

# What's Your Diet Type?

USE THE POWER OF YOUR PERSONALITY TO DISCOVER YOUR BEST WAY TO LOSE WEIGHT



HEATHER K. JONES, RD

# Welcome !

I'm thrilled you're interested in your Diet Type, and discovering how your personality affects the way you eat, exercise and approach weight loss.

Based on the popular personality-typing system, the Myers-Briggs Type Indicator®, the Diet Type insights will help you identify your weight loss strengths and weaknesses, which will help you more effortlessly reach your goals.

I have empowered thousands of women to build healthy lives they love, and I would be honored to help you do the same.

Women who are healthy and happy are better partners, mothers and friends, and they influence other women to lead healthier lives.

Women are also natural communicators, and a woman who is free from her food and weight fears, is free to spread love in the world. She is able to become more of who she really is, and to make a positive difference in the lives of others.

And believe me, this BIGGER life in a smaller size is 100% possible for you.

With health & happiness,

Heather



# About Heather K. Jones

Heather K. Jones is a registered dietitian, a certified MBTI administrator, a health journalist and a wellness coach. Specializing in weight management and behavior change therapy, Heather has spent the last 15 years assisting people who struggle with health and food issues.

She is the founder of HeatherKJones.com, a weight loss website about healing and hope instead of diets and deprivation, and she is the creator of Smaller Size Bigger Life, an online weight loss program for women who struggle with emotional eating, binge eating, overeating or body image issues.

She is also the nutrition expert for the New York Times best-selling book, *The Skinnytaste Cookbook* (Clarkson Potter, 2014), a nutrition consultant for The Best Life Diet (a lifestyle program by Bob Greene, Oprah's personal trainer), and she is the author of *What's Your Diet Type?* (Hatherleigh Press, 2009), *The Salt Solution* (Rodale, 2011), written with the editors of *Prevention Magazine*, and *Drop 5 Pounds* (Sterling, 2010), written with the editors of *Good Housekeeping*.

Heather has had hundreds of articles published in healthy-living magazines, including *SELF*, *Fitness*, *Redbook* and more, and she is regularly featured as a nutrition expert in a variety of media outlets. She also spent seven years working for the Center for Science in the Public Interest (CSPI), and its award-winning newsletter, *Nutrition Action Healthletter*.

# Personality and Health

Our personality affects all facets of our lives – from the subjects that we like in school, to how we act in social settings, to the professions and careers we find fulfilling. It also determines why some weight loss approaches work for us, while others fail. While one person enjoys counting calories or points, another cringes at the idea. Whereas some like the flexibility of food choices, others overeat when they're faced with too many decisions.

That's why a weight loss approach that's helpful for your sister, neighbor, best friend, or coworker won't necessarily work for you. And while you can't change your personality, you can change your strategy!

## **So what is a Diet Type?**

Diet Types are based on the classification of personality types used in workplaces and classrooms around the world. Just as each one of us is either right or left-handed, everyone has an inborn personality type, and although our capability to change and evolve physically, emotionally, mentally, and spiritually is limitless, our inborn personality type does not change significantly over a lifetime.

The type system originated from the work of Carl Jung and was later expanded upon and refined by Katherine Briggs and her daughter, Isabel Myers. Jung, a Swiss psychoanalyst, was among the first academics to view an individual in terms of their patterns of behavior.

Myers and Briggs adapted Jung's theory and devised the Myers-Briggs Type Indicator (MBTI®). Later, psychologist David Keirsey distilled the work of Myers and Briggs by grouping the sixteen MBTI® personality types into four main personality temperaments, or what I call Diet Types.

## Temperament Through the Times

The temperament theory is not new. Modern and ancient philosophers as well as psychologists have grouped people into four temperaments. Take a look:

Hippocrates	Melancholic	Sanguine	Phlegmatic	Choleric
Aristotle	Propietart	Hedonic	Ethical	Dialectal
Keirsey	Guardians (SJ)	Artisans (SP)	Idealists (NF)	Rationals (NT)
Myers-Briggs (MBTI types)	ESTJ, ISTJ ESFJ, ISFJ	STP, ISTP ESFP, ISFP	ENFP, INFP ENFJ, INFJ	ENTP, INTP ENTJ, INTJ
True Colors	Gold	Orange	Blue	Green
Diet Types	Diet Planners	Diet Players	Diet Feelers	Diet Thinkers

## All “Diets” are Not Created Equal

So do different personalities need different foods? Do some Diet Types need to eat more whole grains while others should avoid, say, beans and citrus fruits? Or should one Diet Type fill up on protein, while for another it's carbohydrates?

Absolutely not!

While many weight loss plans want you to believe that eating specific foods or combinations of nutrients will help you lose weight faster and burn fat more efficiently, or that different foods work better for different people depending on their physiological make-up, the truth is that a good weight loss strategy will teach you sound nutrition basics and how to incorporate them into your lifestyle.

You need to seek out an approach that is not only healthy, but also a good fit for you personally. So, how do you find the right approach for you? Find your Diet Type.

## Discovering Your Type

Finding your Diet Type is a little like a treasure hunt. You're looking for the hidden parts of your personality using a series of clues — in this case, the clues we use to unlock the “true you” are your answers to the following questions. But each question isn't a “yes” or a “no” question. Instead, the questions ask you to choose descriptions that best match your personality.

Below are four questions, and descriptions of two different lists of personality "preferences." Both lists have their own strengths and blindspots. BOTH are equally valuable -- NEITHER one is better or worse than the other. Read both sets of descriptions and decide which list -- as a whole -- describes you better (even if just a little better). Try to answer as you really are, not how you may wish you were, or have to be at work.

# Personality Type Assessment\*

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Question One: Where is your energy naturally directed?

Extraverts' energy is directed primarily outward, towards people and things outside of themselves. Introverts' energy is primarily directed inward, towards their own thoughts, perceptions, and reactions. Therefore, Extraverts tend to be more naturally active, expressive, social, and interested in many things, whereas Introverts tend to be more reserved, private, cautious, and interested in fewer interactions, but with greater depth and focus.

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## Extraverts often:

- Have high energy
- Talk more than listen
- Think out loud
- Act, then think
- Like to be around people a lot
- Prefer a public role
- Can sometimes be easily distracted
- Prefer to do lots of things at once
- Are outgoing & enthusiastic

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## Introverts often:

- Have quiet energy
- Listen more than talk
- Think quietly inside their heads
- Think, then act
- Feel comfortable being alone
- Prefer to work "behind-the-scenes"
- Have good powers of concentration
- Prefer to focus on one thing at a time
- Are self-contained & reserved

Are you an Extravert ( E ) \_\_\_\_\_ or an Introvert ( I ) \_\_\_\_\_

Question Two: What kind of information do you naturally notice and remember?

Sensors notice the facts, details, and realities of the world around them whereas Intuitives are more interested in connections and relationships between facts as well as the meaning, or possibilities of the information. Sensors tend to be practical and literal people, who trust past experience and often have good common sense. Intuitives tend to be imaginative, theoretical people who trust their hunches and pride themselves on their creativity.

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**Sensors often:**

- Admire practical solutions
- Notice details & remember facts
- Are pragmatic - see what is
- Live in the here-and-now
- Trust actual experience
- Like to use established skills
- Work at a steady pace
- Like following step-by-step instructions
- Focus on the details & specifics

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**Intuitives often:**

- Admire creative ideas
- Notice anything new or different
- Are inventive - see what could be
- Think about future implications
- Trust their gut instincts
- Prefer to learn new skills
- Work in bursts of energy
- Like figuring things out for themselves
- Focus on the big picture & possibilities

Are you a Sensor ( S ) \_\_\_\_\_ or an Intuitive ( N ) \_\_\_\_\_

(Note: the letter N is used for intuitive because I is used for Introvert.)



Question Three: How do you decide or come to conclusions?

Thinkers make decisions based primarily on objective and impersonal criteria-- what makes the most sense and what is logical. Feelers make decisions based primarily on their personal values and how they feel about the choices. So, Thinkers tend to be cool, analytical, and are convinced by logical reasoning. Feelers tend to be sensitive, empathetic, and are compelled by extenuating circumstances and a constant search for harmony.

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**Thinkers often:**

- Make decisions objectively
  - Appear cool & reserved
  - Are most convinced by rational arguments
  - Are honest & direct
  - Value honesty & fairness
  - Take few things personally
  - Are good at seeing flaws
  - Are motivated by achievement
  - Argue or debate issues for fun
- 

**Feelers often:**

- Decide based on values & feelings
- Appear warm & friendly
- Are most convinced by how they feel
- Are diplomatic & tactful
- Value harmony & compassion
- Take many things personally
- Are quick to compliment others
- Are motivated by appreciation
- Avoid arguments and conflicts

Are you a Thinker ( T ) \_\_\_\_\_ or a Feeler ( F ) \_\_\_\_\_

Question Four: What kind of environment makes you the most comfortable?

Judgers prefer a structured, ordered, and fairly predictable environment, where they can make decisions and have things settled. Perceivers prefer to experience as much of the world as possible, so they like to keep their options open and are most comfortable adapting. So, Judgers tend to be organized and productive while Perceivers tend to be flexible, curious, and nonconforming.

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**Judgers often:**

- Like to have things settled
  - Take responsibilities seriously
  - Pay attention to time & are usually prompt
  - Prefer to finish projects
  - Work first, play later
  - See the need for most rules
  - Find comfort in having schedules
  - Like to make & stick with plans
  - Seek closure
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**Perceivers often:**

- Like to keep their options open
- Are playful & casual
- Are less aware of time and may run late
- Prefer to start projects
- Play first, work later
- Question the need for many rules
- Want the freedom to be spontaneous
- Like to keep plans flexible
- May have difficulty making some decisions

Are you a Judger ( J ) \_\_\_\_\_ or Perceiver ( P ) \_\_\_\_\_

Based on whichever preference you picked the most of for each question, fill in your four-letter code and find your Diet Type...

E or I \_\_\_\_\_

S or N \_\_\_\_\_

T or F \_\_\_\_\_

J or P \_\_\_\_\_

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### **The Diet Planners**

- ESTJ
- ISTJ
- ESFJ
- ISFJ

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### **The Diet Players**

- ESFP
- ISFP
- ESTP
- ISTP

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### **The Diet Feelers**

- ENFP
- INFP
- ENFJ
- INFJ

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### **The Diet Thinkers**

- ENTJ
- INTJ
- ENTP
- INTP

## The Diet Planners Are:

- ESTJ
- ISTJ
- ESFJ
- ISFJ

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### **BEING A DIET PLANNER...**

- I have a strong sense of what is right and wrong
- I take my duties and responsibilities seriously
- Home, family, and stability are important to me
- I am organized and hard working
- I like to feel useful and valuable
- Friends would consider me loyal and dependable
- I have a strong work ethic and expect the same from others
- I like to be prepared and tend to look before I leap
- I think discipline and teamwork are important for completing tasks
- I believe it is an honor to be elected to an office
- Fulfilling my personal and professional commitments means a lot to me
- I hope for the best, but prepare for the worst
- Thoroughness and attention to detail are important to me
- I respect authority and follow rules
- I am a natural helper and a giver

Sound like you? Then you must be a Diet Planner! The Diet Planner values security and stability. She works hard, follows the rules, and expects others to do the same. Self disciplined and reliable, she wants to do the right thing and she likes being held accountable for her actions.

The Diet Planner relies on responsibilities and rules to guide her life and help her make decisions. When it comes to her health, the Diet Planner does best when she is organized and orderly and she thrives on weight loss plans that offer structure and routine.

## What Doesn't Work

- Tons of choices
- Last-minute solutions
- Processing without tangible results
- Playing it by ear
- Studying diet theories
- Cutting calories without a plan

## What Works

- Planning, preparing ahead
- Routines, guidelines, schedules
- Weight-loss meetings
- Tracking progress
- Concrete, measurable goals
- Being accountable

## Stay in Touch!

- Find out more about [Smaller Size Bigger Life](#), my online weight loss program for women who struggle with emotional eating, binge eating, overeating or body image issues, by clicking [HERE](#).
- My blog is packed with actionable weight loss advice, personal development tools, and healthy-living inspiration. Check it out [HERE](#).
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## The Diet Players Are:

- ESFP
- ISFP
- ESTP
- ISTP

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### BEING A DIET PLAYER...

- I believe today must be enjoyed, because you never know about tomorrow
- Skill and cleverness are important to me
- I seek fun, variety, stimulation and excitement
- I am resourceful, adventurous, and enjoy living in the moment
- I like to act on my impulses and tend to leap before I look
- I am energetic, spontaneous, and love a challenge
- In a crisis, I act quickly to solve the problem
- Friends would consider me exciting, happy, and fun-loving
- I feel stumbling blocks are only temporary
- I think rules should be adapted to suit the situation
- Waiting for something to happen is frustrating...I just want to get on with the show
- In a restrictive and confined environment, I get bored and restless
- I take pleasure in making an impression on others
- I regard life as a game, to be played in the here and now
- I am a natural trouble-shooter, performer, and competitor

Ring any bells? Chances are you're a Diet Player! The Diet Player values spontaneity and immediate action. She trusts her impulses, doing what is needed to get the outcome she wants. Flexible and adaptable, the Diet Player enjoys living in the moment.

As for losing weight and changing her eating habits, the Diet Player values her freedom and flexibility above everything else. She doesn't like to be burdened by strict diet rules and regulations; instead, she needs workable lifestyle solutions for effective, long-term weight loss.

## What Doesn't Work

- Scheduling, routine
- Scare tactics
- Group weight-loss meetings; processing
- Rigid or complex food plans
- Calorie counting, weighing food...
- Reviewing research or detailed diet data

## What Works

- Eliminating temptation
- Flexibility
- Portion picturing
- Memory management
- Competition / winning
- Short-term goals with tangible results
- Trying new things

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## The Diet Feelers Are

- ENFP
- INFP
- ENFJ
- INFJ

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### BEING A DIET FEELER...

- I am interested in new ideas that relate to people
- I am concerned with personal growth and development
- Harmonious relationships are very important to me
- I am conscious of people's emotions and see potential in everyone
- I am an excellent communicator
- Friends would consider me idealistic, passionate, and optimistic
- I invest a lot of energy in my personal relationships
- I believe compassion and genuineness are essential for myself and others
- I think people should work together to achieve their goals
- I have a strong desire for peace and harmony
- It is important for me to find meaning in the way I use my time
- I'm good at negotiating and peacekeeping
- I don't like working with people who don't appreciate and encourage
- Identity and self-actualization are important to me
- I seek meaning and significance in my life

Can you relate? Then you are a Diet Feeler! The Diet Feeler values relationships and unity. Passionate and perceptive, she appreciates and inspires others, often acting as a teacher or counselor to friends, family, and colleagues. In addition, her own personal quest to find meaning in her life is very important to her.

To realize her weight loss desires, the Diet Feeler does best with a holistic approach that is, when considering her mental, emotional, social, spiritual and physical wellbeing as interconnected aspects that each influence the other.

Getting in touch with her own needs and values helps her put her most natural, heartfelt efforts towards her health, because she needs to understand how what she can do today will fulfill her visions of the future. The Diet Feeler excels in weight loss



when her efforts focus on self-expression, and especially when she receives positive encouragement and support from others along the way.

## What Doesn't Work

- One size fits all approach
- Competition
- Criticism
- Reviewing detailed diet data
- Concentrating on just the body and weight

## What Works

- Holistic approach
- Buddy system and daily support
- Sharing: feelings, issues, ideas
- Weight loss groups and meetings
- Journaling and resourceful self-talk
- Self development

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## The Diet Thinkers Are:

- ENTJ
- INTJ
- ENTP
- INTP

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### BEING A DIET THINKER...

- I seek knowledge and understanding
- Intelligence and competency are very important to me
- I tend to be skeptical and want logical answers for everything
- Friends would consider me independent and intellectual
- I enjoy finding new and different ways of doing things
- I am constantly evaluating my abilities and I am my own worst critic
- I feel compelled to master things that come my way
- I am capable of analyzing and understanding complex information
- I enjoy discussing and debating new theories and ideas
- I value rationality and objectivity
- I believe knowledge means power
- I enjoy being intellectually challenged
- I strive for achievement and success
- I expect people to live up to my high standards
- Efficiency and clear thinking are important to me
- I tend to focus on long-term goals and look mainly to the future

Is it all adding up? Your responses indicate you are a Diet Thinker! The Diet Thinker values knowledge and competence. She is a life-long learner who strives to understand the world. She is prone to ignoring things that she feels are not worthy of her time including her health.

When it comes to eating well and losing weight, an effective way for the Diet Thinker to begin is by making her diet a priority. Then she can use her keen intelligence to help her succeed. The Diet Thinker needs comprehension and information to realize and maintain her weight loss and fitness goals.

## What Doesn't Work

- In-person weight loss groups or meetings
- Being told exactly what to do
- Reporting to a so-called “authority figure”
- Discussing emotions
- Following the pack
- Spontaneity

## What Works

- Critical analysis & research
- Devising their own best approach/strategy
- Competition with self
- Objective goals
- Studying diet theories
- Competent adviser or information source

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