Weight problems can result from a wide variety of causes.

Some medical conditions can cause weight gain/loss and it is always wise to seek medical advice before embarking on any weight gain/loss program. Often, people overeat because they are unhappy, stressed or depressed or perhaps because food has become a simple and dependable pleasure in life. Using hypnotherapy to deal with these issues will often remove the need to overeat, but for the purpose of this program we will deal with the more common reasons for which many have trouble losing or gaining weight. We will also outline the Looking Good program and the reasons why hypnotherapy and this program in particular can be so effective in helping you to achieve and retain your desired weight.

Since every person is unique, our approach in your personal hypnotherapy sessions will be unique and tailored to you as an individual. Our approach is to discover what will make a difference to you. The printed material, and the audio tapes / CD’s you will receive is designed to reinforce but not replace what takes place during your session should you have one. The two are complimentary, working hand in hand.

With this in mind, let’s discover some of the secrets of becoming and remaining in control of your weight. The following discusses control from a weight loss perspective.

Why we become overweight

We need food for energy. But when too much energy comes in the food that we eat, or too little is used up in physical activity, the unused energy is stored as fat. Because being overweight is rarely due to a medical condition, it is important to identify the cause of weight gain. As mentioned, there may be personal reasons such as stress, being too busy to exercise or eating too much of the wrong kids of foods. Identifying the problem is a good place to start any healthy weight program.

The weight loss, weight gain roundabout

Perhaps you are or have been a dieter. Maybe you have tried everything to lose weight - and then been faced with the most difficult thing of all - to keep it off. Many dieters are in an endless struggle to lose weight, and while other people seem to stay in control with no effort at all. They are the “lucky” ones who can eat whatever they want, who rarely take exercise and yet they always seem able to maintain their desired weight.

We are conditioned by our society to accept that a particular body shape or a certain figure or weight is something to be aspired to. This leads us in turn to believe that being “overweight” has a great deal to do with overeating. For this reason we embrace one form of diet after another and then become disappointed when our hard won efforts are lost on the cycle which seems to result in inevitable weight gain.

When dieting loses its appeal, exercise is usually the next weapon in our armoury to shed excess weight. We quite reasonably assume that if we burn enough energy then we will also burn up those excess kilos! Again we are disappointed when a modest and healthy diet, combined with regular exercise fails to achieve our goals. What is missing? It cannot be determination or will-power, as both are necessary when committing to a diet and regular exercise, the missing element is the mind factor.

The Mind Factor

Our brains work on a number of different levels. This enables us to adequately perform the tasks which we have to undertake on a daily basis. Some of these tasks are performed at a conscious level while others are taken care of at an unconscious level. The unconscious part of your mind plays a large part in controlling your eating habits. Although we live in a very sophisticated and technological world, we cannot escape our evolutionary heritage. Our ancestors were hunter-gatherers who seasonally harvested their food from whatever plant and animal life was available to them. These resources varied and the human mind (and body) evolved to cope with these unpredictable situations.
In good seasons the body stored excess as fat until it was needed in times of hardship.

Even now, when your body signals proclaim either an abundance of food or indicate impending shortage, your brain automatically marshals the necessary physiological processes to capture valuable reserves for the future. You may have noticed that when people are faced with an “all you can eat” food bar, or find themselves out for dinner or perhaps at a celebration, they can and do eat much more than they usually would.

The other side of this equation is that when you are always promising yourself that you will soon do something about your diet or eating habits, you are unconsciously reinforcing your natural and unconscious fear of an impending food shortage, and this has the opposite of the desired effect. Your mind, at every guilty bite you take, is getting the clear message that all this plenty is coming to an end soon. Therefore, as it has been programmed to do, it sets your system to store extra fat - the very opposite of what you consciously want to achieve.

Eating habits are often learnt patterns of behaviour

Our learning experience begins very early in our lives. As a child you may have been given sweets or delicious tasting foods as a reward for being good, or when you hurt yourself as a way of feeling better and taking your mind away from the pain or hurt. Birthday parties were probably a mix of cakes, sweets, jellies and other good things to eat. Passing into adulthood, both private celebrations and business rewards are likely to be enjoyed, where restaurants, dinner parties or barbecues become a perfect way to entertain. Food very quickly becomes synonymous with reward, recognition, emotional comfort, celebration, companionship and success. If we feel lacking in any of these things, how natural it becomes to seek the familiar association of food that leads to eating more than we need to.

Unfavourable interactions with others can also serve to access an individual’s subconscious patterns and trigger a fat storage cycle. For example, a woman who has had unpleasant experiences in relationships and is now wanting to deflect unwanted male attention might unknowingly signal to her subconscious control system a permission to put on excess weight. A low self esteem may also be linked to carrying excess weight. Such behaviour patterns are surprisingly common and are all put in place without any conscious intent or realisation whatsoever.

The Looking Good Program

How best then can your learned, but now buried patterns of behaviour, be safely and easily replaced by learnings and eating habits more appropriate to your present self? Habits that are in tune with your wishes and desires and not with the child you once were or the ancestors whose patterns were appropriate to their time but not to ours.

Hypnosis is a safe and effective method of regaining control over yourself and your eating habits. By reaching into your subconscious - always with your permission - hypnosis can be used to re-evaluate and reframe the mechanisms that sets your body’s standards and can allow you to confidently and successfully progress to your desired goal. Hypnosis does not rely on will-power or self-discipline and does not call on you to perform feats of self-denial; it is beyond these daily insecurities and continues to work for you even when you are distracted by other priorities in your world.

The “Looking Good — Feeling Good” program is designed to give you the motivation to eat and drink in a thoughtful and appropriate way. It will help you to find your own natural way to lose all of the weight that you need to lose. And it will be achieved without the highs and lows of traditional dieting.

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