



PYT Weekly Training & Support

Lesson #75 Healthy Grocery Shopping

by Jim Katsoulis

When it comes to changing your body and making it automatic, one of the things we always want to look for is to find the easiest ways possible to create these changes. We want things to be easy.

Now, a lot of times, this runs counterintuitive to how most people approach weight loss; but if you look at how we can make things easiest, ultimately, you're going to find the answers that are easy to follow through with.

Now, one strategy that's very powerful in changing how you eat is to keep foods that are fattening or unhealthy out of the house or away from you. It can be difficult if you're sitting on a sofa and you know that ten feet away, there's a bag of chips or a pint of ice cream. Your mind will keep referencing it. You'll keep thinking about it. So, it's a lot easier when those things just aren't in the house and when they're not even an option.

Now, in order to accomplish that, what we need to do is talk about food shopping; but, again, we're going to talk about two things here. Specifically, we're going to talk about food shopping but the bigger picture here is that we want to make things easier. We want to put our efforts into things that are going to have multiple benefits.

If you buy a bag of chips or a pint of ice cream and leave them in the house, now, you've got to fight those cravings off constantly throughout the day, throughout the night, and whenever you're at home, you're going to be fighting those cravings off.

If it's outside of the house, then, you don't have to worry about that. It's just one more barrier; there's a little bit more distance between you and that bad habit or that bad food; and that's what we're looking to do.

So, in order to keep food out of the house, we have to make sure we don't buy it at the grocery store. So, in order to do that, what we're going to use are some of our state management techniques. So, what we want to do is focus on a very, very important time for you in your weight loss and weight maintenance, and it's when you go food shopping.

So, you need to be in a peak state; and what I mean by peak state is not necessarily all fired up but a peak state of health, and it's different for each person. It may be a state where you're calm, where you're relaxed, where you're focused on what's truly important to you. It's getting yourself into the peak state and then going shopping because when you do that, there's a chance that you're going to buy better foods for yourself.

Now, the reason I bring this up is because food shopping is one of these things that is so unconscious at this point. Think about this.

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When you go into the grocery store you typically go into, you probably park in the same spots; you probably go in the same way; you go around the store in the same pattern. So, it's a very unconscious process and what we're looking to do is to change this up. We want to be more conscious of this process initially in order to change it; and when we get it done the way we want it to be, then, we can become unconscious again.

Now, the easiest way to do this is to go into the supermarket in a peak state. Now, what we want to do is to anchor in that feeling that we want ideally with the supermarket.

Now, you can do it when you park the car in the parking lot. You can do it as soon as you feel your hands hit the car; you can allow that to be a signal to allow your body to relax. So, it's up to you.

If you have those automatic doors, as soon as the door makes that noise and opens up, that could be a signal for your unconscious mind to let go and relax. So, again, it's up to you.

But the idea is that we want to identify a peak state. Where do you need to be emotionally, internally, physically, mentally in order to make the best food choices possible? We all know that food choices have a whole lot to do with how we're feeling at the moment.

So, if we intentionally are training ourselves to be in a peak health state when we go food shopping, it increases our chances of picking better foods for ourselves. And if we bring this better foods home, we're avoiding the bad foods and we're training ourselves to eat these better foods.

So, what is the peak state you would like? And do it right now.

For me, it's shoulders back, and I take a deep breath, and I relax. I, specifically, feel these muscles in my chest letting go and relaxing a bit and my stomach relaxing. My head clears when I do this, and this is partly because I want it to. I kind of quiet it down. I imagine a volume knob in my brain going all the way down. And those are all my thoughts quieting down.

I begin speaking to myself in the voice of my healthy self. What would I like to eat? What's fresh? What's going to support me? What's going to give me energy? What's going to make me feel good?

I practice this a lot. I want you to practice it, too, even right now. Once you practice it a few times, it starts to become automatic. You could tap right into it. That's the point here.

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We don't want to have to take five minutes every time to create a state. We want to take the five minutes and create the state and then regularly access it so it starts to become easy for us to do so, so that we can use it in real-life situations like going into the grocery store, so that we make better food decisions.

So, what is it for you, the physiology that you want and the psychology? What do you say to yourself when you are feeling healthy and when you're feeling focused on how you want to feel and how you want to look? What foods do you crave? What foods do you want yourself to eat in those situations?

And this is the main step that you can take. You can also begin to educate yourself a little bit more. If there's food you want to stop getting, you want to hit this from both angles. We want to create a peak state when we go into the supermarket, but we also want to create a negative association to the foods that are not supporting us.

Children's cereals, for example, are extremely high on sugar. Do research on them. Take a few minutes and look up what the ingredients are. How much sugar is that?

There's a picture somewhere where it takes a box of cereal and it shows a bowl of cereal worth and next to it, it has a pile of sugar so you can visualize and see just how much sugar is in these cereals. So, that's something that will reframe those foods in your mind and likely make it easier to avoid them because now you start to see them in a different light and you see and understand the harm that they create.

So, this is the idea that we want to really pay attention to when we go grocery shopping. This is one of those leverage points you have. A similar thing would be if at work there are candies around you. Get away from it; move it; ask people if you can move it. You can't always do this and in that situation, you want to spend extra time working on your peak states, and managing your state, and being the person who doesn't care where the food is because this can happen. You just need to train yourself to do it.

So, this is the idea. Focus on grocery shopping because if you get the right things there, it's just going to make the rest of it easier.

Here's the disclaimer. When you start doing this, there are going to be a few nights of doing this where you're going to be thinking about those foods. But you're going to find that what ends up happening is that those cravings weaken. They get less and less.

And, sometimes, at night, the cravings might be so strong you'd go out and get something. That's okay. That's better than having it in the house and doing it all the time. Randomly doing that is better than just habitually always having those foods in the house, always being tortured by them, always giving in, and eating them.

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So, your greatest point of leverage here in changing your eating habits is to be in a peak state, focused and clear when you go grocery shopping, until you get this to be automatic. And then, you can just rely upon your natural automatic desires and cravings and food shopping habits to keep you in a place where you want to be.

So, practice this and you can put up a reminder maybe. You can put something on your dashboard, a little note. If you make a grocery list, put a big star next to it and say, peak state or relaxed or calm or whatever the word is that's going to remind you of the peak state you want to be in. But train yourself to do this. It'll be one of the easiest ways to create massive change by focusing on one little area.

So, do this, and I'll talk to you next week.

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