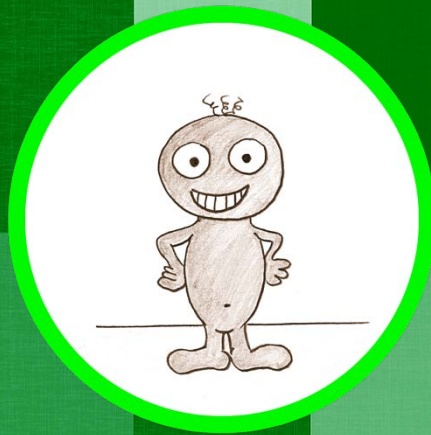


EAT ANYTHING DIET



**Lose Weight Without Exercising
AND Eating And Drinking What You
Like INCLUDING Carbs & Alcohol!**

**By
A Ahuja BSc**

Published by AAP 2018

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Illustrations by Mr. Wolf

This book is dedicated to my wife, Hana.

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EAT ANYTHING

Introduction

Wow. What a title for a book. You are right to be skeptical of such a title so I will address this straight away. Let us dissect the sub title:

Lose Weight Without Exercising AND Eating And Drinking What You Like INCLUDING Carbs & Alcohol

right now.....

Lose Weight

If you follow the instructions contained within this book you will lose weight. Guaranteed. It's the rest of the title that needs justifying. So let us carry on.

Without Exercising

You can lose weight without exercising. If you sat exactly where you are now and never moved and just drank water for the next 7 days I guarantee you you would have lost some weight. Now I am not suggesting you do this! However exercising is just one way to lose weight.

I am not a fan of exercising because it is very BORING. I even have a gym at home with a TV and sound system and I still can't get the motivation to do a few reps on the cross trainer. You get fed the myth that if you want to lose weight you need to exercise. This is completely untrue. Burning calories is one way to lose weight but eating less calories is another way to lose weight.

Do you know how many calories you would burn if you ran a mile? 114 calories. So if I had to lose 114 calories and faced with the choice of running a mile or not eating a slice of bread I know what I would choose!

David Blaine sat in glass box in London for 44 days just drinking water and he lost 24.5kg. So he is living proof that you can be completely sedentary and lose weight.

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So I want you to erase that long held belief that losing weight requires exercise. Go on. ERASE IT NOW!

If however you do like exercising then please carry on. This diet does not preclude you from exercising. It is just that exercising, whether you do it or not, plays no part in losing weight under my system.

Eating And Drinking What You Like

Hey, I'm going to let you in to a little secret. The secret is there is no secret! When it comes to losing weight you just have to eat less calories than you burn. You knew that. You didn't need me to tell you that. All the fad diets have to adhere to this principal in the long term. It is basic physics, maths, biology or whatever your choice of science.

You can eat and drink whatever you like as long as the total sum of the calories is below or equal to your target daily intake which I will show you how to calculate. So say for example your target intake is 1500 calories and your favorite donut is 200 calories and favorite drink is coca cola at 300 calories then yes you can have 6 donuts and coca cola and still lose weight. You just need to know the calorific value of what you are eating.

Is it really that simple? Yes it is. Now having 6 donuts and a coca cola as your daily diet may not be the most sensible but if your goal is to lose weight and this is the only way you can see yourself getting through it then so be it. You are not expected to be losing weight forever so for the period you choose to lose weight (which I help you set the period in this book) you really can eat and drink what you like. Knowing this fact will be of great assistance to you to keep you on track. It completely breaks the shackles and constraints you may have imagined when you think about losing weight. You no longer need to picture bland salads, nut roasts, flavourless protein bars etc. as part of your calorie controlled diet. You can mentally picture ice cream, chips, burgers or whatever your favourite foods are. As long as you know what calories they contain (which I will show you how) then you can eat them.

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You feeling better now about this? No exercise. Eat and drink what you want. I hope so. It is now alot easier to justify the last part of the title of this book:

Including Carbs & Alcohol

For my reasons stated above it actually doesn't matter what you eat and drink. I mention carbs and alcohol as these are the two things people love and crave but are told they can't have if they want to lose weight. What a load of rubbish. It is the amount of calories you consume which determines how much weight you lose not what you eat. I needed to hook you in somehow to read this book so I chose carbs and alcohol to include in the title. Let's call it marketing for now!

So if you want to eat a donut, a bag of chips and drink 4 pints of beer today you can. If the total calories is less than or equal to your target calorie intake then go ahead. You will lose weight. Science says so.

Nothing is off the menu. Sugar, butter, potatoes, steak, cheese, beer and wine are all acceptable. Sounds crazy doesn't it. When you start seeing it work it doesn't seem that crazy. In fact it will make complete total sense and you will be wondering why you hadn't done this earlier.

OK so I hope I have justified the title enough for you to read on. I lost 20kg (44 lbs) following this method. I am living proof that this method works. My personal story is at the end of the book but don't skip to that part. I have put it at the end for a reason. I'm more interested in your story. I want to know if this book will work for you. So read on.

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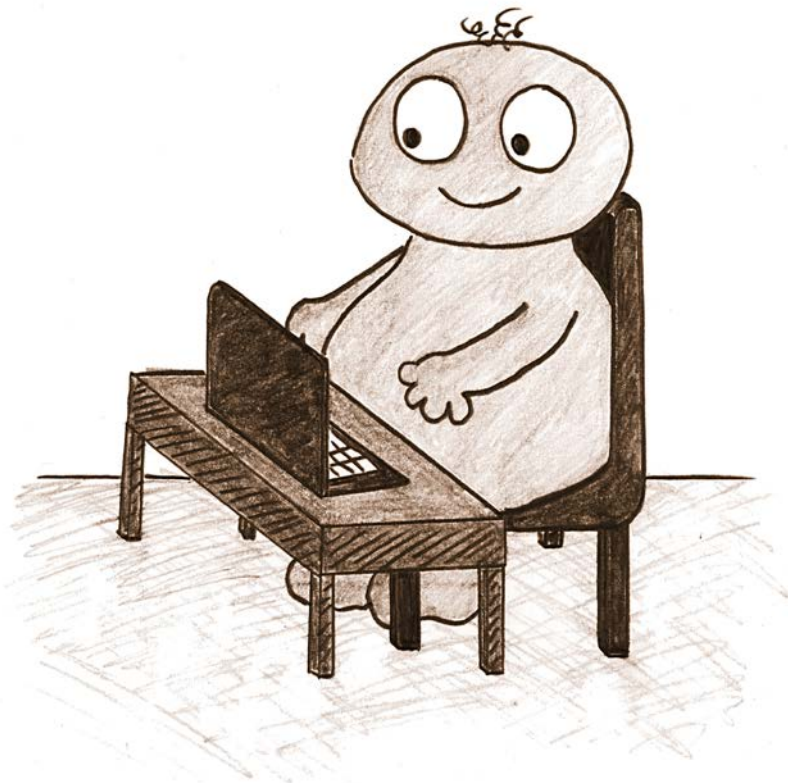
Will This Book Work For Me?

There are only two requisites you need for this book to work:

You need to use the internet

You do not have an eating or drinking disorder

You Need To Use The Internet



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Ideally you need have access to and use the internet. The best way is via your smartphone but a laptop or desktop is fine. We are going to use the internet to:

Calculate your daily target calorie intake

Get quick access to calorie contents of foods you are about to eat

Record your target and actual weekly weight

Doing these three things above are really important and you need access to the internet to do this. Since we are in the 21st century I am going to assume you have this first requisite! The 2nd one is a bit more tricky.

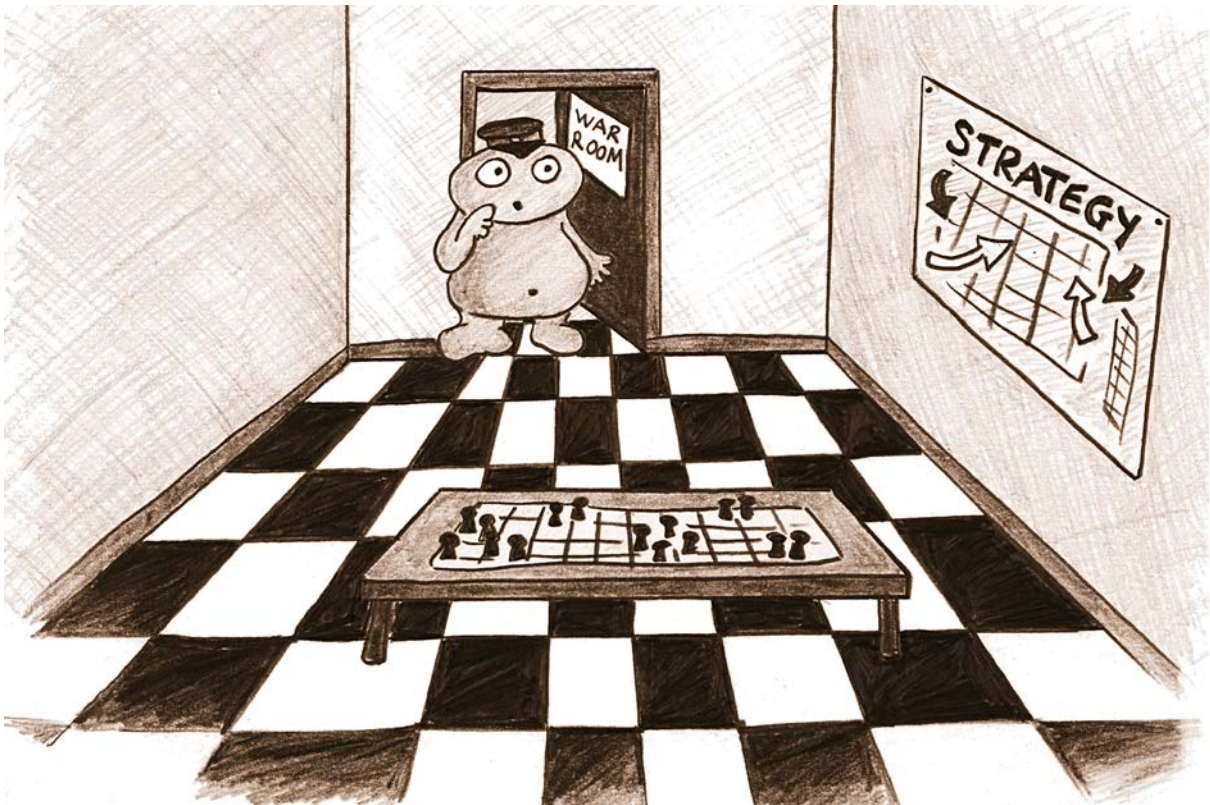
You Do Not Have An Eating Or Drinking Disorder

Ah. The elephant is in the room. If you eat to cheer yourself up, drink to drown your sorrows or consume anything to satisfy any emotional need then it's going to be difficult. I would suggest some therapy first and get your disorder in check and then come back to this book.

I tap in to the logical side of your brain however logic can't override emotion. I'm good but not that good! So if you think your weight situation is due to the compulsion to eat or drink please go and see your GP now! Please. Once you have your emotions in check then come back to me.

So, do you use the internet and don't have any eating or drinking disorders? Great! Let me reveal to you the strategy.....

Chapter 1 -The Strategy



The strategy is simple. You need follow these 6 steps:

1. Get Motivated

If there is no motivation why would you do it? Motivation is like fuel for a car. Without it you will not get from A to B. A is where you are. Overweight. B is where you want to get to. Slim. If nothing is propelling you towards where you want to be then it ain't going to happen. But don't worry. I will show you how to get motivated.

2. Create Target Plan

Setting targets is key to your journey. Not only do we need to set a target start date and target weight we need to set targets in between to keep you on your path. I will show you how to set a sensible start date, achievable micro targets, target daily calorie intake and the right target end weight to be and when. With this we create your Target Plan.

3. Get Prepared

You need to prepare yourself for this journey. I will tell you what you need to get and what you need to do before you start to ensure a higher chance of success. We all understand the importance of preparation.

4. Start

So you have got motivated, set your targets and made preparations the natural next step is to execute the plan and start! I will give you tips that will take you from the night before the start date to the first week. Week 1 is crucial. Executing week 1 of the plan successfully creates a snowball effect making the probability of success of future weeks much more likely.

5. Keep On Track

You need to keep track of your progress. I will help you with what to do when you hit, surpass or fail micro targets over the long term. You will do all three. You will hit, surpass and fail for sure. It is important that in spite of surpassing and failing you do not become over confident or disheartened and give up all together. I will help you get to A to B without ending up at C!

6. Adjust If Necessary

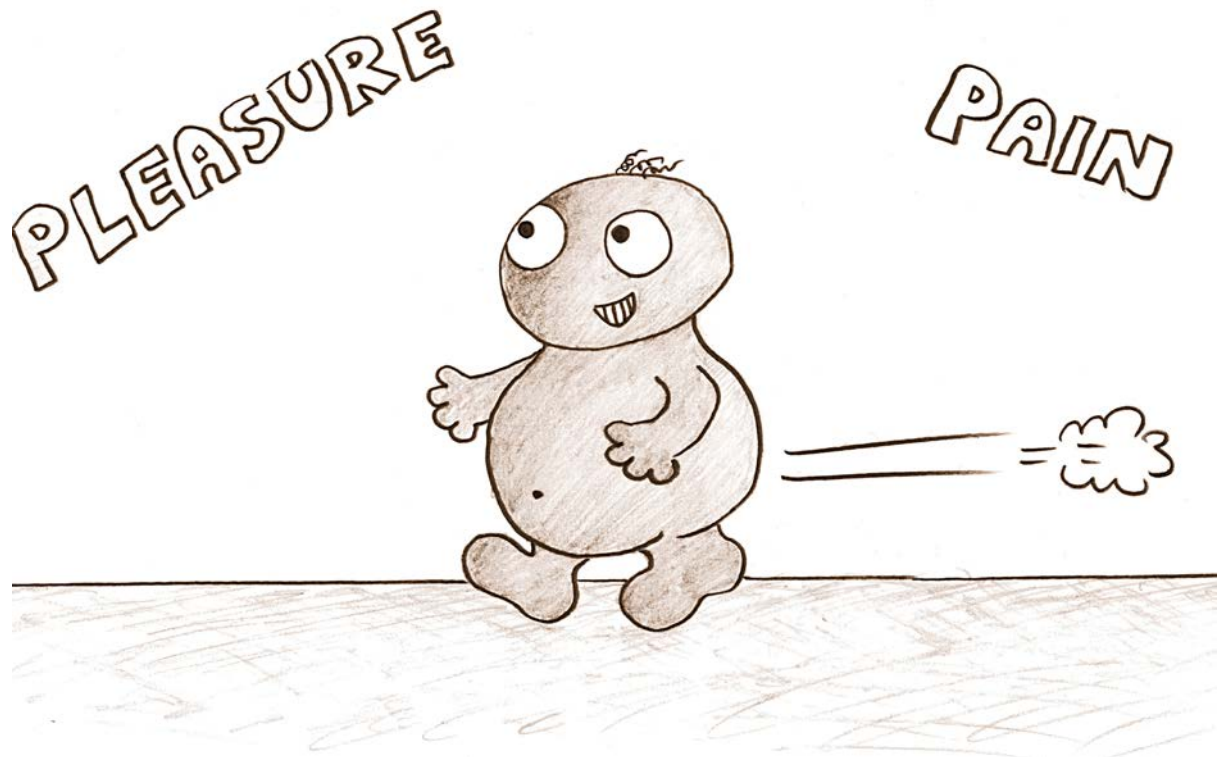
In an ideal world you set your targets and you achieve them. Happily ever after. In the real world however things often don't go to plan AND that's OK. I will show you when it feels and looks like you are heading to C instead of B and what to adjust so you don't lose faith. This is as crucial as Week 1 as it is where a lot of people fail, lose faith and simply put the weight back on.

Chapter 2 - Get Motivated

- Why do we do anything? There has to be something in it for us or we wouldn't do it. Even if you do something for someone else you do it for that feeling of feeling good. Us humans are not that selfless as we might like to think. Another thing about humans are that we are pretty basic when it comes to motivation or getting motivated.

We really only do anything if the pay-off achieves one or both of the following:

Pleasure
Avoidance of pain



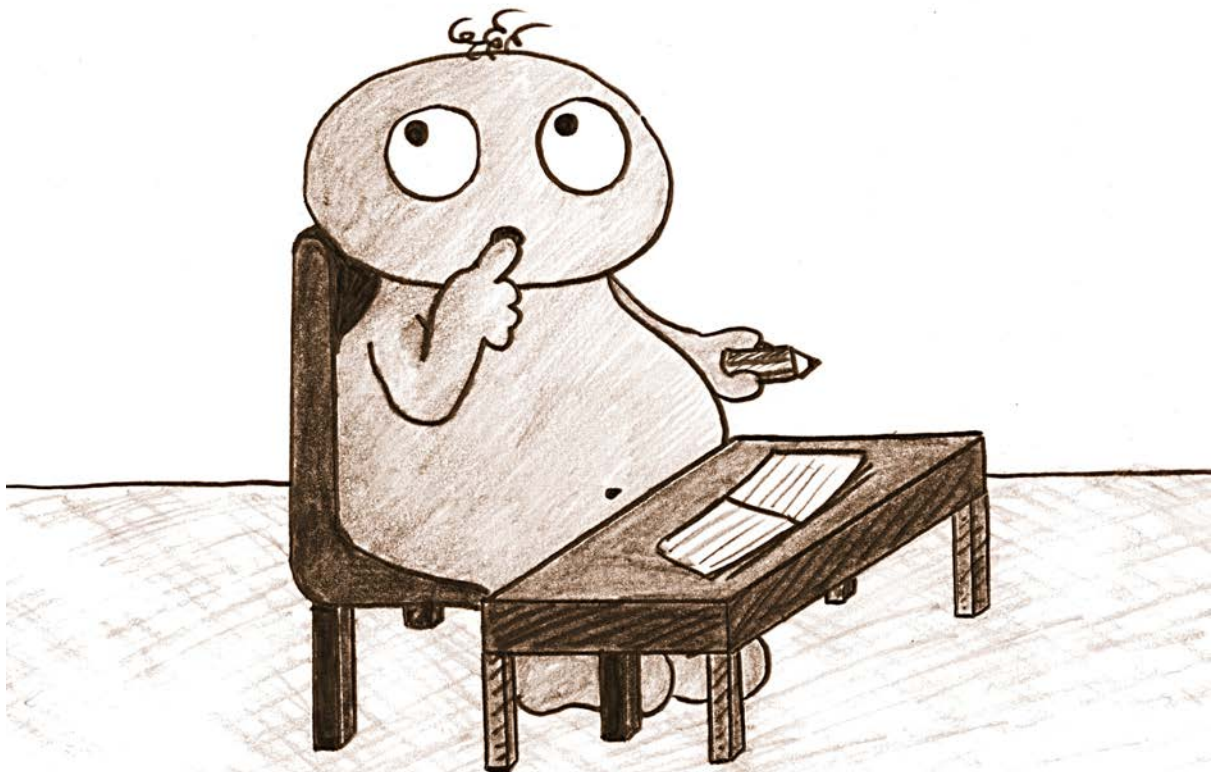
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Stop and have a think about this. Think about whatever you do and what you have done and the motivation behind what you do and have done would have yielded either pleasure or avoidance of pain.

If you are ambitious you may want the pleasure of having nice things or security thus avoiding the pain of insecurity. If you are generous to the people around you you may do this for the pleasure you get from the feeling you get or the avoidance of the pain of the judgement that you may be selfish. If you buy a new car you may do this for the pleasure it gives you from driving a new car or the avoidance of the pain of the judgement that you are not doing well.

Ask yourself which motivates you more? Pleasure or avoidance of pain.

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Have a look at these motivating reasons for losing weight and see which strikes a chord with you:

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Pleasure	Avoidance Of Pain
Healthy Longer life Attractive Role model Desired Popular Married Normal Lighter Sexy Confident Stylish Cool	Death Illness Stroke Disabled Unattractive Lonely Judgement from others Single Being stared out Shame Guilt Abnormal Unstylish

You can keep adding to this list. It is actually better that you come up with your own list. Most will make sense to you but there should be one on the list that really resonates with you. If nothing above resonates then definitely do your list. You probably know it by now from reading this.

My one is death. There is nothing more motivating for me than avoiding death! You can find out more about this in my final chapter but I want to focus on you. What is that word, words or phrase that has brought you to wanting to lose weight?

It is these word, words or phrase that will make sure you carry on reading this book, sticking to the plan and getting to your target. It has to be a word, words or phrase that really goes to the heart of why you are doing all this.

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Here are some examples:

Word

Death

Disability

Fit

Hot

Ugly

Fat

Words

Judgement by others

Feeling like shit

Hate myself

Sexy Mama!

Phrase

Being attractive means I am more confident so I can find a partner and stop being lonely

Being slimmer means a lower risk of heart attack or stroke so I can remain able

Being healthier means I can live longer so I can see, protect and provide for my family

Being skinny means I am hot, fit and sexy

I want to avoid death, illness and disability as I love the life I have

It has to really hit home. Choose your words very carefully. It is these choice of words that can determine your failure or success. Do not progress to the next chapter until you have found your motivating words.

Chapter 3 - Set Targets

Being motivated is only half the battle. The other half is knowing where you want to end up. We need to create a Target Plan. To do this we need to know four targets. The four targets you need to set are:

Start date

Weight

End date

Daily calorie intake

1. Start Date

It is important you set a start date that gives you enough time to prepare for this challenge. So a start date today or tomorrow or even next week aren't good start dates. The mind is a funny thing. If you put a date in the future your mind naturally puts things in place to set you up for the big day.

I would suggest a start date of anywhere between 2 to 4 weeks away. Anything further away you run the risk of losing interest.

Have a think about the day and date you choose as well. Should you choose a weekday or a weekend? Saturday may not be the best start date if you like indulging on a girls night out every Saturday. Yes you will have to deal with those Saturdays but just make sure it is not the first day you have to deal with!

Are any significant dates unsuitable due to commitments? If you always go out at the end of the month as it's payday then avoid this as the start date. You want to make the first day the easiest to succeed as possible.

A good start day would be a day where you have full control over the food you will be eating and you will be at home. So if you always have Sunday lunch at your mum's avoid it being on a Sunday.

EAT ANYTHING

I would also think about the day before the start date. You want to be waking up in your own bed on the morning of the start date. So make sure you go to bed in your own bed the day before your start date.

Bearing all these factors above pull out your calendar and choose a start date. Yes I really mean it. You need to choose a start date. It's all becoming very real now isn't it? Once you choose a start date it becomes real. You will feel strangely really good once you set your start date. Don't feel shy and let everyone know. The more people you tell the more likely you will start. You don't want to look like a fool coming up with bogus start dates now do you?

This is the first real step of your journey to becoming your target weight. Now since I've mentioned your target weight let's determine this next. Read on.

2. Weight

Imperial Or Metric?

Should you use pounds, kilos, stones or stones and pounds? The simple answer is whatever you are most familiar with. If your target weight of 65Kg sounds more motivating than 10.23 stone then choose Kg. It's whatever you're used to. There is no need to force yourself in to the metric system if you are hard wired in to the old fashioned imperial system. You don't need to clutter your mind up with complex conversion calculations. This is your journey and we are going to keep it personal!

So now for the 64,000 dollar question. What weight do you want to be? Whatever the weight you choose it has to tie in with your motivating words. Your target weight will either be looks based or health based.



Looks Based

If your motivating factor was to be more attractive then you should have some idea of what size you want to be. If it's size 8 or waist 30" you need to have a rough idea of what weight you would need to be to get to that appearance.

Have look at these 2 tables which show average weights for specific waistlines, dress sizes and height to help you choose your target weight. One for men one for women.

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MEN

Waist Height	26"	28"	30"	32"	34"	36"
5ft 150cm	43kg 95lbs	48kg 106lbs	53kg 117lbs			
5ft 2" 155cm	48kg 106lbs	52kg 114lbs	56kg 123lbs	59kg 130lbs		
5ft 4" 160cm	53kg 117lbs	58kg 128lbs	63kg 139lbs	68kg 150lbs	73kg 161lbs	
5ft 6" 165cm	58kg 128lbs	62kg 136lbs	66kg 145lbs	70kg 154lbs	75kg 165lbs	80kg 176lbs
5ft 8" 170cm	63kg 139lbs	67kg 147lbs	72kg 158lbs	76kg 167lbs	80kg 176lbs	84kg 185lbs
5ft 10" 175cm	68kg 150lbs	72kg 158lbs	76kg 167lbs	80kg 176lbs	83kg 183lbs	86kg 189lbs
6ft 180cm	72kg 158lbs	76kg 167lbs	80kg 176lbs	85kg 187lbs	89kg 196lbs	93kg 205lbs
6ft 2" 185cm	77kg 169lbs	81kg 178lbs	85kg 187lbs	89kg 196lbs	95kg 209lbs	100kg 220lbs
6ft 4" 190cm		83kg 183lbs	88kg 194lbs	93kg 205lbs	98kg 216lbs	102kg 224lbs
6ft 6" 195cm			90kg 198lbs	96kg 211lbs	102kg 224 lbs	107kg 235lbs

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WOMEN

UK Dress size	6	8	10	12	14
Height					
4ft 8" 140cm	33kg 73lbs	41kg 90lbs	49kg 108lbs		
4ft 10" 145cm	36kg 79lbs	39kg 86lbs	42kg 92lbs	45kg 99lbs	
5ft 150cm	41kg 90lbs	43kg 95lbs	46kg 101lbs	48kg 106lbs	50kg 110lbs
5ft 2" 155cm	45kg 99lbs	47kg 103lbs	50kg 110lbs	53kg 117lbs	55kg 121lbs
5ft 4" 160cm	49kg 108lbs	52kg 114lbs	55kg 121lbs	57kg 125lbs	60kg 132lbs
5ft 6" 165cm	53kg 117lbs	56kg 123lbs	59kg 130lbs	62kg 136lbs	65kg 143lbs
5ft 8" 170cm	57kg 125lbs	60kg 132lbs	63kg 139lbs	67kg 147lbs	70kg 154lbs
5ft 10" 175cm	61kg 134lbs	64kg 141lbs	70kg 154lbs	73kg 161lbs	75kg 165lbs
6ft 180cm	65kg 143lbs	69kg 152lbs	73kg 161lbs	77kg 169lbs	80kg 176lbs
6ft 2" 185cm	69kg 152lbs	73kg 161lbs	77kg 169lbs	81kg 178lbs	85kg 187lbs

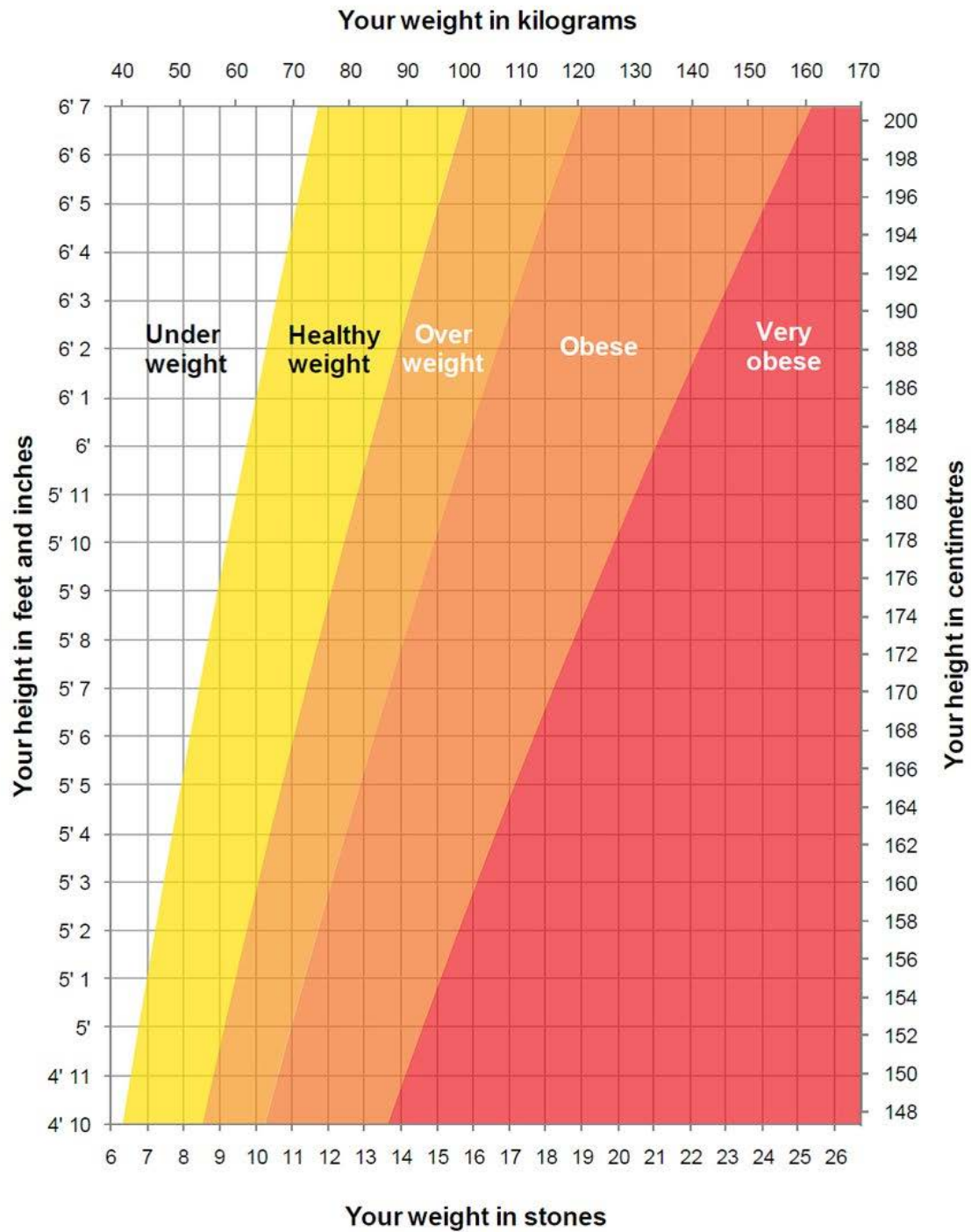
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You know your body better than me so choose a target weight that you think will be a weight you would look like how you want. You may know a time in the past when you considered yourself attractive and you knew what weight that was. So you may already know your target weight however please give this some thought.

Health Based

If your motivating factor was fear of illness and stroke then having a healthy Body Mass Index(BMI) is what you should be aiming for. Look at this graph below to help you determine what a healthy weight would be:

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Choose the weight you want making sure it falls within the healthy weight range in yellow. It has to be a target weight you think will be the weight that will bring you health.

Ok, so do you have the magic number? If not reread the above and decide. No hurry. It needs to be the number that delivers to you what you want. If it would be nice to 70Kg but you would love to be 65Kg then it has to be 65Kg. You really need to be committed to it. Once you have your target weight we then need to work out when you will be this target weight. This is called your end date.

3. End Date

So you know how much you want to weigh but by when? Tomorrow would be nice but we all know that is unlikely and in most circumstances impossible! What we need to ask ourselves is how much can I lose per day or per week.

General agreed thinking is that one pound of week weight loss is safe, sensible and achievable. Considering that fast weight loss has been proven to be dangerous I would steer towards a number that is close to the one pound a week weight loss.

Once you have chosen either imperial or metric then decide a realistic weekly weight loss. My suggestion is either one pound or 0.5Kg per week. I want you to run with this unless you have a good reason for another loss rate.

Calculating your End Date

So using simple maths we can work out how many weeks it is going to take for you to get to your target weight.

If you are 75Kg and your target weight is 65Kg then you want to lose 10Kg then it's going to take:

10Kg divided by 0.5 which equals 20 weeks.

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If you are 10 stone 3 pounds and you want to be 9 stone then you want to lose 17 pounds then it's going to take:

17 pounds divided by 1 which equals 17 weeks or 119 days.

So you have your start date and you know how long it should take thus you get to your end date by looking at your calendar.

4. Daily Calorie Intake

Now we need to know how many calories you need to eat on a daily basis. To do this we need to use some current stats about you, your target weight and the number of days you have set to lose this weight in to the online Body Weight Planner.

Visit: <https://www.niddk.nih.gov/bwp>

And enter your details.

Tips on using the Body Weight Planner:

Switch to expert mode by clicking on the top right

When estimating your physical activity level be prudent. Put 1.4 which is the lowest if you can.

Keep physical activity change to 0%

Click on “calories” as the initial result shows kilojoules

Once you have inputted all the figures you will get the magic number. This is the total amount of calories you can consume every day to get to your target weight by the date you have set.

Now the next bit is extremely important. Read on.

Create The Target Plan



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Fail to plan you plan to fail. We all know that. So we now need to create the Target Plan. This will show you how to get from A to B in numbers and dates. How much and by when. I create this using google sheet within my email by visiting here:

<https://docs.google.com/spreadsheets>

You can use excel or any other online excel type of program. It's best to have it online so you can look at it and update wherever you are. You can still create something on paper if you so wish and there is a blank one at the end of this chapter for you to use.

Let's say my start date is 8/11/17, my current weight is 77.5Kg and not expected to rise, my target weight is 67Kg and my target daily calorie intake is 1400 calories then the Target Plan would look like this:

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Daily Calorie Intake:		1400	
Date	Target Weight (Kg)	Actual Weight (Kg)	Total loss
8/11/17		77.5	
15/11/17	77		
22/11/17	76.5		
29/11/17	76		
6/12/17	75.5		
13/12/17	75		
20/12/17	74.5		
28/12/17	74		
3/1/18	73.5		
10/1/18	73		
17/1/18	72.5		
24/1/18	72		
31/1/18	71.5		
7/2/18	71		
14/2/18	70.5		
21/2/18	70		
28/2/18	69.5		
7/3/18	69		
14/3/18	68.5		
21/3/18	68		
28/3/18	67.5		
4/4/18	67		

So you can see from above each row represents a weekly target for you to aim for by a certain date. This is what you live and die by.

You then record your actual weight in the 3rd column. You must record your actual weight at the same time every day. I usually do it when I have just woken up after I have just gone to the toilet and not drank or eaten anything. I suggest you do so also. If that is not convenient just make sure you are choosing a time in the day where you are doing a proper like for like

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comparison. So if it is in the middle of the day before lunch make sure that it is always as such. Try and weigh yourself naked without jewellery. If that's not possible just make sure you are wearing the same each time you weigh yourself.

In the fourth column you record the total loss from the time you started. So this will show how much weight you have lost since the start date. I like to know this number as it reminds you that even if you don't hit target that week you can still see that you have lost weight overall.

If you don't want to use something online or excel here is a blank one to fill out in this book:

[illegible]

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I cannot stress how important it is to create a Target Plan. You really need to see in numbers how the future looks in detail. This is the best way to do it. Keeping track of your progress really helps with motivation also. So do not skip this task. Ok? You promise me? Great. Thanks!

Chapter 4 - Get Prepared

OK so you have your start date set. If you have followed my advice it's about 2-4 weeks away. What should you be doing to prepare? Your preparation can be split in to the following categories:

1. Identifying your eating style
2. Learn how to calorie count
3. Get the food
4. Get the tools
5. Mentally prepare
6. Prepare others around you

Identifying your eating style

We all have our own eating style. For some it's a big breakfast, snack in the afternoon and a big dinner when you get home. For others it maybe different. Therefore we need to think about when we actually eat and how much. Now let's split the day in to 6 eating times:

Breakfast

Morning snack

Lunch

Afternoon snack

Dinner

Evening snack

Then if I were to number the most common type of eating styles which one or ones do you think you are:

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	Breakfast	Morning Snack	Lunch	Afternoon Snack	Dinner	Evening Snack
1	x	x	x	x	x	x
2	x		x		x	
3			x		x	x
4	x				x	
5	x	x	x	x		
6			x	x	x	x

Are you type 1 who eats often? Are you a traditional eater who has breakfast, lunch and dinner only? Or are you the breakfast skipper and type 3 or 6? Or maybe it's none of these. Maybe it's different for weekdays than it is for weekends. Fill out this blank one to try and help yourself identify your eating styles:

	Breakfast	Morning Snack	Lunch	Afternoon Snack	Dinner	Evening Snack
1						
2						
3						

So you should have a better understanding of your eating style. Now we need to chop your target daily calorie intake and plonk it in the sections so we know how much you can eat and when.

This best described by way of an example. Let's say you have a target daily calorie intake of 1,400 and you have the following eating style:

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Breakfast	Morning Snack	Lunch	Afternoon Snack	Dinner	Evening Snack
x		x		x	x

You like a small breakfast, medium lunch and large dinner topped off with a small evening snack. Then the 1,400 calories would tend to be split roughly like this:

Breakfast	Morning Snack	Lunch	Afternoon Snack	Dinner	Evening Snack
200		400		600	200

It doesn't have to be exact but this should be roughly what you should be aiming for. I'm not going to tell you what to eat as you can eat whatever you like. Just make sure the calorific content in total for each eating time is within these numbers. I will show you later how to identify how much calories are in each meal. But for the time being just get used to the numbers.

2. Learn how to calorie count

It is really important to know the calorific content of what you are eating and drinking. Food and drink that is bought from any shop or supermarket can be split in to 2 distinct categories:

- i) Calorie Content Displayed
- ii) Calorie Content Not Displayed

Calorie Content Displayed

It should be easy to count the calories of something you are eating or drinking. Most food and drink tell you on the labelling what the calorie content is per 100g plus a typical serving.

The number you should be looking for is the number preceding “Kcal”. Now be very careful. Food retailers are conscious of us calorie counters and they try and trick you into thinking what you are eating is low calorie or make it hard to calculate. The way they do this is:

Trick	How They Do It
Say a single portion is a double portion	<p>You pick up a ready meal which is clearly for one person but they say it is for two persons. Then they state the calories per half pack. Very naughty!</p> <p>So you have to double the number to get the total calorie content.</p> <p>Be aware they may even say a single portion serves 3 or even 4 people. So as they say always check the label.</p>

EAT ANYTHING

They quote a serving that is hard to measure out	<p>They put on the label a typical serving is 88g and they quote the calories for this serving. This forces you to find out how much the packet weighs which they make it hard to find. Once you find it the packet weighs 315g which isn't easily divisible by 88g.</p> <p>In this instance you can either get your calculator out or just guesstimate the amount. In this example 88g is roughly a quarter of the packet. It depends on how confident you are with numbers. The other alternative is to avoid food like this and teach the manufacturer a lesson!</p>
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Calorie Content Not Displayed

Food and drink that do not have calorie content not displayed are:

Alcohol
Loose fruit
Loose vegetables
Fresh meat
Fresh bread

To calorie count these you have to go to google.com and input "calories apple" or "calories potato". Make sure you look at the calories per item and not per 100g. So you would want to be looking for the calorie content of say a small apple or medium sized potato depending on what you are eating.

To give you a heads up you will be surprised how some of this non labelled food is low in calorie. But I will let you discover that for yourself as you know what you like.



3. Get The Food

You will be eating in and eating out. Let's see how we can prepare for this.

Eating In



There are three strategies when it comes to eating in and sticking to your target calorie intake:

EAT ANYTHING

	Strategy	How To Prepare
1	Eat <i>less</i> of the same food and drink	Just keep on buying and stocking up of what you normally buy but maybe buy less. No real preparation needed here then!
2	Eat the <i>lower</i> calorie versions of the same food and drink	<p>Start hunting down the lower calorie versions of what you like. My favourite is the low salt and sugar Heinz baked beans which is around 30% lower in calories and tastes EXACTLY the same.</p> <p>So start buying them and see if you like them. You never know you might lose some weight before your start date!</p>
3	Find <i>new</i> food and drink which are low in calories	If you fancy trying something new then now is the time to start. Start browsing the isles of ALL the supermarkets AND local shops. It's surprising what you can find in supermarkets you don't normally go to or independent convenience stores. Just make sure they are low in calories!

Eating Out

You will find yourself eating in chain and non chain restaurants. Knowing what to order will be key to your success.

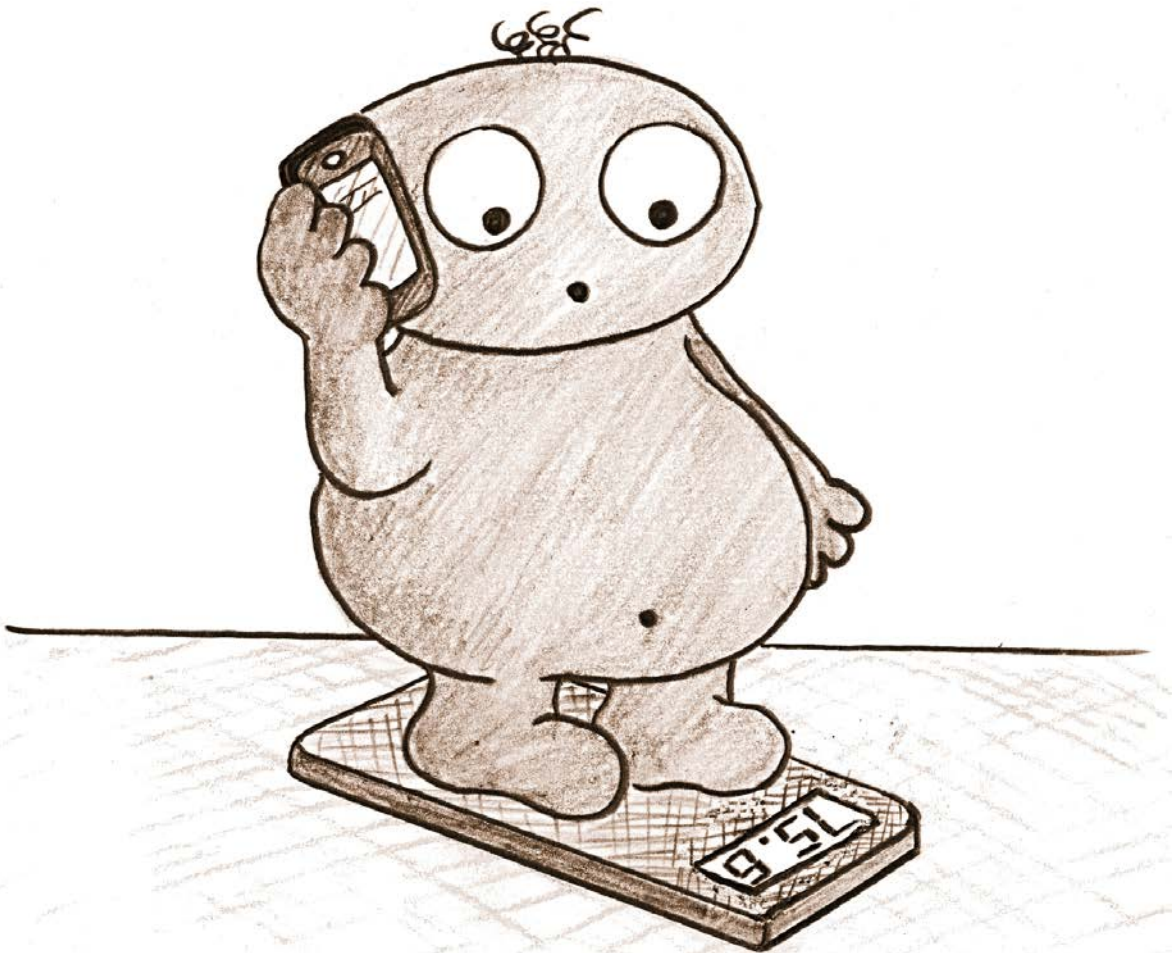
	How To Prepare
Chain Restaurants	<p>It's good to know the calorific content of what you are going to be ordering. The great thing about chain restaurants is that they have websites full of information specifically nutritional information.</p> <p>So go to google and type in "nutrition mcdonalds" and you get all the information you need. You can now work out what you can eat when you next go to that restaurant when you will be calorie counting. It may mean that you don't go for the large fries and large coke and switch to the normal fries and diet coke. Or maybe stay with the large fries and normal coke but realise you can't have your evening snack when you get home.</p>
Non Chain Restaurants	<p>You are now in the wild wild west! You will have no idea how many calories are in each item so you will have to do your research online for dishes similar. So if Chapati is your frequent choice then just run a google search to get an approximation of calorie content. If you always order two then prepare to order one. As long as you know how many calories you will be consuming will be really helpful when you do come to order past your official start date.</p>

4. Get The Tools

You need to get the tools of the trade if you are serious about this. These “tools” are essential for this weight loss program to work. You really only need 2 things and you probably already have them anyway:

Digital weighing scales
Smart phone

EAT ANYTHING



1. Digital Weighing Scales

If you have an old weighing scale that your mum gave you with a needle as a pointer where you need a magnifying glass to read the weight then it is time for an upgrade! One pound a week or 0.5Kg is quite a small increment and may get lost on an old scale. 75Kg may look like 75.1Kg and you could think you are not losing weight when in fact you are.

So invest in a brand new branded digital weighing scale so that you can see the incremental loss or gains clearly. Most scales cater for the old imperial measurements as well. So if you are sticking to stones and pounds make sure the digital scales has the option to do so.

2. Smart Phone

The main reason you should have a smart phone is you need access to google quickly and easily. This is because if you need to know the calorific content of something you are about to eat or have just eaten you can get it straight away and then budget accordingly.

I don't need to go on about how great google is as we already know how helpful that search engine is. You just have to use it to make sure you are not exceeding your target daily calorie intake.

Also using the calculator on the phone is very handy if your mental arithmetic is not that good. You can use it to keep track of the calories you have consumed or work out how many calories are in an actual portion.

5. Mentally Prepare

On the face of it losing weight is all about the body. But when you really think about it losing weight is all about the mind. It is your mind that decides what you put inside your body. It is your mind right now who is questioning what you eat. It is your mind who has decided enough is enough and is going to lose weight. It is your mind that is taking in the words on this page contained

EAT ANYTHING

within a book titled Eat Anything Diet, Lose Weight Without Exercising AND Eating And Drinking What You Like INCLUDING Carbs AND Alcohol!

So accepting that your mind is the key player in your mission to lose weight we need to *prepare* the mind to ensure success. The best preparation you could ever do for your mind comes down to one thing. That thing is.....

Belief

Without getting all metaphysical on you (as that's another book!) if you don't believe you can lose weight then you won't. It's as simple as that. Your mind is so powerful that even if you do start to lose weight you will put it all back on anyway because you believe you should be your current weight.

So do you believe you can be your target weight? Really? I have some helpful tasks you can do to make you really believe you can be slim and healthy. You may not agree with some of them and that's ok. Just find the ones you do and do those.



	Task Name	What To Do
1	Is it feasible?	<p>You need to establish to your satisfaction whether this method is feasible as best you can. If you don't think it's feasible you will simply give up too early and you will say "it was never going to work in the first place".</p> <p>So go to google and start searching. See if authoritative websites can back up my claim that if you calorie count you can lose weight. A good search term would be:</p> <p>"Can I lose weight counting calories"</p> <p>I always find what is said on the NHS website reliable as it's one of the highest funded health service in the world!</p> <p>You need to address <u>all</u> doubts you may have of this diet. If you can eliminate all doubts you have then you will be fully committed. You will then think you actually have a weight loss system that actually works. If you have faith in this system you will have belief. And that's what this task is all about. Making you believe it can happen.</p>

EAT ANYTHING



2	Has anyone done it?	<p>You may be the sort of person that needs to see evidence. Evidence that people have actually lost weight by calorie counting. The best evidence you could get is from someone you know who has lost weight and you believe what they say. Do you know anyone who has lost weight and you know well?</p> <p>You can also read real life stories of people who have lost weight by calorie counting. Again go to authoritative sites such as the NHS who cannot put bogus stories up of miracle weight loss. You need to convince yourself that it has worked for other people. If it has worked on other people then it could work for you.</p>
3	Can I do it?	<p>If you have done the research on real life people losing weight it should focus your attention on whether <i>you</i> can lose weight. Could you be one of these real life stories? Do you have the attributes of these everyday people you have just read about or are you lacking somehow?</p> <p>Asking yourself these questions will help you home in on issues you may have so you can address them before you start. Will power is the usual one but if that's the case just reread the chapter on motivation and that should sort you out!</p>

EAT ANYTHING



4	Visualise	<p>One way to turbo charge your belief is to visualise yourself slim. If you can see it in your mind then you can be it.</p> <p>When you daydream, just before you go to bed, when you have a quick 5 minutes to yourself or when you're driving and zoning out picture yourself slim.</p> <p>When you get really good at it turn it in to a full colour video and audio clip in your mind doing the things you thought you couldn't do because of your weight. Match the weather to the date you expect to hit your target for maximum effect. So if your expected target weight is expected to be in July then see yourself in your swimwear on the sun lounger and everyone admiring you.</p> <p>Everything you see around you was a thought in someone's mind. They saw it first and then created it. That applies to you too. See yourself thin and you will be thin. Trust me.</p>
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So is this weight loss system feasible?

Have you got the evidence that other people have done it?

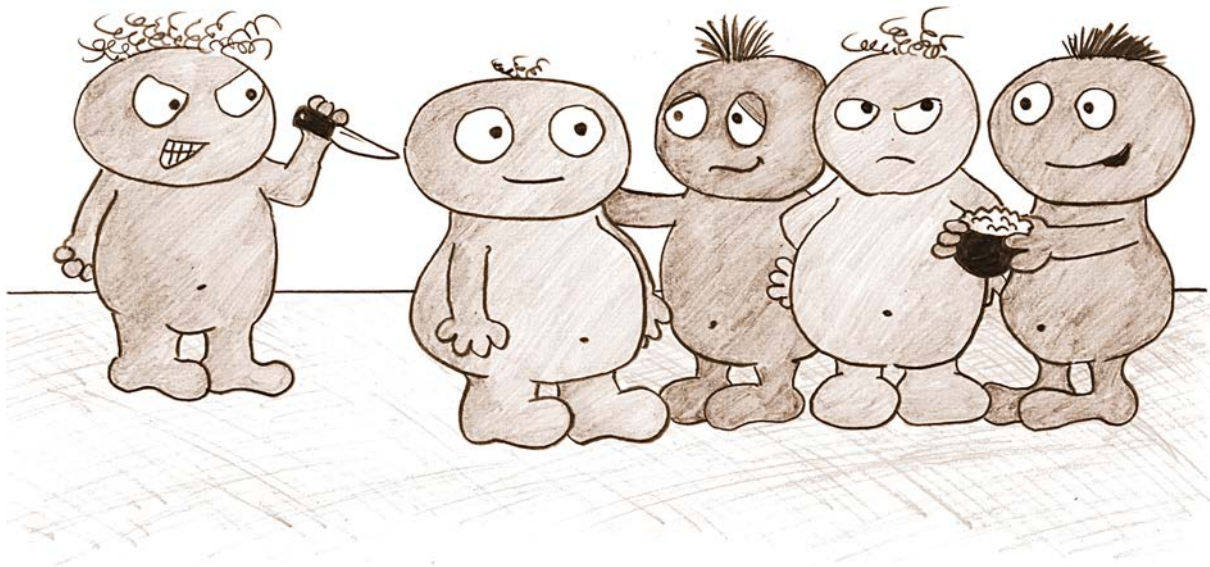
Have you got the skills to do it?

Can you see yourself slim?

If you answered yes to all of those four questions then you are mentally prepared. If not work on the tasks above so you are ready for your start date.



6. Prepare Others Around You



Okay so you are all prepared to lose weight but are the people around you prepared? Now if you are headstrong it shouldn't really matter about the people around you but you are only human! Other people can subtly take you off course without you or them realising it. I group these people in to 4 types:

- i) Comforters
- ii) Sabotagers
- iii) Feeders
- iv) The Jealous

- i) Comforters

These are people who are comfortable with the weight they are but uncomfortable with where you are heading. They like you being overweight

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together with them. Their motivation for wanting you to fail is not coming from a place of evil but more of being left behind. Yes it has been fun pigging out together but needs must so you may need to tell them that the binge sessions might not be happening so frequently.

My advice is to tell them that you have decided to lose weight and hope that they respect that. So when you are out together in a restaurant they don't try and make you eat more than what you want to. If they do then it might be that you find something else to do with them other than dining out.

ii) Sabotagers

There are some people out there that just love to see you fail. Again it might not be coming from a place of evil but from a place of poking fun however it can have an effect. Be conscious of those sort of people as as much as it's fun taking the mick out of each other you have serious business to attend to like LOSING WEIGHT.

In this instance it might not be best to tell them you are embarking on a weight loss exercise for the next x months as you will just be giving them ammunition. Unless of course you would love to see them try to sabotage you and spectacularly fail!

iii) Feeders

Feeders are people who like to feed you. My wife and my mum spring to mind when I think of feeders. It comes from a place of love but during your weight loss period it will be unrequited love! You definitely have to tell your feeders you are starting a program to lose weight.

They will either listen and alter the size portions or not listen and carry on serving you the same size portions. Then the ball is in your court. You either make sure you eat nothing else in the day to accommodate their portion size or simply leave some of the food on the plate. They will understand....in the long run.

iv) The Jealous

This last lot of people may catch you off guard as you may not know who they actually are. We live in a competitive world and if someone gets wind that you are trying to improve yourself they may do things to prevent you achieving what you want. This is just life. Their motivations only come from an evil place and may or may not be someone you consider as a friend.

If you suspect someone envies you or is jealous of you then you simply have to prepare to say good bye to them for a while and avoid them. Now I know may not be that easy as they could be a work colleague or similar however they will try and bring you down, encourage you to lose faith and interfere with your plans. You don't need this sort of person when you are in your losing weight period. If you can't avoid them keep time spent with them to a minimum. Fortunately for me I haven't come across anyone who was jealous of what I was achieving (that I know of!) but just be aware as you never know.

EAT ANYTHING

So now before you progress to chapter 5 you should:

Clearly know what eating style(s) you are going to follow

Know what you are going to eat

Invested in some digital weighing scales and smart phone

Got in to the right mindset to lose weight

Thought about future interactions with spouse, family, friends, work colleagues and enemies!

If you can say you have done all of that then welcome to the new you. Your life is about to change.....for the good.

Chapter 5 - Start

I am going to go in to detail about the following day or days:

The day before the start date

Day 1

Days 2-6

Day 7

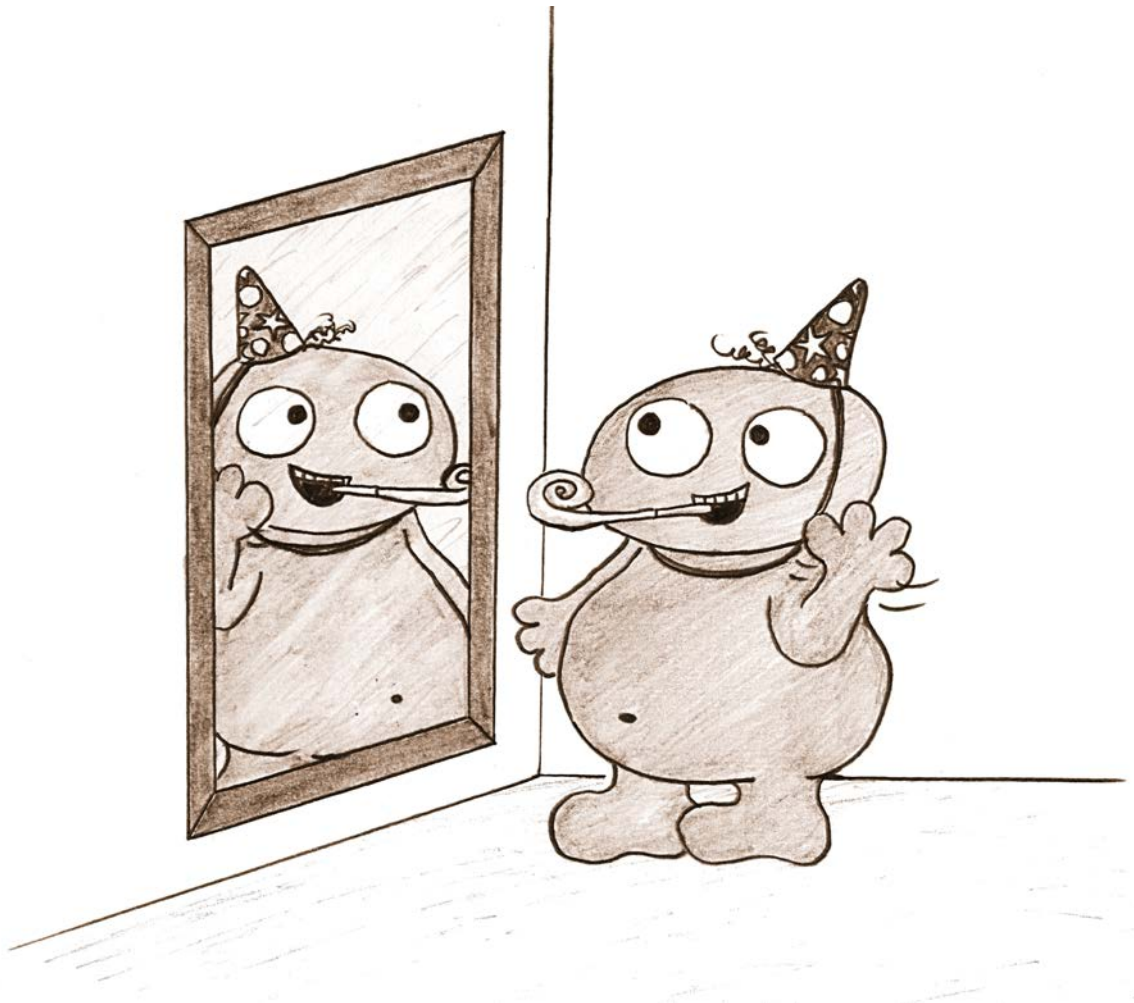
Day 8

1. The Day Before The Start Date

As a minimum you should have your Target Plan, digital scales, smart phone and the food you plan to eat for tomorrow. If you are missing any of these make sure you spend this day getting them. Once you have got these and their in your possession I have a little treat for you.....

I want you to celebrate!

EAT ANYTHING



I want you to celebrate the end of the old you and the arrival of the new you. So celebrate however you wish. Eat what you want and drink what you want in whatever quantities you so desire. Yes really. I want you to mark this day. It's a day worthy of celebration. I want you to remember this day as you are saying good bye to the old overweight you. You are moving on. You will be entering a new chapter of your life so treat yourself.

Today is not the day to worry about your weight. That all starts tomorrow. So order that take away, go out to that favourite restaurant of yours, order that calorific Prosecco.....and remember this day.



2. Day 1

Ok today's the day. Hope your head is not too sore from the night before. This day is so important. I cannot stress to you the importance of following through on what I've told you to do. If you do Day 1 right you will have a much higher chance of success of reaching your target weight. If there is any one day I want you to do as I tell you it is this one. So please, please, PLEASE do it.

I want you to do two things today:

Weigh yourself (that's easy!)

Stick to your eating plan (moderately easy)

If you don't do both of these things today I want you reset your start date. I'm serious. So if you are thinking of not following through then just realise you have to start again. You don't want to do that do you? I thought not.

i) Weigh Yourself

Get on those lovely new shiny digital scales and record your weight on your target plan. Try and do it when you wake up after you have gone to the toilet and naked. This is when you will be lightest.

You have to record it on your Target Plan as this now triggers the target weights for all the forthcoming weeks. You should now be able to see your Target Plan with the actual real numbers you need to hit in the future.

Without your Target Plan you are nothing. This is why it is vitally important to record your current weight within your Target Plan as it is the roadmap of your future.

Weighing yourself and recording it on your Target Plan should have been easy to do. The next bit is little bit more tricky.

EAT ANYTHING

ii) Stick To Your Eating Plan

I hope you have thought of what eating style you were adopting today. It should be your usual eating style that you are accustomed to for this day. I also hope you know what you are going to be eating today and in roughly what quantities.

You have thought long and hard about this day so there should be no surprises or chance invites out as this day has been planned. All you need to do is eat what you set out to eat. You know you can eat what you want just not in the quantities you used to.

In order to stick to your eating plan you just need to eat LESS. Less is the keyword. If you eat less of what you like you will succeed. I'm not asking you eat what you don't like I'm just asking you to eat less.

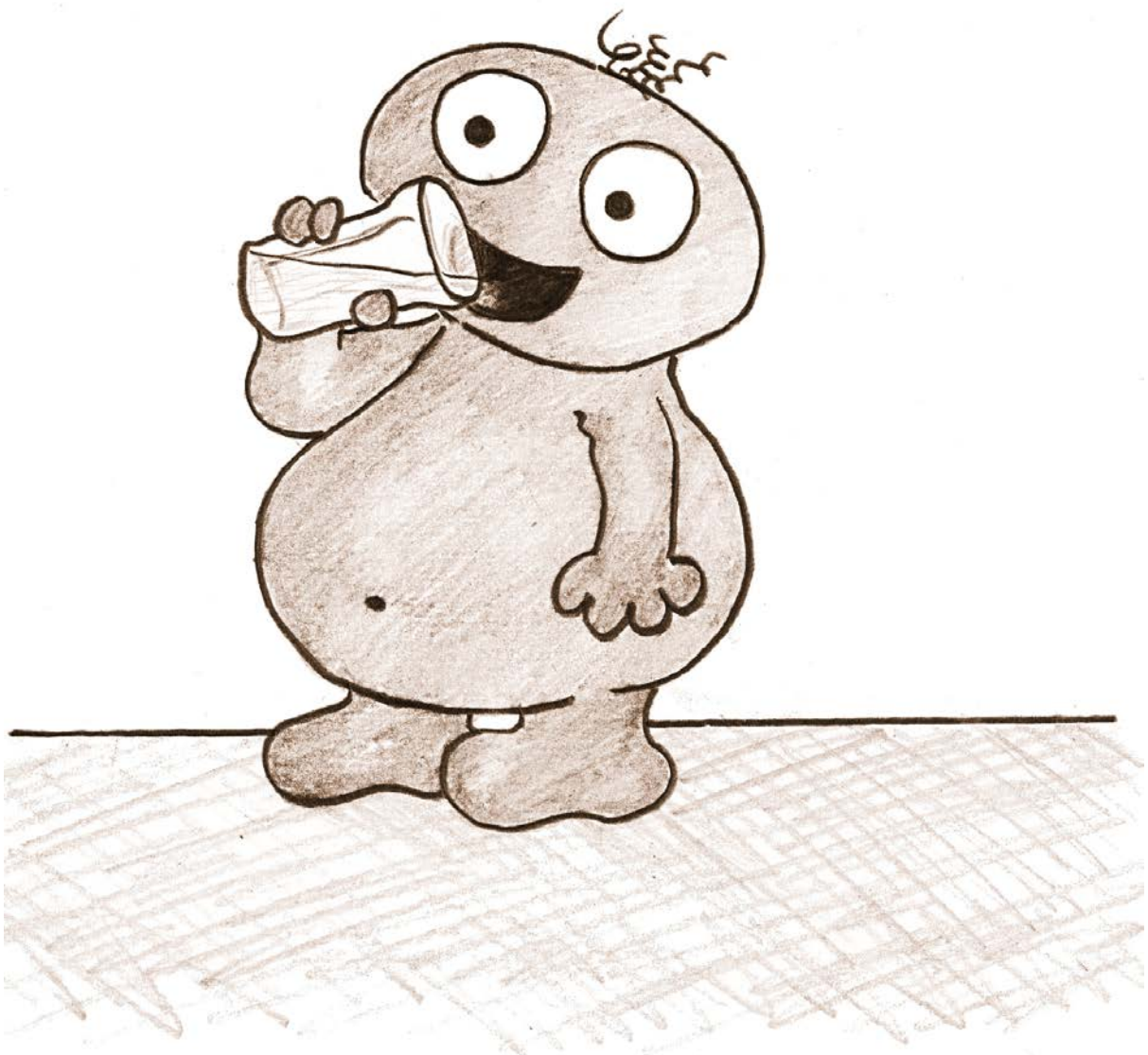
So what you really need to succeed on Day 1 are tips specifically on eating less. Lucky for you I have these 10 killer tips that actually work. Some are obvious and some less obvious. Sometimes things are so obvious they get missed so they need to be pointed out. Now you don't have to use all of them. You may not need to use any tips because you are so damn motivated! But for the rest of us the more tips you use in combination the better chance of success. Here are the best tips on eating less money can buy!:

- Have a cold drink before you eat
- Switch the TV off
- Put less on your plate
- Put less in your mouth
- Use a fork
- Eat slowly
- Put cutlery down
- Never Eat From The Serving Bowl Or Family Pack
- Don't clear away so quick
- Brush teeth when consumed final food

EAT**ANYTHING**



1. Have a cold drink before you eat



EAT ANYTHING

Most people do it the other way round. You have your food then your drink. Well guess what guys....we've been doing it all wrong. If you have a cold drink (preferably zero calorie) before your meal it does three things:

i) it fills you up - all that water has to go somewhere and fortunately that's in your stomach! If there is less space in there to fill it up with food you will naturally eat less.

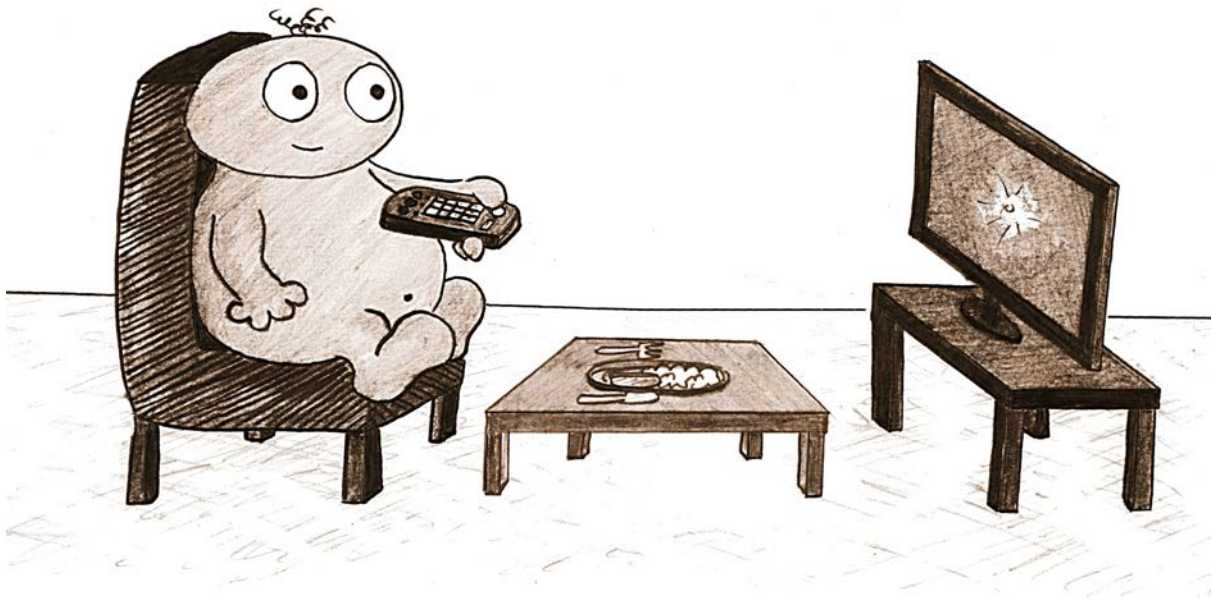
ii) it speeds up your metabolism - it has been scientifically proven that drinking water can increase your metabolism by up to 30% so you will burn calories quicker.

iii) burns calories - if the drink is very cold it causes your body temperature to drop and then your body burns about 8 calories to bring your temperature back up to normal.

So have a nice ice cold glass of coke zero or whatever your choice is BEFORE you eat.



2. Switch the TV off

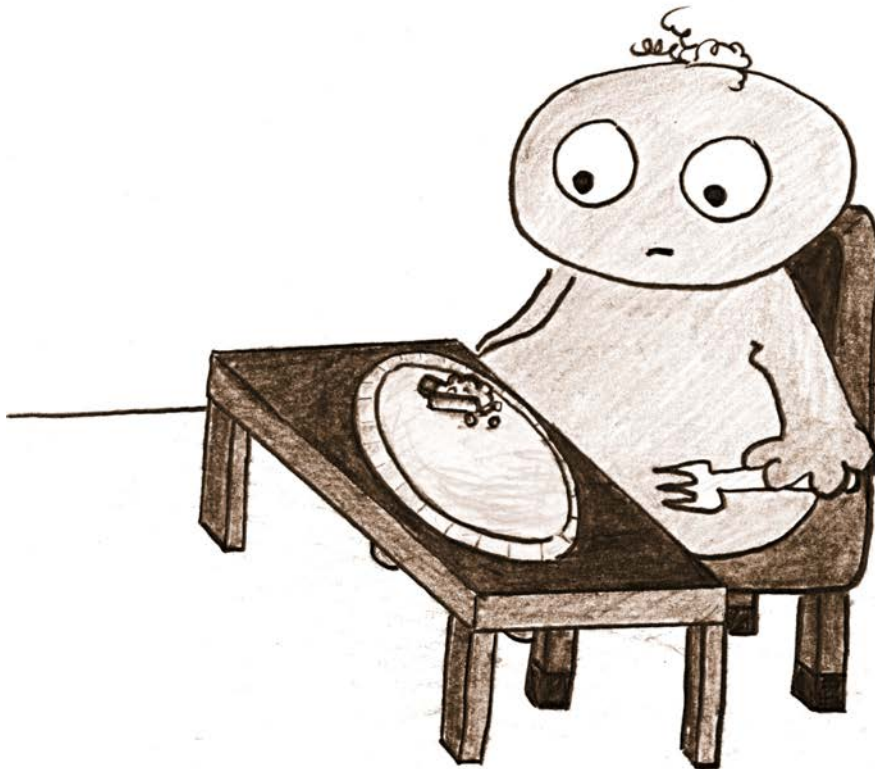


Research has shown that if you switch your TV off whilst sitting down for dinner it has two effects:

- i) You hear yourself chew which makes you eat less. Yes really. The sound of chewing for some unknown reason makes you eat less. If you have the TV on you can't hear yourself eat and will tend to eat more.
- ii) You concentrate on what you eat. Because you are not distracted by the TV it makes you more mindful of what you are eating and you eat slower and chew for longer. So don't reach for the remote at dinner time. OK?



3. Put less on your plate



We are compelled to finish what is put on our plate. I remember when I was a kid at school the dinner lady wouldn't let you leave the table and go out and play until you have finished all your food. So the positive feedback loop that

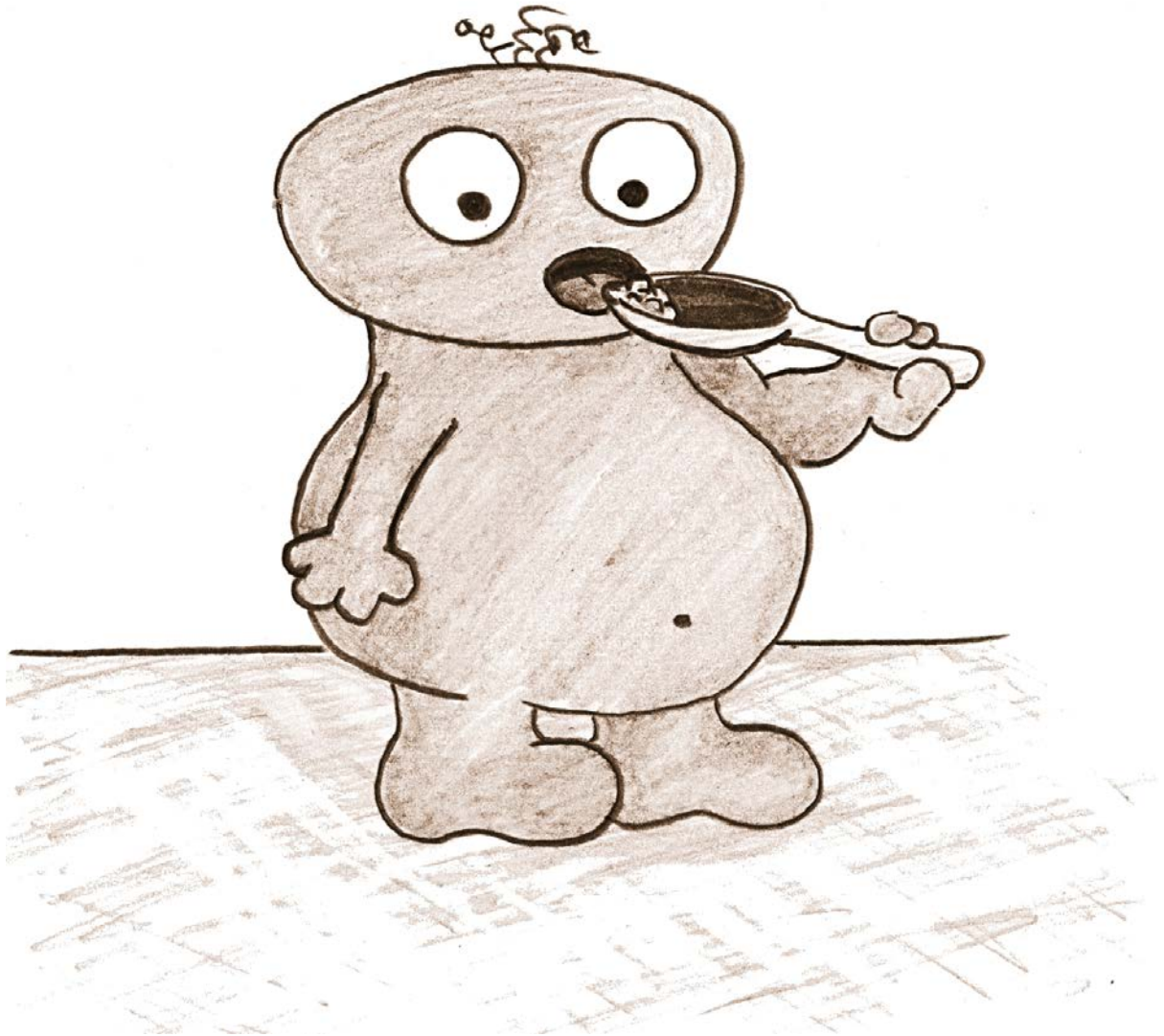
EAT ANYTHING

got created was clearing my plate = going out to play. You probably had a similar positive feedback loop created somehow in early childhood. “Food is expensive so don’t waste it” or “eat it up for mummy and be a good boy” has probably been hard wired in to your thought patterns. We are psychologically driven to finish the whole plate.

So the trick is don’t fill your plate. Reduce it by whatever it needs to be so you stay within your target daily calorie intake. If you have budgeted 200 calories for your evening snack and the full portion is 400 calories simply put half the portion on the plate and the other half either back in the fridge or in the bin. If you’re eating out order off the kids menu. It will probably be tastier as well!



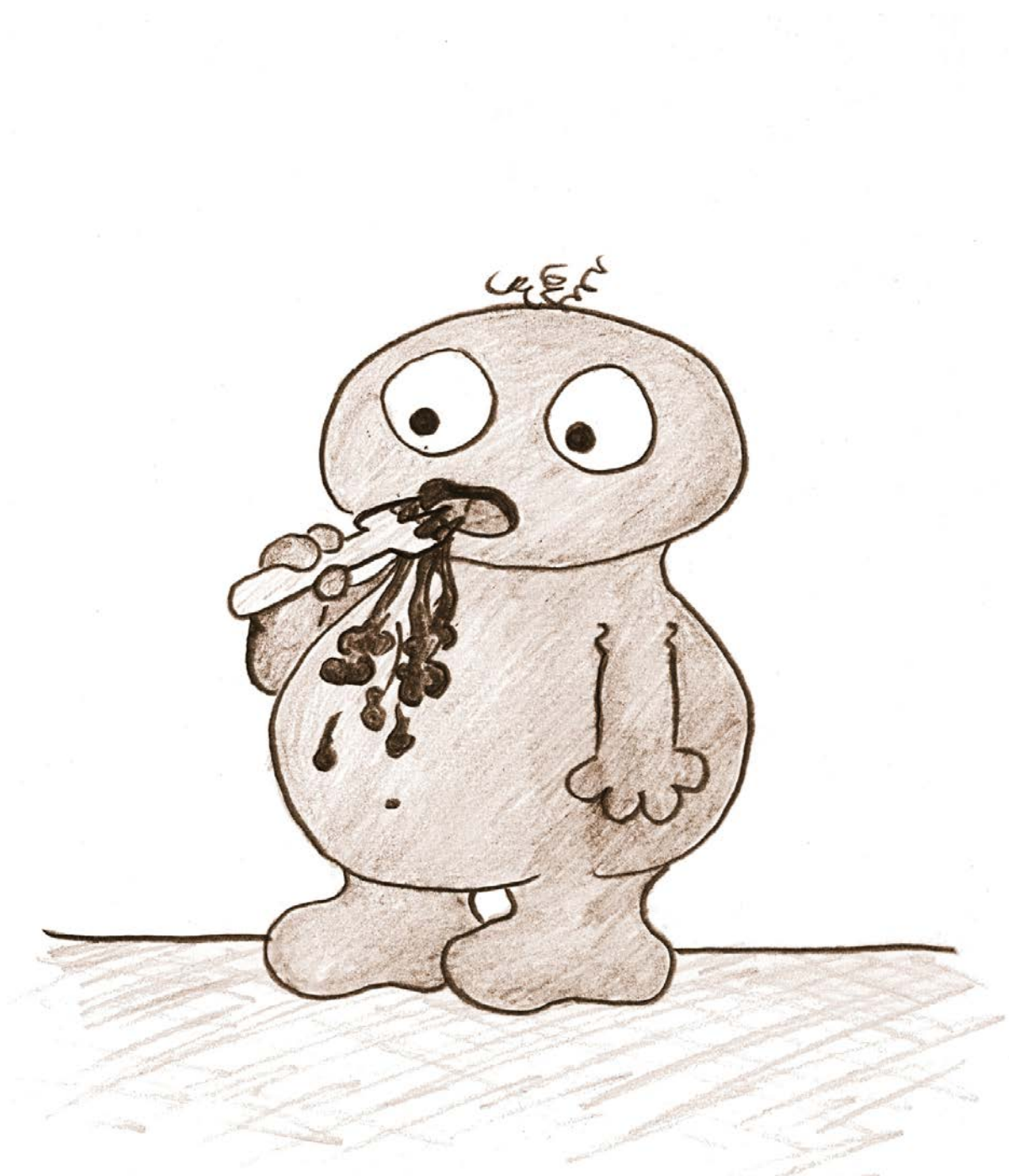
4. Put less in your mouth



If you do struggle with serving yourself a smaller portion then just take smaller spoonfuls. This results in you eating the food slower as you have to keep on putting the spoon or fork to the plate. The food then may become cold and less appetising and you naturally stop eating. I mean imagine being tasked to eat a plate of baked beans one bean at a time. After the 70th bean you would have probably lost interest!



5. Use a fork

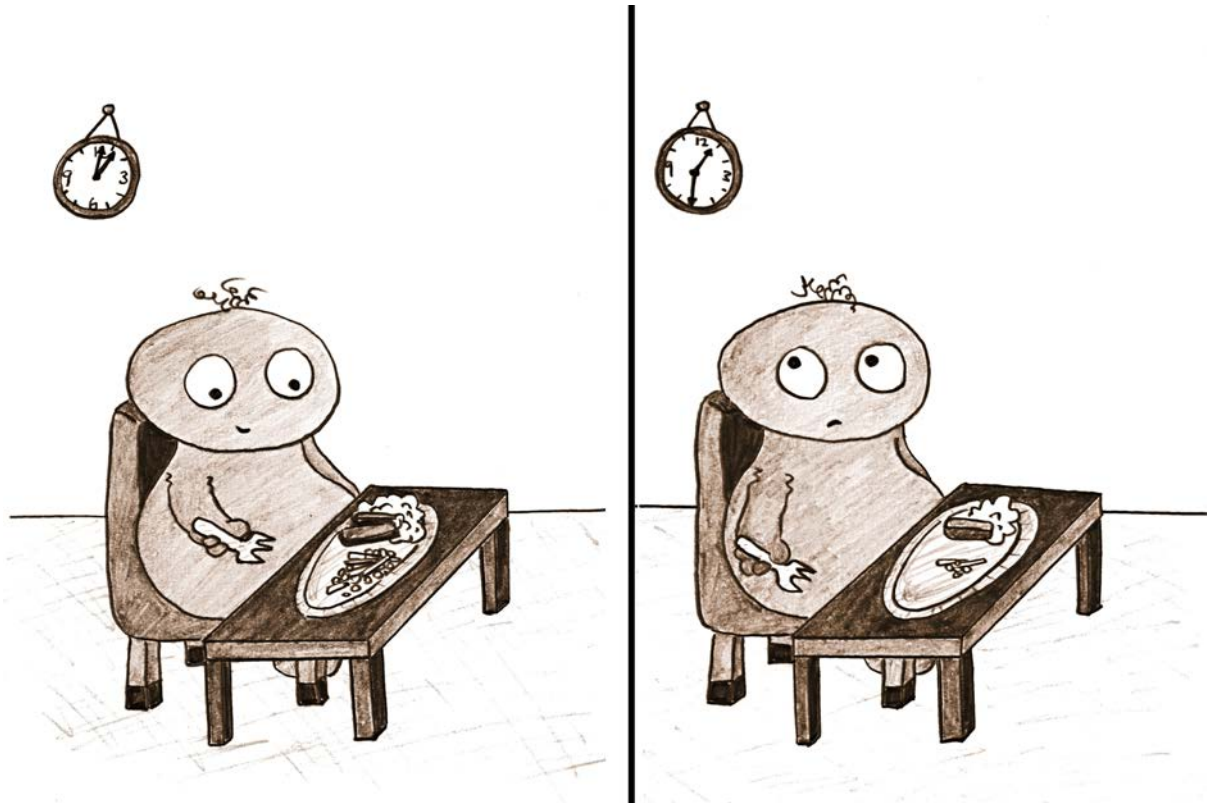


EAT ANYTHING

You can use your fork to sieve out those calorific sauces. Up to 50% of the calories can be in the sauce alone as they are full of sugar and/or fat. So simply spoon the food using the fork and watch the sauce fall from the fork. When finished you should simply have a plate of the remaining sauce to chuck away and you will have the smug feeling of getting the full flavour of the dish but consuming up to 50% less calories. Try it. It really does work and is my favourite tip.

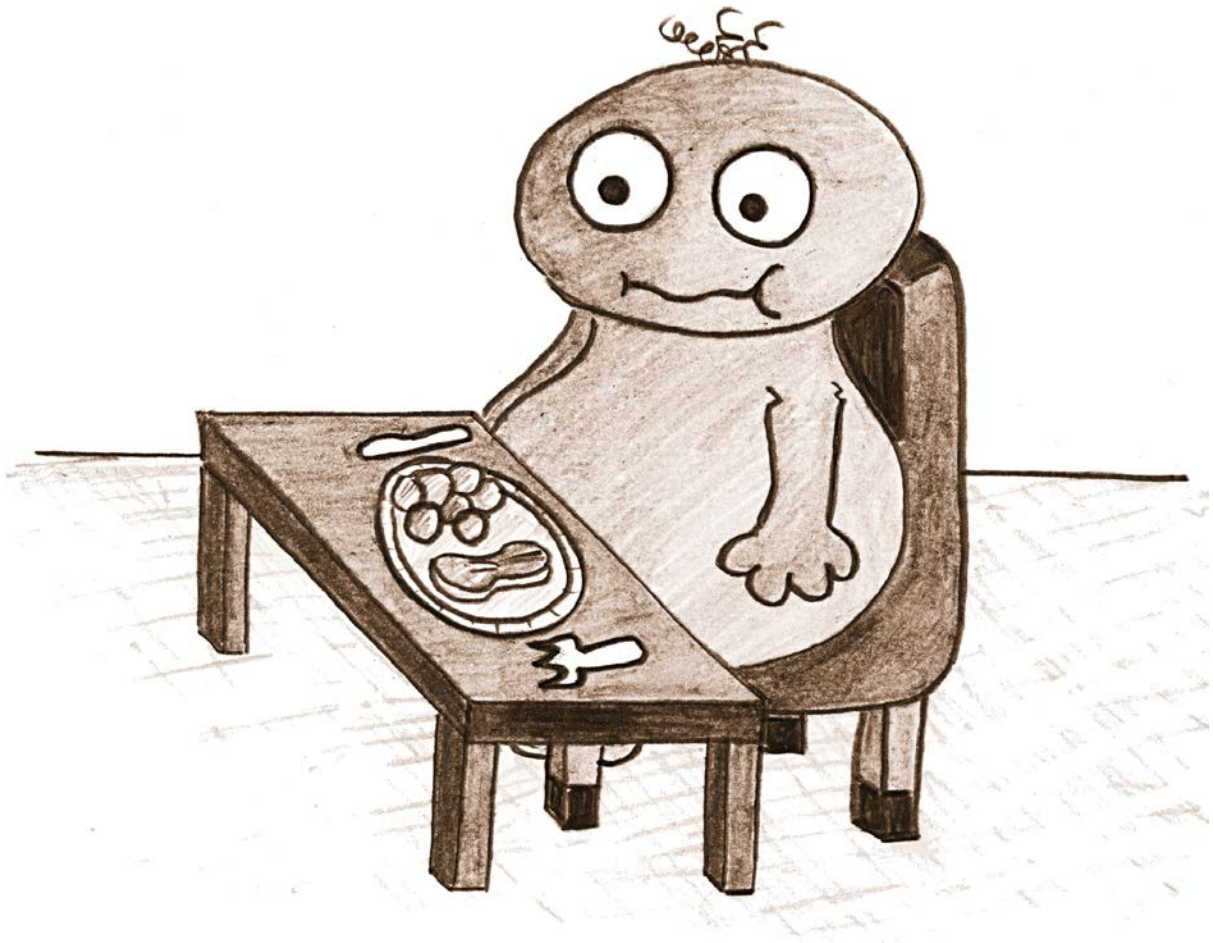
EAT ANYTHING

6. Eat slowly



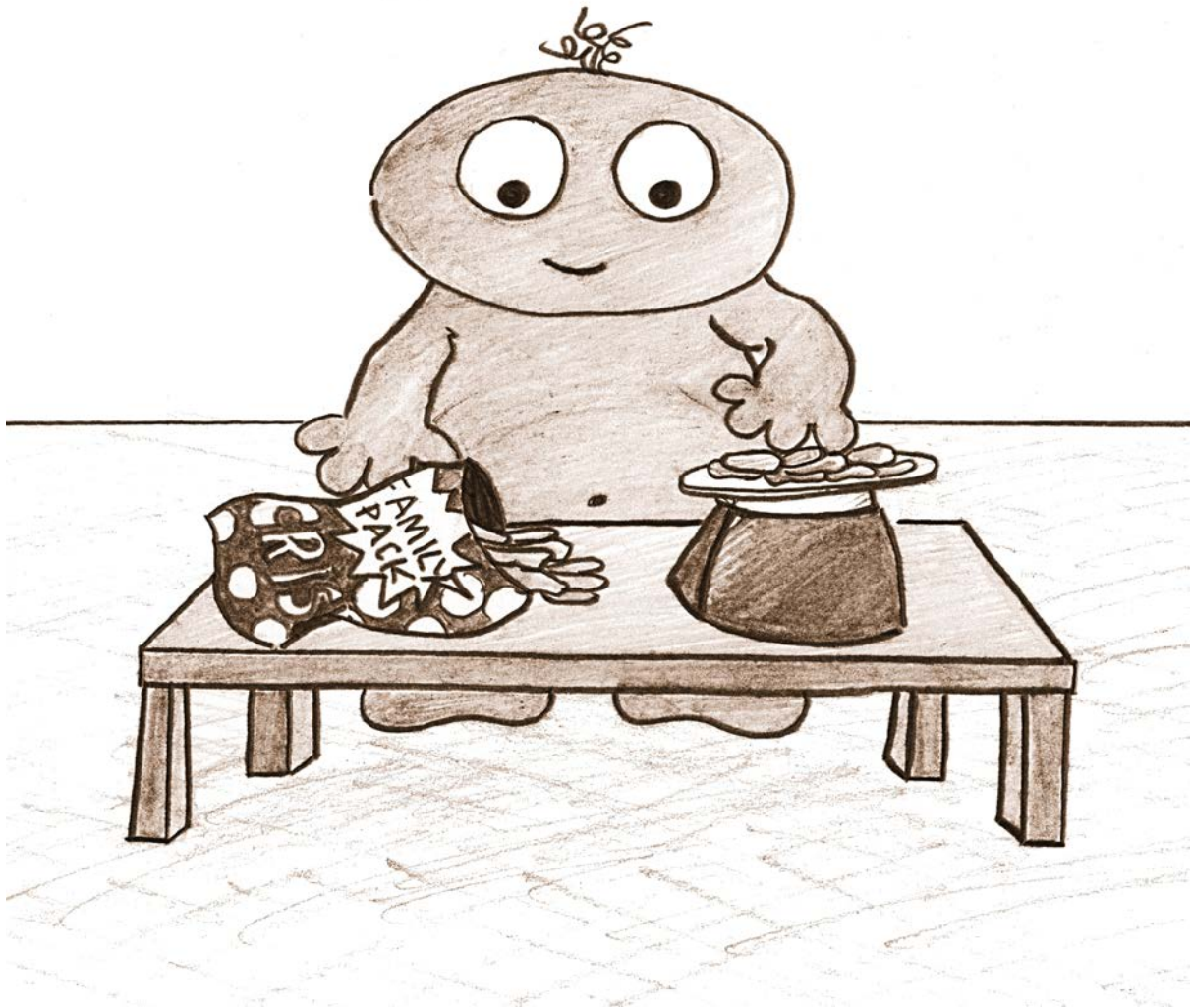
When you eat a signal is sent back from the stomach to the brain that has eaten. There is the final signal that is sent back to your brain which makes you think you are full and you simply stop eating. Unfortunately there is a time lag for this final signal to come through of a few minutes or even more. Now if you are a fast eater you will consume more per minute than someone who eats slow. So eat slowly and you will cut down the amount you consume when you are awaiting that final signal. Science has shown that fast eaters are more likely to be obese than slow eaters.

7. Put cutlery down



This is a really simple tip and really helps you to eat slower to get the benefits of eating slower as mentioned above. All you need to do is put your knife, fork and/or spoon down between each mouthful. So as soon as it's gone in your mouth put the cutlery down so both hands are free. Chew the food and only pick up the cutlery when you have swallowed all the food.

8. Never eat from the serving bowl or family pack



We've all done it. You've opened up a family pack of crisps or pack of biscuits, not served a portion on a plate and then gone on to eat the whole pack! Don't pretend to be shocked. We then start to feel a bit queasy a few minutes later when we realised we were filled up about a third of the way through the pack.

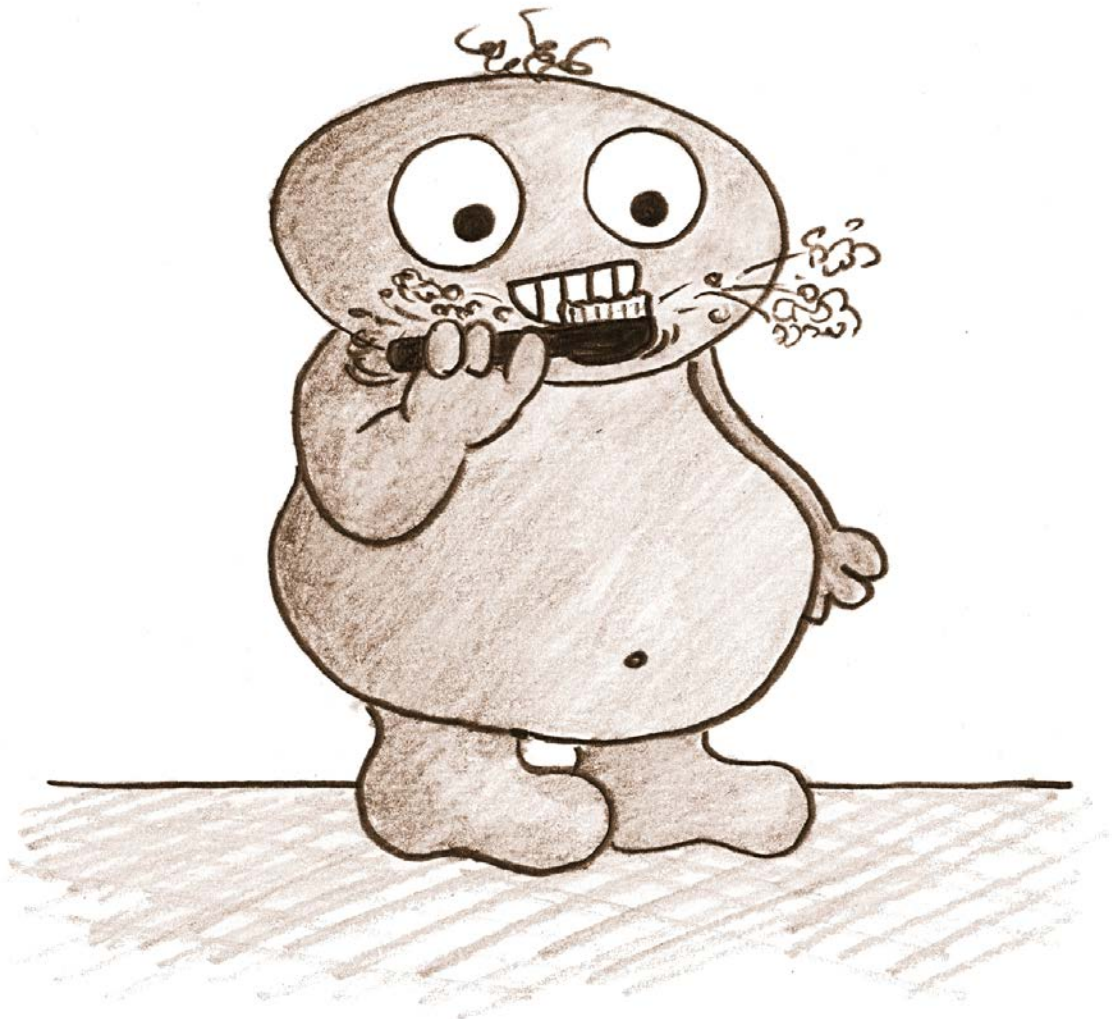
EAT ANYTHING

So always serve out your portion so you know exactly what you are eating. If you don't you can accidentally go in to autopilot and consume the whole contents.

9. Don't clear away so quick

Never clear the remains of what you have eaten until you have actually finished. Science has shown that if you are not reminded of what you have just eaten you will eat more. You need to see the quantity of the remains like the chicken bones or the packaging so your subconscious can gauge what you have consumed.

10. Brush teeth when consumed final food



Do you notice once you brush your teeth or use mouthwash you no longer want to eat? If this is the case and you are scared you going to have an unplanned evening snack go quickly brush your teeth. It acts like an appetite suppressant. By the time the suppressant has worn off you'll be in bed by then.

Now even if you don't like any of my tips just go to google and search "Tips on eating less" and you are guaranteed to find at list one tip you think will work. Ah....the power of the internet.



3. Days 2-6

Now I sincerely hope you executed Day 1 with perfection or at least near perfection. If you think you consumed more than your target calorie intake on Day 1 then I suggest you set a new start date and start all over again. However if you did stick to the target intake then this is where it's going to get good....really good. Let's dissect Days 2-7 in detail.

Day 2

This will be your Eureka moment so get ready. I want you to get on your digital weighing scales under the same conditions you weighed yourself yesterday and look at your weight. I am 95% sure that it will be less than yesterday's weight.

Am I right? It may only be 0.1Kg or 0.1lb however you will be lighter. And guess what.....it will feel really good. You are on your journey. Your actions of yesterday have resulted in you losing weight. Think about your motivations for losing weight and how good life is going to be and realise you are now on your way.

The 5% time you won't see a loss is if either:

The scales have rounded up your loss. So if you went from 70.54Kg to 70.46Kg thus losing 0.04Kg the scales would still show the same weight of 70.5Kg. You may not have known you was 70.54Kg as the scales would have only recorded 70.5Kg but in fact you would have lost 0.08Kg. To avoid this choose a weighing scale that has a higher precision accuracy. If you are using stone and pounds most won't go to a decimal place on the pounds. If you switch to just pounds it might go to one decimal place. However if you trust you are losing weight I would not get too hung up about getting high precision scales.

You have changed the conditions of when you weighed yourself. Sometimes I forget that I have had half a cup of tea and I weigh myself when usually I weigh myself before I drink anything. So have a think whether the conditions

EAT ANYTHING

were the same. Did you have different clothing? Were you still wearing your watch? Were you fully naked?

You actually ate more than your target calorie intake but didn't realise it. Check over to see if you added it up right, you got the calorific content right, that you did eat what you thought you ate etc. You may have mistakenly drank a sugary drink instead of a diet drink. You missed the fact that the calories stated on the ready meal pack was for half a portion and you ate the whole portion. Or you simply forgot about something you ate. Naughty you.

So don't worry if you didn't see a loss as I 100% GUARANTEE you will see a loss tomorrow if you have been sticking to your target calorie intake. So for Day 2 stick with the commitment of eating less and don't forget the tips mentioned above.

From now on you will be weighing yourself everyday and keeping a mental note of it and comparing it to your Day 1 weight.

Day 3

Okay today is the day you should definitely see a loss. If you do not it can only be because you are consuming more calories than you think or the weighing conditions are not constant. The large majority of you should see at least 0.1Kg loss or 0.1lb of loss. It is scientifically impossible for you not to be lighter.

Now you should be thinking about your target weight at the end of the first week. How far away are you?

If you have already hit it on Day 3 (which some people do!) then well done. But don't get complacent and think you can eat more than your target daily intake. Bad habits will set in. Even though you are lighter today when we come to record your weight on Day 7 you could be heavier. Just keep doing what you have been doing.

EAT ANYTHING

If you think the rate of loss will get you there then fantastic again just keep doing what you are doing. Everything is going to plan.

If you think the rate is too slow then I have some bad news for you....you need to eat less. It maybe only temporarily but you need to cut some calories out. This is a delicate game of adjustment and readjustment. You may not need to shave off too much of the daily calorie intake but you need to shave off some. So aim 100 calories less for example and think where you can cut it out. Can you live without your evening snack just for tonight? Can you have a slightly smaller lunch or dinner? I know you can work it out. Don't forget what the motivation for all of this is. It's a small price to pay if you really want to get to where you want to be.

Days 4 to 6

If you are sticking to your target calorie intake you should see a slow but steady weight loss. Keep weighing yourself everyday. Don't worry if you don't lose weight everyday or even put on a slight bit. Adjust and readjust where necessary. It is difficult to calorie count. It is difficult to avoid high calorie dinner invites. It is difficult to resist in the week that late nite salty/sweet snack you treat yourself to at the weekends. If you do put on a bit eat less than the target calorie intake the next day.

The main thing is you stay on the trajectory downwards. So even if you have put on weight but it is still lower than your Day 1 weight then you are still doing well. Congratulate yourself and remember that you can do it. You have already reduced from Day 1 weight and proved to yourself you can lose weight using this method. As said before it is your mind that plays the biggest role in your goal of reaching your target weight. If your mind believes you can do it you are virtually there.



4. Day 7

This is a very important day. Why? Well it is the day before weighing day to record in your Target Plan. Now for those who already look like they are going to meet or surpass their target weight for the first week then well done. Don't celebrate yet though as weighing day is tomorrow. Stick to your target calorie intake just like normal.

For those who look like they are unlikely to hit target then unfortunately you are going to have to take drastic measures. When I say drastic I mean drastic. Your target calorie intake for today is zero. Yes zero. Anything above this will be an indulgence. I really mean it.

So what you gonna do? If you were really obedient you would listen to what I say and drink zero calorie drinks (like Pepsi Max) and eat zero calorie foods (like celery). For those who do do this can I salute you. You are really committed and motivated to be your best self.

For the rest of you, which will be most of you, you will really need to think about really low calorie foods to eat or serving yourself minuet portions. The choice I will leave up to you but very low calorie foods will at least fill you up. You should aim to eat and drink no more than one third of your target daily calorie intake. You can find a list of low calorie foods in the reference chapter.

5. Day 8

The big day has arrived. Start the drum roll now. You need to get on those scales. Make sure you are in the same state as when you normally record your weight. Step on to the scales right now.....

Boom!

Have you done it? Is your weight at or below your target weight for this week?

i) If the answer is yes - superb stuff. You know how to lose weight. It works for you. My work is almost done on you. Repeat this week just gone for the next

EAT ANYTHING

x weeks and you will hit your target weight. But don't worry if you hit a plateau as chapter 7 deals with when the weight loss stops.

ii) If the answer is nearly - superb stuff. You too also know how to lose weight. Ok it wasn't the amount you planned to lose but nevertheless you lost weight. You now have a bit of experience in losing weight by calorie counting and the more experience you get the better at it you become. You may have some sneaky feelings why you didn't hit target so apply this to next week's eating plan.

iii) if the answer is no - ask yourself did you lose weight? If you did and you are ok with the amount you lost then I would carry on. You would have learned alot this week about yourself and portion control and whether it can work for you. If however you didn't lose any weight or even put on weight then I would start again. Set a new start date and think about where it all went wrong. Was you not motivated enough? Were the targets too ambitious? Was the start date too soon? Did I not prepare enough? You will know the answers to these questions if you really think about them.



Chapter 6 - Keep on Track

This chapter has been written to help you stay on track. You have many weeks ahead of you and you want to make sure each week is a weight losing week just like week 1. The simple answer to keeping on track with the weight loss targets in your Target Plan is do what you did last week!

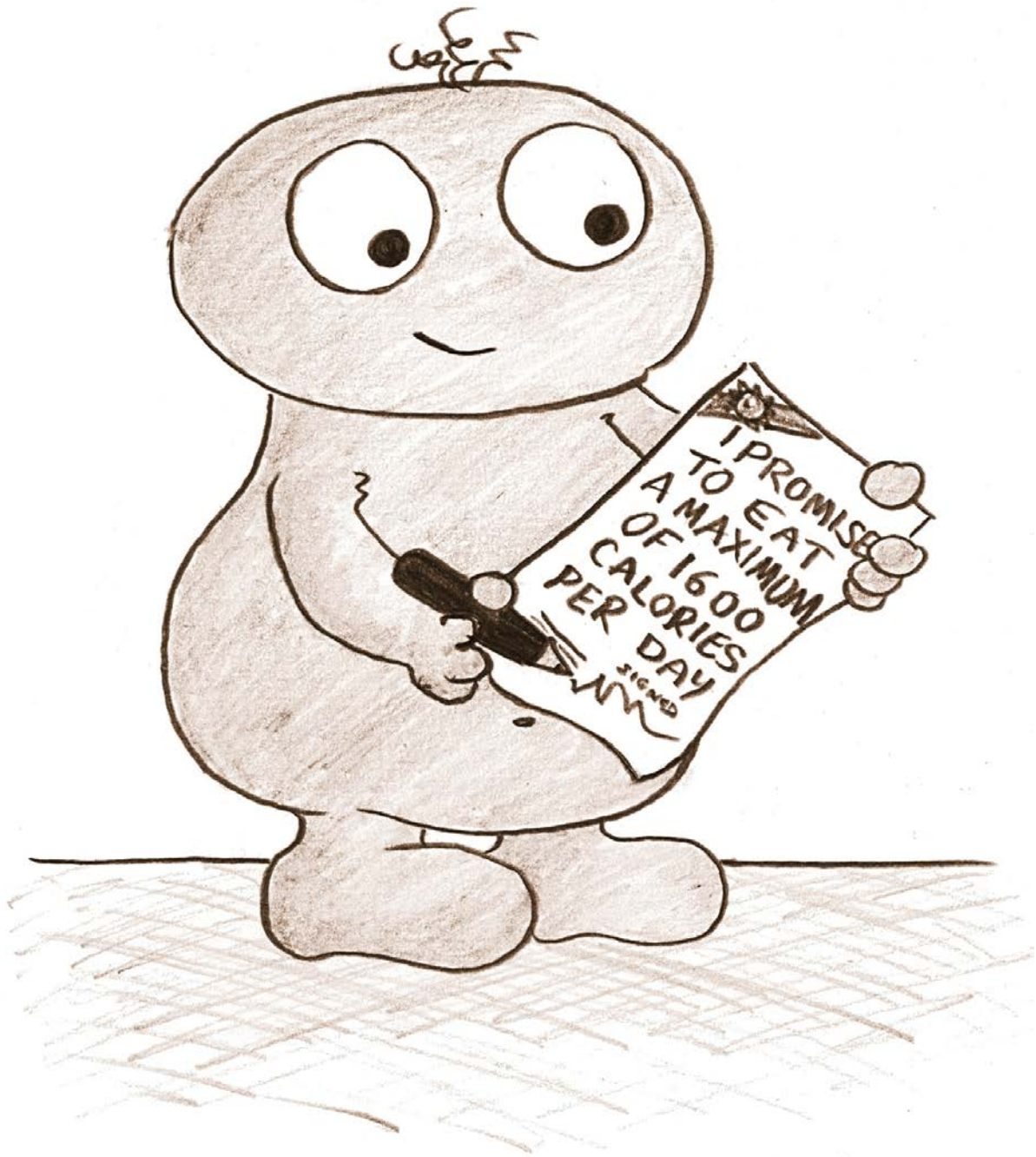
If you completed week 1 successfully and lost equal to or more than what you set out to do then simply repeat exactly what you did last week. For some people that may be ok. For others it may not be realistic, you may not want to or it may not be actually possible. You may have tried really really hard last week and you are worried you may not be able to apply so much effort this week. The conditions you decided to put yourself in (like booking the whole week off work) may not apply to this week. So I have come up with some helpful tips on how to stay on this program for the long haul.

Here are my tips in order of importance:

- Commit To Eating Your Target Daily Calorie Intake
- Record Your Weight Every Week
- Weigh Yourself Everyday
- Plan Your Day
- Don't Deny Yourself Anything
- Try New Food & Drink
- Try Different Eating Styles
- Treat Yourself



1. Commit To Eating Your Target Daily Calorie Intake



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This underpins everything about this diet. You cannot deviate from this. This is how you are losing weight. Doing anything other than this will result in failure. This is fundamental to the whole system. So continue to calorie count and make sure it is less than your Target Daily Calorie Intake. This is the foundation to your success. It is kind of obvious that this would be the most important but it has to be mentioned. Got it? Good.

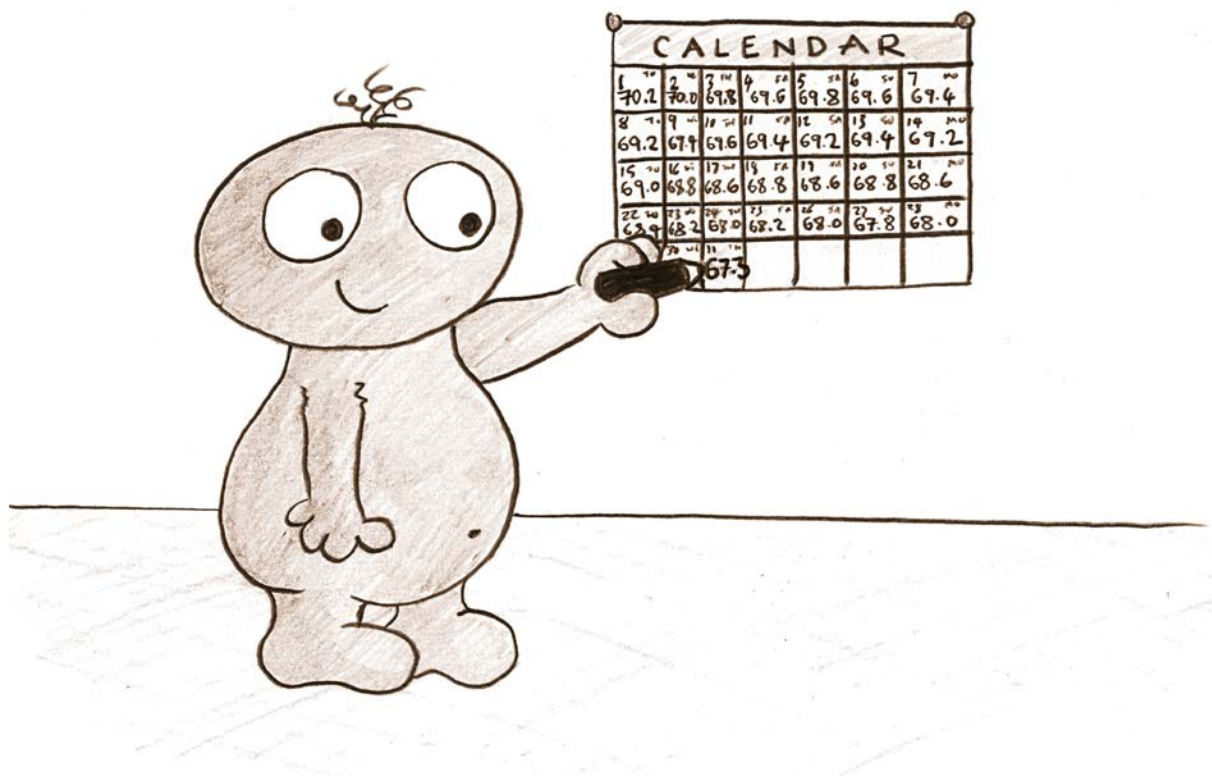
2. Record Your Weight Every Week



This is very important. You need to keep track of your weight every week. You need to know whether you are losing weight or not and the ONLY way you can know that is referencing your current weight against your original weight. So promise me you will weigh yourself at least once a week on your weighing day and record it in your Target Plan.



3. Weigh Yourself Everyday



Knowing what you weight is on each day is important. It lets you know whether what you ate yesterday worked or not. This continual learning process helps you build up what sort of foods and what sort of quantities you can eat. Some days you will lose and some days you won't. The only way you are going to learn this is by weighing yourself everyday. You don't need to record it anywhere. It is just one number and you really only use this number to reference it to the day before and to see how far away you are from the next target. Knowing how far away you are from your next target is important as it should determine what you are going to eat today, tomorrow and until the end of the week when you formally record your weight. Which brings me nicely on the next tip on staying on track.



4. Plan Your Day

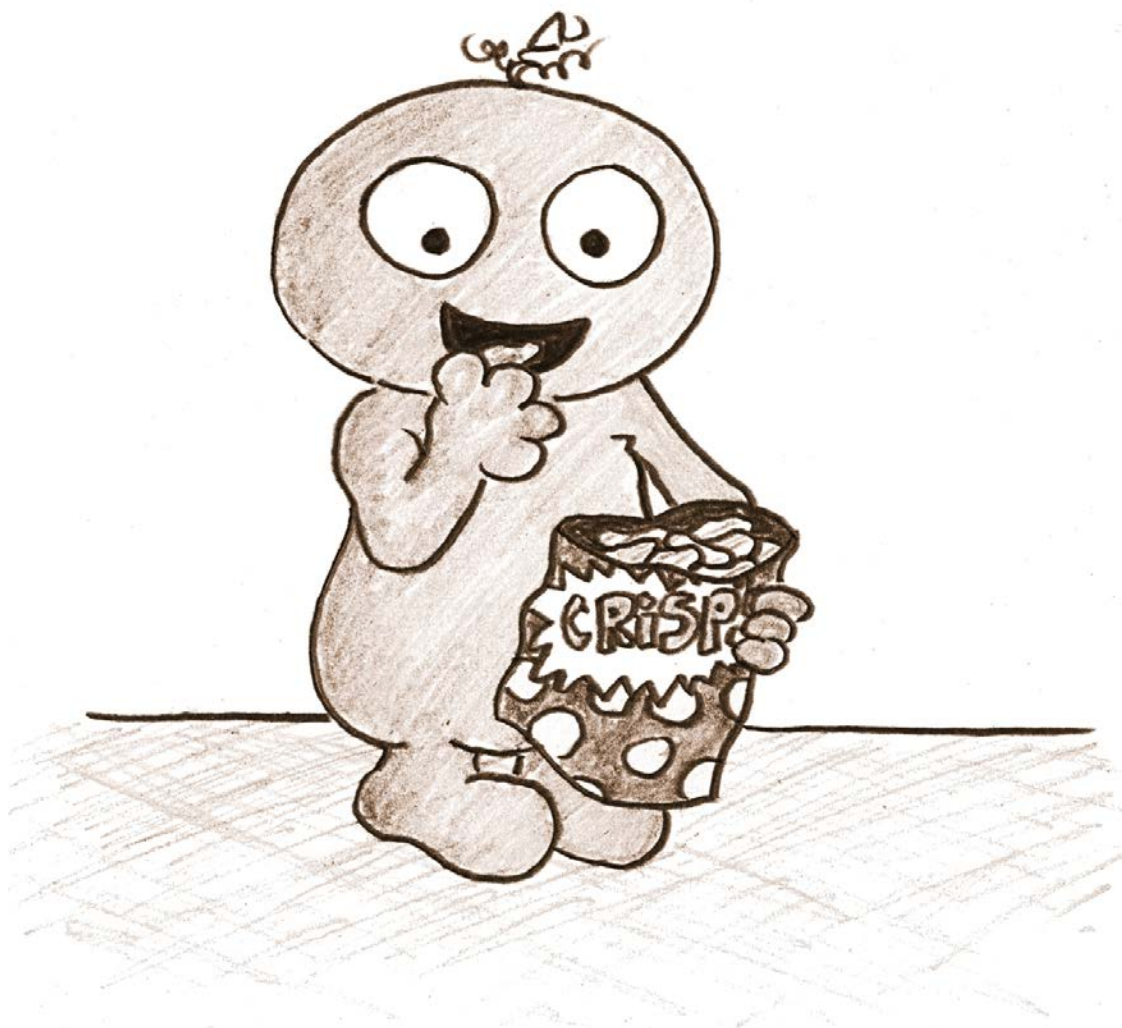


Planning what you will eat in the day will help you hit your targets. Just thinking about it roughly will really help. If, for example, you think you are quite a way off from hitting target then you know that you might need to go a bit extreme and only eat one half or even one third of your Target Daily Calorie Intake. This could involve starving the whole day and eating a small sized dinner. Or eating a small breakfast and then only an evening snack.

EAT ANYTHING

Whatever it is you need to have thought about how you are going to restrict the calories you are going to eat in the day.

5. Don't Deny Yourself Anything



It's bad enough having to be careful of how much you eat so make sure nothing is off the menu. If you have to deprive yourself of your favourite foods as well then this diet becomes unsustainable. Remember the only thing you

EAT ANYTHING

have to do to lose weight is stay below your Target Daily Calorie intake. That's it. Everything you love is on the menu.

One day I had the cravings for Chip Shop chips. I ordered a large portion and finished the lot. It was probably about 800 calories. However I hadn't eaten anything that day so I knew I could eat the whole portion and I just had to be careful for the rest of the day. You can do this too!

6. Try New Food & Drink



I don't know about you but if you eat the same thing over and over again you start to go off it. That is why you need to try new food and drink. It's amazing what you can discover that is tasty, fills you up and is low in calorie. The battle between supermarkets to provide choice is immense so take full

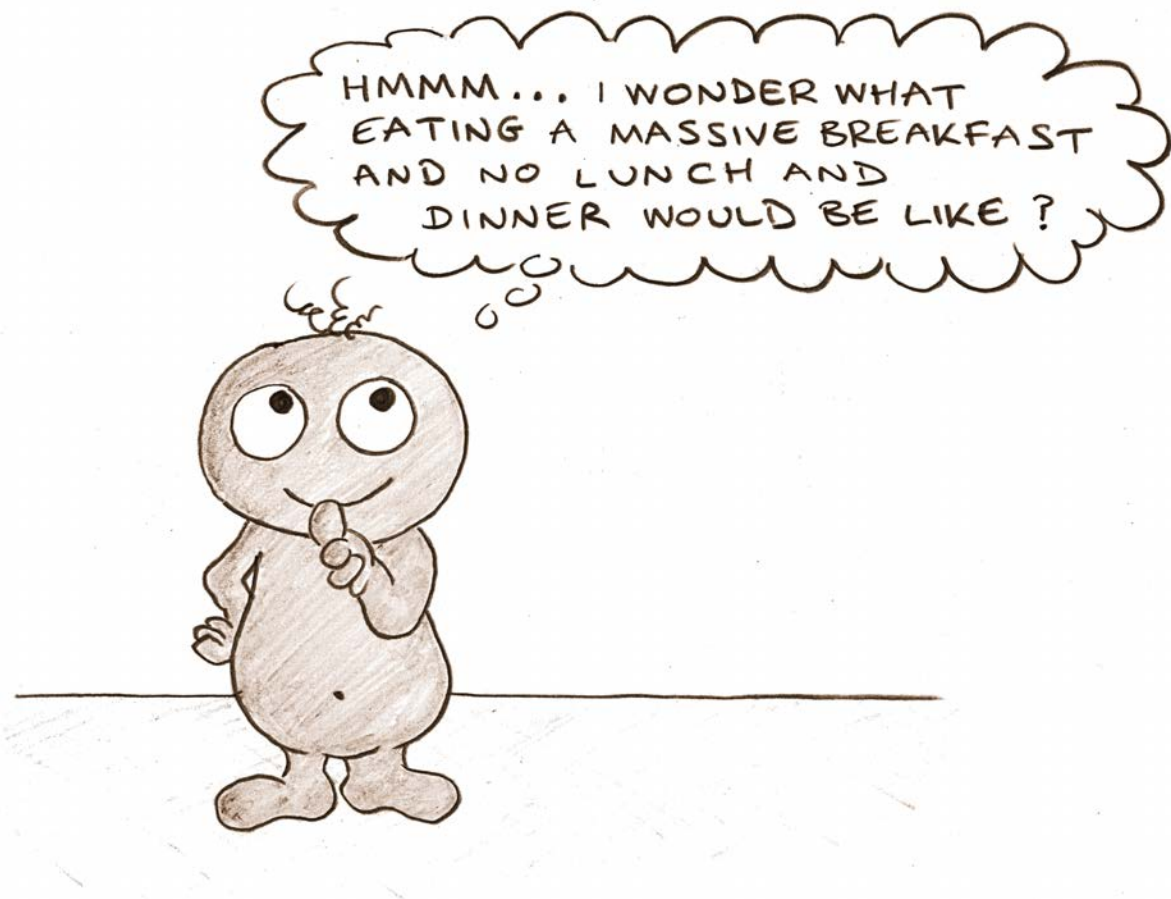
EAT ANYTHING

advantage of it. Browse the aisles to see what catches your eye. Also make sure you read the calorie content to see that the calories are within the parameters you budgeted for that meal.

So if you budgeted the evening dinner to be 600 calories and the ready meal that has caught your eye is 1,000 calories either reject it, eat less of it or reduce other meals in the day by 400 calories to accommodate the 400 calories that would of taken you over your Target Daily Calorie Intake.



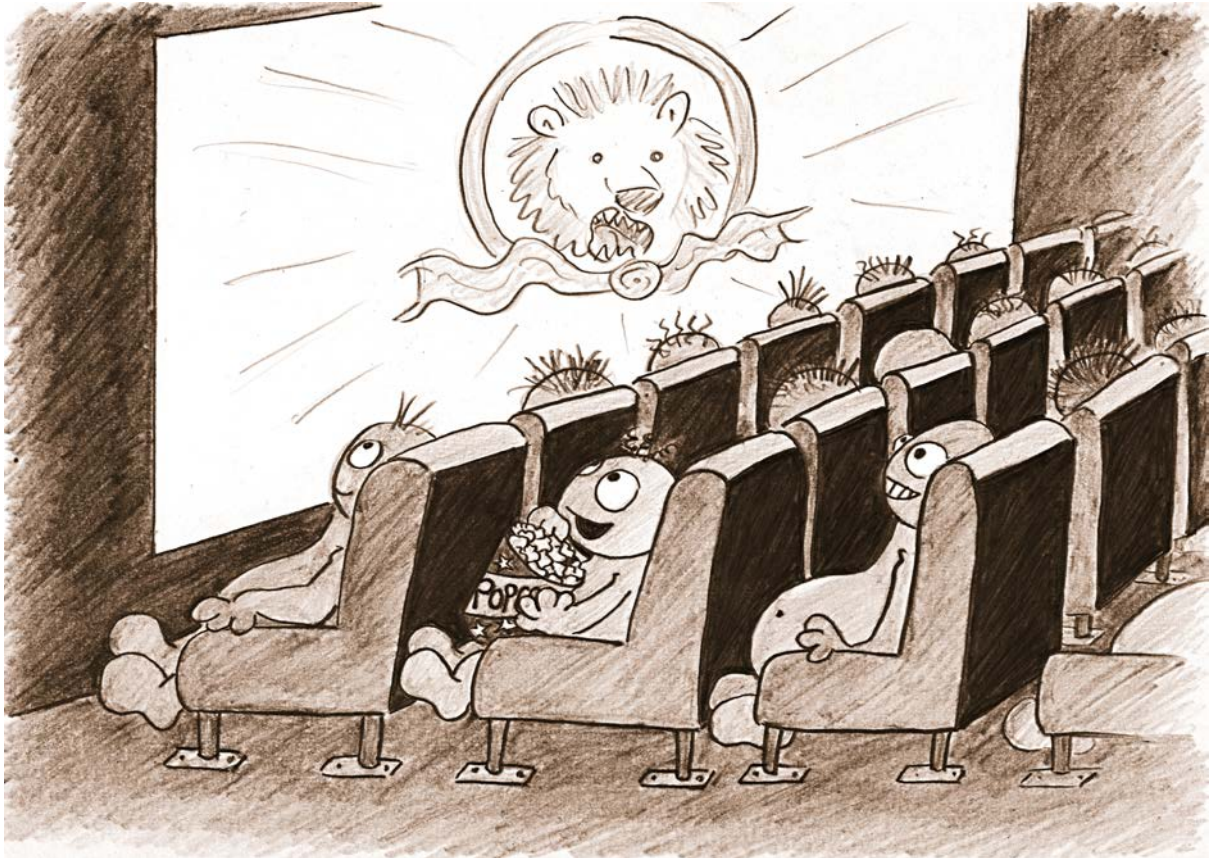
7. Try Different Eating Styles



Give yourself wiggle room on the eating styles. You don't have to follow it so religiously so much so that it becomes a straight jacket. You are free to change styles whenever you want even on the day. As long as the total calories you expect to consume in the day are lower than your Target Daily Calorie Intake then that's fine. Try starving all day and having a big curry at night. Try snacking all day and having six snacks throughout the day and no formal breakfast, lunch or dinner. Try having a massive lunch and a light snack in the evening. See what works for you.



8. Treat Yourself



If you are succeeding at losing weight please treat yourself. Not necessarily with food or drink but with other treats. If you do hit target then treat yourself to a new dress. If you do hit a certain milestone weight reward yourself with a trip to the cinema. This will take the edge off having to calorie count and make the whole process that little bit more enjoyable.

Chapter 7 - Adjust If Necessary

As the weeks go by you are cruising towards your target weight. Each week you lose some weight. Sometimes more than your target sometimes less but overall you are heading in the right direction.

You will think this is easy and it is just a matter of time before you hit your target weight. But for some the weight loss will come to a grinding halt. You will either get stuck at a certain weight and hover up and down for several weeks and get nowhere or slowly start creeping up in weight even though you think you are being diligent with your calorie counting.

It easy to slip back to your old ways after a period of weight loss. You may be:

subconsciously rewarding yourself with food that little bit too early

Underestimating the calories you have eaten

Forgotten what you have eaten or

Self sabotaging your efforts as you do not truly believe you can be your target weight

Or something else! You end up yoyo-ing around a certain weight having some good weeks and some bad weeks. This will become apparent after around 10 weeks. It's incredibly frustrating as you only really realise it after all this time. You ultimately have been eating too much.

To add insult to injury you are now way off your target weight for the forthcoming weeks and the whole targets look completely unreasonable. Have a look at this example Target Plan:

EAT ANYTHING

Date	Target Weight (Kg)	Actual Weight (Kg)	Total loss
8/11/17		77.5	
15/11/17	77.0	77.0	0.5
22/11/17	76.5	76.7	0.8
29/11/17	76.0	77.3	0.2
6/12/17	75.5	76.1	1.4
13/12/17	75.0	75.8	1.7
20/12/17	74.5	75.4	2.1
28/12/17	74.0	74.0	3.5
3/1/18	73.5	74.4	3.1
10/1/18	73.0	73.5	4.0
17/1/18	72.5	72.7	4.8
24/1/18	72.0	72.3	5.2
31/1/18	71.5	71.7	5.8
7/2/18	71.0	69.7	7.8
14/2/18	70.5	70.8	6.7
21/2/18	70.0	70.5	7.0
28/2/18	69.5	70.0	7.5
7/3/18	69.0	69.0	8.5
14/3/18	68.5	69.9	7.6
21/3/18	68.0	69.7	7.8
28/3/18	67.5	70.0	7.5
4/4/18	67.0	69.8	7.7
11/4/18	66.5		

Looking at the above example you can see that the person's weight plateaus from 7/2/18 to 4/4/18 and just hovers around 70.0Kg. They have done well previously by losing approximately 7.5Kg from their original weight of 77.5Kg however they are stuck at 70.0Kg.

You will see on 28/3/18 whilst being 70.0Kg that the target weight for the following week is 67.0Kg. It is highly unlikely you will lose 3.0Kg in a week especially for the fact you haven't shifted anything in the last 8 weeks!

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So what do you do? Well you need to press the reset button. This period of stagnation can be really demotivating. So much so you need to simply press the big red RESET button and “START” again.

When I say start again all I am asking you to do is:

Change The Weekly Targets
Change The Rate Of Loss
Change Your Target Daily Calorie Intake

1. Change The Weekly Targets

Let’s face it. You are not going to hit your weekly targets. You’ve missed them for the last 10 weeks and they are now way beyond your reach. So guess what. I am going to let you change your weekly targets. How kind of me eh?

Go to you Target Plan and change your weekly targets to something you think you can achieve. So in my above example the future weekly targets could look like this:

Date	Target Weight (Kg)	Actual Weight (Kg)
4/4/18	67.0	69.8
11/4/18	69.5	
18/4/18	69.0	
25/4/18	68.5	
2/5/18	68.0	
9/5/18	67.5	
16/5/18	67.0	
23/5/18	66.5	
30/5/18	66.0	
6/6/18	65.5	
13/6/18	65.0	
20/6/18	64.5	
27/6/18	64.0	

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So we have increased the next weekly target on 11/4/18 from 66.5Kg to 69.5Kg. So you only have to lose 0.3Kg in the week to get back on target. Again how nice of me eh?

2. Change The Rate Of Loss

It gets even better. You can reduce the rate of loss to a rate that you think is achievable. So you may have been trying to lose 0.5Kg every week. You can now reduce it to say 0.4Kg every week. Then revise your Target Plan showing this rate and get to your Target Weight. So using the same example if the person had a target weight of 65Kg the revised plan would look like this:

Date	Target Weight (Kg)	Actual Weight (Kg)
4/4/18	67.0	69.8
11/4/18	69.5	
18/4/18	69.1	
25/4/18	68.7	
2/5/18	68.3	
9/5/18	67.9	
16/5/18	67.5	
23/5/18	67.1	
30/5/18	66.7	
6/6/18	66.3	
13/6/18	65.9	
20/6/18	65.5	
27/6/18	65.1	
4/7/18	65.0	

So now all the weekly target weights look achievable now. Are you feeling better now? You should be. But all this generosity comes with a catch. I need you to do something for me. Read on.



3. Change Your Target Daily Calorie Intake

You have to admit I have been pretty kind to you. Upping your weekly targets to something achievable and lowering the rate of loss giving you more time to reach your target weight is.....very very generous!

So there is a price to pay. All I ask in return is that you LOWER your Target Daily Calorie Intake. Can you do that for me? Now before you say “yeah I can lower it. Will 50 calories do?” I want you to think of a big number. A number that hurts. I’m looking for a 30% to 40% reduction. So if you have been budgeting 1400 calories I need you to drop that to anywhere from 840 calories to 980 calories.

It needs to be a big drop. The reason being you haven’t been very good at monitoring your calorie intake. Basically you have got rubbish at calorie counting. So if we set a very low number which I want you to aim for it won’t matter if you go over it a little bit as you will still be consuming a low amount of calories in order to lose weight.

If you really think about it you are bound to hit a plateau. Your weight has dropped since you started losing weight but the target daily calorie intake has remained the same. Therefore the ratio of target calorie intake to actual weight has increased. Basically you are smaller and you need to eat smaller. So a reduction in your target calorie intake becomes kind of obvious.

So can you do that for me? You will thank me in the long run. I promise you. Once you have committed to a new Target Daily Calorie Intake adjust your Target Plan.

That’s it. It’s over to you. You have no excuses now. Go beyond your plateau. If you do get to another plateau just apply the principles in this chapter and readjust all three things; weekly target weights, rate of loss and target daily calorie intake.

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Everything you need to know on how to lose weight is above this paragraph. I truly wish you the best of luck. I know you can do it. So many people have. So why can't you?

Once you have reached your target weight you need to stay there. The next chapter deals with this.

Chapter 8 - Maintaining Your Target Weight

You are now at your target weight. Well done. Now there is no point of getting to your target if you have no intention of staying there. So how do you stay at your target weight? Well I have some good news and bad news. I will start with the bad news as it's traditional!

The bad news is you can't maintain your target weight. It is practically impossible to stay at your target weight forever. You cannot expect to be the exact weight everyday. Some days you will put on and other days you will lose. But don't despair. Here is the good news.....

You can maintain a target weight range.

You can hover around your target weight which will be much easier to do and I will show you how.

To do this you will need to do the following:

Set weight range

Set new daily calorie intake

Continue to weigh yourself everyday

And on occasions you will need to:

4. Lower your calorie intake when you are above your target weight
5. Starve yourself when you are above your target weight range

1. Set Weight Range

Your weight range is + and - a certain amount of weight from your target weight. The question is what certain amount do you choose? Well that's up to you. Remember what motivated you to lose weight. Make sure the weight range still also delivers the desired result.

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The + and - certain amounts can be:

+or - 1 lb
+or- 0.5Kg
+or- 1Kg

It should be no more than 2% of your total weight. So if your target weight is 70Kg the maximum you could + and - would be:

$$70\text{kg} \times 2\% = 1.4\text{Kg}$$

So you would add and subtract 1.4Kg to 70Kg thus your maximum weight range would be:

68.6Kg to 71.4Kg

To simplify it you could set it to:

69Kg to 71Kg

Or if you wanted to be really hard on yourself it could be + or - 0.5Kg then your weight range would be:

69.5Kg - 70.5Kg

Whatever you choose make sure the weight range you set is reasonable, achievable and you are happy with. A weight range is for life not just for christmas!

2. Set New Daily Calorie Intake

You can say goodbye to your old target calorie intake. Since you no longer need to lose weight your daily calorie intake can go up. To work out what your new calorie intake should be visit www.niddk.nih.gov/bwp and fill in the blanks.

When you do find out what this number is you should start to get a good good feeling. Your mind will wander to being able to have that extra biscuit in the afternoon, a bigger portion of chips or even a whole extra meal. Woohoo!

3. Continue To Weigh Yourself Everyday

Unfortunately this still has to be done. You need to know where you are everyday. Even if you do feel slim, sexy healthy or whatever else was motivating you but it's surprisingly how wrong you can be. There have been times when I have felt heavy and been a lower weight than expected and vice versa.

Knowing your weight everyday lets you know what sort of eating plan you need to follow for the coming day. If your weight remains consistently under your target weight then fab. Pat yourself on your back. If however there are days when your weight is above your target weight or above your target weight range then you will need to do points 4 and 5 below. Trust me. There will be times when this happens!

4. Lower Your Calorie Intake When You Are Above Your Target Weight

If you are above your target weight then you simply have to go back to your old lower target daily calorie intake. It's not rocket science. You've been eating too many calories so you have put on weight. It's time to reduce your calorie intake.

So if for example you had the following stats:

Target Weight:	75Kg
----------------	------

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Weight Range:	74Kg - 76Kg
Old Daily Target Calorie Intake:	1,500
New Daily Calorie Intake:	2,000
Current Weight:	75.3Kg

You can see that currently you are 0.3Kg above your target weight. You would have to switch from eating 2,000 calories per day to 1,500 calories per day until you are at or below your target weight. Then you can resume back to eating 2,000 calories per day.

You have to do this EVERYTIME you go above your target weight without question. If you do not you will consistently put on weight over time. You do not want this to happen. Remember why you got to your target in the first place. Being your target weight is incredibly important to you and always will be.

However. I do understand. You are only human. You will slip up. And there may be times when you weigh above your target weight range. Gosh! Horror! This calls for drastic measures and you will need to do point 5. Read on. But brace yourself.

5. Starve Yourself When You Are Above Your Target Weight Range

Yes I did say starve. Do I really mean starve? Well sort of. But it's not something you haven't done before. I have recommended previously that when you are

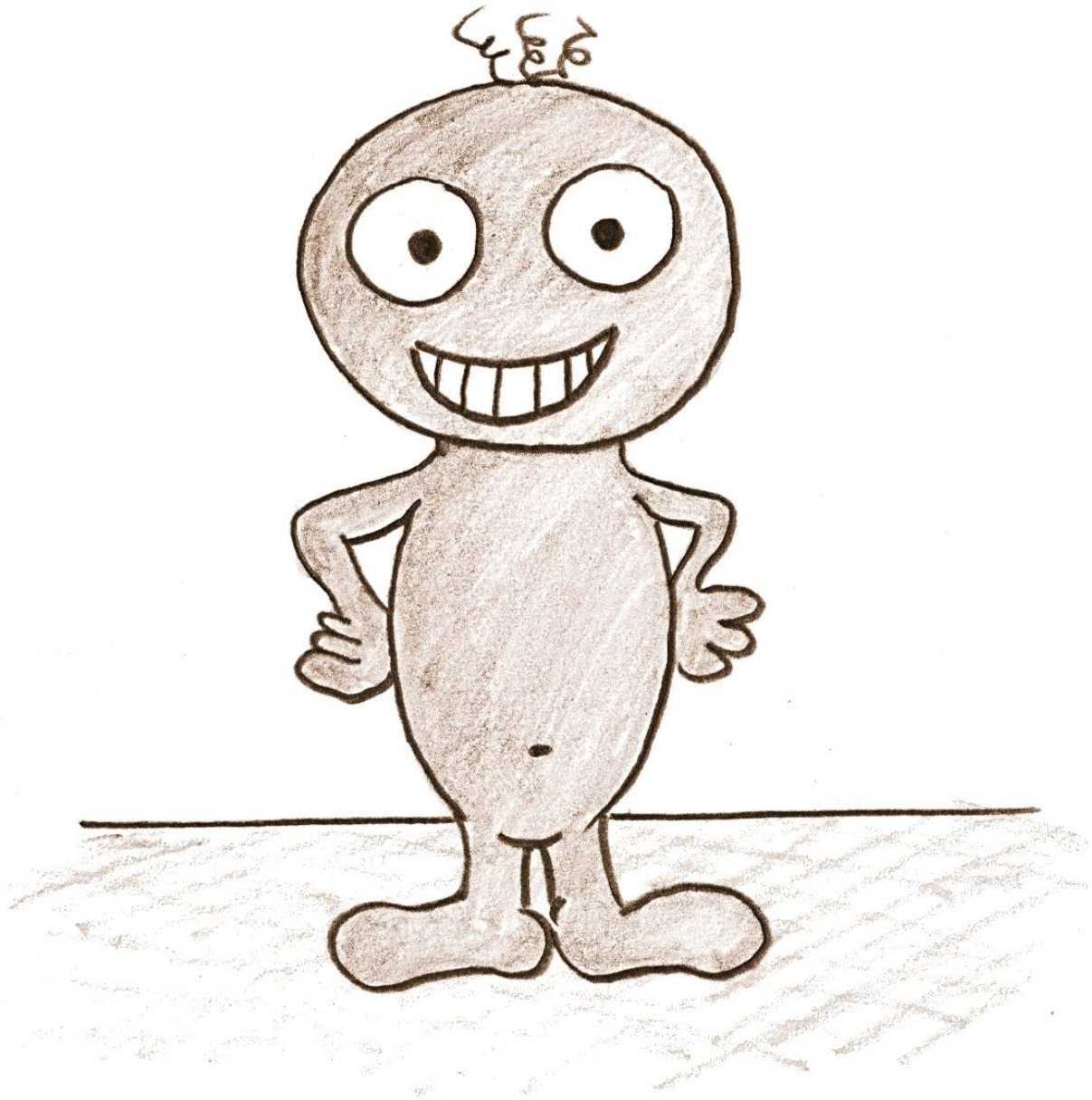
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looking like you're not going to hit target and you've got a couple of days to spare to cut your daily calorie intake by up to 50%. I just need you to do this again. You need to do this everyday until you hit your target weight or below.

So using the above example figures with a current weight of 76.2Kg you would need to eat 1,500 calories per day until you hit 75Kg or below. This might take you one day or it may take you ten days. However long it takes you HAVE to do it. You do not have a choice.

PLEASE NOTE: Throughout this book I have not mentioned minimum amounts of protein, nutrients, vitamins etc. to eat to ensure you are eating a balanced diet. I strongly suggest you use our little friend google to learn about eating a well balanced diet and don't forget to calorie count!

EAT**ANYTHING**



Okay. So there you have it. The whole system of how to lose weight. Now for my big secret.....

Usually an author tells you about themselves at the start of a book boasting about their crudentials to convince you they have got what it takes so you to part with your hard earned cash and purchase their book. I couldn't do that.

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I'm not a doctor, nutritionist, physician, famous chef or TV personality. So I had to leave that till the end of the book. Find out how this system was created via my personal journey in the next chapter.

Chapter 9 - My Personal Journey

The Penny Drops

“I would never leave you but last night I realised I was dating the fattest person at the party!”. That was what my wife said to me the morning after Sarah’s birthday party. I knew I was overweight but I never knew I was the fattest.

“My wife said you are heart attack on legs”. That’s what one of my tradesmen said to me when we were discussing a job. What did she know?

“We are going to have to start you on cholesterol lowering tablets”. That’s what my doctor told me after they did a blood test on me because I was already on high blood pressure tablets.

I think that was when the penny dropped. I connected the dots. I’m heading for an early death. Or even worse get a stroke, be left in a vegetative state and have a miserable life.

The high blood pressure tablets had horrible side effects. They made you cough, made it difficult to breathe but most importantly it was affecting my sleep. Some days I was a walking zombie. The last thing I wanted to do was take even more tablets.

I already knew that to reduce your blood pressure you had to lose weight. Doing a quick check on google lowering your weight lowers your cholesterol as well. That’s a double wammy in my books!

So it was glaringly obvious I had to lose weight. My motivation clearly being the avoidance of getting a stroke, becoming mentally and physically disabled and not being able to look after my wife. This was a very powerful motivator for me.

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But how was I going to lose weight? Many years ago I had done Atkins, weight watchers and low fat diets. They never worked long term. So I did just what came naturally to me.....

Necessity Is The Mother Of Invention

I am a successful businessman. I am not a doctor or a nutritionist or anything else to do with health or food. I was a businessman with a problem. If I am not here to run the business then the business will fail. So I approached this problem of me being overweight as a business problem. Which it clearly is.

Any successful business person will tackle problems head on. They rank the problems faced in their business, decide which ones require the most of your time and delegate the other problems to capable members of staff.

So you can guess where this problem of me being overweight ranked.....FIRST. This business relies on me being conscious and able. If I am not around the business will fade to nothing and my wife will be destitute. My wife is not business minded nor do I have anyone who I could fully trust to run it for me upon my incapacitation or death.

Now successful businessmen do not delegate the most important problems to someone else. It falls to them. Yes there are plenty of outside consultants who claim to be able to solve your problems but when it comes to it it's the top bod using plain old negotiation, common sense and compromise that wins the day.

So I tasked myself with the problem of working out how to lose weight.

My System Was Born

Businesses thrive off targets. Every successful business has turnover targets, profit targets, return on investment targets etc. So I just step back and thought what is the target here? You quickly work out that the target is in fact just a number being your target weight. Just like in business it's all about the numbers and so it is with losing weight.

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So doing a bit of research I found what that number should be. In my case it was 63.5Kg. I was at 83.0Kg. I also have read that a sensible weight loss should be about 0.5Kg per week. So I did whatever any sensible businessman would do and created a cashflow forecast for losing weight which I called a Target Plan.

I then used the simple maths principle of calories consumed must be less than calories burned. So I did some research on how many calories I burn in day based on my credentials and then decided to eat less than that and track what happened.

And that was how my system was born. Sounds all a bit too easy doesn't it? That's what I thought. But another great thing about successful businessmen is that they follow through. So I put it to the test. And low and behold I started losing weight.

You may watch programs like Dragons Den or Shark Tank and they always say "tell me the numbers". This really does apply to this system. You need to know the numbers when it comes to food and losing weight. Target weight, target date, target daily calorie intake and the calorific content of food. Without the numbers you are in no man's land.

Achieving My Targets

For several weeks my weight was dropping and everything was going fine and dandy. But then I hit a plateau. It was very frustrating. However, like all good businessmen, I adapted to the new environment. I had to do something. So I did press the reset button, changed my targets and tried again. That's just simply what you have to do.

I am now within my target weight range of 63Kg to 64Kg and I have normal blood pressure and normal cholesterol readings. I do not take any drugs for blood pressure or cholesterol. I hope my story inspires you to achieve your targets. It really is quite simple. You really can *lose weight without exercising, eating and drinking what you like including carbs and alcohol!*

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About the Author

Ajay Ahuja is the author of nineteen other works of non-fiction and fiction, most recently TeleVision, published by AAP Books in 2016.

He lives in Cambridgeshire.

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