

THE  
DAILY *Kelsey*

# THE METHOD



BY KELSEY HEENAN

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## **Book One: The Method.**

### **Improving Your Relationship With Food**

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Welcome to Book One! This book is all about the methodology and mindset needed to improve your relationship with food. You will learn simple strategies that allow you to get the results you want, but also enjoy meals out without having to feel stressed or guilty about them!

You will learn the reasoning behind my process that will result in you feeling confident in your food choices, looking how you want to look, performing well, being healthy, and feeling amazing!

This book (as well as its accompanying books) will be your guide to an overall intuitive eating lifestyle and provide information to help you get and keep results.

Let's Begin!

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## About Kelsey

In 2009, I almost died of anorexia. I lost 30% of my bodyweight within a couple of months. My heart rate was so low, my doctor said I couldn't even go for a brisk walk or I could have gone into cardiac arrest. I was very sick and hated everything about myself.

Through treatment, therapy, the support of loved ones, practice, falling down, getting back up, and lots of grace, I am now completely healed. Now, a decade later, my life is night and day different from how it used to be.

Because of my struggles, I am on a mission to help everyone have a healthy relationship with food and fitness. I have made this my life's mission because I understand how the health and fitness world can become an unhealthy obsession for anyone.

I am the Co-Founder of the brands HIIT BURN, HIIT MAX, and The Daily Kelsey.

I have worked with tens of thousands of people across the world to become healthier, happier,

and more fit through my workouts, nutrition, and mindset programs. I have worked with celebrities, professional athletes, Olympic athletes, CEOs, and people from all types of backgrounds and fitness levels.

My work has been featured in publications like Shape, Women's Health, Men's Health Magazine, Strong Fitness Magazine, The Everygirl, Fox, and MSN.

My experience has unlocked a niche serving the whole self for people who want to discover how nutrition, fitness, and mindset can all work together to create a healthy life in balance and freedom. I specialize in helping people have a better relationship with food and exercise, which is often the missing link when trying to create a healthy lifestyle.

I have a Bachelor's degree in Sociology and I am a Certified Fitness Trainer and Nutrition Coach.

Lastly, I love to travel and I split my time along the west coast with my husband, Dennis and our mini weiner dog, Lily.

## Introduction To The Method

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Welcome! I'm so glad that you're here!

I am honored to help you reach your goals. Whatever your reason, I am here to help you every step of the way to learn how to eat for your body, feel strong, nourished, and enjoy the foods you love. Diets are a thing of the past! You never have to go on a diet again! This plan is the first step into food freedom – no more calorie counting, no more second guessing, no more war with your body.

You will learn simple strategies that allow you to get the results you want, but also enjoy meals out without having to feel stressed or guilty about them! This process will teach you how foods fuel your body and how to eat for your goals.

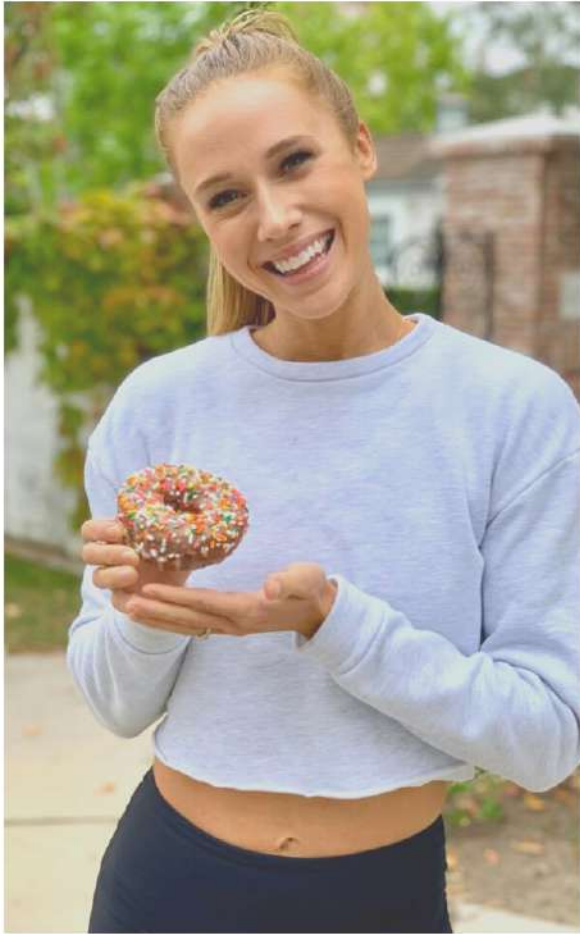
Ultimately, you will learn how to eat mindfully and intuitively so you can feel confident in your food choices, look how you want to look, perform well, be healthy, and feel amazing!

This plan will help you live in freedom by teaching you how to eat mindfully, which will help you be fueled well with nutrients that your body needs and reach your body and fitness goals.

This plan will also help you learn to eat intuitively, which will help you eating without guilt, stress, honor your body's preferences, have freedom from rigid rules, eat what you enjoy, and become your own version of healthy!

I am here to help you get incredibly fit and strong through nutrition and teach you healthy habits for life.

I can't wait to see your progress along the way!



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“MAKE FOOD CHOICES THAT HONOR YOUR HEALTH AND TASTE BUDS WHILE MAKING YOU FEEL GOOD. REMEMBER THAT YOU DON'T HAVE TO EAT A PERFECT DIET TO BE HEALTHY. YOU WILL NOT SUDDENLY GET A NUTRIENT DEFICIENCY, OR GAIN WEIGHT FROM ONE SNACK, ONE MEAL, OR ONE DAY OF EATING. IT'S WHAT YOU EAT CONSISTENTLY OVER TIME THAT MATTERS. PROGRESS, NOT PERFECTION, IS WHAT COUNTS.” — EVELYN TRIBOLE

“

The overall purpose of this plan is to help you feel informed about food so that you can make mindful choices to be healthy and reach your goals, but do without having strict rules so the you can learn how to listen to and honor your body in the process.

This plan is here to teach you simple methods regarding foods as flexible strategies to learn how foods fuel your body. This is how you'll achieve optimal health and reach your goals. Ultimately, through these methods, you will feel informed, not trapped in a diet. You will learn the freedom and flexibility of how to eat mindfully and intuitively.

This essential process will help you learn how to eat for your body and goals. This means that you will not only be able to get the results you want physically, but learn how to eat to feel energized, empowered, and confident, all while achieving your aesthetic goals!

You will do all of this in a healthy, maintainable way so you can keep your results for life! This is NOT a diet.



Diets have a start and end date (usually leaving you feeling terrible and like a failure). This way of eating is a lifestyle that will allow you to get and stay fit and healthy for the long-term.

# Intuitive Eating

Intuitive Eating is an eating strategy that helps you listen to your body's natural hunger cues and eat accordingly. With Intuitive Eating, you adjust the types of food and amounts of food according to how your body is feeling and performing.

This approach can help you become attune with your body's needs. This process ends chronic dieting so you no longer associate foods with rigidity, guilt, or labeling them as "good or bad."

With Intuitive Eating, you don't count calories, macros, or weigh your food. You simply eat when you're hungry and stop when you're satisfied. You'll nourish your body when it needs it without having to worry about specific amounts or measurements.

While Intuitive Eating takes practice, it's an excellent way of learning how to fuel your body for your own, specific lifestyle.

Intuitive Eating allows you to completely listen to and honor your body. No more ridged diets or meal plans.

A reality is that many people love the idea of eating intuitively, but don't understand how to fully implement it to make it a lifestyle to live without dieting rules, but also make sure their bodies get enough nutrients and even work toward a certain aesthetic goal.

Traditionally, Intuitive Eating is a weight-neutral model, which is really important in the process of healing a troubled relationship with food.

That being said, this book works to help you improve your relationship with food and also feel empowered and informed about nutrients. These methods help you feel informed to be mindful, but that mindfulness becomes intuitive to honor your body in all ways.

Later in this program, I will outline two flexible nutritional methods that will help teach you about food and about what your body needs. These methods help with the mindful aspect of eating.

Over time, you will learn how your body feels, performs, and responds to different foods to be able to become feel the difference in your body so that mindful eating becomes natural, flexible, and intuitive.

We will use a couple of methods to help make nutrition a simple, effective lifestyle. We will go over those in the next book, but first let's dive into the foundations of Mindful and Intuitive Eating and what you can expect from this lifestyle...

## **DIVING INTO INTUITIVE EATING**

The million dollar question is: How do you learn to eat healthy, but also have no insane and restrictive rules around eating, while making peace with your plate and experiencing food freedom, AND how do you maintain that balance?

Whew! That is an excellent question. And with practice, trial and error, and a lot of grace, you will find your version of balance.

When it comes to nutrition, most people love to say to me, "Just tell me what to eat and how much!"

The problem with this question is that it assumes there is a one-size fits all nutrition approach, but just like jeans, we know this is so not true!

The reality is, YOU are the only person who can tell you what to eat and how much, in order to feel balanced and healthy. And with this plan by your side, you can start to learn how!

I used to say, *"I can't trust myself around food. I'll never be able stop eating, I will only eat donuts, ice cream, and pizza..."*

Can you relate to these fears?

The reality is none of this is true. When we learn that no food is off limits and how to listen for our hunger and fullness signals, the outcome is amazing.

In the next section we're going to dive into what I call "The Balance Framework." It outlines an order for choosing foods when you are learning how to do this, so you can eat mindfully (be fueled well with nutrients that your body needs and reach your body and fitness goals), and so you can eat intuitively (honoring your body's preferences, having freedom from rigid rules, eat what you enjoy and become your own version of healthy!).

Sure, we'll be talking about different types of food, but the most important thing to remember

here, is that I created this plan to teach you how to have a mindset that can make healthy choices, without allowing the diet mentality to creep in and create rules around your food.

What you're going to learn in the next section will allow you to NEVER diet again! You will adopt a lifestyle that will help you reach your goals, but also keep you balanced and healthy for LIFE, rather than some yo-yo crash diet.

Remember, this is NOT a diet. This is a LIFESTYLE! There is no "one right meal plan" for every single person on the planet. No. So it's time to strip away years of learned behavior trying to outsmart your body with quick fixes and instead, learn to trust your body. Through this method, you'll let your body do what it does best and eat what it needs to eat. In fact, your body works so much better when you don't try to outsmart it with quick fixes or control it with restrictive meal plans.

When you eat intuitively, you'll listen to your hunger and fullness signals, you'll pay attention to how certain foods make you feel, how foods energize you, and you'll pay attention to what your body prefers.

People often want to know what to eat in order to achieve a certain look or performance goal. They find a diet that will help them reach those physical goals, but are unable to keep up with it because it's too strict and/or not enjoyable!

No matter what your goals are, whether you want to look or perform a certain way, or you want to improve your health and longevity, with Intuitive Eating, you can have BOTH! No matter the goal or desire, this is the most flexible and balanced eating style out there.

When you adopt this lifestyle, you're going to feel empowered, you'll feel good about making healthy choices and at the same time, be able to enjoy a donut and not freak out or feel like you have to "make up for it later."

No more weighing, measuring, and counting everything you put in your body. Your new "tools" will be listening to hunger and fullness cues. Your body will tell you when it's had enough and what does or does not work for it. Don't worry, I'll teach you strategies to learn how to do this!

Clarity and confidence will be your new norm. Your mindset around food will be transformed. There will be no pressure for perfection when you live with this freedom. You can learn to love and accept yourself in any shape and size, and if you find that you want to make some

changes to how you physically look, you'll have the tools and skills to be able to adjust your nutrition and exercise in a gentle, kind and loving way to reach those goals.

In the next section, you will learn how to build your Balance Framework so you can trust your food choices and live a healthy, balanced lifestyle.

Let's dive in!

## The Balance Framework

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While it's important to be informed about what's in your food so you can make the healthiest choices possible, it's equally important to not have such restrictive and rigid rules around nutrition. Having a gentle framework for choosing foods can be helpful and give you peace of mind.

This framework can help you unlearn dieting habits and relearn a more balanced approach. This will help you be FLEXIBLE when it comes to your food.

There are lots of strategies out there that can help provide structure around nutrition, but often those strategies are full of strict rules and lead you to have a diet mentality.

On the flip side, there are a few GOOD strategies that I like to use as a "gentle outline" for how to start listening to your body's hunger and fullness signs, how certain foods make you feel, and how to adjust the types and quantity accordingly.

This is called the Balance Framework.

# Principles of A Balanced Eating Mindset

The Principles of A Balanced Eating Mindset, are here to help remind you of the BIG picture. The big picture and the goal, is to make Intuitive Eating feel natural, flexible, and sustainable.

## These principles include:

- No more dieting
- No food is off limits
- Catch the voice of Dieting Mentality
- Food is more than just energy
- Respect your hunger and fullness
- Know your worth
- Workout out for health not looks
- Give yourself grace
- There is a real mental and emotional aspect to eating which is why so many people struggle to find a healthy balance with nutrition.

Many people have a complicated relationship with food for as many complicated reasons. The one thing most people have in common is that they feel this complicated relationship is all their fault.

## IT'S NOT YOUR FAULT!

The diet culture is loud, very, VERY loud. There is so much noise that pollutes our minds and lead us to have a complicated relationship with food.

When it comes to food, there are a lot of factors that can influence your food choices and the mindset around it. Things like culture, family, friends, personality traits, life situations, and more can impact how we view food and ourselves in relation to it.

So let me say this again...

”

**“IF YOU STRUGGLE WITH MINDSET AROUND FOOD,**

*it's not your fault*

“

With some awareness, practice, and grace, it's possible to unlearn all the negative and complicated thought patterns and actions that come with eating.

Let's dive into the Principles for A Balanced Eating Mindset that will help you work through any negative and complicated beliefs around food, in order to develop a healthy mindset that actually serves you.

## **PRINCIPLES FOR A BALANCED EATING MINDSET**

### **NO MORE DIETING**

You never have to diet again, but this means being willing to let go of that dieting mindset.

You have to unlearn things like feeling the need to count calories and/or macros, no longer weighing your food, and not restricting yourself to only have certain amounts of food or certain types of food.

This also means you never have to look for the "next best thing" ever again. No more weight loss pills and supplements, or new fad diet...nothing.

Obviously this is going to take time, practice, and a whole lot of grace.

When it comes to never dieting again, start with the big buckets of dieting that you already see are a part of your thinking and actions.

You may discover along the way that there are elements of Dieting Mentality and dieting habits that are more hidden or engrained than you realize. It's ok to discover these things along the way and work through them as they come up.

The goal is to break the destructive thoughts and habits, and even the ones that are disguised as "good" but actually lead you down the road to dieting.

A perceiving "good" thought or habit could be when you originally implemented it, such as counting calories, cutting out food groups, etc. These things may have originally been intended as a method to make yourself healthier, but what they really are is part of a Dieting Mentality.

With the intentions of being healthy, balanced, and free, from here on forward, you can begin



the process for never dieting again.

### **NO FOOD IS OFF LIMITS**

The first piece when looking at nutrition is knowing that no food is off limits. This means, burn your “never ever list” of forbidden foods.

Do not cut out any major food groups, unless if you have allergies, sensitivities, or religious beliefs that cause you to abstain from a certain food. If the religious beliefs or self diagnosed sensitivities/allergies cause disordered behavior, this is something address in order to figure out how to find freedom from the disordered behavior.

Food is not “good or bad, clean or dirty.” There are foods that are more nutrient dense than others, but that doesn’t assign any moral value to the food.

When you know that you can have any food at any time, it takes away the lust of “not being allowed” which can lead to anxiety, and eventually feelings of failure when you eat that food again, potentially leading to overeating and binges.

You can have any food at any time. You are not in deprivation. When food feels scarce or deprived, it can lead to always thinking about food and experiencing anxiety.

Having ‘no food off limits’ is a big shift for many people and opposite of what diet culture teaches.

Let this concept sink in and remember it throughout your day. Notice when you have thoughts about food with labeling it as “bad, good, clean or dirty.”

Notice if you have thoughts or actions of excluding certain foods throughout your day because in the past, it was not allowed. As we work through this plan, you will start noticing those moments, and making choices according to not only how to fuel your body, but based on what is best for your mental and emotional wellness.

### **CATCH THE VOICE OF DIETING**

If you have a history of dieting, negative self talk, or complicated relationship with food, you probably have heard that voice of Dieting Mentality in your head.

The voice tries to tell you that you can’t have certain foods, certain amounts of food, that you



don't look the way you should, and makes you feel guilty, anxious, and less than. This voice is not YOU. This voice is the Dieting Mentality trying to creep in and make you believe lies about yourself, about food, and how you should live your life.

Simply recognizing that the voice is not you can help bring some relief. It's not your fault that these thoughts pop into your head. The amazing thing is that with some practice, you can learn to catch those negative voices and thoughts and decipher what is a lie of Dieting Mentality, a lie of lacking confidence, or any type of lie that you might be experiencing and catch that thought.

Catching a thought means to acknowledge it, observe it, and decipher it.

For example, if you're offered a piece of cake at a birthday party and hear a voice in your head that says, "You have to say no. That cake will make you so fat" acknowledge the thought by saying, "I just had a negative thought about food and it told me I would get fat if I ate it." Then, observe the thought without judgment. Observing without judgment is a powerful exercise.



*"We're all born as intuitive eaters. However, through diet-culture, or as things interrupt that default mode, we get away from these internal signals."*

Take a moment and a few deep breaths, close your eyes if you want, and observe the thought as if it's floating on a river. You see it moving across your mind, first it's very close to you, looking like it could hit you, but then it starts to float away, down and out of distance as it flows down the river. Watching the thought float away on the river helps the thought feel less threatening and as you see it float away, you can begin to decipher that it was a negative voice and not YOU.

This process can help lessen the anxiety around these types of thoughts with food and self worth.

When the anxiety is lessened it allows more space and clarity to determine if it was Dieting Mentality trying to creep in, or if you are choosing certain foods over others from a truly healthy and balanced mindset.

When I say "voice or voices" in your head it doesn't mean that you are "crazy" because you hear voices. In fact, everyone to a certain extent has an active thinker in their minds that can be viewed as a voice. Some of us simply have louder thoughts than others!

Practice catching the thought and then letting it float away. It has no power over you.

### **FOOD IS MORE THAN JUST ENERGY**

- Food is energy. It is true that food is energy, but it is also so much more.
- Food is community. Food provides a sense of community when you enjoy it with friends and family.
- Food is culture. With so many different types of food from around the world representing their own interpretation of food.
- Food tells a story about where people are from, how they live, and who they are. Food is art. Food is beautiful, colorful, and ornate.
- Food is fun. Food can be eaten to celebrate special occasions or simply enjoyed because it is tasty!

If you have dieted, you may feel that food should only be viewed as energy and feel badly or guilty if you enjoy it for other reasons. It is ok and good to enjoy food as a way of celebrating your community, culture, art, entertainment and simply for fun!

## **RESPECT YOUR HUNGER AND FULLNESS**

Diet Culture has taught that people are not able to trust their hunger cues. Diet Culture says that a person doesn't have the ability to know how much or when to eat without strict rules.

This is simply not the case. In fact, the body is incredibly smart and biologically you can know when and how much to eat by learning to listen to your hunger and respecting when your hunger is satisfied leading to fullness.

The challenge with this has come with learned behaviors around dieting. If you struggle with overeating or undereating, it's not your fault.

When it comes to overeating and undereating there are a lot of factors that can contribute to the behaviors.

The key aspect to feeling your fullness is knowing that you will always have permission to eat. Food will ALWAYS be there and be available to you, so if you feel hungry again, you can always go back and eat more.

Some come from a background where it felt like food had to be scarce, such as counting calories, leading to ignoring hunger and fullness cues. Others come from a background of the "clean your plate" club, where no crumb could go unfinished regardless of hunger and fullness.

I get it. And it's my goal to teach you different and flexible techniques that will help learn how to listen to hunger and fullness cues. Everything I teach in this book and the rest, all get you back in touch with your body. This process can be learned, it just takes some time and practice.

*(When it comes to eating disorders, it is best to see your doctor to help with your individual needs.)*

## **KNOW YOUR WORTH**

You are worthy of greatness because of who you are, not what you eat. You are more than what you eat and food does not make you a better or worse person for eating it (or not eating it).

You are great because of who you are, NOT because of what you eat or don't eat.

Language is so important when it comes to realizing Dieting Mentality. Not only are 'good' and 'bad' Dieting Mentality language but here are some more common ones that I want you to start being aware of, and then releasing it.

**Dieting Mentality Language:**

- Good or bad food
- Clean or dirty food
- Work off/burn off what I ate
- Earn that food by working out
- Off limits food
- Cheat food/day
- Guilty or guilt free food

While some of these terms may have had well-meaning behind them originally, they actually feed into the Diet Mentality and Morality of Eating.

Your value doesn't depend on what you ate. How you treat yourself, how you treat others, what you bring to the world and how you use it can be values that give you a sense of worth and purpose.

Honor your body in how you nourish it, in how you talk and think about it, and in how you care for it. Realize all that your body does for you and find value in that.

It keeps you alive. It keeps you healthy. It takes you to new places. It hugs those who need it. Your body deserves honor and respect for all that it does for you.

Acknowledge and respect your shape. You are unique and wonderfully made.

Your worth doesn't come from trying to look like someone else. You can find value, honor, and worth in acknowledging who you are, how you are made, and then becoming the best version of yourself.

You are more than just what you eat. You are not a diet. A lot of people's worth can become tied up in dieting labels that then feed on their well being.

You don't have to associate yourself as being a part of one diet. Think of examples like, "I'm vegan, paleo, gluten-free, keto, low carb, etc." You are YOU.

You are not a diet.

However, if you have dietary restrictions because of allergies, sensitivities, etc., then of course, you may need to make certain omissions from your food choices if you have allergies or sensitivities, and saying “I’m gluten-free” may be the easiest way to describe your dietary needs to waiters, for example. That’s understandable as an easy description of true needs.

However, the key difference is not a simple communication of dietary needs, but rather when people become attached to those identities as a part of their self worth.

Knowing your worth is a big principle and takes time to internalize.

Remember, you are great because of who you are, not what you eat.

You can honor your body because of all that it does for you.

You can acknowledge and accept your shape and become the best version of yourself.

You don’t have to be anyone else.

Your worth isn’t tied in any labels. You are you, not a diet. You are free. Your worth is independent of circumstance.

### **WORKING OUT FOR HEALTH**

Shift the focus of working out to improve your strength and movement. We briefly covered this principle in the previous module, but this is an important one.

Many people view working out as a way of catching up or punishment for what they ate.

Shift your focus from needing to workout for a certain number of minutes/hours or needing to burn ‘X’ amount of calories in order to lose ‘X’ amount of pounds into a new focus on strength and movement.

For example, shift your focus to improving your lifts, being able to do more pushups, going through a circuit and getting a faster time.

These new focuses take away the Dieting Mentality and switch to power and improvement. You will be surprised with how much faster you progress when you switch to these types of

goals, in addition to feeling less stress.

Moving your body is important to stay healthy and strong so that you not only can live a long life, but have an amazing quality of life as well.

Often, when people push their bodies too hard with exercise, it can lead to injury that can affect them later in life as well. Not only physical injury, but mental injury too in the sense of negative feelings about themselves when they don't or can't push as hard as they use to or don't look the way they want or used to.

Working out for health and longevity is much more effective and freeing in both the short and long term.

### **COPE WITH FEELINGS OUTSIDE OF FOOD**

Food as a coping mechanism is something that a lot of people struggle with.

Some people tend to overeat or undereat when they get stressed, anxious, or depressed. This pattern can be harmful to your health, as well as mental and emotional well-being.

Food (or lack of food) can feel like a temporary comfort or form of control. Using food in this way doesn't necessarily seem like a big deal, but it can spiral into disordered thoughts and behaviors very quickly.

When food becomes a way of easing pain, stress, or anxiety, it can become like a drug.

Like drugs, eating food can release a similar type of feel-good chemical in the body like dopamine and serotonin. Similar types of feelings can develop from food restriction, which is why the cycle can be so dangerous.

The problem and major difference is, food is not a drug that you can quit. Food is essential to life, which is why so many people struggle with figuring out a healthy balance.

There is not a healthy balance of heroin. There IS a healthy balance of donuts.

Figuring out what that balance is, especially when working through emotional hardship, is the challenge.

I know people who have consumed two dozen donuts in one sitting. I also know people who

have been so terrified to eat donuts that they haven't eaten one in 10 years and refuse to eat one bite.

Both sides of the spectrum are a dangerous, slippery slope when food is used as a method to cope with feelings.

Not all cases of coping with food are as extreme as the examples, but the premise behind it is important.

All that to say, though there are similarities in the compulsions around drugs and using food to cope, there are real differences as well.

Addictions of any kind are tragic and are not to be taken lightly. Even though you can quit drugs, this comparison is not meant to undermine the process and struggle that those suffering go through.

It is a battle.

This process can take time, so allow yourself the time and space to find new ways to cope with feelings outside of food.

Some examples to cope in a healthy way could be talking to a therapist or trusted loved one, journal about your feelings and then focus on gratitude, go for a walk, listen to calming music, meditate or pray, take a bath, get a massage, draw, paint, or do something artistic, among many other things you could enjoy!

### **GIVE YOURSELF GRACE**

Food is a part of your life, not your entire life. Practice giving yourself grace by catching the thoughts, impulses, and lying voice, observe them, and let them float away down the river. As you practice this regularly, food will become less scary, confusing, and consuming.

It's ok to have times of more focused nutrition and times where you are more flexible.

Just keep the mindset that honoring your body, honoring your hunger cues, honoring your strength and endurance, and honoring your mind, takes practice, balance and grace.

This can take some time and practice, but that is what grace is all about! It's not about perfection, but rather learning to be consistent over time.



Learning to give yourself grace with balance and flexibility in nutrition will allow you to stay healthier, happier, and more balanced for the long term.

## Principles of A Balanced Eating Mindset



NO MORE DIETING

NO FOOD OFF LIMITS

CATCH THE VOICE OF DIETING MENTALITY

FOOD IS MORE THAN JUST ENERGY

RESPECT YOUR HUNGER & FULLNESS

KNOW YOUR WORTH

WORKOUT FOR HEALTH

GIVE YOURSELF GRACE

## **Pillars For Balanced Nutrition**

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With the Principles of Balanced Eating Mindset at the forefront of your mind, it can be helpful to have some flexible foundational guidelines to help make food choices in the process of learning to eat mindfully and intuitively.

Overall, the main point and foundation is that nutrition is a balance. Know there is no perfect nutrition plan. Balance in nutrition isn't found; it's created.

Creating a balance for nutrition in your life means figuring out what foods you enjoy, what types and amounts of food fuel your body well, and how to be informed about nutrition choices, as well as enjoy the process of eating without stress or guilt.

Here are three foundational pillars that guide the process to nutritional balance:

**1. Eat Mindfully with lots of whole foods.**

- Mindfulness comes into play by choosing lots of whole, one-ingredient foods as a foundation of your nutrition is a great way to be fueled well, have good health for the long term, and find delicious combinations that will have you enjoy the foods you are eating.

**2. Enjoy all types of foods periodically.**

- No food is off limits. Eat lots of whole foods most of the time, and still enjoy all foods periodically without guilt or stress.

**3. Eat Intuitively.**

- Eat when you are hungry, by learning to listen to your hunger and fullness. Listen to how certain foods make your body feel to help inform choices for how to fuel it well, but also eat for enjoyment. Adjust the types and amounts of foods you are eating according to how you feel and perform.

We will go into all of this in more depth so that it is simple, yet powerful.

**The Foundation: Nutrition is a Balance**

As we dive deeper into the Pillars for Balanced Nutrition, know that these pillars fuse together to build a strong foundation for nutrition.

This framework helps outline the process of eating mindfully and intuitively and creating a healthy balance of eating that works for you as a lifestyle. The framework is outlined to bring a balance in nutrition that helps you feel your best, perform your best, and in all honesty, look your best in a balanced way!

Nutrition is not a single destination where you have the exact foods and exact amounts to eat every single day for your best results and performance. This is an ebb and flow that can have an overall framework that works for you, but know that each day there may be variances in what your body needs and what you feel like eating. That being said, once you learn the basics, you'll be able to use this as a starting framework for nutrition for life!

We will go over some elements of the framework to provide some tips for those who are simply trying to develop a healthy relationship with food and also elements of the framework for those who want a healthy relationship with food and also have aesthetic goals that they

want to achieve.

Everyone has slightly different needs, but as you start building your framework, there are a few guidelines that can be helpful to guide the process.

## **PILLAR 1: EATING MINDFULLY WITH LOTS OF WHOLE FOODS**

Include mostly whole, one ingredient foods into your daily choices. Eating unprocessed, whole foods most of the time is a great way to build a framework for a balanced, healthy lifestyle.

That being said, building recipes using one ingredient foods is great! For example, having rice and beans together or making a salsa recipe out of tomatoes, peppers, spices, etc. are examples of great options to make healthy, delicious food choices. The point of choosing one ingredient foods is to avoid having lots of heavy processing which can strip food of nutrients and also avoid things like preservatives and artificial ingredients.

### **Benefits of Eating Whole Foods**

Here are a few benefits of eating whole foods:

- **Contain the most quality nutrients.** A lot of processed foods lose nutrients through the intense heat and processing that it goes through. Whole foods contain the natural nutrients without being compromised or altered by processing.
- **Avoid additives, fillers, preservatives, and toxins.** Most processed foods have added ingredients to create a longer shelf life, improve taste or texture, or as a cheap additive to help spread the expensive, nutritious ingredients farther so they can make more money. Most of these additives do not help and can hinder health and results. Whole foods are one ingredient, so you don't have to worry about processing at all! The quality of the food is important, which we will discuss later regarding things like organic and conventional food.

If you are ever in doubt with what foods you should be eating, just go for one ingredient, whole foods. Typically, foods with one-ingredient are the best choices as they are unprocessed to minimally processed, and don't include any preservatives, artificial ingredients, additives or fillers that can inhibit your health and results.

These foods will help you in countless ways including long term health, faster fat loss, boosted metabolism, recovery from your workouts, and more. This should be the foundation that your diet is based around.

Eating whole foods isn't a list of "approved" foods. Food does not need approval. This is simply a start to helping you make informed decisions about the types of foods that will provide you with amazing nutrients and develop a healthy lifestyle.

Having a foundation of whole foods will help you feel energized, keep you healthier, and allow you to more clearly evaluate how to enjoy all types of food periodically in a balanced way that works for you.

If you are simply trying to develop a healthy relationship with food, focus on the elements of Intuitive Eating that we have covered in previous pages. The easiest way to maintain a healthy lifestyle is simply to focus on eating a variety of whole foods regularly and include lots of different types of proteins, fats, and carbs into your meals.

When it comes down to it, choosing whole foods most of the time is going to be a great way to maintain health and balance long term. When you eat whole foods frequently, but also include all types of foods periodically without guilt or restriction you are able to develop a healthy, balanced, lifestyle!

Later in this book and in further detail in the plan, we will outline two flexible strategies that will help you adjust the kinds of whole foods you are choosing to help you reach and maintain certain aesthetic goals. This mindfulness allows you to be informed and make gentle adjustments while still honoring your body in the process.

## **PILLAR 2: EATING ALL TYPES OF FOOD PERIODICALLY**

When you focus on eating whole foods most of the time, it's still important to enjoy all types of food periodically. This is an important part of Intuitive Eating and maintaining a balanced lifestyle.

Eating nutrient dense foods, allows your body to function at its best which will give you more energy for a more productive day and better workouts. It will also slow down digestion, which will keep you full for longer and allow your body to absorb as many of the good nutrients as possible.

With Intuitive Eating, we know that there are no rigid rules around food and certainly the mindset of *“don’t ever eat sweets or processed foods”* is not recommended.

We want you to be able to enjoy lots of foods freely, without having the stress of tracking and needing to “earn” treats. If you want to have a treat every once in a while - have a treat! No calculations or macro manipulation needed. Have the treat - no guilt or stress! Focus on eating whole, nutritious foods most of the time and then having treats periodically won’t be a problem.

The great thing about this framework, is that you don’t have to live in fear and guilt about enjoying your life anymore. You don’t have to agonize over what to eat at parties, or when you go out to eat, go on vacations or anything in regards to “getting off track.”

So, how do you enjoy foods you want to enjoy in a balanced way?

If you have a party coming up, brunch with friends, or simply feel like eating a donut periodically, do it! When you know you are not bound by strict food rules, you can eat intuitively and choose moments to enjoy treats without guilt, restriction and then get back into your flexible routine.

The difference is the mindset shift from feeling like you are “cheating” or “getting on track” into you are enjoying yourself, living life, and then knowing your intention to get back into a balanced routine after the event. This allows you the freedom and flexibility to enjoy every moment and not worry about it because nutrition isn’t all or nothing. You’ll be able to get right back into your balanced routine, no problem!

### **PILLAR 3: EAT INTUITIVELY**

Implementing Intuitive Eating comes back to keeping the basics the Principles of A Balanced Eating Mindset at the forefront of your mind. As a refresher, these principles include:

- No more dieting
- No food off limits
- Catch the voice of Dieting Mentality
- Food is more than just energy
- Respect your hunger and fullness
- Know your worth
- Workout out for health
- Give yourself grace

In addition, understanding that having a foundation of whole foods is important, but also including all types of foods is great to maintain a healthy, happy, and sustainable lifestyle.

When implementing Intuitive Eating, the next key element is learning how to adjust the amounts of food you are eating according to your hunger and fullness.

In addition, learning how to adjust the types of foods you are eating according to how your body is feeling and performing.



## **Putting It All Together**

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In this book, we dove into the methodology and the overall mindset around nutrition. The goal of this program is to help you create an ecosystem for your nutrition. In this book, we are starting to practice and create an awesome relationship with food so that you can live a healthy lifestyle.

We are about to dive into some strategies in the next book that will help you with the mindfulness aspect so you will feel confident and informed about what foods to eat, when to eat them to reach certain goals, and how to listen to your body in the process.

Before we head to Book Two, let's do a quick recap!

We just learned about the overall Balance Framework, which includes the Principles for a Balance Eating Mindset along with the Pillars for Balanced Nutrition.

**Principle for a Balanced Eating Mindset:**

- No more dieting
- No food is off limits
- Catch the voice of Dieting Mentality
- Food is more than just energy
- Respect your hunger and fullness
- Know your worth
- Workout out for health not looks
- Give yourself grace

**Pillars for Balanced Nutrition**

1. Eat Mindfully with lots of whole foods.
2. Enjoy all types of foods periodically.
3. Eat Intuitively and honor your body

These elements help set the stage for a great relationship with food so that implementing the next book, Book Two: The Plan will feel flexible customizable to your individual needs.

In Book Two: The Plan, we outlined the x's and o's to help you feel informed and mindful about food choice while keeping it incredibly flexible. Let's get to it!



## **Stay In Touch!**

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