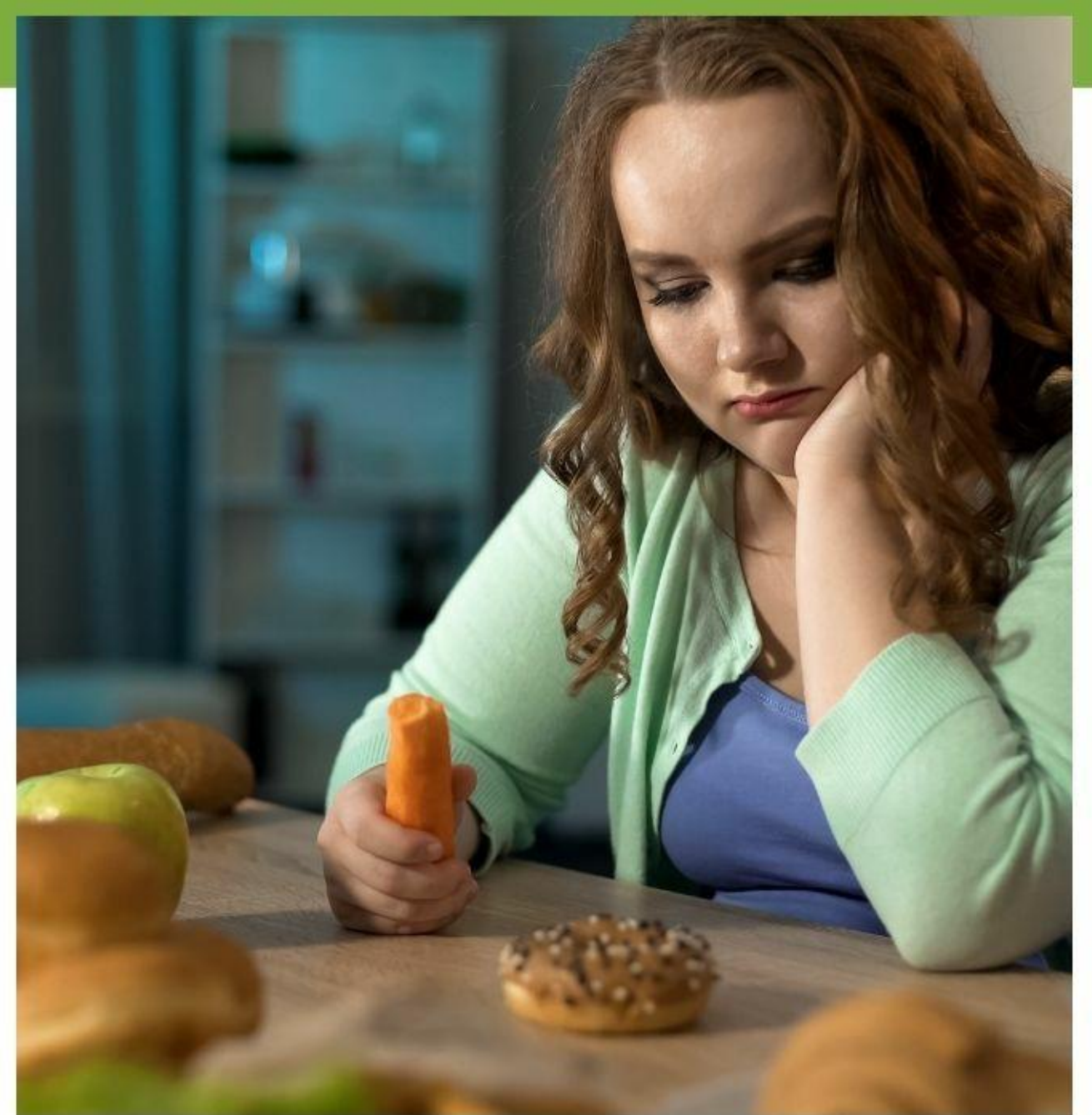


KICKSTART YOUR WEIGHT LOSS



Fed up with yet another diet that doesn't deliver the results you want? Tired of going up and down the scales... and up again? It's time for a new way of thinking about weight loss - no more diets, no more trying to 'good', no more failing...



**It's time to kickstart
your mindset so you
can lose the weight and
keep it off - for good!**



THE 3 MOST COMMON MISTAKES WE MAKE WHEN WE DIET...



Depriving yourself – most people really want to get that weight off quickly, which is totally understandable, because when you're struggling with your weight you just want to get far away from the pain as quickly as possible, and move to feeling good about yourself. But if you don't love and care for yourself now, why would you make the effort to lose the weight? You want to start by feeling good about yourself right now, so that you can create a way of living that you really enjoy, that's nourishing and you will stick to for life.

Ultimately those short-term diets won't last, they never do, they just make you feel awful about yourself.

That's why it's so important to work with your subconscious mind, to start at the root cause of your weight issue and to get the right tools that will keep you on track.

Because just hoping that this time will be different is not a great strategy for long term weight loss.

Believing that "I am the problem" – when you believe that, you're never going to be successful because in your subconscious mind you have cultivated a 'struggler' identity. I struggle to lose weight, I struggle to stay on a diet, I struggle with cravings, I struggle to control myself... You see yourself as a failure from the start.

Creating the habit of 'starting again' – it keeps you in a cycle of perfection, where you're either being 'good' or 'bad', on the diet or off it. If you're focused on 'being good' then you go off track, what do you do? "Oh, stuff it! I'm going to start again on Monday" – and in the meantime you might as well eat everything in sight!

WHAT'S INCLUDED?

GROUP PROGRAMME

3 Zoom sessions, 2 hours on set dates:

- 1> Brainpower not willpower
- 2> Weight loss skills
- 3> Pinchpoints

Bonus video 'Health, Hormones & Menopause'

Follow up notes

Hypnotherapy audios, incl:

- Boost motivation
- Ideal weight vision
- Ditch your sugar cravings
- Take control of alcohol

Access to **private FB group** for peer support and additional resources



SESSION 1

BRAINPOWER

You know how to lose weight, you've probably done it several times... but why can't you keep it off?

It's like you're in a chariot being pulled by wild horses, you don't have much control about the way you go or the speed, it's a scary ride! And it's exhausting, a constant battle with yourself...

This session is all about taking back control, it's about understanding the way your mind works so you can make choices and build habits that will last a lifetime.

You see, most diets work on the premise that you need to be controlled, that all the solutions are outside of you - follow this diet plan, drink this detox tea, do that exercise...

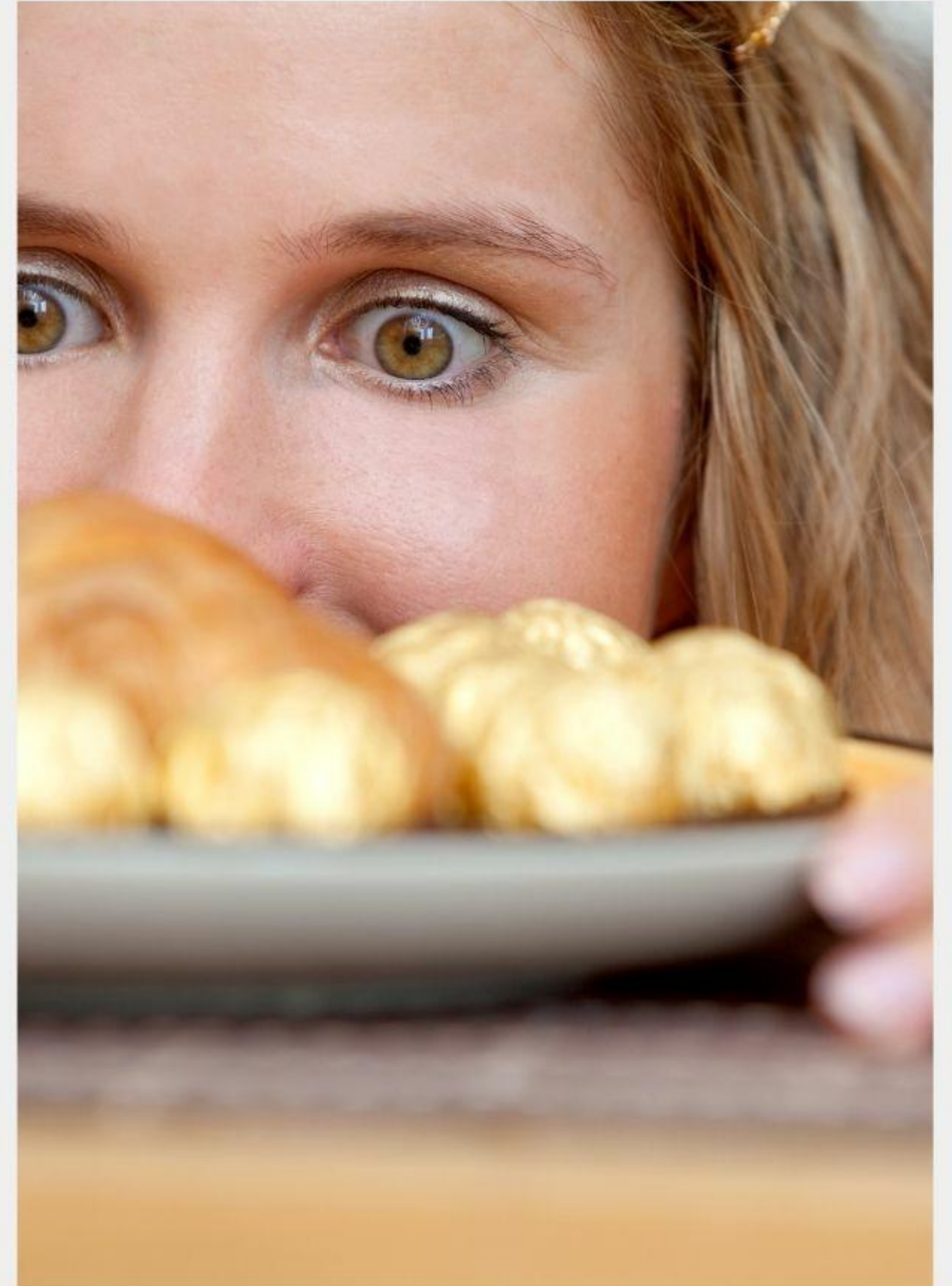
And they rely on you being 100% perfect: if you stick to it, you'll lose the weight and live happily ever after... that's the story isn't it? But they just set you up for failure because it's impossible to be perfect, life isn't like that.

And even if you get to your ideal weight, what then? You go back to your old habits, the old ways of eating, and guess what? The weight piles back on again.

So it's time to start looking within for the solutions and we do that by breaking down your old ways of thinking. We look at:

- Identity
- Beliefs
- Habits

And we re-build trust in yourself, that you can lose the weight and keep it off.



SESSION 2

THE SKILLS



Now that you understand some of the mechanics of your brain, how habits develop, the connection between your emotions and foods, and unhelpful thought processes, it's time to start using your mind more effectively. You're going to let go of that old 'being good or being bad' mode, the old feast or famine patterns that never work... It's time to hone your skills!

Mindset Skills – you're going to start developing your relationship with your thoughts, learning to manage them better. When you get curious you can analyse what happened, why something went well or didn't, there's learning in there. And you're going to work out what you can do next time to make sure you get the result you want, or don't repeat the over-eating/unhealthy choices.

Weight skills – these are the practicalities of weight loss, including current thinking around nutrition and gut health, the role of sleep and exercise, and how to maintain your weight when you reach your goal. This is about challenging your current relationship with food, and sustaining the changes into the long term. Studies show that people who lose weight slowly are more successful at keeping it off.

Setting up your Environment for success – this is all about aligning your environment to support you. It includes things like tracking so you can stop running on emotional feedback which isn't accurate, getting support from others, helping them to help you, and stimulus control... this is a big one! 60-80% of the battle with food is around being tempted by what's around

SESSION 3

PINCHPOINTS

These are times that you might consider to be a bit of a struggle, maybe in the past they were the catalyst for you to ditch your diet, but with a little careful thinking you'll see that it really doesn't have to be like that.

The things we'll be looking at are:

- Going out to a restaurant
- Going to a party or social event in someone's home
- Holiday season – Christmas, Easter, birthdays, etc
- Travel and being on holiday

And then we have a couple of different pinch points:

- Night or evening snacking
- Changing seasons
- Managing weight plateaux

The principles are the same for all these scenarios, whether it's a single night out or a 2-week holiday, you have:

- Before
- During, and...
- After

These are all normal events in our lives and they should be times of enjoyment, not stress because you feel like you'll lose all control, face-plant into the dessert trolley and drink straight from the wine bottle!

You'll learn how to prepare yourself so you can relax, trust yourself and have a great time - and whatever happens, you'll have the tools you need to learn and move on.

We'll also be looking at how to get back on track if you do get a little de-railed!



BONUS

HEALTH, HORMONES & MENOPAUSE

Losing weight is so much more than how you look - it's really about how you feel.

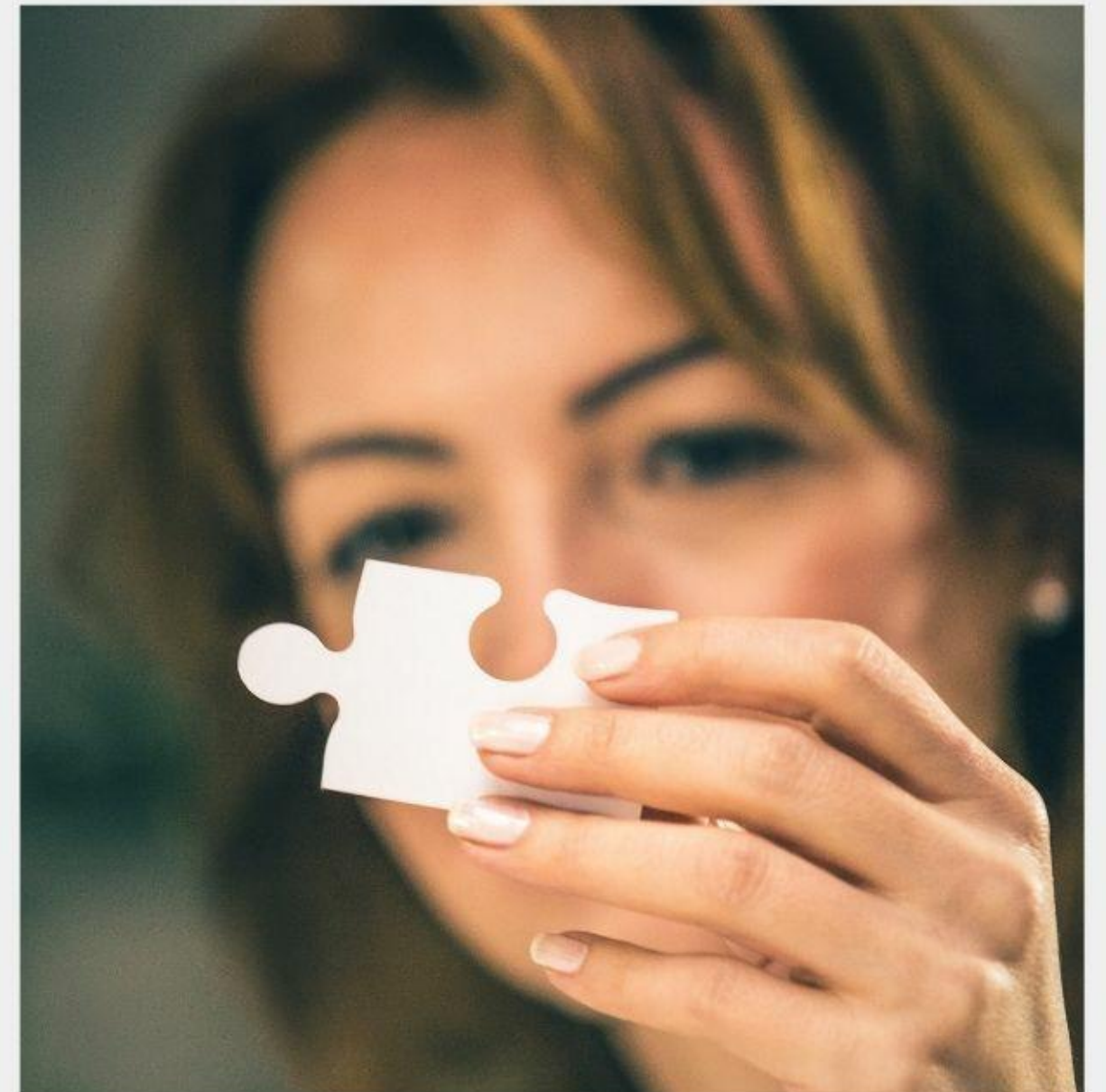
Unfortunately modern life tends towards intervention and medicines – basically, fixing things when they become a problem – instead of creating the best conditions to enable the body to work optimally and prevent problems in the first place. When you support your natural functions you can really boost your health, your hormonal balances, your gut and digestion – and that all has an impact on the way your body deals with fat: whether it stores it or burns it up.

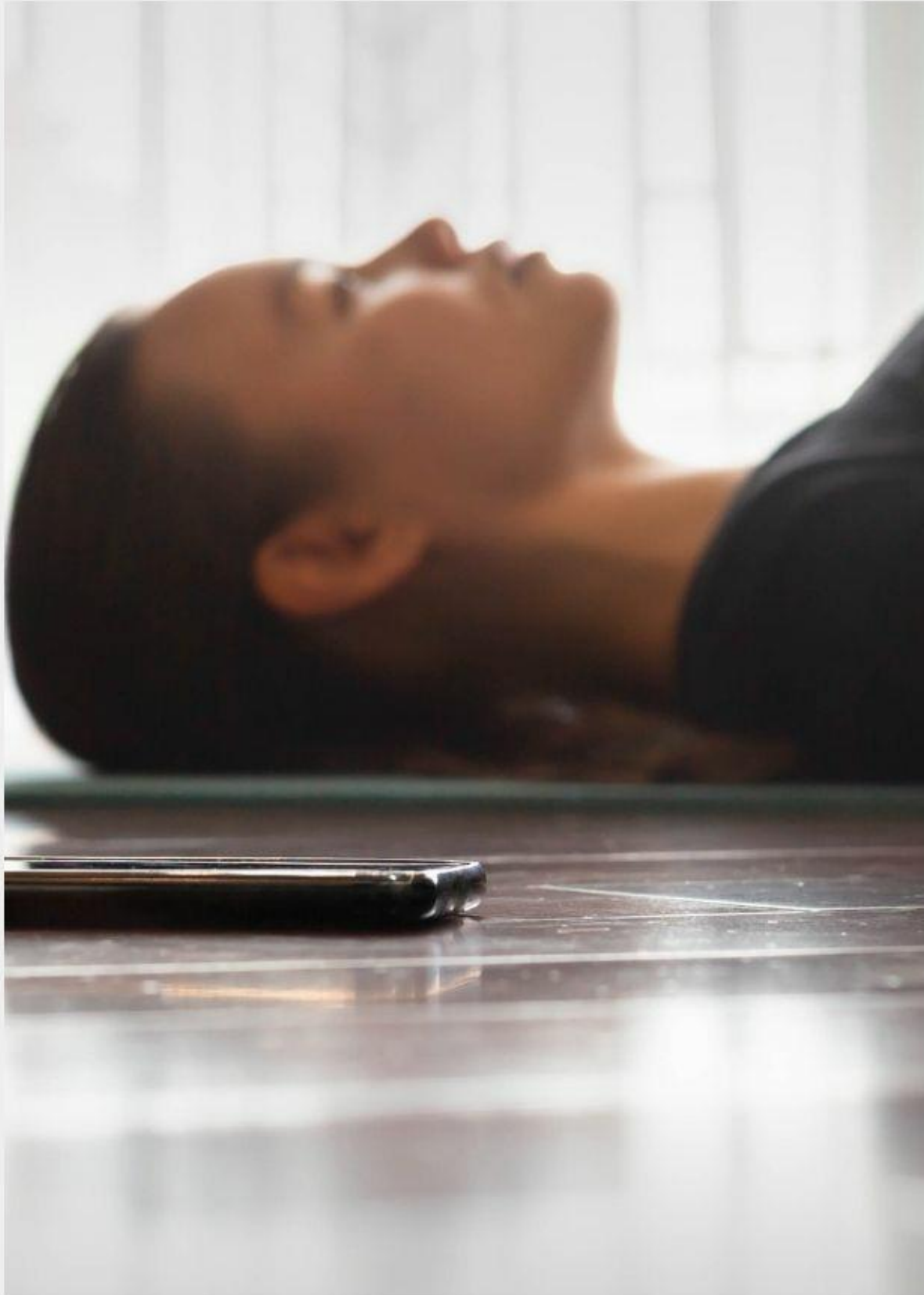
There is no one magic solution, instead it's a jigsaw with lots of little pieces fitting together to make the big picture that is your whole good health.

So, in this bonus video we'll look at optimising some of your functions: gut health, liver, pancreas, adrenals, thyroid.

As well as balancing those hormones - we have over 200 hormones, we don't do or feel anything without some kind of hormonal activity. They are your chemical messengers, carrying information and instructions around the body.

And a brief look at the impact of the menopause, because this life stage involves seismic shifts in key hormones, and it's not just what hormones are produced but where they are made too - and they affect how fat is stored.





RESOURCES

AUDIOS

This whole programme is designed to help you reclaim control over your body and mind, to stop that internal battle that is so exhausting, and being able to step back a bit to gain perspective, understanding that through a series of small adjustments and consistent action, you can get to your ideal weight... and stay there. And you'll be supported by a range of audios:

- **Hypnotherapy** - hypnosis is not about being asleep or unconscious, and it's not about being controlled, or having your brain taken over! In fact you remain entirely in control, you're simply using your mind and your imagination in a directed way. It's the opposite of how we usually live our lives, when we tend to be on automatic pilot, reacting to situations.

Coaching/hypnotherapy combo - these audios help you address a specific issue, such as taking control of alcohol or ditching sugar cravings.

Visualisations - these are short audios to help you create a 'pull' factor (the 'pain' of being overweight pushed you here, but it's not enough to keep you going, you need a 'pull' factor to stay motivated for however long it takes). They only take a few minutes and use part of the brain to start creating a new version of you: the slimmer, healthier, in control, and happier you!

Meditations - use these every morning, they really help to set the tone for each day, they are really quick and once you get the hang of them you probably won't need to use the audios as a guide.

TESTIMONIAL

I found it very interesting, Made some notes, and started thinking ... about the cycle of behaviour I've been on and what my goals are. It's so frustrating to have lost 3 stone then put half back on, I'm really cross that's happened but I think your sessions ... get me into the place I need to be to make this a lifestyle change.



Thank you so much for the first session and the links you have sent through. I really found it very useful, made me think of my choices when it comes to eating and since Thursday, I am making conscious decisions on when I feel like I want to eat something actually I don't need. I also really like the example you gave, the path from back door to front door through the long grass. I need to make new habit patterns by not giving up so easily.



FAQS

What if I can't make a session?

All sessions are on Zoom and you'll be sent the recording so you can catch up - and it's a useful resource to watch or listen to again.

How much does it cost?

Group Kickstart Programme is £95 - that includes the 3 Zoom sessions, the bonus video, notes, and all the audios. These are yours to keep forever because weight loss and weight maintenance are not just a 'once and done' activity, it's something you'll be looking after throughout your life.

Is this a diet?

No. You already know all there is to know about losing weight and what works for you. This programme is designed to shift your thought processes about food and how you see yourself, so that you can make better choices. We do look at healthy eating, we discuss intermittent fasting, but there is no eating plan to follow.

Do I have to weigh myself and tell everyone?

No. You can if you want in the private FB group, that can help to motivate you by creating accountability, but you don't have to.

Do I have to join the FB group?

No. Some people find it helpful to share their trials and tribulations with others, some prefer to keep it to themselves. It's up to you. There are additional resources posted in the group such as health tips, recipes, etc but it's not a mandatory part of the programme, you can still be successful in losing weight and keeping it off.

Do I have to exercise?

No. 80% of weight management is about what you eat. Without a doubt, exercise and movement are beneficial in a healthy lifestyle, they help you feel good too, but they won't make you lose weight if you aren't eating well.



What happens if I can't be hypnotised?

Hypnosis is simply a relaxed state, there is no right or wrong way to do it. All hypnotherapy has an element of self-hypnosis, because you're using your own imagination to move yourself into a relaxed state and you're working on your preferred changes in the way that you think and act to reach your desired goals.

And in case you want a little more reassurance, here's a bit about me...

I've been working as a clinical hypnotherapist and psychotherapist since 2016, when I qualified with the highly-regarded Clifton Practice Hypnotherapy Training (CPHT). I attained a Diploma in Solution Focused Hypnotherapy and the higher Hypnotherapy Practitioner's Diploma, considered to be the 'gold standard' in hypnotherapy in the UK.



2012 - weighing 14st 3lbs



2014 - weighing 10st 10lbs



2022 - weighing 10st 10lbs

ABOUT ME

And I've struggled with my weight. Throughout my 20's and 30's I bounced up and down the scales, and up again, I tried all the diets, the detox teas, I exercised - this picture on the left is of me at the finish line of the 2012 London Marathon, I was over 14st.

But nothing worked to get the weight off and keep it off, something had to change, and that's when I stopped looking for the perfect diet, you know the one, it's that elusive magic formula that meant I could lose the weight, and just be able to live happily ever after!

Instead I focused on my mindset and a year later I reached my target weight - and nearly 10 years later I'm still there. Of course it fluctuates a little, but I have the tools to adjust as and when I need to to maintain my weight - and more importantly I can enjoy my life!

And if I can do it, so can you...

SUMMARY

LAST PROGRAMME FOR 2023

Session 1: October 19 @ 7.30pm

Session 2: November 2 @ 7.30pm

Session 3: November 16 @ 7.30pm



The Kickstart programme

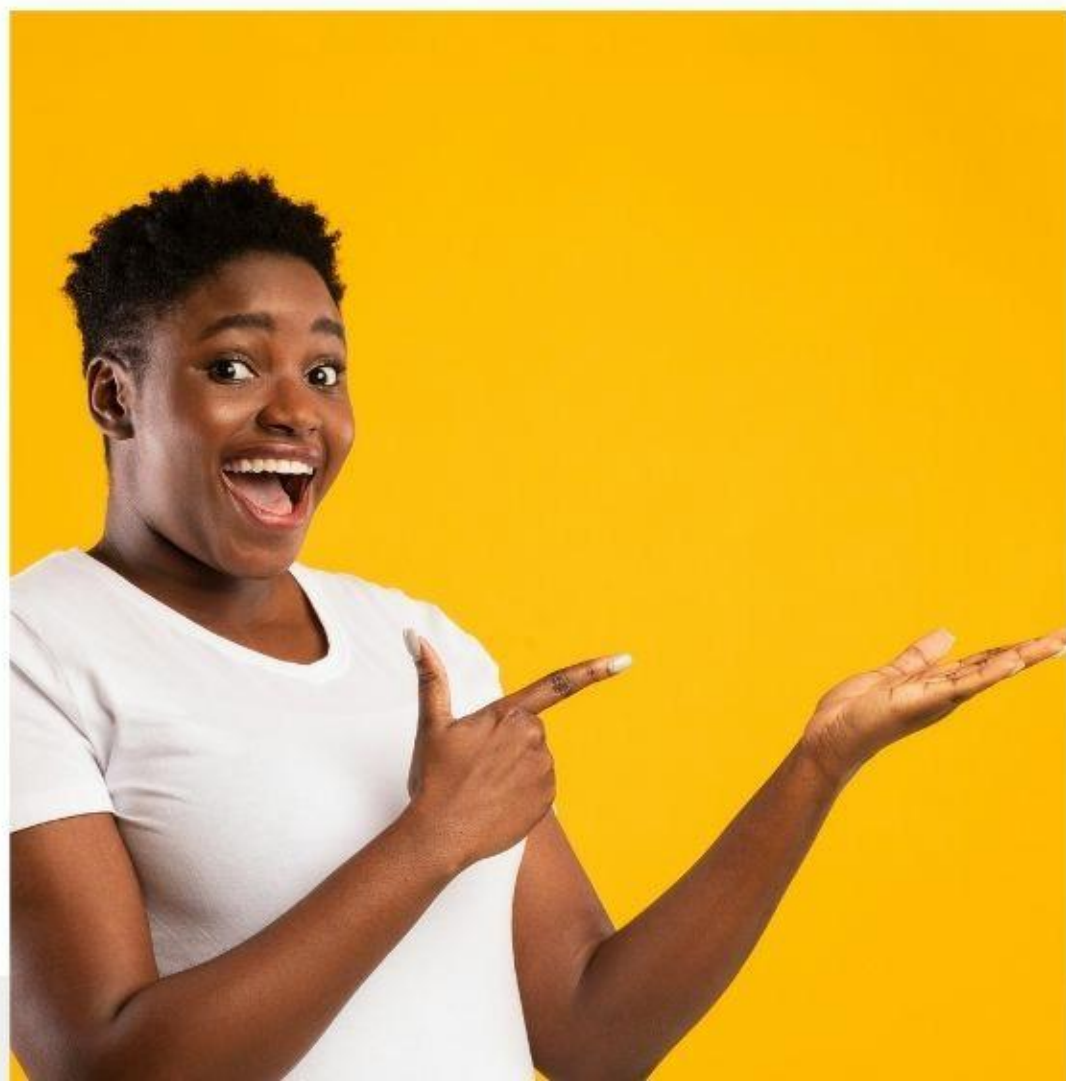
A mindset approach to losing
weight... for good!



The programme costs **£95 per person**, and includes:

- **3 x live Zoom sessions** recorded and emailed to you so you never miss a session, and you can re-watch them as many times as you like (in fact it's a good idea to see or listen to it a few times as you'll pick up different things from each viewing)
- **Notes** so you have a hard copy of the salient points, as well as taking your own notes
- **Audios** - hypnotherapy, coaching, visions, meditations all designed to support you, and they're yours to keep forever!
- **Private Facebook group access...** You don't have to join but it's a really good support tool between programme participants and there'll be additional information, tips, etc posted in the group
- **Bonus video 'Health, Hormones & Menopause'** - this is for everyone, whether you're a peri/menopausal woman or not! We all have hormones and it's useful to understand their role in weight management, and how you can support your body to function optimally.

ARE YOU READY?



For more information and to book:
<https://bit.ly/3TAWv1J>

Got some questions? Get in touch:
geraldine@geraldinejoaquim.co.uk
Text or call 07919 415900

What have you got to lose,
except for those extra pounds...

And you'll find your way back to the real you!

