



PYT Weekly Training & Support

Lesson #33 Thinking of Food As Fuel

by Jim Katsoulis

Alright! Welcome to this week's lesson. I want to share with you two food beliefs that can be really, really powerful. So, we've talked about how to program new things into your mind. So, what I want to do is give you some beliefs that you want to program into your mind and make them automatic. Just because I tell them to you and you may say "oh, that makes a lot of sense; I believe that," it doesn't mean that that's how you're going to act. Even if you believe something, it doesn't mean you're going to act that way.

So, I want to share these beliefs with you, and then I want to help you install them. So, it is kind of combining two things at once. The first food belief is this – food is fuel. Now, I know a food is enjoyable as well. We all know that, and it should be, but it should be balanced. So remember, you know most diets they'll say ... maybe they'll say food is fuel, stop thinking of food as this entertainment thing, stop using it for emotional eating and things like that. I'd say you don't have to give it all up. What we need is some balance.

And so you want to focus on the idea and the belief that food is fuel because, technically, it is. If you think about going a hundred years back in time, basically, there weren't all the different foods that we have now because, basically, you ate in order to sustain yourself, and use other things for entertainment or enjoyment.

So, you really want to install this idea that food is fuel because when you look at it, all of a sudden, when you think of it as fuel, you start to view it completely differently. You start to realize it is fuel. It gives me the energy that I have when I wake up in the morning. It keeps me going throughout the day. It allows me to have the motivation, the focus, and drive at work or at school. It allows me to have the patience with my children or whatever it may be, food, the quality of food that you're consuming is what is creating that for you.

You need to look at it that way to a certain degree and not just saying "oh, I know you are what you eat." Not just throwing these things off like they don't mean anything but really, really internalizing. What does it mean when food is fuel?

Again, we know it's entertainment. We know it's fun. We know it's these other things – celebration, all of the rest of it. We'll leave that alone. What we want to do is feel that belief that food is fuel. So, how do we do that? Let's install it. We're going to program it in.

To program it in, we want to hit more of our senses. So we don't want to just say it; that's auditory. We want to see it. We want to feel it. Feeling is the big one. So, when you think about something you truly, truly believe ... and I know you

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believe food is fuel on some level. So it's not so much that we're installing it as we're magnifying it. We're growing it.

So, think about food as fuel. What is a food that you eat that you truly consider to be fuel and when you eat it, when you consume it, you feel good afterwards? Alright, it might be a fruit; it might be vegetables; it might be a salad. Think about a food you've eaten, it doesn't have to be something you eat all the time, just something you've eaten before that makes you feel good, that truly is an example of food being the fuel. Think about that.

Now, I want you to imagine what it tastes like. You're going to imagine yourself consuming and eating that food. I want you to notice how it feels in your body when you're eating that food. How it feels in your mind when you're eating something that is nourishing. There are not a lot of people who will pay attention to it but if you're eating ice cream, there is some voice in your head that is berating you usually, and some of you, you know it's not right. It's not what you should be eating.

So, the flipside of that is that when you're eating something that is good for you, notice how it feels congruently good. You know it's good for you. You know it's what you're supposed to be doing and when you're doing it, build that part up because you want to remember and you want to internalize the feeling of how good it feels when you are eating well – when you are eating in a congruent way with your goals, and your dreams, and with your health desires. So, that's one side of it. Food is fuel. So, I want you to keep that in mind.

Now, the flipside is this that goes along with that. You want to start changing your focus from that instant when you sit down and start eating. When you first do that ... restaurants are great examples of this, you go in and you're basically thinking about 10 minutes in. You're thinking about, you sit down with the menu and all these foods you get to choose from. You go through them. There's a level of excitement, you order it, then the food comes, and it's exciting. There are original flavors. Usually, it's different from what you're making at home. You go through it. You finish it. But that's usually about as far as people think. You know, about 10 to 20 minutes into it, basically, the process of eating.

But what I want you to start thinking about is, how you feel after you've finished eating? How you finish ... 20 minutes when you're finished eating? an hour? two hours after? I want you to start thinking about that because you can, and it's just a matter of focus. It's just a matter of how your mind is programmed, what it's focused to look at.

So, it was a huge shift for me because I stopped just focusing on the initial enjoyment, and I still thought of the enjoyment but I also extended it. So I would

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think of going to a restaurant and I would look at things and I would say “oh, that looks good, that looks good.” I would make my decision based on what was good and how it was going to feel two hours or three hours afterwards. Because as I began to notice how I felt afterwards, I started to realize when I overate or I ate really heavy fattening foods that I would be ... it's almost like a food hangover. I was kind of lethargic. I was tired. I wasn't thinking quite as actively as I would eating a lighter meal.

So, I began putting that into my criteria for when I was choosing foods because I thought about what will this do to me two hours from now or three hours from now? How will I feel? Because if we flip around that and we go a full circle, food is fuel.

Now, you would have noticed on Thanksgiving but what's supposed to happen is when you are finished nourishing yourself in the proper way, you have more energy. You're re-energized. You're not sluggish and tired and having to ... all the blood in your body go down to your stomach to digest the food.

So we need to tweak this. We need to reframe it. And it's not about giving things up. It's not about stopping things. It's about wanting more energy and wanting more fuel for your body and for your life.

What I'd like you to do, ideally, is close your eyes and I want you to go back to the idea, that memory you had of a food you eat that is nourishing; a food that you define as fuel, primarily, because you want to start making this distinction between what's a fuel and what's entertainment, what's an emotional the thing to take your mind off of something. It's fine to have those things. You just don't want that to be 90 percent of your eating. We need to balance it out.

So think of that food that you consider as fuel, and what I want you to do is I want you to think about the process of eating it: what it's like, how you eat it, and how you consume it. You can close your eyes, imagine yourself in the situation where you're consuming it. Maybe you eat it in a restaurant usually; maybe you eat it at home; maybe it's a breakfast; maybe it's a dinner. Think about all those specifics.

Notice how it feels when you're eating it and do you eat that differently than maybe how you eat ice cream or cake physically and mentally? Is there a difference when you think of those two situations?

Now, go back to the nourishing food, imagine yourself eating it, notice how it feels when you're chewing it and imagine yourself finishing it. When you finish it, how do you feel? How do you feel physically? What does it feel like physically

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when you've eaten food as fuel and when you've consumed this food in order to give yourself the energy that you crave?

This is what we're doing. We're retraining ourselves to crave energy, to crave fuel so that we get the feelings that we want in our lives. And this is an easy thing to do because it's true. It's a natural thing. That's what you want. That's what food is for. We've got to change it in this culture and we've made it into all these other things emotionally. But the truth is, at the end of the day, food's main purpose is as fuel.

So, what I want you to do to enhance this even more is when you're doing your program, when you're going to bed at night, whenever you take a few moments to really think about how you want to feel, add a few more fuel foods into your mind. If you had trouble or if you couldn't think of any fuel foods, then you need to get one. Then you need to get two. You want to get up to five to ten of them that you can instantly pop into your mind. That alone is going to change your eating. I promise you.

The more you connect to that feeling of food as fuel and reinforcing that in yourself, you're going to find a new craving being developed within yourself. And when you develop a craving, you don't have to worry about it anymore. You don't have to worry about getting yourself to eat a salad, getting yourself to eat a fruit. The craving will take care of that for you and they will do it automatically.

So, take some time with this and really install and internalize this feeling within yourself, and I'll talk you next week.

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