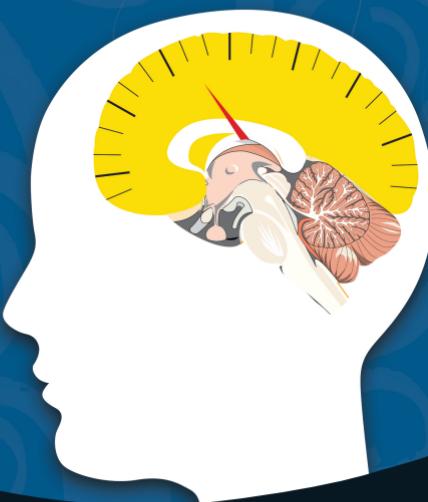




# WHY 80% OF DIETERS FAIL!

AND HOW CAN YOU SUCCEED?



VISHNU SARAF

MEGHA MORE

## **Dedicated to all the people**

1. Who want to lose weight forever and not temporarily.
2. Who want to transform themselves and find their True Worth.
3. Who are open to making changes in their lives for the better.



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## Introduction

A lot of diets fail because they are not scientific. They look at food only from the calorie perspective and ignore health. The bad news is that the diets that are scientific and have all the right intentions, also fail.

The primary reason is that diets focus only on food. Isn't that what it's supposed to be anyway? Wrong. The truth is that a good diet is only 50% about food, the rest 50% is about training the mind (with right psychology and right environment). It is not important to just know what to eat, but more important to know how to convince your mind/alter your environment to eat it.

It would have been so much better if each dietician was also a psychologist.

More than 80% of dieters fail in achieving their goal because of an inappropriate environment and a wrong approach; this book is for them.

Diet after diet fails because all of them assume following a diet is all about willpower. No one understands the predicament of a dieter; if it were so easy for them to avoid unhealthy food, they would not have eaten it in the first place. Diets underestimate the power of the enemy: fattening and unhealthy foods. Whereas, the fact is that they are omnipresent and omnipotent. They are the *Menaka* of today and no *Vishwamitra* of the world can resist her (junk food) for too long.

This book assumes that none of us are perfect. We understand that there are more than just two colours: white and black. There are shades of grey as well. Only saints can live in *kalyug* and just eat *saatvik* food; it can't be followed by mere mortals like us. We need our dosage

of ice-cream, chocolates, cola, and noodles. This book is not about short term weight loss but about long term weight loss. Most of the people gain back weight after a few months of stopping the program. This book teaches us how to change the entire approach to diet to achieve long term success and not just short term.

## How the book is structured

We have divided the book into two sections. First section is about how to weight-proof your environment. The second section is about the psychology of weight loss.

In the first section, we talk about environment and mind hacks which can make you lose weight without making much effort. It will explain you simple tweaks like how chewing a gum while grocery shopping leads to healthier choices. How people who sit near a window in a restaurant eat healthy. How the size of our plate and bowl have a huge role to play in how much we eat. It will give you simple tricks to weight-proof your home, office, restaurant, grocery shopping, etc. Once you weight-proof your environment, it will lead you to eat healthy for life, without you even noticing or making any efforts toward it. You will eat healthier than before on an auto-pilot mode.

People say losing weight is all about willpower. But it is not. Willpower plays a role, but not such a big role. A child in a candy shop will react differently than he reacts at home. The willpower is the same, but the action is different. It is about creating the right environment for you to stick to your plans. If you are surrounded by temptations everywhere, you are bound to fail. You need to make few structural changes that will then make it easier

for you to stick to your plan!

This section is full of interesting experiments and all findings are backed by proper research. If you love facts, you will love this section.

The second section of the book talks about mind and the psychology of weight loss. Weight loss starts in the mind and the body follows. Losing weight is like scoring well in your exams or doing well in your work. It requires certain traits like goal setting, dedication, focus on long term, owning responsibility etc. If you don't have the right mindset, you will never succeed. If you have the right mindset, your life will change forever. You will not just lose weight, but also become more successful in life. This section is more like a self-development book than just a weight loss book. It will help you become a better and more successful human being.

There might seem to be some contradiction between the two sections. First section asks you to weight-proof your environment so that you don't require a strong willpower to succeed. It tells you how with the right environment, you don't need to put in a lot of effort. Whereas the second section talks about importance of willpower, dedication, and the desire to succeed. Doesn't it seem contradictory?

No, it is not about choosing one out of the two: environment or mind. Just as a sculptor needs both his tools and his imagination (or mind) to carve out a beautiful piece of art, similarly you need both. Your motivation is definitely important, but with the right environment and tools, you can succeed with even lower motivation. If your environment is not right, you need to be extra strong and committed.

## **How to read the book?**

We have purposely kept the book crisp and easy to read. In this era of overload of information, we would prefer to go on an “Information Diet”.

Also, the book is full of activities. We have read hundreds of books. But simply reading the book does not help, unless you act on the learnings. You will read it today and forget it tomorrow. That does not help at all. So, after every chapter, there is an activity. You should spend some time on every activity. Ideally, you should not read the entire book in one go. Read a few chapters every day and do the activities related to that chapter. Without the activity, reading will be of no use.

Have you seen a weight loss book which does not talk about diet and exercise? This book is unique in many ways and we hope you find it useful.

Let's together sculpt a new you, and help in discovering your True Worth!

**Section I:**

**SIMPLE MIND HACKS TO WEIGHT  
PROOF YOUR LIFE**

## **1. Weight-proof Your Home**

### **A. You eat volume, not calories!**

Imagine you are given two burgers: the first one has a large sized patty with little vegetables; the second one has a smaller sized patty with a lot of vegetables. Both the burgers have the same calories but because the second burger has more vegetables, it looks much bigger. Which burger is more likely to fill your stomach? Ideally, both the burgers should have the same effect on your hunger as they have same number of calories.

But research shows that you are more likely to feel full with the bigger-sized vegetable burger. The only reason is that it looks bigger; hence your brain tells you that you have eaten more. You don't eat calories, you eat volume.

Another experiment was done, wherein two groups of people were given a half glass of smoothie before lunch. The only difference was that the first group's smoothie was blended for a longer time to create more froth; hence the glass looked full. Whereas the second group's glass looked half full. They were given lunch after some time and it was found that the first group ate 12% less food compared to the second group. The reason is the same: they thought they had more smoothie, hence they should eat lesser. You eat volume, not calories.

What are the cheapest ingredients to add to our diet: air and water. Does not cost much but can make you feel fuller with lesser food. What else should we add to our food to lose weight? Vegetables! Vegetables can add volume to any food, without spoiling the taste. You not only eat more vegetables, but you also eat less of

# WHAT ARE THE CHEAPEST INGREDIENTS TO ADD TO OUR DIET ?



AIR AND WATER

unhealthy stuff. In which food can we add vegetables? Almost anything. You can add it to soup, upma, snacks, pasta, poha, chow mein, biryani, other rice preparations, burgers, and sandwiches.

If you are responsible for your cooking at your home, then make this change to your recipe today. Without anybody realising anything, you will make a big difference to your family's health.

### Activity



1. Are you adding enough air, water, and vegetables to your food? List down the items that you eat daily, in which these 3 items can be added.
2. When you make a shake, add ice cubes and shake it well to increase the volume.
3. Have a glass of water before every meal.

## B. Good things come in small packages

We believe we eat because we are hungry and the brain tells us to eat. It is true to an extent. But what we eat and how much we eat is not governed only by our brain, it's governed by our surroundings. Our habit, the availability of food, and our co-diners affect the amount of dessert we eat more than what the innocent ghrelin (hunger hormone) actually wants us to!

Do you think your brain knows the difference between one piece of Cadbury's eclairs and one whole pack of Dairy milk? How much dessert is enough to satisfy the sweet cravings after a wholesome meal? Well, it's far less than whatever you would imagine. According to a study conducted by Ellen Van Kleef *et al*, it's actually one-fourth of whatever we think we need to eat!

In their study, they gave a group of 104 adults a regular sized portion of chocolate, apple pie, or potato chips and they gave another group just 2 bites (or about one-fourth) of the same thing.<sup>1</sup> The participants were asked to eat their helpings and then they were asked to rate their satisfaction and happiness from eating after fifteen minutes. What do you think happened? Both groups were equally happy and satisfied! (the first group might not be once they learn that the extra calories did nothing good, not even increased happiness!).

So your brain can be tricked. All you have to do is enjoy bite-sized delicacies and then distract yourself for 15 minutes. You can have a glass of water, leave the room or indulge in meaningful conversation with your partner - and then fifteen minutes later, you'll have happy memories of enjoying a tasty snack even while you were on a diet!

If you have strong cravings for any food, it's not advisable to avoid it completely. But have it in controlled portion sizes. Have a small piece of chocolate, but relish it slowly. People fail to continue with a diet, because they sacrifice unhealthy foods completely. And then the patience gives in one fine day. Let that situation not arise. Have your favourite foods once in awhile, but cut down the portion sizes.

You must be saying, Oh the same old “Portion sizes” advice again! But this time it’s different. I am not just asking you to randomly cut down on portion sizes. I am asking you to serve yourself precisely 1/4th of the sinful food/dessert on the menu (if you can’t avoid it completely). You will have the same pleasure, and a remarkably reduced guilt! You should, in fact, go a step ahead and stock only small bite size quantities of all such food, and preferably in opaque containers (more on this later).

## Activity



Have you started practising the 1/4th rule? Stick to this while buying grocery also. Family size packets might be good on your wallet, but they are definitely not good on your body!

## C. Will you eat more if your bowl is bigger?

I usually have rice, dal, and veggies for lunch and veggie stew for dinner. I realised the bowl that I was using for my dinner was serving me a lot more stew than the combined dal and veggies during lunch (which I have on a plate). So, if I just switched my plate and bowl, I would be eating more for lunch and less for dinner! Whoa!

It turns out, there's a lot of research that's gone into this. In one of the studies, a group of elementary school kids were given a 24-ounce bowl for breakfast instead of the usual 12-ounce bowl. And what did they do? They served themselves 42% more breakfast cereals than what they did on the other days.<sup>2</sup> This was again replicated with adults with almost similar results. So it's not just the kids who get tempted to eat more. Bigger bowls make us feel that it's normal and reasonable (and rather expected) to eat more!

There are some days when I get too lazy to order grocery and ask my cook to prepare something out of whatever vegetables are there in the fridge. And then there are the days right after my freshly ordered groceries are delivered. Those are the days when my cook has an abundance of everything and ends up usually cooking larger portions of the same sabji.

I invariably finish all that is cooked (or all that is served). I eat more when there's more on the table. And I eat more when I eat out of a bigger bowl! All this has nothing to do with how much I actually need to eat, I eat because food is available. Not just bowl, size of your plate, spoon and even serving spoon influence how much food you eat.



USE  
**BIG BOWL FOR**  
**STEW & SOUPS**

## Activity



1. Do yourself a favour, buy some new plates and bowls. Replace your old cutlery. You'll be saving a lot in terms of reduced Health \$ (or calories if you prefer).
2. Plates should be small, and bowls for dal and soup should be bigger. Ideally, spoons should be small.
3. Eat rice-dal in a bowl instead of a plate. Instead of mixing rice with dal (or rasam/sambhar/rajma) do the reverse. Let it be more of liquid stew kind of preparation. With this one simple trick, you can decrease carb and increase protein.

## D. Why you are better off eating on a banana leaf!

What is the colour of the plate you generally use for lunch and dinner? You might wonder how does it matter what colour plate you use as long as you are eating healthy?

It matters. You will be surprised to know how much importance the colour of your cutlery plays. A study was conducted in Cornell University, where a group of participants were called for dinner. Half of them were given white plates and half were given red plates. On the menu was red pasta with Marinara sauce and white pasta with Alfredo sauce. The result was amusing! People taking white pasta on a white plate or red pasta on a red plate served themselves 18% more food than those with opposite coloured plates.<sup>3</sup>

That's an eye opener. If we follow this learning, then eating on green leaves or a green plate might be the easiest and wisest thing you do for your midriff!

Now that you know this, you are probably thinking that you won't let the colour of the plate influence your food behaviour. You obviously consider yourself "above average" when it comes to assimilating and practising a simple task. What can be simpler than being mindful while serving food to yourself? The problem is that more than 50% of people assume they are "above average", which is a mathematical impossibility! So you are actually better off changing your plate.

The best practical solution will be to use steel plates. How many food items do you eat which are grey in colour? I can't think of any! Maybe this is one little

piece of our childhood that we should eternally stick to. I don't remember eating out of fancy plates or expensive china. It always used to be steel plates and that's what I am now going back to.

## Activity



What's the colour of your plates? Can you change them if they are white or beige?

## **E. I follow “see-food diet”. I eat whatever I see.**

*Out of sight, out of mind. In your sight, in your mind.*

In a research, employees were divided into two groups. Both groups were given a container full of chocolates. Employees were asked to keep the container in front of them so that they could eat whenever they wanted. The only difference was that the first group was given chocolates in a transparent container, whereas the second group was given chocolates in an opaque/white container. Could the colour of the container make any difference? If you think logically, maybe not. Chocolates are the same and are equally accessible. You will be surprised that the group which got the transparent container ate 71% more chocolates than the other group. Yes, 71%! It clearly shows that the people who could see the chocolates more easily ate a lot more.<sup>4</sup>

And you thought diet is all about willpower!

What happens if you keep a chocolate in front of you, and you see it once every 15 minutes? Then every hour, you need to decide 4 times whether you want to eat that chocolate or not. How many times can you show strong willpower and say “No”? 4 times? 8 times? 12 times?? You are bound to fail if you test your willpower a lot.

One of our clients used to say “*I follow the See Food Diet. I eat whatever I see*”. And it is true for most of us. We are too weak to avoid foods that we see. Never test your willpower.

Is it all bad news for us? No, we can use it for our benefit. We eat what we see, both healthy and unhealthy.

You are more likely to eat a salad if you see it more often. So, rid your house of unhealthy foods and fill it with healthy foods.

Here's an anecdote you will possibly relate to. One of our clients, Archana, used to eat healthy. But as she had sugar cravings, she would keep sugary saunf and toffees, in and around the house. Without realising, she would sabotage all her healthy eating efforts with a few servings of such sugary stuff.

If you open your refrigerator, and you see cola and pastries, then God save you! If you go to your kitchen and all you can see is 2-minute noodles and chips, then you need extra willpower to stay on track. Don't test your willpower so much. Believe us, most of us are not very good at it. You are better off not having a choice. At midnight, when hunger pangs strike, you are most likely to search for fatty foods, and all your day's effort will go down the drain.

If you can't rid your house of unhealthy foods, don't lose hope. You can at least make them invisible. Pizza and unhealthy leftovers can be wrapped in an aluminium foil, so that it is not very visible. Brownie and other desserts can be placed in the lowermost shelf of the refrigerator. Corn flakes and unhealthy snacks can be kept in the backmost segment of the cupboard. When you open your cupboard, you should first see healthy foods and unhealthy ones should be hidden behind or inside some opaque container. You are three times more likely to eat the first food you see in your shelf than the fifth one.<sup>5</sup>

## Activity



Analyse your house. Do you have access to healthy food or unhealthy food? Does your fridge have cola or buttermilk? Do you have access to healthy snacks in the evening? Time to clean up your house of junk food and fill it with healthy foods.

## **F. Make your cook your partner in crime**

This chapter is not relevant for people who cook for themselves. You can skip it. But for others, it is a very important chapter.

You try your best to eat healthy. You are eating low/normal oil vegetable curries, dal, legumes, dosa/omelette made with low oil. But still your weight is not reducing.

A lot of times, a good effort fails because of your cook. It is always easier to cook food with more oil. It tastes better, it cooks faster, does not stick to the pan. And most of the times your cook might not have incentive to cook healthy for you. Your spouse would, but not your cook.

There is no way you can figure it out whether your dal/curry has less oil or slightly higher oil. You can only make out when oil is very high, as in a restaurant food.

The best thing is to make the cook your partner in crime. Incentivise her / him to cook healthy. Tell her that you are trying to lose weight, and every month you lose 2 kgs, you will pay him Rs 200-500 extra incentive. Don't keep the incentives so low that it does not bother him. It should be lucrative enough for him.

If your spouse is taking care of the cooking, then talk to her personally. Don't give her/him Rs 200-500 incentives, the damage to you will be far bigger :) She will be in better position to understand your situation and she is by default your partner in crime. You can always celebrate your success with her by going for a movie or a holiday.

This is the best way to change your environment for your success. If your environment is not right, chances of success becomes lesser. With the right environment, with little effort, you still lose weight.

### Activity



If you have a cook, incentivise him/her today. If your spouse is taking care of cooking, talk to her.

## **G: Home weight-proof checklist**

*Tick mark the statements that fit your lifestyle or arrangement the best. Then evaluate your score at the end of the checklist*

### **Dinner Table**

- No television at the dinner table. Even if it is there, it is turned off at meal time. \*
- No mobile/book/TV is around while eating food. \*
- Fruits/salads are the most visible foods on the dining table.
- Food is eaten on the dinner table or at a designated place for meals

### **Cupboard**

- Healthy foods are visible first on the shelves. Unhealthy foods are kept behind.
- Healthy snacks are always present at home.

### **Refrigerator**

- In the refrigerator; salads, fruits, eggs, and milk/buttermilk, are on the top shelf..
- There are cut salads/fruits on the top shelf in transparent bowl or plate.
- Unhealthy foods are kept on the bottom shelf.
- Unhealthy foods like cake, pizza are either covered in aluminium foils or kept in dabbas.

- There are no big bottles of cold drinks. At a given time, only 1-2 small bottles are kept there
- There is not more than 1 serving of readymade fruit juice (ideally there should be none)
- Bread, if there is, is stored on the bottom shelf.

## Dishware

- Plates are small in size i.e. 9-10 inches in diameters.
- Plates are either grey, green, or blue in colour. They aren't white or beige
- Water glasses are big in size i.e. at least 300 ml.
- Alcohol/non-water glasses are tall and narrow.\*
- Juice glasses are 200 ml.
- Tea/coffee cups are small in size i.e. at max 150 ml. (Bigger mugs can be used for Green Tea)
- Spoons are small in size.
- There is a big bowl for stew, soups, and salads.

## Kitchen

- There is a mixer/juicer for vegetable juice. Not the one with the strainer that removes the fibre
- Only fruits or healthy snacks adorn the kitchen platform.

## **Bedroom /TV Room**

- No food is kept in the bedroom. Especially, not near the TV (if you have TV).
- You don't eat food in the bedroom/TV room.
- At times when you have to eat, you don't eat out of big packets. You serve smaller portions in bowls/plates before eating
- You always have access to water.

\*It will be discussed in later chapters in the book.

## **Total Score**

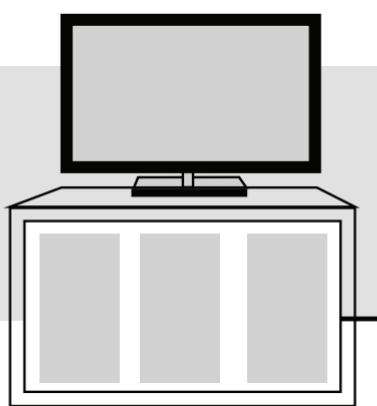
≥22: You are doing Awesome :)

15-22: You can improve.

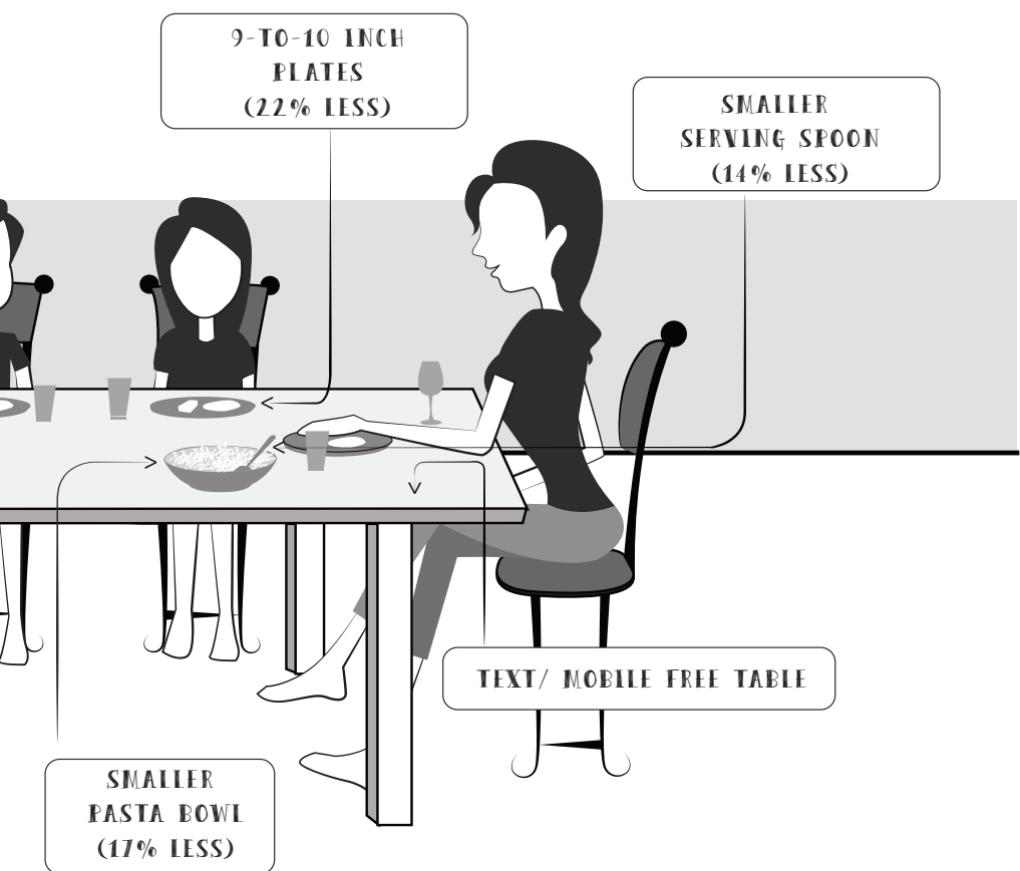
<15: You need urgent action; otherwise it is very difficult to lose weight.

**TALL OR SMALL  
DRINKING GLASS  
(30% LESS)**

**TV OFF**



**WHITE  
WINE GLASS  
(12% LESS)**



Modified from: Wansink B. *Slim by Design: Mindless Eating Solutions for Everyday Life*. 1st ed. William Morrow & Company: New York; 2014.

## **2. Weight-proof Your Office**

### **A. How to make your body love your work desk**

It does not matter which company you work for, you can always take some simple steps to control your environment.

Don't keep unhealthy snacks on your desk. If it is kept even 6 feet away from the desk, it will reduce the chances of you eating it by more than 50%. That's a lot of saving for a simple hack.

If you have to keep some unhealthy food in your work area, put it in a shelf, so that it is not visible to you always. Remember the "See Food Diet" chapter.

Not having access to unhealthy food is important but it is also important to have an access to healthy food within your reach. Most of the diets fail at 5pm when it's time to snack. If you have not planned for healthy snacking, it's very unlikely you will eat healthy. If you step out, the street and shops are all full of chaats, samosas, biscuits, and all kind of fried stuff. When rats are jumping in your stomach (sorry for poor translation of the hindi proverb), it is very easy to lose your willpower. We always say "Don't test your willpower." Plan in advance.

You should carry lunch as far as possible. Home cooked food is always going to be healthier than outside food. If carrying lunch is not possible and there is no office canteen, choose some healthy tiffin service over eating out daily (or at least on 3 days in a week). When we try to convince our employees, this is what they say, "We go to only healthy places." As if one exists! A startling example - one of the leanest members of our team has been eating out supposedly "Healthy meals" every day

for lunch over last one year, and has gained 14 kgs in the process!!

We have been observing for years and we realise that pure healthy food joints don't last for more than a year. All of them shut down because of lack of demand. It is much easier to sell unhealthy foods. As a consumer, you can't figure out if there is low or moderate oil in a curry. Oil becomes visible only when it is very high. Let's assume that you can still find a healthy place to have food, even then it makes sense to have a healthy tiffin service. Reason being when you go out to eat food, you order food when you are super hungry. At that point of time, you are more likely to order oily, carb-loaded food. Your hunger is much more dominant than your will power in such situations. If you subscribe to a home-made or a healthy tiffin service, you don't have to worry about what to order. One thing less to decide every day is always good for your productivity. Always choose to order food 1-2 hours before lunch time, your hunger pangs would not be so severe and you are more likely to order healthy food.

## B. Why you should talk to your HR today?

Lot of companies are doing their best to increase Truweight's work and business, by making their employees fat and unhealthy. Do you happen to work for one?

Companies typically make two kinds of mistake:

**Mistake No. 1:** Not give you any healthy things to eat

**Mistake No. 2:** Give you a lot of unhealthy things to eat.

Most of the companies make Mistake No. 1, probably close to 99.9%. Only bigger companies have the budget to make Mistake No. 2. Bigger the company, bigger the spread of food they offer. Top companies offer you the best variety of worst foods as a part of their HR policy to keep their employees happy. It's a great strategy. In the short term, who doesn't want tasty food. But in the long term, health does get affected, and it hampers productivity. I have a friend who worked for one of these big companies and quit his job after he got sick of eating all the junk food. I am not kidding.

If your company is making either of the two mistakes, you need to talk to your HR today. You need to emphasise the importance of health and good nutrition for all the employees and how it affects overall productivity of the company.

It's not that expensive to keep healthy snacks, fruits, and salads in office. Unless you are a startup like us :). Putting some posters on right nutrition will hardly cost anything. Have a microwave so that employees can heat their lunch. Keep contact details of the healthy food joints, especially the ones that deliver healthy lunches. Keep the place clean, so that more and more people use

the office pantry rather than going out to eat food.

If you are working in a big company which is making Mistake No. 2, then it's even more important to talk to your HR. Mistake 1 is like stealing 100 bucks, but Mistake 2 is like a murder. If your company is making Mistake 1, you can still get stuff from your house and make up for it. But if your company is making Mistake 2, you are doomed. We happened to work for one such company which would offer free cola, chips, biscuits, meals, etc. Think of anything unhealthy and the office had it. It was our first job after college and we just loved the company. It was an 'Alice in Wonderland' kind of experience. I think I ate junk food worth more than the salary I was drawing. The result: 7 kgs weight gain in 1 year.

It's difficult to convince big corporates not to keep unhealthy food in the pantry. No HR is going to agree to that. It would be easier to convince them to add more healthy options. But just keeping healthy options is not going to work. Some more tips for them:

1. If your company offers a buffet, ask them to keep fruits and salads at the beginning of the buffet. People who take fruit or salads first are more likely to pick up more healthy stuff. Fruits and salads at the start of the meal means less hunger for the rich offerings in the lunch buffet.
2. Keep smaller plates. Smaller plates translate into smaller waistlines.
3. Arrange the tables in a way that they face away from the buffet.
4. Give more prominence to healthy foods. Highlight them in "Menu of the day" on the notice boards.

Place them at eye level, and stack unhealthy food on the topmost racks or keep them inside the drawers. They don't have to preach people to eat healthy, just place things such that it's easier to pick healthier options.

5. Does your company offer you 5 star hotel kind of spread: Chinese, Italian, South Indian, North Indian kind of food in the same meal? If answer is Yes, we are super jealous of you, but we also sympathise with you. As we discussed earlier, variety is bad for your waistline. In trying to eat everything, you will eat a lot more. If you ask your HR to not have such elaborate spreads, it's very unlikely that they will agree. What is a more practical solution? Create big partitions between the spreads and have dedicated zones for different kind of cuisines. It will prompt people to choose one cuisine and stick to it. A simple hack.

## C. Self-assessment office weight-proof checklist

*Tick mark the statements which you follow in your work-place. Then evaluate your score at the end of the checklist*

- You don't keep unhealthy food at your works-tion / desk.
- You carry home made lunch to office.
- You carry some other healthy options like fruits, salads, buttermilk,sprouts.
- You don't eat lunch while working
- If you don't carry lunch, you subscribe to a healthy tiffin service or order from some relatively healthier place
- You have spoken to your HR for the need to weight-proof the office
- You eat in the company of people who eat healthy

### Score:

≥ 6: Excellent

4-5: You can do better

1-3: You need to definitely weight proof your office.

### **3. Weight-proof your Restaurant Eating**

#### **A. Less is only more, when more is no good.**

- Scenario 1: You are given a bowl with 7 colours of M&M chocolates.
- You are given a bowl with 10 colours of M&M chocolates. The Taste of all the chocolates is same, only the colour varies.

Ideally, in both the cases, you should consume the same amount. It's the same chocolate. But that's not the case.

Research shows that in the second scenario, you are likely to consume 76% more chocolates!! That's a lot of extra fat for adding just 3 colours.<sup>6</sup>

People have gone on all kinds of mono diets and they lose weight. Mono diets work by advising you to eat only one kind of food. Some diets allow only fruits, some vegetables, etc. You won't believe there are people who go on a McDonald's diet, where they eat nothing but McDonald's stuff. People do see weight loss in such diets. Seems surprising! Let's figure out the reason.

When you go on a mono-diet, you tend to get bored with the diet beyond a certain point. So automatically, your consumption decreases and with lesser intake of food, weight loss is bound to happen. Why do we eat less when we eat one type of food? The answer lies in your nose. Have you done perfume testing at any supermarket? After testing couple of perfumes, you are asked to smell coffee to reignite your senses. Giving a different kind of smell to your nose helps it to regain its senses and judge the perfume smell again. Similarly, if you eat

JUST BECAUSE THERE  
ARE 20 VARIETIES,  
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CONCERNED ABOUT YOUR  
RETURN ON INVESTMENT?



the same kind of food, your senses go numb beyond a point and you tend to eat less. You will enjoy your first piece of chocolate the most, marginal satisfaction from the additional piece starts going down. Beyond 50 pieces, you might want to throw up. (Don't try this experiment at home; it is extremely risky for your waistline).

However, the problem with mono-diets are that they are extremely bad for health. Our body requires different sets of minerals, vitamins, and other nutrients. By limiting your variety of food, you are compromising on your health big time.

The point, we are trying to make is that variety in food leads to higher consumption. We do not recommend to go on a mono-diet. But we also do not recommend to eat 5 varieties of food in a meal, which sadly is a common practice when dining out with friends/family. We tend to order as many varieties and share dishes with each other. It is a sure shot way to eat more. If you want to eat pizza, eat pizza. But don't combine it with pasta, lasagna, and spaghetti.

And that's precisely why eating at a buffet is like playing with fire. What do you expect when you take a kid to a candy bar? Wherever possible, avoid the buffet. Even if you have to go to one, start with the healthy salad section. Just because there are 20 varieties, doesn't mean you have to eat all of them. Concerned about your return on investment? Think again. You might have to spend a lot more money with us to lose that extra pound. (Not that we mind it :)

**Note:** If it comes to fruits and vegetables, variety is good. It actually makes you eat more, which is what we want.

## Activity



1. If you are having unhealthy foods, avoid variety. Stick to 1-2 items. Don't share different varieties of food with multiple people. Don't try to have little of pizza, burger, chowmein in the same meal; one type of food at a time is always better. Choose *a la carte* over a buffet.
2. If you are having healthy foods like salads, have as much variety. More variety would mean you would eat more.

## **B. Can sitting near a window affect how healthy you eat?**

Any dietician or weight loss program that advises you not to visit a restaurant during your weight loss journey, is bound to fail. Parties and outside food are realities of life and the sooner you accept this, the higher your chance of success will be.

There are some interesting studies that show how to weight-proof your restaurant eating. For instance, it is found that people who select a table near a window, tend to eat healthier. A simple hack which does not require any effort.

Another study shows that people who tend to sit away from the food or bar counter, eat less. Go a step further, don't just sit far but also sit in the opposite direction of the counter. You eat less when the food is not easily accessible!

Can light have an impact on your eating habits? Research says Yes! People who eat in a well lit place, tend to eat healthier, than people who eat at dim-lit places. So maybe going on a candle-lit dinner date too frequently is not the best idea.

Should you share your food with your friends/family in a restaurant? Of course you should, that's what social convention dictates. Sadly, we are going to ask you to change that too (although at the cost of being boycotted by them). Reason is if you share your food, you will have more variety. Remember, more variety means more food! You should share only when you are ordering the same or less number of dishes than number of people on the table (which means that you are controlling your

portion size and not overeating).

We had covered this topic in our earlier book “Ultimate Guide to True Weight Loss”. Few more tips when you are eating outside:

1. When you go out, don't go out on a completely empty stomach. If you go out when you are starving, then you are more likely to hog. Always eat something healthy before you go out for a party. In that way, you will balance unhealthy eating with healthy eating.
2. Instead of going for a buffet, opt for an *a la carte* menu.
3. Stick to small portions.
4. Instead of having creamy, salty, and oily foods; opt for steamed, grilled, or broiled foods.
5. Be mindful while eating and eat slowly because it takes about 20 minutes for our brain to receive the signal that we are full.
6. Do a 3-4 course meal at any restaurant, start with a soup (preferably clear soups, vegetable soups, tomato soups); have a salad; some healthy non-fried starter and a proper course. By having soups and salads, you will ensure that you will not overeat the main course. Also, opt for healthier options:
  - Salted /jeera/ spiced Buttermilk (or Fresh Lime) instead of carbonated drink/mocktail.
  - Grilled fish or chicken.

- Wheat roti instead of naan or kulcha.
  - Order items with more vegetables and choose white meat over red.
  - Ask the waiter to cook it in less oil.
7. Healthy options for evening snacks: Chole Chaat (can be made without oil and tikki), Boiled Aloo Chat, Boiled Chana, Peanuts or other grams, Bhutta (roasted or boiled corn), Coconut water, Cheese sandwich or Vegetable sandwich (using brown bread).
8. Starter options: Paneer Tikka (avoid oil), Roasted peanuts, Salads, Egg preparation in less oil, Masala papad (non-fried).
9. Breakfast options: Idli with sambar, Boiled Eggs, Dhokla, Pessaratu (or Moong Dal Chilla without oil), Subway salads or sandwiches (avoid fatty dressings like mayo, ranch etc; prefer mustard).

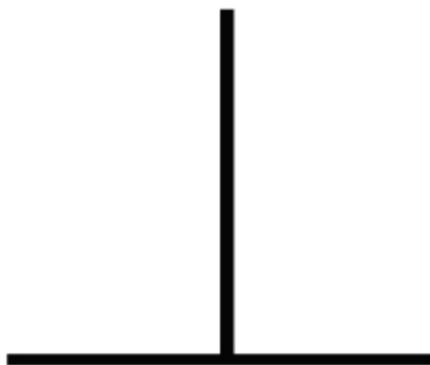
## C. How to minimise the ill-effects of alcohol?

*It seems that researchers at Colorado University say wine may help people lose weight. It's not the wine directly that causes the weight loss. It's all the walking around you do, in a dizzy state, trying to find your car. Jay Leno.*

All of us know the ill-effects of alcohol, hence we are not going to bore you with those details again.

Diets usually fail when you ask a person to stop alcohol (or cola) completely (but if you can, nothing like it). If you are unwilling to let go of alcohol, is there a way to trick your mind to minimise the ill-effects of alcohol without putting much effort?

Let's take a quiz: Which of the two lines (vertical or horizontal) is longer?



Most of you would answer, vertical line. And sadly, most of you would be wrong!

It is a vertical-horizontal illusion. Both the lines are of the same length, but vertical line appears longer. But what does this illusion have to do with alcohol consumption? This answer can bring down your alcohol consumption substantially.

Just like the vertical line appears longer than the horizontal line, long & narrow glass appears bigger than short & wide glass. If you poured the same amount of alcohol/liquid in two glasses, one tall and one wide, your mind would think that the taller glass has more alcohol!

Professor Brian Wansink conducted experiments to prove this point. He gave tall skinny glasses to a set of students and wide short glasses to another set. He found that the second set of students poured 30% more alcohol compared to the first set. He asked them to practice the amount and conducted the same experiment again. Still, the results were almost the same: the second set of students poured 26% more alcohol!

He then conducted the experiments with professional bartenders with an average 6 years of experience. Professional bartenders should know about the exact serving size, after all it is their job and they have been doing it for years. The size of the glass should not deceive them. But surprisingly, even bartenders fell for the illusion. They poured 20% more alcohol in the short wide glass compared to tall skinny glass.<sup>7</sup>

There can't be a simpler trick to lower your alcohol consumption by 20-30% without making any effort at all!

## Activity



Always, always drink alcohol in long narrow glasses.

What else can you do? Being mindful of how much you have consumed makes you drink more responsibly. Some simple tricks are:

1. Never clear your table of the empty bottles of wine/beer. Let the bottles sit on the table and remind you how much you have drunk.
2. If you are drinking a cocktail and there are no bottles, then let the empty glasses sit on the table. Always take the drink in a new glass and do not use the old one. This will help you to keep a track of how much you have drunk.
3. One tends to lose control after a couple of pegs. You might start with a noble intention of drinking just 2 glasses of wine, but who remembers the promise after 2 glasses? Close the option of drinking more even before you start drinking. E.g. if you are drinking at home, don't get more alcohol than you intend to drink. If you run out of alcohol, there is no choice. Sometimes, not having a choice is a good thing.

4. Wine, especially red wine, is the lesser evil. Try to substitute your beer/whiskey/vodka with wine as far as possible.
5. Eat healthy snacks. Sometimes, the bigger evil is not the alcohol, but the fried snacks that go along with it.
6. Do not start drinking on an empty stomach. You are likely to drink more.
7. Cocktails are worse than drinks on the rocks, as there is too much added sugar. Stick to enjoying pure spirits (if your taste buds permit that). Remember to dilute your spirit with ice, water or soda. Skip adding carbonated beverages.

## D. Restaurant weight-proof checklist

*Tick mark the statements if you follow them whilst in the restaurant. Then evaluate your score at the end of the checklist*

- You choose to eat something healthy before leaving for the restaurant / party.
- A well-lit table in the restaurant is your preferred seating arrangement.
- You choose to sit near the window?
- You choose an a la carte menu over a buffet spread.
- Your table always faces away from the live bar / food counter.
- Salads are the first thing you order in a restaurant.
- You begin your 3-course meal with healthy soups.
- You request the waiter to prepare your food in low oil.
- The healthier options in the menu are always preferred by you.
- You choose roasted options over fried ones on the menu.
- You frequent restaurants that offer healthier eating options.

**Score:**

≥9: Excellent

6-8: You can do better

<6: You need to make some changes to minimise  
the damage of eating outside.

## **4. Weight-proof Your Grocery Shopping**

### **A. How a modest chewing gum can weight-proof your grocery shopping**

Does chewing gum and healthy shopping have any relationship? Answer is Yes. Read on to find out.

It is interesting how small things can make a big difference to your shopping. Research shows that if you go shopping on an empty stomach, you are more likely to buy unhealthy foods. If you are hungry, all unhealthy foods and drinks will seem more tempting. However strong your willpower is, you are more likely to fail. Never test your willpower unnecessarily.

What if you have no option, but to go to a grocery shop on an empty stomach. Worry not, there is a simple solution. Chew a mint flavoured chewing gum. This should be the first item you pick. Research shows that people who are chewing a gum shop less of junk food than people who are not chewing a mint-flavored gum.

How does a chewing gum affect your buying behaviour? When you see a cookie or chocolate, you tend to imagine the texture, taste, and flavour of the product and that increases the cravings. When you chew a gum, it short circuits those cravings. It makes it difficult for you to imagine the texture and taste of chocolate and chips! Wow, so the modest chewing gum does much more than it promises!

We, at Truweight, have a mission to make the world healthier. Grocery shops seem to have just the opposite mission: make the world unhealthier :(

Supermarkets are designed to serve the fast moving consumer goods, dominated primarily by all unhealthy foods. It is almost impossible to find healthy foods. Chips and chocolates welcome you as soon as you enter a shop. Ice-cream is lingering nearby giving company to its best friends: chocolates & chips. Vegetables and fruits are in one extreme corner, given a step-motherly treatment. Healthy foods are hidden as if you are playing a treasure hunt. When you are waiting for your bill, sweet sexy candies at the counter are seducing you with “Hey!, Pick me up.” If you don’t fall for this well-planned honey trap of a supermarket, you are a real hero.

Once you know their ploy, it becomes easier to defeat them. You should always start from the fruits and vegetables section. Followed by the pulses and legumes section. Buy a lot of variety of all these items such that it almost fills the entire cart. If you start healthy, there is a very good chance that you will continue to shop healthy.

When you look at a candy bar at the checkout, tell the candy, “You might be sweet and tempting, but you look good in a store, not on my hips.”

Also, try to find a good subscription service that delivers healthy foods/snacks to your home every 15-30 days. Put it on auto-pilot, so that you don’t have to order it every now and then. When you have access to healthy food without making any effort, you will eat it.

## **B. Self-assessment grocery shopping weight-proof checklist**

- You choose a grocery shop that houses healthy foods (however difficult it is).
- You don't go shopping on an empty stomach.  
Never go shopping hungry.
- If you are hungry while grocery shopping, you chew a mint-flavored gum.
- You always read the nutrition charts or ingredients list and don't get influenced by health claims.
- Legumes or pulses are always there in your shopping cart.
- A variety of fruits and vegetables are always on your grocery list.
- You don't buy big family size packets of unhealthy foods.
- You approach the fruits / vegetable section in the supermarket first.
- You have a subscription of a health food service.
- Your grocery shopping is always planned. You chart out a list of all the essential items needed.

### **Score:**

7 : Excellent

5-6: You can do better

1-4: You might be falling into the trap of the grocery shop.

## **5. Weight-proof Your Emotional & Social Settings**

### **A. Comfort food is not always comforting**

What is your go-to food when in distress? Mine is Tiramisu pastry (I am salivating already!) I would never miss an opportunity to eat it, whether I am sad or in a mood to celebrate. Because I strongly believe that, the sugar might not be helping my arteries, but it's certainly helping my serotonin levels and elevating my mood. So much so, my husband says Tiramisu before he says Sorry!

But Alas, that piece of my life was nothing but a myth! It was a mere justification, perpetrated since ages to make us feel less guilty about indulging. Comfort food is actually a misnomer, the word comfort is redundant. All food is comforting, unless of course it's too untasty for your palate.

So coming back to the point, you could eat almost anything (or not eat at all), and yet you would feel exactly the same level of happiness or unhappiness. Food (especially the so-called comforting variety) is just a filler, it's not the elixir that cures your mood.

Not yet convinced? Perhaps this will help. Tracy Mann, a Psychology Professor at University of Minnesota, conducted an experiment with 100 college students. Bad mood was induced by making them watch a series of clips from sad movies. Post which, half the participants were given their favourite comfort food to eat, and the other half were given regular food that they enjoyed (not those that they clearly marked as comfort food). Once

they finished eating, they had to answer a questionnaire on how they felt. Surprisingly, all participants felt equally good, irrespective of what they had eaten!

She then did another experiment, this time with kids. Half the kids ate the comfort food and the other half ate nothing. After a few minutes, both groups felt equally better. The comfort food had no added effect on mood. This proves that time is a better and more consistent healer of mood than any food.<sup>8</sup>

## Activity



There are other things to elevate your mood, rather than just eating. Figure out what activity would comfort you the most. Try doing that, instead of eating, the next time you are under stress. Few things that have been proven to help:

1. Take deep long breaths.
2. Close your eyes and count from 1 to 100 and then count backwards.
3. Talk to your Bestie.
4. Play with your kid.
5. Exercise/ play a sport or a musical instrument that you enjoy.
6. Read a book.
7. Listen to your favourite music.

## B. The big bag theory

I am a huge Big Bang Theory (a popular American television sitcom) buff, you just can't get away from the pearls of wisdom that Sheldon Cooper so effortlessly doles out! The one thing that he has taught me, is to be eternally prepared for any and all calamities. He has a well-stuffed emergency survival kit inside his bedroom in his own apartment, and then he has a duplicate portable one too!

It won't be wrong to call him the Father of Preparedness :)

One such day when I was binge watching Sheldon's eccentricities, I realised some of it can be used in sticking to our weight loss goals too. Take the Emergency bag for instance. It's a hugely important bag.

Research says that people eat maximum when they are either under physical stress (long gap between food intake, strenuous exercise, physical pain etc) or emotional stress. Physical stress is something that people often plan ahead for. I obviously know I am going to feel hungry after the Saturday long run, so I make sure I have a hot breakfast waiting for me. But what about emotional stress, it almost always comes unannounced. Even if we know we are going through stress, we often tend to make ourselves believe that all is well. And so, we fail to plan for "emotional binge eating". It can end up giving us even more stress when it shows up on the midriff!

Here's what I advise you to do, be prepared with an Emergency bag of food you would want to eat when under stress. Make sure you keep bite-sized portions of things you would love to eat. Think of things you would

want to eat when you are crying (I know that is an extreme case for many, but not for me). Also, include things that your rational un-stressed self wants you to eat. Keep this bag ready in your pantry and mark it as “Emergency”, don’t forget to replenish it from time to time.

As a principle, you should always keep one snack bar or some healthy crunchy snack in your bag. Always! This will come to your rescue in those long traffic jams, in those long unending meetings or those long waits in queue. Don’t let hunger pangs get the better of you, let Sheldon show you how to counter attack :)

## Activity



Is your bag ready?

## C. Weight is contagious!

In our earlier book “*The Ultimate Guide to True Weight Loss*”, we listed down 7 root causes of weight gain. Then we mentioned one more cause, “Marriage”. Couples typically gain weight post marriage as food is one of the best ways for both partners to show their love for each other.

But it seems it is not just marriage, any kind of companionship can lead to weight gain. If you eat with a friend, are you likely to eat more? Ideally, answer should be NO, but research shows that if you eat with one more person, you are likely to eat more, substantially more.

Psychology professor John DeCastro shows that if you are eating with 1 more person, you are likely to eat 35% more compared to if you were eating alone. If you are with 3 more people, you are likely to eat 75% more and if you are with 7 more people, then you will almost eat twice: 96% more. That’s one of the reasons why we eat more at parties. It is not just great tasty food, it is also friends and family. Sometimes Friends, Family = Fat.<sup>9</sup>

Why do we tend to eat more when we are with others? There are multiple reasons. Firstly, engrossed in a conversation, we tend to forget what we have eaten. Whether it was 5 *pakodas* or 6 *pakodas*, who remembers? Secondly, we tend to eat for a longer time when we are in the company of others. It is bad manners to get up from the table, until everyone has finished their meals. And what do you do sitting at the table: you eat some more!

Eating is like shopping: The longer you stay at the mall, the more you buy. Similarly, the longer you stay at the table, the more you are likely to eat.

But does everyone eat more in groups? NO! Research shows that people tend to eat as per the average consumption of the group. If you usually eat 4 rotis, and the group eats 2 rotis, you are more likely to reduce your consumption to 2 or 3 rotis to match the group. But if the group ate 6 rotis, you are also likely to increase the consumption. So what should you do when you want to lose weight? If you are a heavy eater, then eat in group. If you eat less, then avoid groups.

Birds of the same feather flock together. Find a group of people who eat healthy, and stick to them. This is one of the reasons why some families are lean whereas some are fat.

Weight is not always inherited. Sometimes it is contagious.

### Activity



Do you eat with healthy eaters or unhealthy eaters?  
And do you know the difference?

## D. 1 movie a week can make you gain 7 kgs in a year!

I don't know about you, but I am a big movie buff. I watch at least one movie every week in the theatre. More than the movie, the fun part is a big bottle of cola and the popcorn tub. Sometimes, I would share, but not always. Even if I share, I would just eat fast, so that I can eat most of it :)

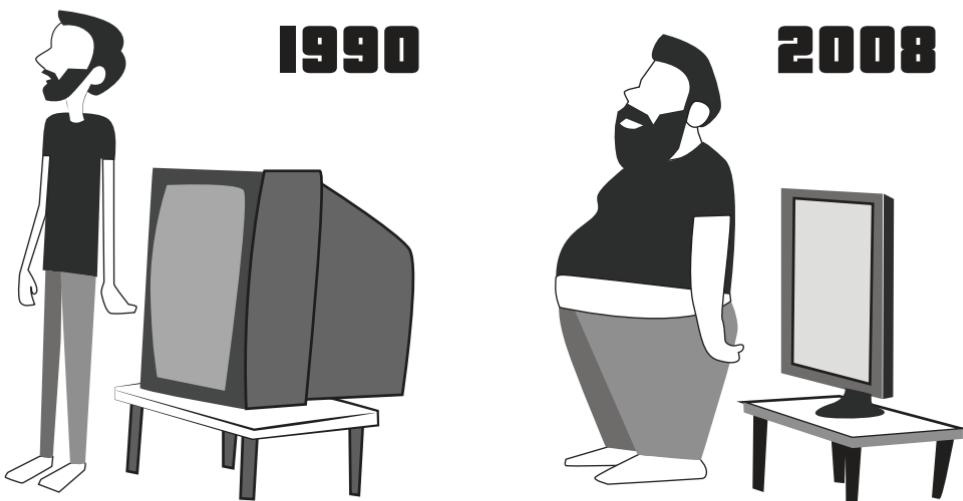
But then I realised what harm I was causing myself. I was easily consuming 800-1000 calories during every movie (We are against counting calories, and have our own yardstick: health \$; but for the benefit of the larger population, I am using calories to explain this point). That's 500-800 calories in flavoured popcorn (depending upon size of the tub) and another 200-300 calories of cola to gulp it down! Smallest popcorn packet is also too big, forget about the tub. The entire place has been designed as a trap to make you fat. If it were not for movie theatres, Truweight would have gone out of business long ago :)

If you do not eat or drink in the theatres, you are seen as a miser! Hard choice!

If you ask a bunch of people "Would you stop eating popcorn when you are full" or "Would you not eat popcorn if they are not good", answer would typically be "We stop eating when we are full and we are definitely not going to eat popcorns if they are not good".

Research paints a completely different picture. In an experiment, a bunch of movie-goers were given a container of stale popcorns free of cost. Mind it, stale popcorns, 5 days old! Safe to eat, but not tasty at all. Nobody liked the taste, but still people ate the popcorn as if there

PEOPLE WHO WATCHED TV FOR  
AN HOUR ATE 28% MORE POPCORN  
THAN PEOPLE WHO WATCHED TV FOR  
HALF AN HOUR.<sup>10</sup>



was no tomorrow (and lot of them had just had their lunch). This experiment was conducted in the U.S., so you cannot even blame “Miserly Indians” for it. Some people were given bigger size containers, and some were given medium size containers. People who were given bigger size containers ate 53% more popcorn.<sup>10</sup>

So, it's a misconception that people eat when they are hungry or when they like the food. People eat for a variety of reasons. While watching a movie/TV, it is to keep yourself occupied. Also, we have trained our mind that movies and popcorn go hand in hand. We stop eating not when our stomach is full, but when the container is empty.

It's not just the movies, TV is equally fattening. TV maniacs are called couch potatoes for a reason. People who watch more TV are generally fatter than the ones who watch less. The reason is obvious: more TV means less movement and more food. While watching a movie/TV, you get so engrossed, that you do not pay attention to what and how much you are eating. Also, the longer you watch, the more you tend to eat. People who watched TV for an hour, ate 28% more popcorn than people who watched TV for half an hour<sup>11</sup>

The story is the same for people who eat while reading. You tend to be less mindful of the food you are eating.

How to avoid this trap? I prefer to take a bottle of water and sweet corn during a movie. It's not as tasty, but it's better than gaining 7 kgs in a year. Avoid unhealthy food while watching TV or reading a book.

## Activity



1. Are you watching too much TV? Do you eat while watching TV? If yes, stop doing it from today itself. Replace unhealthier snacks with healthier alternatives.
2. Choose corn over popcorn while watching a movie.

## **6. Weight-proof Your Outlook Towards Food**

### **A. A simple trick to increase your pleasure from food!**

I have a weird habit. I always save something on my plate (that I liked the most) to be my last bite. It can be anything that I find most delicious in that meal. It helps me end the meal on a high note. I love the lingering taste in my mouth. Am I tricking my brain into believing that the food was as delicious as the last bite? I don't know! All I know is that it makes it a happy meal for me :)

What do you do to make your meal more pleasurable? I am sure everyone has their own little secret and if you don't, then high time you invent something that makes you enjoy your meals a lot more!

Here's an experiment that will come to your rescue. The premise is so insignificant and yet the finding so very useful.

Leif Melson and Tom Meyvis did a series of experiments to study how to increase the enjoyment from pleasurable experiences. They divided the participants into two groups and treated them with three minute massages on massage chairs. The first group got full 3 minutes of uninterrupted massage while the second group was given the treatment in tranches; 80 seconds massage, 20 seconds break and final 80 seconds massage. So in effect, the total massage time was 20 seconds less for the second group.

After the treatment, the participants were asked to rate how much they enjoyed the treatment. You are in for a surprise here! The second group, which got lesser

massage time, rated the experience higher than the first group. They even said they'll pay twice as much than the first group for the same interrupted massage!!

What explains this? Social scientists explain that the joy of getting back to the pleasurable activity outweighs the displeasure caused by the interruption. This means they were so happy when the massage restarted that they discounted the displeasure they felt during the 20-second interruption. They had the added psychological pleasure of looking forward to something enjoyable.

I see a connection here with my saving the last bite! <sup>12</sup>

So while enjoying your food, you should make room for some interruptions. Maybe hold on to that piece of sweet and eat it throughout the meal. Take a break while eating. It will make you happier! It will also ensure you eat less calories/health \$.



### Activity

What's your trick to make the meal more pleasurable?

## **B. The big sin: Not relishing your favourite food**

I had gone to McDonalds with my nephew few years back, when he was just 7 years old. He is a big burger fan and convinced me to buy him 3 burgers. By the time, I finished my first burger, he had finished all his burgers. He also took one more burger from his sister and finished that too. A 7 year old kid eating 4 burgers!! What was more surprising is the speed at which he ate.

In the time I ate 1 burger, my nephew gobbled up 4. So, basically both of us got the pleasure of tasty food for the same amount of time. But my nephew ended up with 4 times the food. It is like paying 4 times for the same movie experience! Why would you want to do it?

One of the biggest mistakes we make is that we turn completely ravenous when we see our favourite food and we eat as if there is no tomorrow. There is no time to chew and swallow. We are in a greater hurry to finish the food than Usain Bolt (World's fastest Sprinter) is to reach the finishing line!

Tasty food should be relished. It has to be savoured. It has to be eaten in peace and every bite of it should be enjoyed. And that's a big difference between how Americans and Europeans eat. Americans are fond of fast food and they eat it really "fast". Five to ten minutes and your meal is over. Whereas Europeans eat their food at leisure. They spend time and eat their food slowly. They enjoy their foods fully. I remember enjoying a dinner at London, which lasted for a long 3 hours. It was a 15 course meal and every 10-15 minutes, some food would arrive on the table. The best part about the meal was the portion size. Every dish was extremely small in size. If we

serve such portion sizes to guests in India, they will not turn up again at your house!

Your brain takes 21 minutes to register that your stomach is full. A typical meal does not even last for 10-12 minutes. If you want to eat a rasgulla, eat it. But at least enjoy it. Take small bites, take time to chew, and swallow. Relish the entire experience. This way, you will be able to satisfy your cravings and, at the same time, moderate the consumption of unhealthy foods.

## Activity



Are you a slow eater or a fast eater? If you belong to the latter category, can you slow down your car a bit?

## **E. If you expect food to be tasty, it will taste good!**

You taste your food not just in your mouth, but also in your mind. If you expect food to be tasty, chances are very high you will like it. The reverse is also true.

Let's take an example of wine. You get all varieties of wines in the market; from Rs 500/bottle to Rs 50,000/bottle. Going by the price, definitely the more expensive ones should taste better. There are wine connoisseurs who can vouch for the quality of wine. Wine tasting is such a popular activity, wherein people taste and evaluate wine. People take coaching classes to learn how to appreciate wine. You will be surprised to read that "people find wine better not because they are better, but because they perceive them to be better".

Numerous blind tests have shown that people are not able to differentiate between wines. You put the same wine in different bottles with different prices. People would rate the more expensive wine higher. Even professionals wine tasters fail the blind test. Very surprising, but true. Don't you feel like suing the wine companies for all the extra amount they have charged you over the years!

There are even more interesting stories which convey the same message that brain plays a huge role in taste. Billy was a cook in World War II. He was responsible for the food of the traveling sailors. It was an important task as sailors were under stress due to war and food was that one major stress buster. In one of the long tours, he made a purchase mistake. Instead of ordering lemon Jell-O and cherry Jell-O, he ordered twice of lemon flavour and none of cherry Jell-O. It created quite an uproar. Sailors

were upset that there were no cherry Jell-O and some advised that he should be demoted for such carelessness.

Billy came up with an innovative solution. He added red colour to lemon Jell-O and presented it as cherry Jell-O and behold, the sailors were joyous. Nobody in the entire troupe could figure out it was lemon Jell-O with red colour. Sailors complimented him and thanked him for taking good care of them.

It seems surprising to read such stories. How can we mistake lemon flavour with cherry flavour! But numerous studies have proven this. It happens because when your brain expects cherry flavour, it tastes cherry flavour. Psychologists call this “expectation assimilation” and “confirmation bias”.

People usually do not like health food, because they don't expect it to be good. It is a self-fulfilling prophecy. If you go to your favourite burger joint, and you are given a slightly healthier version of the burger, and you are told it is “Healthy Burger”, you are likely to rate it lower (on taste) compared to the regular burger. But if you are given the same healthier burger without the new branding, you are likely to rate it as high as the regular burgers. The reason is that people expect healthy burgers to be less tasty, hence they find it to be less tasty.

Research by Crossmodal Research Lab shows that our mind forms an impression about taste even before food enters our mouth. Some interesting findings by them are:

1. Food tasted sweeter when eaten with smaller spoons which are generally used to eat desserts.
2. If yogurt is eaten with a white spoon, it tastes

sweeter compared to if it were eaten with black spoon.

3. When cutlery appeared expensive, the food tasted better.<sup>12</sup>

### Activity



Present healthy food better. Use good heavy cutlery. Do not assume that healthy foods have to be bad in taste.

## **7. Weight Proof Your Accountability**

### **A. 2 minutes on this daily can increase your success multifold**

Research shows that people who track their food in a diary/app lose almost twice the weight.

Anything which is not measured does not get performed. If you think you do not need any tool to lose weight, then either you are amongst the lucky few, or you are grossly mistaken. Habit does not get formed without discipline.

“But I do not have time. I need to go to office, I workout for an hour, and I also cook food for my family. How do you expect me to take out extra time to note down my diet recall every day? And how is it going to help? Writing or logging food does not burn calories.” Complained Namratha, when our dietician tried to explain her the importance of tracking her diet.

This is one of the the most common complaint that we hear. Most of us want to save on the 2-3 minutes that will give us the maximum results.

Have you heard of the story where a woodcutter was given a task to cut trees? The first day, he cut 18 trees and he was extremely proud of his strength. But the second day, he could cut only 15 trees, despite the best of his efforts. The third day, he was determined to exceed 18 trees, but he could cut only 12 trees. He was extremely demotivated and he went to his boss. His boss asked him, “Did you sharpen your axe?”. The woodcutter snapped, “Where is the time to sharpen the axe? I am not able to reach my target and you are asking me to waste time to

# **LOG YOUR FOOD DAILY**

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**RESEARCH SHOWS THAT PEOPLE WHO TRACK  
THEIR FOOD IN A DIARY/APP  
LOSE ALMOST TWICE THE WEIGHT  
THAN THOSE WHO DON'T**



sharpen the axe. I can't waste my time on such useless activities.”

Do you get the message? This is what most of us do when we are not willing to spend few extra minutes to sharpen our axe i.e. to make our diet program more effective. Research shows that people who track their results, double their weight loss results.

Our advice: “If you cannot take out 2 minutes to track your diet, then you will not find time to follow the diet.”

### Activity



Pick up a diary or a food tracking app today. If you don't do this, then don't ever complain that you are not losing weight. We would recommend using an App, because it can do a lot more than a diary e.g. give you feedback on what you are eating is healthy or not.

## **B. Coach can be the difference between success and failure**

A coach is not a problem solver, a teacher, an adviser, an instructor or even an expert; he or she is a sounding board, a facilitator who raises awareness and responsibility. John Whitmore

Why do you need a school or a teacher? Books are available, guidebooks are available to explain those books. Even if that is not sufficient, there are videos in which teachers' recordings are available. If everybody was motivated enough, majority of us would not need teachers or schools.

The role of a teacher is not just to teach you and explain the concepts to you. His/her bigger role is to mentor you, motivate you, praise you when you do well, reprimand you when you are lagging behind, answer your queries, and stand by you when you need her the most.

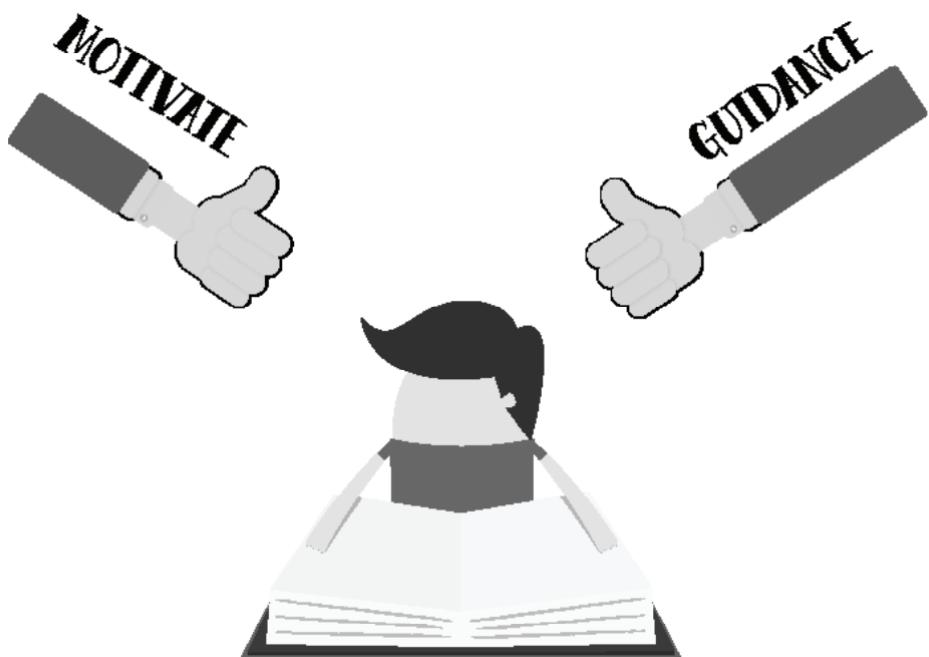
The same applies in weight loss. There are hundreds of books available, tons of food products available, and free advice on weight loss is floating all around. But still, the problem of obesity or overweight is only increasing day by day.

With so much of free information, it is tempting to believe that we do not need mentors. *“Other people might need it but I am smart enough to lose weight on my own.”* Some of you will definitely succeed but majority will fail.

When it comes to weight loss, there can't be a better mentor than a good nutritionist. Even trainers can be mentors but as exercise contributes only 20% to your weight loss, we feel dieticians are a better choice (Disclaimer: we are not trying to promote our business; if we

**LOSING WEIGHT IS LIKE GOING TO A  
SCHOOL.**

**A TEACHER CAN TEACH YOU, GIVE YOU BOOKS,  
BUT CAN'T STUDY FOR YOU.**



did not believe in this suggestion, we would be just selling books and products).

Like a teacher, a good dietician plays multiple roles. She not only understands you and gives you a customised solution, she becomes your friend too. She gives you the moral support when you seem to lose motivation.

Having a good mentor can be the difference between success and failure.

### **However, your coach can't lose weight for you**

There was a small gap in a cocoon through which the adult butterfly would make its appearance. The butterfly tried to make its passage out of this gap, but it kept on at it for a long time. A passerby watched and was amazed at the number of times the butterfly tried to leave the cocoon. The butterfly kept trying for a long time, determined to get out.

Unable to bear the butterfly's angst, the man decided to help the creature. With the help of a penknife, he cut the cocoon. Immediately, the butterfly was able to get out, though her body was weak and her wings moved only a little.

The man kept watching the butterfly, hoping that very soon she would spread her wings and fly. Sadly, that didn't happen.

For the rest of her life, this butterfly dragged her weak body and her wings didn't spread either. Consequently, she couldn't fly because the man who tried to help her actually took away her life force.

Little did the man who cut the cocoon know that it was essential for the butterfly to make her passage out from that narrow slit where life-giving fluid was present. It would have been passed from the cocoon to the butterfly's wings and would have strengthened them to fly. By allowing the butterfly to leave her cocoon earlier than she should have, her basis of life was badly affected.

Similarly your weight loss coach can only enable and educate. You have to be prepared to do the hard work yourself. Expecting others to do your job might actually prove to be a hindrance in the long run.

## Activity



Do you have a mentor? If not, can you get one?

## C. You are the captain of your ship, so own it.

*“The moment you take responsibility for everything in your life that is the moment you can change anything in your life”:* Hal Elrod

Not everything in your life is your parent's fault :) Some of you might argue that it's your spouse's fault, now that's a subject that'll need another book in itself!

Jokes aside, really think about it. How often do you take responsibility for everything that happens in your life? How often do you blame others for it? You might not realise this, but it's a basic human tendency to keep all the praises for success and pass on all the blame for failure. It might make you “feel good” momentarily, but it's actually limiting your growth in the long run.

In a study, researchers put together a personality test and allocated the participants good or bad scores at random. So, it was literally like my 2 year old son randomly colouring any circle he wanted to and that decided the score. You would expect people to refute the results, and they did. The twist is that only those who got bad scores said that the test was useless, but those who got good scores, rated the test as thorough and fair! “Feel Good” at work again! <sup>13</sup>

The downside is that people who don't take responsibility for outcomes, won't even take action to change the outcome. And nothing can be more harmful than that. Success or failure lies within us and it is for us to channelize our energies in the right direction.

Similarly, your weight loss is in your hands. Your dietician can only help you, but she can't lose the weight

for you. She can give a diet plan to you, but she cannot follow it for you. If you feel it is the sole responsibility of the dietician, you will behave differently and chances of your success will go down.

You are the only one who can write the story of your life, own the story and make it a happy one :)

### Activity/Time to Think



Think about the last 5 things that didn't go right in your life (could be related to a personal relationship, something at work, missed opportunity etc). How many times did you blame someone else for it?

## D. Birds of a feather flock together!

*“If you hang out with chickens, you’re going to cluck and if you hang out with eagles, you’re going to fly” - Steve Maraboli*

Imagine you are a smoker and you stay with a group of 10 friends who smoke like a chimney. One fine day, you decided you want to quit smoking. None of your friends buy your idea and they still want to continue smoking. They wish you “Best of Luck”. What do you think are your chances of success? Every now and then, you see your friend smoking. You resist the cigarette for a day, for 2 days, for a week, and then finally you give in to the temptation. It is not easy to quit smoking if you don’t have enough support and this is true of any addiction.

Unhealthy food habits are the world’s biggest addiction. The sad part is that it is not frowned upon in the same way as smoking or drinking. It is, in fact, considered cool and socially accepted. If you meet an alcoholic, he will try his best to convince you to start drinking. It increases his tribe and gives him additional comfort that he is not alone in the wrongdoing. Same thing happens with food. If you eat unhealthy, you want to force everyone else also to eat similarly. If you try to eat healthy, you will get taunts like *“Diet kar rahi ho? Model banna hai? You don’t need dieting. One time will not make you fat. Have one for me.”*

As if dieting itself was easy. As if saying no to cake was a cakewalk. Society makes it even more difficult.

It is extremely important to get support of your near and dear ones if you decide to eat healthy. If they force and tempt you with unhealthy options every now

and then, it will become extremely difficult for you to fight the lonely battle.

Ideally, you should not just ask for support but convince your friend/spouse/family members to lose weight with you or eat healthy with you. Results will become far better. It will make your life easier. Imagine cooking a separate healthy meal for yourself, when your spouse is eating pizza!

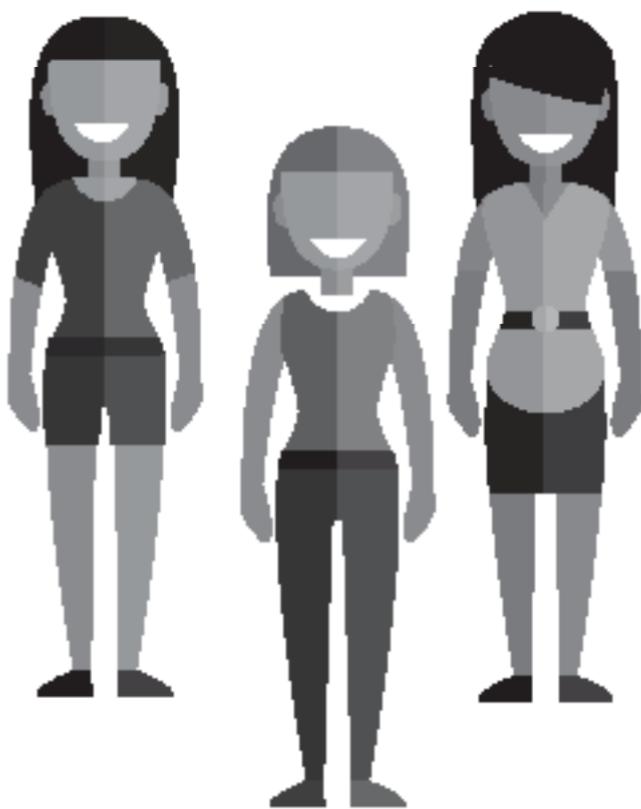
Research shows that if you lose weight in a group, your weight loss would be 30% more, compared to if you were trying to lose weight on your own.

If you can't convince your near and dear ones, then join some group. Gym is one great place to find such like-minded people. Or catch hold of those people who go for early morning runs, or join an online group.

There is another great idea to increase the power of group. Make a group of 2-5 people and compete with another group of similar strength. You can decide the prize money on mutually agreed terms. This will help in developing a spirit of competition and it will make your weight loss journey interesting. If you tend to lose focus and steam, other group members will pull you up. After all, they also lose if you lose.

Groups help in multiple ways. You will have a lot of questions and doubts when you are trying to lose weight. Sometimes, you are confused what to eat at midnight. Sometimes, your weighing machine does not move. You need someone with whom you can discuss all these problems. Some of them might have faced similar problems earlier and can give you very useful tips and advice. As one of our chapters says "You are always on Mission

# **LOSE WEIGHT IN A GROUP**



**RESEARCH SHOWS THAT IF YOU LOSE WEIGHT  
IN A GROUP, YOUR WEIGHT LOSS  
WOULD BE 30% MORE,  
COMPARED TO IF YOU WERE TRYING  
TO LOSE WEIGHT ON YOUR OWN.**

Abort”, all you need is somebody who does not let you abort!

### Activity



Analyse your friend and family circle. Who can possibly join you in your journey of healthy eating? Can you convince your spouse, parents, kids, friends, or colleagues? Talk to them today. The more people you convince, the higher your chances of success will be :)

**Section II:**  
**WEIGHT LOSS AND**  
**SELF DEVELOPMENT**

## **Introduction**

### **Losing weight is much more than just losing weight!**

Losing weight and attaining your health goals are not easy tasks. It requires a shift in mindset. You need to be persistent, focus on slow and steady results, and not look at quick-fix solutions. You also need to plan in advance and take responsibility of the results. You cannot keep on making excuses, rather find reasons to attain your goal. If you think of it, these are the same qualities that are required to become successful in life. Not just in weight loss, but in anything that you do. Be it your career or even your relationships.

Some of us have already mastered these qualities, but most of us need to work on it. Unless we get these right, we will not succeed in losing weight. Good thing is that developing these will help us in becoming a better and more successful human being. So, weight loss is not just about physical and health development, it could be your personality development too.

Losing weight is much more than just losing weight!

## **8. All is Well that Starts Well**

### **A. A goal properly set is halfway reached**

*“If you don’t know where you are going, any road will take you there” - Alice in Wonderland*

Alice (in Wonderland) was told that if she doesn't know where she is going, any road will take her there. Such a meaningful insight from a seemingly childish story. It basically means, if you don't know your destination, you'll never reach there! I can't stress enough on how important it is to first set a goal in any sphere of life.

It's also not enough just to set a goal initially. It has to be written down and, if possible, shared with someone to ensure serious commitment. There's a famous saying, *“A goal which is not written down, is only a dream!”*

There has been tonnes of research that prove that goal setting increases motivation and also improves achievement. For that to happen, the goal should be S.M.A.R.T.: Specific, Measurable, Attainable, Realistic, and Time-Bound

**Specific:** A general goal would be “Get in shape”. Specific goal would be “Workout for 3 days in a week”.

**Measurable:** It is better to say, “I will lose 5 kgs in 2 months” than to say, “I want to lose weight”.

**Attainable:** You might want to exercise for an hour every day, but your schedule probably only permits you one hour for 3 days a week. It's better to set a goal of one hour for 3 days and meet it, rather than aiming at 7 days and missing it every week.

**Realistic:** You didn't gain weight in one month, you can't

realistically lose it in a month.

Time-Bound: Set a deadline for everything, there should be a time-bound review of results.

Another important thing is to be constantly mindful of your goal and being kept reminded of it. A research was done on academically struggling students, half of them were taken through a series of specific goal setting activities along with detailed strategies on achieving those goals. After a 4-month period, students who successfully completed the goal setting activities achieved 30% improvement in academic scores compared to the control group.

So a simple exercise in fixing a goal and target for yourself can help you increase the possibility of success by 30%. There is no reason why you shouldn't be doing this right away!

### Activity:



Write down your weight loss goal. Is it SMART?

## B. How badly do you want to succeed?

*"The will to win, the desire to succeed, the urge to reach your full potential.. these are the keys that will unlock the door to personal excellence": Confucius*

"What is the secret to success?" asked a young man to Socrates. The greek philosopher instructed the man to meet him by the riverside the next day. When they met the next day morning, Socrates asked him to accompany him to the river. They got into the water and when the water reached their necks, Socrates surprised the young man by ducking him into the river water. With great difficulty, the boy struggled to reach ashore but Socrates held him prisoner in the water until he began turning blue.

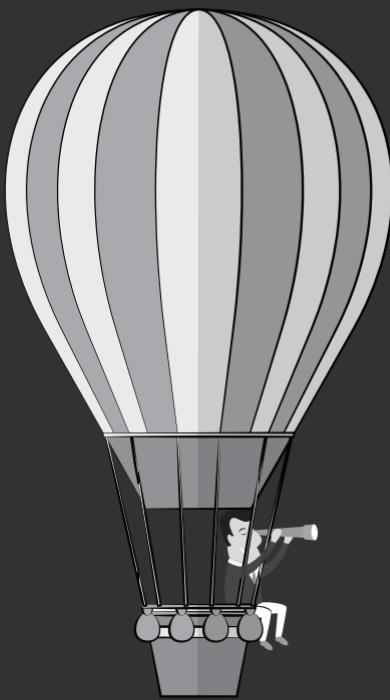
Socrates then yanked his head up and the boy gasped for a breath of fresh air. The Greek philosopher asked, "What one thing did you really want when you were in the water?" The boy replied, "Air". To this, Socrates explained, "That is the secret to success. When you want success as badly as you wanted the air, then you will get it. There is no other secret."

The moral of this story is that if one has a burning desire to succeed, he is likely to succeed. According to Napoleon Hill, "Whatever the mind of man can conceive and believe, the mind can achieve."

The starting point of all accomplishment is to have a burning desire to succeed.

Just investing money in some weight loss program is not going to make you thin. If you don't want it badly, don't go for it. You might lose a couple of kgs with a half-hearted effort, but it won't be enough to make a major difference in your life.

IF YOU ARE AFRAID OF FAILING,  
CHANCES ARE HIGH YOU WILL FAIL.



FOCUS ON SUCCESS  
AND CHANCES ARE HIGH  
YOU WILL SUCCEED



## Activity

Question: How badly do you want to lose weight? Is it very important or are you just doing it half-heartedly?

## C. What can the world's greatest artist teach you about weight loss success?

*"I saw the angel in the marble and carved until I set him free."* - Michelangelo

Trust us to relate anything and anyone to weight loss! Even Michelangelo, the world's greatest artist ever, can teach us a thing or two.

So here's how the legend goes. The Pope once asked Michelangelo the secret of his genius. He asked "Tell me the secret, how could you create the statue of David, the masterpiece of all masterpieces? Michelangelo replied, "It's simple, I removed everything that is not David".

How simple and yet how profound. The Greeks quickly coined a term for it too, and called it "via negativa". This means, remove the negative and follow a path of reduction. So basically, we cannot say for sure what will get us success, but we figure out what will not get us success. You just have to stay clear of that path.

This single minded focus, this burning desire is what will keep you going. Try to eliminate negative thoughts, negative company, and also negative food. What remains will be beautiful, what remains will be something that will lead you to weight loss success. Through our program we not only help you get rid of unhealthy food, we also try to get rid of unhealthy influence, and other unhealthy practices.

We help you chisel out the best version of you. Success is all in your hands, you are the sculptor afterall.

## Activity:



Activity 1 - Read up who Michelangelo was and what he accomplished. Feel inspired.

Activity 2 - Ignore Activity 1 if you know him already, feel inspired anyway :)

## D. Visualise: If you can see it, you can be it.

*"You can do it, if you can dream it": Walt Disney*

In 1976, when Arnold Schwarzenegger had retired from bodybuilding, a reporter asked him what his future plans were. He replied that he would be the No. 1 Hollywood star. The reporter was shocked by his answer and then asked what he would do to achieve his dream.

Schwarzenegger replied that he would use the principles of creative visualisation to make his mind accept his plan as an actuality. Schwarzenegger worked hard and did become Hollywood's No. 1 movie star. If he can achieve his dream, so can you.

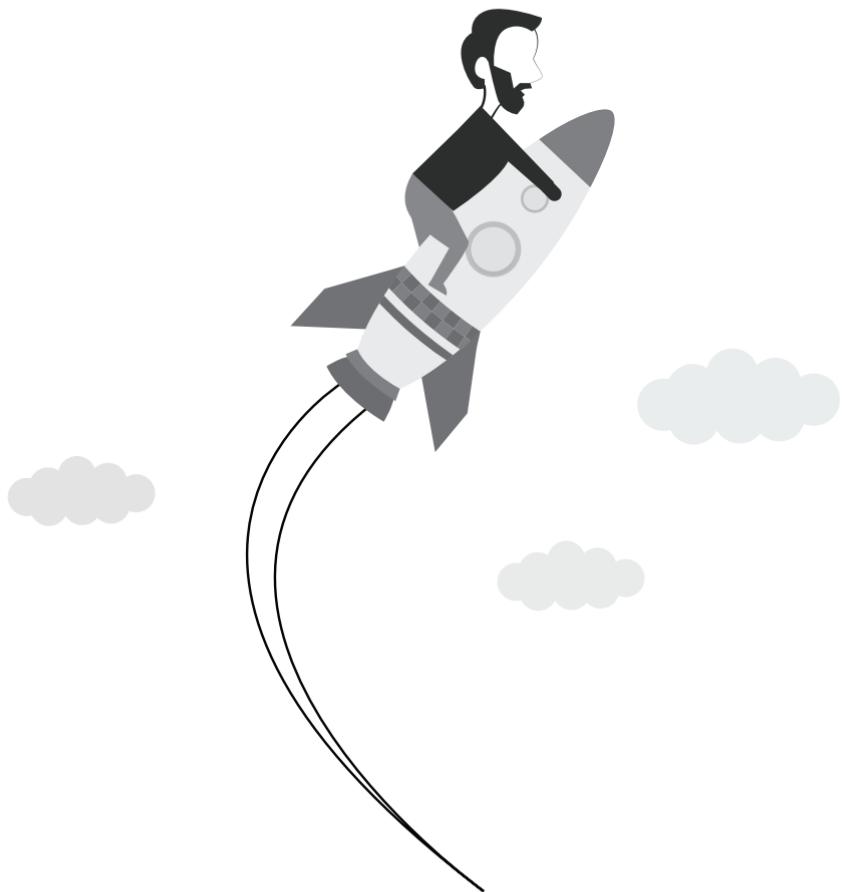
If you want a slim figure, visualise yourself thin. And if you were thin earlier, it is even easier. Just look at the old pictures, pick up the old clothes. Visualisation does help.

There is a bestseller book called "The Secret", which is all about visualisation and positive thinking. It strongly advocates that what your dream, definitely comes true. If you think positively about wealth and health, it will manifest in your life. Similarly, if you think about worst case scenarios, even those will come true. The book says there are no accidents and bad luck. Instead "Your life right now is a reflection of your past thoughts."

But it is important to work towards your dream. Otherwise, it's only a day-dream. A highly successful businessman once wore a T-shirt with the slogan, "Don't just pursue your dreams. Chase them down and tackle them!"

**IF YOU CAN DREAM IT,  
YOU CAN DO IT..**

-walt disney



## Activity



If you were slimmer earlier, pick up your old photographs. Now visualise how you would look and how your life would change when you lose weight. Visualise this daily.

Or pick up a dress that you don't fit into, visualise yourself in it. Think positively about it for 2-3 minutes daily.

## E. Focus on success, not on failure!

*“Tum kabhi jeet nahin paye, kyunki tum hamesha mujhe harane ki sochte the. Aur main kabhi hara nahin, kyunki main hamesha jeetne ki sochta tha”* Saif Ali Khan in the movie Race

The reason people don't focus on anything important is that they do not understand how potent the power of focus is.

Former Dallas Cowboys coach Jimmy Johnson once said to his football players that one way to teach people to focus on one thing at a time is to lay a two-by four plank in a room so that everyone who walked there wouldn't fall. This would be possible because people knew that by doing so they would not fall. However, if this same plank were to be placed between two buildings, 10 stories high, very few would make it as their focus now shifts to falling. Fear creeps in and that leads to failure. This proves that focus is extremely important. The more focused a team, the greater is its chance of winning.

Needless to say, the Cowboys won the game by 52-17.

If we are afraid of failing, chance are high we will fail. Instead, focus on success and chances are high you will succeed. If you are constantly worrying about not losing weight, it is not going to help. Have faith and faith can move mountains.

Tum kabhi jeet nahin paye,  
kyunki tum hamesha mujhe  
harane ki sochte the.

Aur main kabhi hara nahin,  
kyunki main hamesha  
jeetne ki sochta tha

Saif Ali Khan  
in movie Race





## Activity

Are you more focussed on winning or failing? Do you have a doubt whether you can lose weight or not?

## **F. One question to ask if you want to achieve something**

*“If you don’t sacrifice for what you want, what you want will be the sacrifice.”*

Everybody asks “What do you want to achieve?”, “What do you want to become in life?”, “How many kgs do you want to lose?” But these questions do not mean much, if they are not accompanied with this question, “WHAT ARE YOU WILLING TO FOREGO TO ACHIEVE YOUR GOAL?”

It is not enough to want something in life. WANT has to be accompanied with EFFORT and some SACRIFICE. If you want to come first in your class, are you willing to put in extra hours of study, when your friends might be enjoying a movie? If you want six pack abs, are you willing to undergo a rigorous exercise program with strict control on food? If you want to lose weight, are you willing to sacrifice your unhealthy food habits?

Some people might be lucky and might achieve a lot without much of efforts. But 99% of people are not so lucky. Personally, I have never achieved anything without a lot of sacrifice. When I wanted to become an entrepreneur, I had to take 95% pay cut for almost 7 long years. When I wanted to write a book, I had to sacrifice my sleep for almost 3 years (and I was earlier called Kumbhkaran for my long sleeping hours). From 10 hours a day, it came down to 4-5 hours a day. It was never easy, but it was all worth it.

It pains to see so many people wishing for weight loss but not willing to put in any effort. They eat, drink, sleep, walk, and dream about food all the time. If you re-

ally want weight loss, you need to put in some effort. By weight-proofing your environment, you can minimise the effort, but effort would still be required. It is not just about weight loss, this attitude will take you a great distance in whatever you do in life.

We are not asking you to lead a saintly life and give up everything. All we are asking is not to eat everything and maintain some discipline. Cheating is important, but in limits.

## Activity



Question: "What are you willing to forego to achieve your goal?"

## G. Are you limited by your assumptions?

*“Nothing truly stops you. Nothing truly holds you back. For your own will is always within your control. Sickness may challenge your body. But are you merely your body? Lameness may impede your legs. But you are not merely your legs. Your will is bigger than your legs. Your will needn’t be affected by an incident unless you let it.”: Epicurus*

Have you heard of the self limitation experiment conducted on fleas? Fleas were placed in a jar with the lid on. Their natural instincts made them jump banging their heads on the lid. This jumping routine was done by them for nearly a month, and you would be surprised to notice that after a certain point the fleas didn't jump high enough to hit their heads.

Then the lid was taken off. You would assume they would take a bigger leap and jump out of the jar. But that's not what happened. The reason was that they got accustomed to the level of jumping and couldn't jump to freedom. In life, you will find many people like these fleas who condition themselves to do or think just so much and not more. By doing this, they limit themselves and never realise their true potential.<sup>14</sup>

When it comes to weight loss, we tend to think “I am already eating healthy”, “I am doing everything that I could possibly do”, “I am never going to lose weight, I have failed so many times”, “Nothing is gonna work for me”. Think again. Are you doing enough? Can you do a bit more? Consult an expert and be honest with yourself and with her.

## Activity



Are you limited by your assumptions? What are those assumptions? Can you break them and start afresh?

## **9. Right Approach that Will Keep You Going**

### **A. If it's important, you'll find a way, else you'll find an excuse**

*"He that is good for making excuses is seldom good for anything else "- Benjamin Franklin*

You know you have been true to your diet plan most of the time except for that ritualistic piece of chocolate after lunch eaten like an after-mint. Also, isn't chocolate healthy because of antioxidants and memory boosters in it? Similarly, unwinding after a tough day at work with a glass of polyphenol-rich red wine doesn't seem like cheating on the diet, does it?

You are among the select few internet savvy individuals who would use dubious knowledge to justify every dietary choice and to feel less guilty about them!

This is nothing but your mind making up deadly excuses, the kind which could land you in trouble in the long term. Let us explain this to you with a study.

A researcher named McCrea in 2008 conducted a series of experiments trying to understand the effect of participant excuses in future motivation. He found that excuses helped cover for low self-esteem and significantly reduced their motivation to excel in their goals.<sup>15</sup>

The difference between excuses and explanation is very fine. **If it's important, you'll find a way, else you'll find an excuse** sadly because:

- They tend to blame others for your choices.
- They provide a justification for poor outcomes.

# BIN YOUR EXCUSES



BACK? ..TAKE CHARGE

- They lower your future expectation of a goal. You know you will not be able to resist that chocolate post-lunch so why bother with it?

Now you understand the pattern of these self-limiting excuses? Remember by lying to yourself, you are just cheating yourself. The way to win over these is to catch yourself before you go down this excuse spiral. Taking an honest, no-excuse approach to weight loss goals might hurt the self-esteem in the short run, but will result in better performance and better motivation to achieve long term goals.

### Activity:



1. Make a list of excuses that you make that are hampering your weight loss. It could be “No Time, Nothing works for me”, etc.
2. Write down actions you can take to overcome these excuses.

## B. Pleasure vs happiness

*“Once on your lips, Always on your Hips!!”*

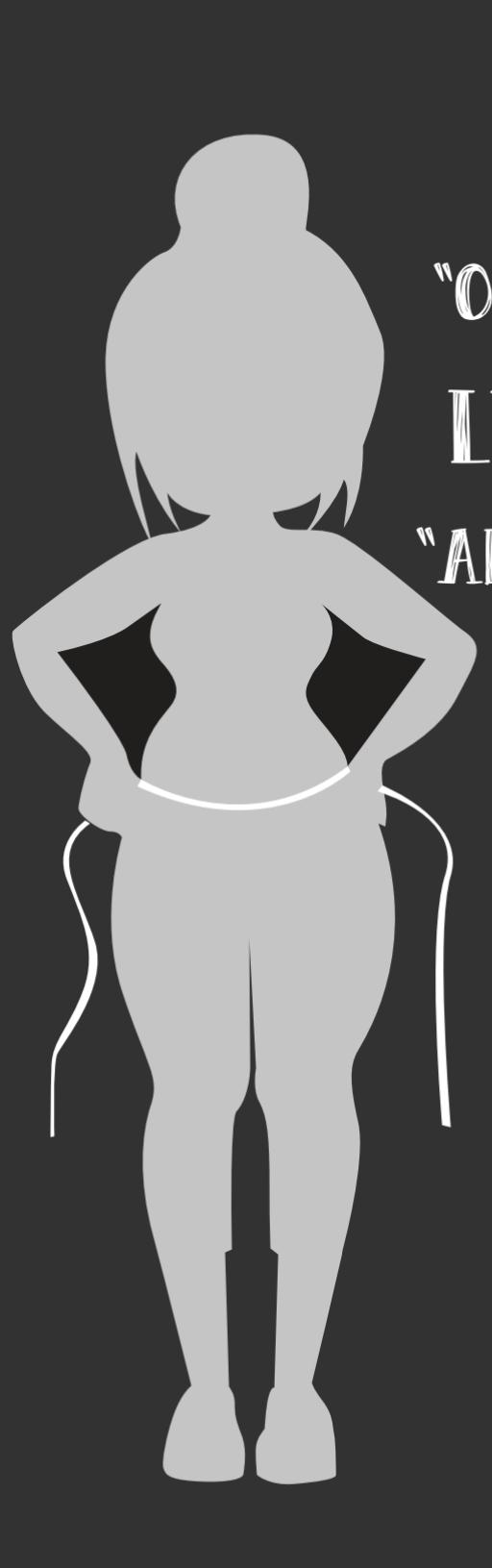
Nothing describes the difference between pleasure and happiness than the above quote. Pleasure is short term and happiness is long term.

A lot of people eat food to give them comfort and in search of happiness. Unhealthy food can give you short term pleasure but it cannot give you long term happiness.

At the cost of being preachy, let's see few examples of difference between pleasure and happiness. Watching a movie during exams is pleasure, but topping your exams is happiness. Eating a toffee is pleasure but giving it to your watchman's kid is happiness. Buying a shirt is pleasure but buying a gift for somebody is happiness. Spending an hour on facebook is pleasure but spending quality time with your old friends is happiness (combine it with beer and you have both: pleasure and happiness :)).

Does it mean we have to always choose between the two? No. I have watched multiple movies during exams and have not done bad in exams. For an average person, it's important to have the right balance between pleasure and happiness. Saints might sacrifice pleasure completely and focus only on happiness, but that's not our cup of tea. We need our facebook, chocolates, movies, and shopping!

What is important is that we do not ignore happiness completely for sake of pleasurable activities. A lot of us tend to make this mistake. There is no right formula to figure out the balance between the two. But keep happiness as a goal in mind and indulge in as much pleasure



"ONCE ON YOUR  
LIPS,  
"ALWAYS ON YOUR  
HIPS!"

activities which do not hamper your happiness goal. If doing well in exams is happiness for you, then dedicate enough time to study. Play and watch movies in your free time, but not at the cost of your studies. If getting in shape is happiness for you, then eat enough chocolate, junk food, which does not hamper your goal.

Finding the right balance is extremely important. And only you can find the right balance for yourself.



### Activity/Time to Introspect

1. Are you seeking pleasure more than happiness? Did you know the difference between the two earlier? What would give you happiness: pizza or a slimmer body?
2. List down things that would give you happiness. Are you doing enough to achieve happiness?
3. Are you seeking happiness from activities which can give only short term pleasure?

## C. High sacrifice vs low sacrifice

*“Pick battles big enough to matter, small enough to win.” - Jonathan Kozol*

It might be difficult to leave your spouse, as your commitment levels are higher with him/her. It requires high sacrifice to part with them. But it might be easy to do with small flirtations that one may encounter, because there are no commitment levels. It is a low sacrifice item. Similarly, all our unhealthy habits can be classified as either high or low sacrifice items.

All of us have unhealthy habits. Some of us might be drinking cola, others might be drinking tea loaded with sugar. Life would be so boring without these unhealthy habits.

A dieter is always advised to leave all the unhealthy foods on a diet. This is one big reason why dieters fail again.

All unhealthy habits are not created equal. There are some unhealthy food items that are extremely close to us. We cannot live without them. They are our best friends. We call them HIGH SACRIFICE.

Whereas most of the unhealthy foods might be just acquaintances. We meet them often, but we don't mind not meeting them. These are LOW SACRIFICE items and are like casual flirtations. It might be good from a distance, but if it gets too close, it can lead to serious complications.

If you are addicted to drinking tea in the morning, it is difficult to drop that habit. It is a HIGH SACRIFICE item. For me, tea is a high sacrifice item. But for my wife

"KEY TO SUCCESSFUL  
DIETING IS TO DROP  
LOW SACRIFICE ITEMS,  
MODERATE HIGH SACRIFICE  
ITEMS AND INCREASE  
HEALTHY HABITS."

it is a low sacrifice item, she drinks it only to give me company. She can easily drop tea from her menu, but if you ask me to stop tea, I will rather stop my weight loss journey.

If you drop High Sacrifice habits, you tend to feel that you are sacrificing big time to lose weight. The temptation of those High Sacrifice items will force you to sabotage all your dieting efforts. It is important to not forego these completely, rather tone it down a little. Instead of having a big cup of tea, it is easier to shift to a smaller cup.

But the bulk of unhealthy items would be low-sacrifice items, which might be easy to forego.

### Activity



Spend few minutes and list down all the low sacrifice items and high sacrifice items and how you want to cope with them.

	Low Sacrifice Items	High Sacrifice Items
List down all items		
Your strategy to deal with them		

## D. Weight loss is all about habits

*“We first make our habits and then habits make us.”: John Dryden*

One of the main reasons why diets fail is because people see it as temporary. Anything temporary will give temporary results. The bigger problem with temporary things are that you are not likely to follow them.

On how many days do you miss brushing your teeth? We hope not many. Brushing is not the most entertaining activity, and yet we do it daily! That's what a habit is! A habit is a permanent thing and it is extremely difficult to break it. People who drink a glass of water in the morning, will always drink it. But somebody who tries to do it for only a month, will invariably fail.

It takes time and effort to develop a habit. But once you are able to develop it, it takes equal amount of effort to break it. Our biggest advice for you is to develop healthy habits. It will take some pain in the short term, but it will help you for your entire life.

Habits are not optional. Habits are compulsory. They have to be followed on all days, or at least followed for 6 days (and ideally that day when you are not going to follow should be pre-defined; more on it a little later). If you have an option of drinking vegetable juice only 2-3 days in a week, chances are high you will not do it. But if you are doing it every day, you will do it. If you eat salad along with lunch on few days, you will fail. But if you develop a habit of eating it everyday, you will miss it when you don't have it. It takes effort to undo a habit!

You might be thinking that it will become so boring to follow the same thing every day. Answer is if it

is your habit, it will not be boring. Remember all your daily chores. It's the same thing daily, and yet you don't get bored of it.

How long does it take to develop a habit? Earlier we used to believe it is 21 days. But it is longer than 21 days. 21 days are good to get you started. You have to follow it for 4-6 months to make it a habit for life.

Some of the good healthy habits that we recommend as part of Truweight program are:

1. Start your day with Tru Green/Tru Juice
2. Drink buttermilk
3. Sprouts
4. Egg whites
5. Big bowl of salad
6. Fruit
7. Soup
8. 2-3 litres of water
9. Brown rice
10. Glass of water before meal
11. Teatox
12. Choose stairs over elevator
13. TruFibre
14. Healthy Snacking
15. Logging food in an app daily

**“WE FIRST  
MAKE OUR  
HABITS AND  
THEN HABITS  
MAKE US”**

- JOHN DRYDEN

## **80% vs 100% rule**

What do you think is easier: doing a task on 80% of time vis-a-vis doing it 100% of the time? E.g. if you decide to eat salad every day, what is easier to do: eat it for 15 days in a month or for 25-30 days (may be except cheat days/holidays) in a month? Most of you will say 15, but answer is 25-30 days. If you have to eat everyday, it becomes a habit. When you don't have an option, you don't have to think!

Your environment is also created in a way that you get salad every day without fail. But if you have an option to think whether you want to eat or not, then it's a yes or no decision daily. Your brain has to make 1 more unnecessary decision, thus tiring itself. Also, it is always easy to decide not to have salad and have a brownie instead. Why test your brain daily? Your environment would not be created to give you salad on all days and slowly you will not get it for 15 days as well. It's far easier to follow a habit 100%.

You can go little easy while deciding to define your habit e.g. instead of saying have salad on all 30 days of a month, define it by saying I will have it from Monday to Saturday (and I can skip it on Sundays and on holidays). That ways, for 6 days in a week, you don't have to think and you are not putting strain on your mind.

Your brain has too many things to decide every day. Make it's life easier by developing few healthy habits and avoid decision fatigue. Mark Zuckerberg wears the same grey t-shirt every single day, because he does not want to tire his mind thinking what to wear. Some things we need to learn from such successful people.

If you have to quit smoking, and you think you will only smoke 3-4 cigarettes in a month, you are bound to fail (unless your will power is just too strong). Leaving it completely is always easier. You don't have an option and sometimes not having an option is good for you.

If you think, you will log food in the app for 4-5 days, it's not going to work. Slowly, it will come down to 2-3 and then to zero. Also, half analysis does not help. You will not log food when you eat unhealthy. It's more important to log unhealthy foods than healthy ones. So, for this habit atleast, do it 7 out of 7 days, including Sundays.

You should think twice before choosing what habits you want to develop. Ideally, do not choose a high sacrifice item, as your chances of failure will increase. Also, do not try to develop too many habits at the same time.

### Activity



List down all the healthy habits that you have and all the unhealthy ones you have. What all good healthy habits you want to develop and which unhealthy ones do you want to minimise.

List down all the good habits you have (not related to food). And which ones do you want to develop (like running, waking up early, calling friends/family more often, watching less of TV, reading more books).

## **E. Conscious vs subconscious**

*The subconscious mind is 10 times more powerful than the conscious mind!*

Each one of us has two minds: conscious and subconscious. Your conscious mind wants to lose weight, but your subconscious mind may not want to.

A lot of clients want to lose weight consciously, but their subconscious mind does not allow them to. Seems contradictory? Let's look at case studies of few people.

*Case Study 1:* Samantha's mom was suffering from depression when Samantha was young. Her mother would not allow her to do any make up, as she believed wearing make-up was a sign of vanity. Looking good was almost like a sin to her. This feeling stayed in Samantha's subconscious mind even when she grew up. All her weight loss effort would fail, as her subconscious mind would sabotage her plans.

*Case Study 2:* Sushma saw food as comfort food. Whenever she was in distress, she would eat something fat and salt-laden to improve her mood. Consciously, she wanted to lose weight, but as long as her subconscious mind saw food as a saviour, she could not lose weight.

*Case Study 3:* Few others see food as reward. Maria is a competitive professional, and she grew up in an environment where every achievement meant rewarding oneself with food. "What is achievement, if we can't even celebrate it?". She failed to understand there are other ways to celebrate too. Celebration with food is good once in awhile, but not everyday, not for every small achievement.

There are other reasons how our subconscious mind sabotages our plan. Reshma worked in an MNC and felt quite proud of her capabilities. She felt she was no less than any male counterpart. She had heard a lot of stories that women tend to do well professionally because of their good looks and she wanted to prove otherwise. She wanted to show the world that she can do well, because of her capability and not because of her good looks and slim figure. So, her subconscious would not let her lose weight, even when her conscious self wanted her to lose weight because of health issues. There was a conflict between her conscious and subconscious. Unless a person resolves these conflicts, weight loss becomes difficult.

There are people who have been sexually abused in their childhood. Having extra weight gives them comfort in two ways: it makes them feel stronger and secondly, it acts as a security as it may reduce their attractiveness to the opposite sex. People are reluctant to talk about such cases and our request would be to find out whether your subconscious mind is killing your idea of losing weight..

**THE SUBCONSCIOUS MIND IS 10 TIMES MORE  
POWERFUL THAN THE CONSCIOUS MIND!**

**CONSCIOUS MIND**



**SUBCONSCIOUS  
MIND**

## Activity



How do you find out whether your two minds are on the same page? Take a pen and list down the answers for these two questions “I want to lose weight because...?” and “I don’t want to lose weight because...?”. Give yourself 24 hours time to think about reasons. Subconscious mind may take more time to give you reasons. Based on the answers you write, you will get an idea whether your subconscious mind is playing spoilsport.

## F. Slow and steady wins the race!

*“Be not afraid of going slowly; be afraid only of standing still”: Chinese Proverb*

All of us have read the “Hare and Tortoise” story at least at some point in school. I don’t know anyone who hasn’t been lectured on its learning and on the merits of being slow and steady. But somehow, most of us forget its implication as we progress in life. We buy for instant gratification and expect good things to happen almost instantly!

I used to fall prey to it too. Becoming a mother changed me completely. Nothing exemplifies the importance of “slow and steady” more than watching a child grow. A tiny creature that couldn’t even lie down on its own, slowly and gradually learn to sit, then stand, walk, and then run! Somethings just take time, all you have to do is keep it going as a constant process. There were days when I wished my son could just stand on his own right then so that I didn’t have to carry him! That moment also came, but it took its time, slowly yet steadily.

I wish everyone could learn from this and have realistic expectations. It’s not uncommon for us to encounter clients expecting quick results in the weight loss industry. Here’s one anecdote.

“What!! 2 kgs weight loss in a month!! That is too low. I want 2 kgs every week,” complains Aishwarya. “Don’t give me so much to eat. Give me a Super Detox Diet. I will completely give up salt, sugar, and carbs. I want to lose weight desperately.”

Unfortunately, Aishwarya does not lose 2 kgs in a week. Not even in a month. Not in a year as well. She

ends up gaining weight. Month after month. The drama continues. She adopted all kinds of unsustainable short-cut methods in order to lose weight quickly. Most of them backfired. She would give up everything for 3 days, but then binge big time from the 4th day onwards. Hence all her effort went in vain.

Don't be a hare, when it comes to weight loss. Be a tortoise. Two kgs weight loss in a month, is 24 kgs weight loss in a year. That's as good as it gets! I would say even 12-15 kgs weight loss in a year is an awesome achievement.

You didn't gain weight at the rate of 1kg per week, so you can't possibly lose it in the same manner.

### Activity



What is your weight loss expectation? If it is higher than 2-3 kgs a month, you are more likely to fail in the long term.

## **10. When the Destination Looks Distant!**

### **A. Are you quitting too soon?**

*“But it ain’t about how hard you hit. It’s about how hard you can get hit and keep moving forward.”: Rocky Balboa*

In the days of the California gold rush, there were two brothers who sold all their assets and went looking for gold. When they saw a golden ray, they went down to mine the ore.

Initially, everything was fine but then something strange happened. The ray of gold suddenly vanished. The brothers continued to mine, but their attempts were unsuccessful. Eventually they got disheartened and gave up the pursuit.

They sold their equipment and claim rights for few hundred dollars and returned to their home town. Meanwhile, the buyer of their claim hired an engineer to check out the mine's rock strata. The engineer advised them to continue digging at the exact spot where the brothers had stopped. They continued that and after three feet of digging, the new owner saw gold.

The moral of this story is to never give up. Persistence pays! Had the brothers persevered a little more, they would have become multimillionaires. The lesson for you is that there may be wealth hidden inside you that you aren't aware of. Just a little more perseverance and effort can bring out your true worth.

We had a client who was very unhappy as she was trying her best but she just wasn't losing weight. This continued for the first 2 months. But she never lost hope and continued with the program with the same zeal.

Voila! Her perseverance paid and she lost 5 kgs in the third month. We were more happy than her. Everybody is different: some people lose weight easily, some don't. But if you persist, you will definitely lose (weight, not otherwise).

Many of us quit just before success is about to happen. In the weight loss parlance, nothing is more important than perseverance. It is difficult to see the weighing machine not moving, but you never know what the next week holds for you. The only way it can move is if you keep on trying. Moreover, if you are eating healthy to lose weight, you are gaining health, which is a bigger benefit than just losing weight. So what if the weight does not move for weeks or even months!

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**NEVER GIVE UP,  
YOU MAY BE CLOSER TO YOUR GOALS  
THAN WHAT YOU THINK**





## Activity

There might be moments when you are tired of waiting for results and you might feel like giving up. Remember the word “Perseverance” then.

Find a coach and call her/him on that moment of weakness. If you don't have a coach or mentor, then confide in a friend. Make sure you have already apprised her of your target and she has agreed to keep you on track.

## **B. Your brain is always ready for “Mission Abort”**

“Success does not lie in never falling, but in rising every time you fall.”

Picture this, you started your diet plan on Monday. You were doing well till Thursday, when you got invited for a birthday party that you just couldn’t refuse. You have already decided to make Sunday your cheat day, so you planned to eat wisely and within your limit during the Friday birthday party.

You are faced with an uphill task of making a healthy eating choice from the restaurant menu. Before dinner, you had a little cheat moment at the bar with that extra drink. Your plans don’t seem to be working and you are already on the backfoot. It’s time to order your entree, what do you do? Do you stay focussed and order that salad or you give in to temptation and order a big bowl of pasta?

According to research, you are more likely to order pasta. It’s not based on a momentary lapse in judgement or giving in to the heat of the moment. You know who is to blame? Yes, it’s that extra drink at the bar. Missing one goal makes your brain feel that you are ready to miss other goals too.

## C. “What the Hell” syndrome

Anybody who has been on a diet would have witnessed “What the Hell” eating syndrome. It’s a line of thinking that allows your brain to justify bigger cheat meals once you deviate even slightly from the prescribed plan. I am sure all of you can relate with this: “What the hell! I have already cheated, so let me make full use of it. Punishment of one murder is death and punishment of two murders is also the same. So why stop at one”.

Lets look at a study conducted by Janet Polivy and her colleagues.

Participants were divided into two groups: the first group was allowed to eat anything and the second group was subjected to a diet regimen. The second group was further split into 2 fractions: Fraction 1 and fraction 2. Both of them were served with pizza slices of the same dimension. After that, they were offered cookies .

Researchers tricked individuals from Fraction 1 into thinking that they had eaten a larger slice of pizza when compared to the others. Since their diet was already broken, they ate more of cookies. In fact, these set of people on diet consumed 50% more cookies when compared to the non-diet group!

On the other hand, individuals from Fraction 2, who were conscious of their pizza intake, and measured their calorie intake, had the exact same amount of cookies as those that were on the non-diet group.<sup>16</sup>

It’s a big learning for all of us! When we miss the boat, even so slightly to achieve our goals, our brain automatically takes a quick exit from that site. You have to

be cognizant of this and try not to abort at the slightest act of deviation.

You would have made mistakes earlier in your regimes, but that shouldn't make you commit more. So trace back to your journey, get a little optimistic, and feel happy for the milestones you have covered to reach this point in weight loss. Never give up on yourself. Your accomplishments must initiate you to make long term goals and to follow them. Small mistakes here and there are fine.

Positivity is all within you! If you have the valor for it, your mission will definitely be of success.

### Activity



Think about the last 3 times when you had gone overboard and cheated massively with food (outside of your cheat days). What triggered the binge eating?

## C. Worrying does not burn calories!

*“Worrying Is Like Sitting In A Rocking Chair, It Gives You Something To Do But It Doesn’t Get You Anywhere”*

My friend’s dog was ill, but not so ill that he needed a veterinarian consult. The dog’s symptoms were pretty mild, so describing them to the vet might also prove difficult. I advised her to do something. But she said there was nothing to be done, as the symptoms were mild.

However, I pushed her to take the dog to the vet, if only to stop worrying about it. Not taking any action and worrying was causing harm to both the dog and my friend. She acted on my advice and visited the vet who gave her some medication to calm the dog.

The moral here is that one shouldn’t ignore worries but act on them immediately before they grow into something huge and unmanageable. Even one small action can take away needless fears and replace it by positive action. It is also very important to understand what we can control and what we can’t. Worrying won’t help either.

Lot of us just worry about weight. We do nothing about it. Unfortunately, worrying does not burn calories!

## Activity



1. For how long have you been thinking of losing weight? Have you taken any action? Do you continue to act on it daily?
2. Do you worry about your career/personal relationships but not take any actions about it? If yes, take a pledge to take action today. If you worry that your relationship with your boss is not healthy, go and talk to him/her. If you worry that your communication skills are not good, buy a book on this topic, join a class, or join the Toastmasters Club for public speaking. Take action, don't sit back.

## D. What to do when you hit a plateau?

*"History knows no resting places and no plateaus"* - Henry Kissinger

Glenn Cunningham had suffered severe burns on both legs as an eight-year-old. His doctors gave up on him, they opined that he would lead the rest of his life seated in a wheelchair, never being able to walk again.

But Glenn was convinced he wanted to walk again, so he tried to walk. He decided that the following week he would get out of his bed and try to walk. The following week he did as he promised.

It didn't happen on its own though, he had to endure a lot of pain and make tremendous effort to achieve it. He would go to the yard and pick up an old plow and try to make his legs move. He felt a lot of pain but every twinge of pain brought him closer to his goal. His dedication to his cause soon saw him walk and then run. One he began running, he was all the more determined to go further until he achieved his final goal--to run faster than the rest of the world.

And he made it! He became the world's best miler in 1934 and set a world record. He was honored as the century's most outstanding athlete.<sup>17</sup>

A small failure is easy to make one give up on goals, but will power can help steer one from failure to success. In your quest to lose weight, you will come across plateaus. At such times, will you give up or persevere?

Here's another inspirational story in reply to this question.

A young girl, facing several hardships in life, was complaining to her father about them. She didn't know how to get over her problems and wanted to give up on life. She became tired of all the struggles she was going through, as one problem grew into another.

Her father was a chef by profession. He took her into the kitchen and filled three pots with water and put them to boil. When the water boiled, he placed carrots in one, eggs in the second and ground coffee beans in the third. He allowed them to sit and boil, waiting in silence.

This went on for 20 minutes while the daughter showed signs of impatience, wondering what this was about. Finally, he removed the pots from the burners and took out the carrots and put them into a bowl; the eggs in a second bowl and the coffee in a mug.

He asked her to feel the carrots--they were tender. Next, he took off the egg shell and she saw that the egg was hard-boiled. Lastly, he asked her to sip the coffee. She loved the rich aromatic coffee and asked what all of that meant.

He explained that the carrots, egg, and coffee had all been subjected to the harsh hot water. The carrot reacted by becoming weak; the egg was delicate, but after being subjected to hot water, it hardened from inside. However, the ground coffee beans were absolutely different because after boiling in water, the beans actually changes the hot water, the very circumstance that brings the pain. Moreover, it released fragrance and flavour.

He then asked his daughter which one of the three she resembled in her response to adversity. If you are like the coffee bean that rises to face the challenges of

the world, you can change your situation with grit and determination. When the times are the most difficult, do you elevate to another level? How do you handle adversity? Do you become better? Are you a carrot, an egg, or a coffee bean?

You are bound to hit a weight loss plateau. If you expect to lose weight consistently, week after week, then you are mistaken. There will be weeks, when your scale does not move. It is a part of the process. You need to be patient, try new things, and work harder. Most of the people crib and give up. We hope you are not one of them.

When you hit a weight loss plateau, double the effort and not reduce it. 90% of people give up hope too soon. If you want to overcome a plateau, you have to give your 200%. You need to shock your body by changing your diet and exercise regimen. And be more strict than what you would be regularly.

## Activity



Are you a carrot, an egg or a coffee bean? If you are not a coffee bean, can you aim to become one?

## **Bonus Reading**

## **1.What is the best time to consume chocolate?**

A typical dieter will wake up all motivated, eat healthy throughout the day. As the evening comes, motivation levels start going down. You start feeling that you have put in so much effort today that you need to be rewarded. You have followed the diet for almost the entire day and some cheating will not harm. You have resisted chocolate for the entire day and you feel like “Go to Hell!! I need the chocolate”. You end up eating the entire bar as if there is no tomorrow.

Majority of the diets fail after 5pm. Evening is the time for fried snacks. Our dinner is typically the heaviest meal of the day. We need to munch something for late night TV shows.

Our activity level is typically opposite of that. Morning is the time when we need maximum energy. We are generally more active during the day and the activity level goes down as evening approaches. It is the least after dinner (unless you are getting lucky :)). So, there is a clear contrast between how we are consuming calories and how we are burning calories. This cycle needs to be reversed.

From a psychological point of view, it makes more sense to have your HIGH SACRIFICE items during the first half of the day. Typically, your motivation levels would be higher during the mornings and you would not binge as much as you would do in the evening. Plus, you will not feel like binging again in the evenings as you have satisfied your cravings. Your body has more time to digest and burn extra calories that you consume during mornings. If you love chocolate, have it at 11am. If you die for mangoes, have it before breakfast. And if you like

pasta, have it for lunch, not dinner. World would become a much healthier, if parties happened during lunches and not dinner.

## Activity



Be honest and analyse your diet by this principle. Are you sabotaging your diet in the evening? If yes, what changes are you going to make to overcome this problem?

## **2. Is exercise sabotaging your weight loss goals?**

We ran a chain of fitness clubs and you would not expect an owner of a fitness club to say that exercise is not best for weight loss. Especially, when 90% of our members came to us for weight loss. Sad part is that this is the truth: Exercise is not that great for weight loss. Exercise is extremely important for health and fitness and one should exercise daily. But don't exercise just because you want to lose weight.

This is how a simple weight loss equation looks like:

$$\text{Weight loss} = 20\% \text{ exercise} + 80\% \text{ food}.^{18}$$

Most of the people who exercise for weight loss assume exercise is 100%. A lot of them gain weight, instead of losing them. After the exercise, your hunger levels are also high. You feel good that you have exercised, hence you have every right to eat what you like. The moment you walk out from the gym, you binge on chaats and samosas. There, all your effort goes down the drain.

### **Can you outrun a bad diet?**

Let's understand whether you can burn away your unhealthy eating habits with exercise. Research shows that in a typical exercise program, a person would burn 220-250 calories, which is not very high. It becomes worse when you realise that if you had not exercised, you would still burn 100 calories. This is because your body burns some calories throughout the day. So, you have only burnt additional 120-150 calories because of exercise. Now, compare that with calories in some of the

food items:

1. Samosas: 430 cal (for 2 pieces)
2. Tandoori chicken: 300 cal
3. Pilau Rice: 400 cal
4. Chicken tikka masala: 450-550 cal
5. Halwa: 570 cal per serving
6. Jalebi: 450 cal per serving

To burn off one serving of jalebi, you need to exercise for 3 hours. Anybody who believes that they can eat anything and burn that off are fooling others and themselves.

People typically associate exercise with weight loss, but the truth is that abs are made in the kitchen and not in a gym.

### **What should you do if you are not an exercise person?**

For a few people doing exercise is a low sacrifice item. They can easily incorporate exercise as a part of their lifestyle. All these people should always exercise as exercise is great for flexibility, peace of mind, health, and fitness.

But there are people for whom adding exercise to their routine is a high sacrifice item. They find it extremely difficult to exercise or play. They don't follow any weight loss program because the program expects them to make this High Sacrifice. Because you cannot do exercise, you stop eating healthy also. What should these people do?

Short bursts of interval training: Try short and high intensity workouts which will last between 10-30 minutes every day. If you are doing it effectively, even 3 days a week is extremely good. So, spending just 60-90 minutes a week, you can meet your quota of exercise.

Be more active: If you are not a gym person (we hate you, we never could make money because of you; but we are one amongst you) and you cannot even take out 10-30 minutes from your busy schedule, then also it's not an end of the world. I follow some easy guidelines: Whenever I talk on phone, I stand up and walk. It has become such a bad habit, that I can never work in a call centre. Secondly, I take the stairs and not lifts at least till 3rd floor. Such kind of lifestyle adjustments can be done without making any extra effort or without taking out any extra time. "No Time" should not be an excuse.

We strongly advise to wear a fitness band, which tells you how active you have been throughout the day. "Anything which gets measured gets done". The band calculates the number of steps you have walked and you can set a daily target. Typically, 10000 steps are considered a good benchmark, but it can depend from individual to individual. A fitness band can go a long way in making you more active, if you are not the typical gym person

## **When is exercise important for weight loss?**

If you have hit a weight loss plateau, then increasing the duration and intensity of exercise becomes important. It also becomes important when you are near to your target weight. The last few kgs are always the most difficult and you need that extra push. At these times, 80% is not good enough; you need more than 100% efforts.

Disclaimer: We are not against exercise; we are just saying exercise for fitness, not just for weight loss.

## Activity



Is exercise Low Sacrifice or High Sacrifice for you? If it is High Sacrifice, what can you do?

### **3. Mindful Eating: The Bottomless Soup Bowl Experiment**

A very interesting experiment was done in the USA. In a restaurant, guests were given soups in a self-filling bowl. A hole was created at the bottom of the bowl and was connected with a pipe with another container which would replace the soup automatically. If the guest drank 50 ml, then soup in the bowl would decrease by say just 20 ml; 30 ml would be replaced from the container. And the guests had no idea about this arrangement.

It would appear that guests should be able to figure this out. After all, their stomachs would tell them “Enough of Soup, why is this bowl not getting empty?”. But none of the guests could figure this out.

Any guesses on how much more did they drink compared to a person who ate from a normal bowl? 73% more!! And some of them ended up having 1 litre of soup; almost 4 times! That’s a lot of soup. And the bigger surprise is that none of them could figure out anything. They were asked “What do you think how many calories you ate?” And they estimated almost the same number of calories compared to guests who ate from normal bowls (around 125 calories). But in reality, they had eaten 73% more.<sup>19</sup>

What’s the lesson for us? We should listen a little more to our stomach and not just to external cues.

Why don’t French people gain weight even though their food consists of cheese, wine, pasta, pizza, etc.? Because they stop eating when they are full.

# TRUWEIGHT - HUNGER METER



## Empty

Extremely hungry. Avoid reaching this condition. It will lead to overeating



## 25% Full

Reasonably hungry. Time to eat Food



## 75% Full

Comfortably satisfied. Stop Eating



## Full

Caution

Don't want to overflow tank

There is a place called Okinawa in Japan, which is popular for being “one of the healthiest place on earth”. Life expectancy is over 80 years. It is not uncommon for people to live beyond 100 years. Not just longer years, they also lead a healthier life. The incidence of heart diseases, diabetes, and other lifestyle diseases in Okinawa is significantly lower. What is the reason for their success: “Hara Hachi Bu” or “I’m going to eat until I’m 80% full.”<sup>20</sup>

We have been taught since our childhood that “we should not leave food on plate, poor children are not getting food and you are wasting food”. It is a good advice, but then we should not serve a lot of food in our plate in the first place. Still, if you have extra food in your plate, it is definitely a better choice to put that food in garbage bin than in your stomach. Garbage bin is not going to gain weight and fall sick because of that extra food, but you are. Also, poor children are not going to benefit because you have eaten the food and not put it in the bin. In both cases, they are equally worse off.

### Activity



Can you start practicing Hara Hachi Bu from today?  
Can you start eating slowly and listening to your stomach?

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