

WEIGHT LOSS IN MIND?

Written and presented by
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A complete **Mind - Body** programme designed specifically for fitness professionals, to gain the skills necessary to incorporate a variety of psychological and nutrition based techniques into an overall fitness programme, to achieve maximum and permanent results.

**Thinking
about
how to
grow your
business?**

Why Do You Need This Course?

Before the 20th Century obesity was rare, but in 1997 the World Health Organisation (WHO) recognised obesity as a global epidemic. In 2009 throughout Western Europe, sales of weight loss products, excluding prescription medications, topped £900,000,000.000. There is a vast market for an effective weight loss system or approach that will appeal to the average sedentary obese client.

As a fitness professional you appreciate that successful long term weight loss requires a multidisciplinary approach, but even when you create the best possible “diet” and exercise regime for your clients, if they don’t follow it when you are not with them, they will not succeed in the long term. No one has yet offered all the necessary elements and skills for a professional to be able to regularly achieve great long term results by addressing ALL the issues surrounding weight loss, until now. The market and financial rewards for a brand new approach to slimming, delivered by an experienced fitness professional is immense.

Retaining clients and gaining referrals is determined by the success of your clients in achieving their goals, your professional success is driven by your clients success. If they are not achieving and or they are not attending, they are likely to cease and never refer. However, when they are successful, they sing your praises from the rooftops and you generate the very best form of advertising – word of mouth and good reputation.

Earn £££'s helping your clients lose lbs!

Although it is possible to lose weight with exercise alone the amount of physical activity required for substantial weight loss is well beyond what is feasible for many people. There is a clear dose-response relationship between the amount of exercise and the amount of weight lost, and many sedentary individuals just cannot physically manage the amount of activity required for their desired weight loss, therefore they “fail” and give up. This gives them a negative “anchor” to exercise i.e. “it hurts and it doesn’t work”. Worse than that hundreds of thousands of them don’t even try. Even the thought of it is too much.

**THINK
MORE
EAT
LESS**

Few studies have looked at the effectiveness of behavioural intervention as a method of weight loss, but a systematic review of the literature showed that typically although the rate of weight loss is slow, the success rate is good, and furthermore 80% of people using this approach had maintained their weight loss 18 months later. The key reason was shown as increased adherence to the programme. A further review of studies concluded that behavioural intervention works best when combined with diet and exercise.

The case is clear, if you want to be really successful in this lucrative field, you have to help your client's change the way they think and feel about food, activity, and themselves. You have to help them change their minds before you can change their body.

Is It Really Possible To change Someone's Thinking?

Yes. Remember, your clients have come to you for help.

That means they are ready to change, they know what they want to change, they just don't know how. They need your help to change their thought process, their belief system and ultimately their behaviours.



Course Content

There are a number of techniques and therapeutic techniques that you can learn on this course, that will literally help someone to change the way they process and respond to information.

Instead of telling someone “don’t eat cake” you can teach them a skill that in a few minutes, can collapse their cravings. When they say “I just can’t see myself ever achieving it...” You can show them a technique where they become CERTAIN they will achieve it. When they can’t be bothered, you can teach them a way to eliminate negativity and self sabotage, and have positivity as their default setting.

This unique course is a combination of established psychological techniques combined with a brand new range of tried and tested coaching based exercises that can bring about permanent change. Some you may have heard of and others may be new to you, but put together in this unique format they combine to make the ONLY complete **Mind Body** weight loss programme.

NEURO LINGUISTIC PROGRAMMING (NLP)

NLP is not so much a therapy, but a study of human behaviour. As the name implies, it’s the process of thought (Neuro), language – internal and external, (Linguistic), and behaviour (Programming). When you understand how a behaviour or a programme has been created, it becomes possible to deconstruct that process and change it. When you understand how you communicate with yourself, then you can make real change. Things you used to like become completely unpalatable, and you are naturally drawn towards behaviours that are new, and will lead you towards your goal.

In this module you will learn to use your clients own “model of the world” to help them to change, not just what they eat, but how they feel about themselves generally.

You will also learn how people are motivated to change, which will help you in your marketing endeavours and promotions. Your own confidence in your ability will grow and you may find you are more successful in all aspects of your work, not just weight loss programming.

THOUGHT FIELD THERAPY (TFT)

Commonly known as “Tapping” TFT uses the traditional Chinese System of Meridians to clear emotional upset and trauma, including fear and anxiety.

Often your clients have overeaten to hide or mask some other emotion. Using TFT you can eliminate past emotions simply and quickly, (without extensive “talking based” counselling), as well as using it to clear negativity and collapse cravings in less than a minute.

Your body has a polarity, and TFT can be used effectively to prevent a physiologically negative state, which invariably leads to emotional negativity and self -sabotage. When you maintain a physiological level of positive polarity all positive emotions are amplified and positive behaviours feel natural.

AUTO – SUGGESTION

Sometimes known as self-hypnosis, using visualisation and linguistic techniques in combination with NLP techniques, real change can occur immediately and be maintained through specific auto suggestions.

LIFE COACHING

A good sound knowledge of how to coach someone without forcing your opinions on them is an essential skill in this field of work. People know what they need to do, they just don't know how to implement it on a day to day basis without reverting to the old behaviours that caused the weight gain. Learning when to listen and when to speak is as important as knowing what to say and how to say it.

Basic Cognitive Behaviour Techniques (CBT) can also be incorporated into a coaching approach and when combined with the NLP and Auto Suggestion techniques, change is inevitable.

NUTRITION

As fitness professional you already have an understanding of how the body works and to a greater or lesser extent what constitutes a healthy diet. It is also important to note that eating plans can be as individual as a workout regime; although certain basic principles must be adhered to for weight loss to occur, it is important to understand how a client's physiology may directly influence their dietary needs. For example many overweight clients may have a dysfunctional liver, endocrine or digestive system, and an understanding of which nutrients support these systems, all of which are essential for weight loss, is explained in the nutrition element of this course. Information learned in this component may help you with all clients, not just those who are overweight.

JANET THOMSON MSc

Janet is a truly unique and gifted coach and is one of the UK's leading experts in Mind-Body Health & Fitness.

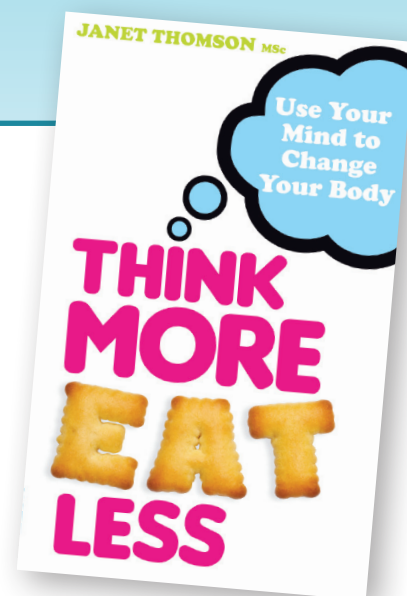
She has an unrivalled track record combining high level academic qualification in the form of a Masters Degree in Nutrition and Exercise Science, along with certifications in a range of psychological therapies including NLP (Neuro Linguistic Programming), Thought Field Therapy (TFT), Life Coaching and clinical hypnosis, and has extensive experience working in the field of Health & Fitness, and personal development and change.

She is a best-selling author and television presenter specialising in weight loss; Janet spent several weeks on GMTV promoting her "Fat To Flat" fitness programme which reached number 1 in the charts. Formerly Head Of Training & Development for Rosemary Conley Diet & Fitness Clubs, Janet went on to open and run her own chain of three very successful health clubs in the Midlands. Passionate about helping people achieve their goals it was here that Janet realised that even though she had helped literally thousands of people lose weight, often the emotional issues that caused the overeating were still present. Inspired to change the mind as well as the body, Janet began training and researching psychological therapies and now combines these dynamic techniques with her fitness and nutrition experience to bring about rapid and permanent physical and psychological change.



**Janet's brand new book THINK MORE -
EAT LESS will be published in 2012**
It is a revolutionary approach to weight loss.

She also offers regular certified trainings for other exercise professionals and therapists, including TFT and NLP and is renowned for her ability to translate often complicated and confusing information or techniques, into user friendly applications that anyone can learn and follow.



She is a highly regarded and in demand presenter with a range of media and television experience, including a spell on GMTV, a programme for Channel 4 and as resident Health Guru and Life coach for Central ITV and BBC Radio Leicester; the Daily Mail ran a full page feature on Janet's use of TFT and she has been a guest on the Chris Evans radio show. She has spoken at numerous conventions at home and abroad, including the Edinburgh book festival, the COSMOPOLITAN show and the IDEA International Fitness Convention.

Janet's passion and her energy combined with her eclectic and extensive range of skills, means her clients and her trainees get outstanding results.

BELOW: Susan Smith & Chris Smith used Janet's techniques!



Course Duration

Home Study prior to attending: Approximately 12-15 hours.

Attendance: 4 days – 2 days plus 2 days (at two week intervals).

Assessment

On going assessment, 1 day practical assessment, case study.

Total Investment £550

Deposit £100. Balance payable 2 weeks prior to the course.

For full dates and venues visit www.powertochange.me.uk and choose 'Professional Training' from the courses menu

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