feel free from my obsessive thoughts about food. I am no longer bloated and angry with myself for having no self-control. I don't ever feel deprived. The program is **fantastic**.

Vicky, you made me feel absolutely **relaxed and comfortable** in all of our sessions and follow up emails. I knew immediately that I **trusted you** and the program. I was totally **at ease** and never once had any hesitations. I no longer have cravings and realize I can allow myself to eat some foods I like **without guilt** but being aware of portion control.

Vicky, I think your program is **incredible**, it has changed my life. Not only with food but in other areas where I needed to be more assertive. I feel **lighter and happier** now. My clothes are fitting much better, but more than that is the **confidence** I have found within myself...I like myself so much more now. Thank you.

I have finally stopped yo-yo dieting. Food used to control my life but after five sessions with Vicky I have completely changed my way of thinking about what I eat. With Vicky's **ongoing support** I continue to **lose weight steadily and progressively** and I can honestly say that I **feel great**.



Thank you for downloading this e-book. You have taken the first step towards your amazing weight loss journey. It shows that you are more than ready to make changes and lead a fitter, healthier life.

This book is my gift to you and with no sales pitch to sell you anything bigger. If you choose to stay connected and would like a complimentary consultation, please feel free to click on the links below:

Email address - vickyetchells95@gmail.com

Facebook - www.facebook.com/victoriahypnotherapy

Web address - www.victoriahypnosis.ca

Sincerely,

Vicky Ekhells