



The Non-Dieter Mindset



*Why Diets Don't Work
and How to Begin
Breaking Free*

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Diets Unmasked

You don't need me to tell you the nasty truth about diets--they are not designed to work in the long haul. Big news there right? We all know that this is a big industry and *hope* is what they sell. They know that people will bite the bait, because they need to believe that the ultimate diet which would solve all their weight problems is out there, and if only they just tried another diet. Perhaps this time....

So you're probably asking, "so what is the alternative?" I can't manage my weight on my own. At least diets give me something I can follow and much needed discipline. If not a diet, then what?

Well before we go further into this subject let us discuss what you can expect from this book. What it is not is a magic formula. A formula is great to predict chemical reactions with precise accuracy in a controlled environment. But you are not a predictable chemical reaction. Every person reading this book right now is in a different environment, under different circumstances. There is no one thing that will work for everyone. This is the premise of diets, and this is what we are trying to get away from.

What the Non-Dieter Mindset seeks to do however, is to promote the *attitude* of the non-dieter; to attempt to deprogram you so that you will never put yourself through the agony of another diet again.

So Why Don't Diets Work?

Perhaps this is the question of the century, and there's hardly one answer to it. But if you've ever been on one or two or 50 diets, you've probably answered this question by way of a trail of stories from here to infinity. But really, there are 5 fundamental reasons why diets don't work in my opinion.



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#1 Reason Diets Don't Work: They regulate and dictate to you what you should and should not eat, taking all of the pleasure out of eating, and making it feel like a chore. Now probably you are that unique type of person who loves chores, but for most of us chores really suck. Having an enjoyable meal is one of the greatest pleasures of life, and to put it frankly, diets spoil all the fun. Most diets get the boot before they pay off in pounds lost what they cost in dollars. Let's face it; we humans are not very good at doing non-fun things for too long.

#2 Reason Diets Don't Work: Someone who has most likely never met you or knows the lifestyle that you lead is dictating to you a 'cookie cutter' magic weight-loss formula. If you're the regular dieter, then you've probably purchased oodles of books and guides and programs developed by this or that fitness guru. You believed what they say, because after all, they're the expert, right? Try as you may, if the diet plan they're offering does not fit into your lifestyle or requires a dramatic overhaul of your everyday life that you are either unable or not ready to take on, then you are not likely to stick with it.

#3 Reason Diets Don't Work: Putting all our eggs in one diet. Many see a diet as the end-all, magic solution which it was never meant to be. Diets are never meant to be long-term, but in most cases achieving and maintaining your desired weight is. There is the possibility that a diet, for the duration of time that it lasts, could initiate an improvement in your eating that you are able to carry through long-term. However, diets can't replace good and healthful everyday eating practices.

#4 Reason Diets Don't Work: There are just too many diets out there, making it easier for people to simply drop off one hot diet craze, to get on another. If you want to loose weight, like yesterday, then you want to see results quick, and most diets play on this urgency that most dieters have to loose that weight. In fact, they often use this as part of their pitch line. "Loose 50 pounds in two weeks". You're desperate and you would do anything, so why not try it? Two weeks



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later you've barely lost 5 pounds, and you're beyond despondent. So you try another diet, because something must work. Slowly you're becoming a chronic dieter, and the vicious diet cycle begins.

#5 Reason Diets Don't Work: One word-*Deprivation*. We are surrounded by a bountiful supply of exciting and varied foods, but many diets force you to deprive yourself of entire groups or types of food at a time. The High-Protein Diet (Anti-starch), the Juice Diet, even the Bread Diet. But what about all of the other foods out there? Self-deprivation of this magnitude might pass for a day or two, but hardly survives for a long time.

Your Best Line of Defense: *Developing The Qualities of The Non-Dieter Mindset*

The term 'Non-Dieter Mindset', isn't simply about not dieting, but about developing a philosophy that allows you to focus on ways to enjoy food and still keep healthy. Giving yourself permission to step away from the fear and guilt around food, which diets thrive on, involves qualities which become part of your every day life.

So what are these qualities of the Non-Dieter Mindset? Well they include:

1. First, being unconventional and setting your own rules. Dieting is the norm, and to step away from it is stepping into a new interpretation of what your relationship and attitude towards food and weight management will be.
2. Loving food and enjoying the experience of eating, but not needing food to feel good.



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3. Having a healthy enthusiasm for all aspects of a meal, from the ingredients, to the preparation to off course consumption
4. Refraining from negative food labeling-‘good’ vs. ‘bad’ foods
5. Being Open minded
6. Staying clear of eating hurriedly
7. Avoiding skipping meals
8. Avoiding what I call ‘food impersonators’-Highly processed foods stripped down to a fraction of their original, natural self with the addition, subtraction or substitution of ingredients.
9. Finding a balance between everyday eating and indulgence, and realizing that indulgence is not a dietary offense.
10. Having one or more activities which serve as a “positive focus”, so that one thing does not become your sole pleasure. That way, you can enjoy food, but not depend on it for enjoyment.

The Non-Diet approach to weight management requires openness to embracing the qualities, concepts, and alternative weight loss programs which are rapidly gaining momentum in the fitness world. It’s all about stepping away from the distorted and unhealthy image of food which limiting and diet-driven eating has placed on so many for far too long.

Learn more about the Non-Diet Approach to weight loss with our [Free 10-Part E-course](#)

To Your Enjoyable and Guilt-Free Food Experiences,
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To learn more about the Non-Dieter Mindset please visit
[The Savvy Non-Dieter](#)





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