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The Three  
and a Half  
BIG Questions

YOU GOTTA ASK YOURSELF

to Lose Weight

KATHRINE BROWN



# THE THREE AND A HALF **BIG** QUESTIONS YOU GOTTA ASK YOURSELF TO LOSE WEIGHT

KATHRINE BROWN

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# TABLE OF CONTENTS

1. The Three and a Half BIG Questions
2. How Am I NATURALLY Wired?
3. WHO Am I at My Core?
4. What Is My BIGGER Life?
5. Am I WILLING?
6. Conscious Weight Loss
7. If Resistance Wasn't Present...
8. If I Was Loved Unconditionally...
9. So What's Next?
10. Dedication
11. About the Author
12. Hungry for More?



# THE THREE AND A HALF BIG QUESTIONS YOU GOTTA ASK YOURSELF TO LOSE WEIGHT

“Your dog is obese.”

It was a simple truth, simply stated, but I recoiled in stunned silence just the same.

This wasn't Zoe's usual vet so the temptation to dismiss her comment was strong. But this simple truth hung in the air like acrid smoke, distorting my expression and leaving me reeling inside for a response. What finally came out was pure rationalization. It was all just a tap dance to escape the discomfort of the moment.

Safely home again yet still this simple truth lingered. Obese. Was my little black lab really that big? Obese. You mean, she's not just big-boned? Obese. Omigosh, did I do this to her?

As I let these questions pierce my self-deception, my mind drifted to those times when I had plopped Zoe's food dish in front of her and she returned a woeful 'Do I have to eat this?' look. A labrador's relationship with food is not terribly discerning, so if you've got one that's giving you a palpable sigh, something's definitely off.

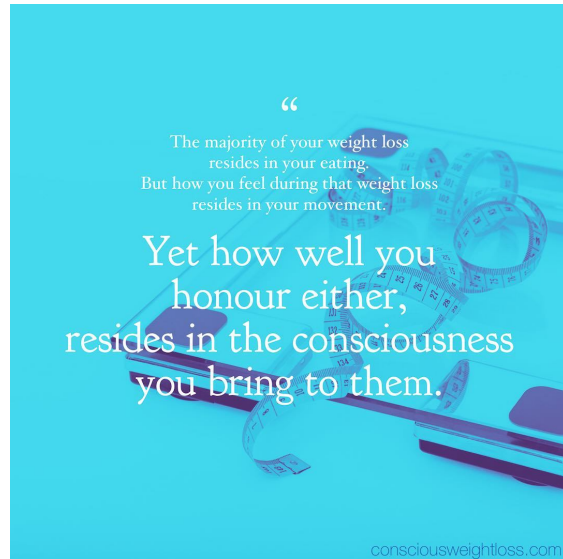
How could I have missed that?

Looking at her with fresh eyes, I saw that Zoe could stand to lose about fifteen pounds. And in the spirit of camaraderie, so could I. It'll be good for both of us, I decided. She'll get healthy and I'll get a solid start on all the excess weight plaguing me. Fifteen pounds in fifteen weeks. That was the plan. Seemed reasonable.

I don't recall everything that happened in those fifteen weeks. I had no understanding of my needs back then; I wasn't **mindful** or **conscious** to any of it. However, I vividly recall the results.

Zoe had lost the weight and I hadn't.

**It's a humbling moment when you realize your dog is more successful at weight loss than you are...**



Read the *Wisdom Bite* about [Mindfulness and Consciousness](#)

So what was the difference? We both ate less and moved more. Wasn't that the crux of weight loss?

Zoe was on strict, daily rations. No more salivating over table scraps. Not even a whiff or a lick. She got hauled out for her walks no less than 45 minutes a day, regardless of the weather. On cooler days, she would begrudgingly trot alongside my bicycle, keeping just enough tension on the leash to let me know she wasn't enjoying herself. On hotter days, I would grant her a reprieve in the lake but she still had to do no less than 10 water retrieves of her canvas toy.

Then the insight slowly washed over me. I could *control* every aspect of Zoe's life, whereas I had *choice* in mine. Little wonder our results were so different – my choices were often losing out to my justifications for a chocolate bar.

And the more I sat with this frustration, the deeper it struck me...most of us were never modelled or taught how to even *be* with choice.

\* \* \* \* \*

This extends to many well-meaning professionals in the weight loss industry. Most of what they offer is unenlightened – born of the control paradigm and they don't even realize it. Much of what appears to be new or innovative is just a repackaging of the same old, same old.

They lay out their regimen of rules and restrictions or rinse and repeat methods. You react to those programs in one of two ways: compliance or defiance. The support groups that spring up around these programs are just 'tips and tricks' groups at best, 'commiseration' groups at worst. But there's nothing *natural* about any of this.



Read the *Wisdom Bite* about [Personal Evolution](#)

More importantly, nobody's teaching there's an entirely different way of being available to you that *is* natural. Until now.

I've developed a weight loss process that predictably takes you to the insights you need to respond naturally. My process replaces your coping mechanisms with life skills; addresses the underlying issues related to your excess weight; and redirects your energy towards your greater - and previously unimaginable - pursuits. These aspects are what ensure the weight doesn't come back.

This is the essence of the leading-edge, **personal evolution** coaching I've been doing for more than 18 years. I help people just like you develop a higher level of consciousness so they can live bigger lives in smaller bodies.

**But let's back up a bit because I certainly didn't start here...**



I have the genes AND the upbringing to be morbidly obese. My earlier struggle looked something like this:

- binge eating, food addiction and self-sabotage
- sedentary life of a desk job and television
- battling with body image, self-esteem and self-worth
- heightened stress, anxiety and high-functioning depression

Had I continued on this poor health trajectory, there is no doubt in my mind I would have joined my immediate family members with stats like these:

- estimated weight between 250-300lb
- estimated BMI between 38-46
- high blood pressure and type 2 diabetes
- a shortened projected lifespan by 6-8 years

Oh yeah, and false teeth to boot! All of this meant I had a lot of *unlearning* to do regarding my family's beliefs and habits, to get myself onto a healthy path. It was coaching that ultimately did that for me by introducing some BIG questions into my life...but more on that shortly.

I mentioned the above challenges so that if you're currently experiencing any of them, you understand that your genes and upbringing may have predisposed you to them. It's not your fault. But like me, you probably have some unlearning to do and some BIG questions to consider.

\* \* \* \* \*

In early 2002, I sought help with my binge eating and food addiction. I walked into an Overeaters Anonymous meeting, then a Food Addicts Anonymous meeting...and walked right out.

The abstinence, rigidity and monotony of recovery-type programs did not sit well with my deep conviction in a natural approach. Nor did I blindly agree with their 'once an addict, always an addict' dictum. This suggested that if I was highly vulnerable to binge eating and food addiction (say, a level 10 on a scale of 10, which I was), this would *never* dial down to what a natural eater might be (say, a level 3 out of 10, which I am now).



My experience, personally and in the 11,250+ hours of one-on-one coaching I've done with my clients, has proven time and again this dictum is a *false and limiting belief*. For this reason, I resonate more with the compassionate nature and efficacy of **harm reduction**.

Harm reduction is better known within drug and alcohol circles but I find it lends itself well to binge eating and food addiction. Total abstinence of certain foods or food groups – or even an over reliance on planning – can actually be triggering for people struggling with binge eating or food addiction.

Instead, I begin with people wherever they're at, in addressing their resistance and developing their *capacity* for change. This collaborative approach naturally inspires and instills gradual self-care improvements and progressively healthier choices.

**Of course, all this works best when you first ask yourself some BIG questions...**



Read the *Wisdom Bite* about [Harm Reduction](#)

## BIG Question Number One You Gotta Ask Yourself to Lose Weight

# HOW AM I NATURALLY WIRED?

'Square peg, round hole' is how I describe my pre-coaching career. I was a pioneering producer and executive producer of children's educational CD-ROM titles (yes, those prehistoric pre-internet days of the early 90s). I went on to create systems and processes for multimedia project management. Then I designed and taught some of the first university-level courses for interactive media project management. All this culminated in the Executive Director position of a non-profit for the new media industry...before I turned away from my comfy paycheck.

While this path was successful enough for me, I had to work far too hard for that success.

I had abilities but the way I was applying them was pretty joy-less and soul-less. My wiring was all about designing outcomes yet I spent all my time salvaging derailed projects that were handed to me because I could get the job done. The cost? A decreasing quality of life and an increasing waistline.

Fast forward to my coach training in late 2002; I felt like I was 'home', like I was born to do this. My intuition also guided me to some of the top mentor coaches in the country.

The designing I currently do with my clients and their lives pulls in all the innovation, systems, processes and teaching aspects I love but now in an effortless way. My desire to continuously grow as a coach has led to wisdom – and weight loss – I never would have tapped into in my previous career.

Consideration of your natural wiring helps you shine AND evolve.

\* \* \* \* \*

Let's look at all this from a weight loss perspective. You see others losing weight yet you struggle to adopt their approach. It feels ill-fitting and far too hard for you. There's certainly no enjoyment to it; you're constantly on edge, afraid of failing.

Why? You're likely going against your wiring while trying to force some weight loss. When it doesn't work, you think there's something wrong with you.



Read the Wisdom Bite about [Temperament Types](#)

In contrast, when you pause to ask yourself “How am I *naturally* wired?” you’re considering the lens through which you best experience life...and weight loss.

This would be your **temperament types**: the traits and skills which come easily to you (where you can shine and experience enjoyment) and those skills that are more challenging for you (where you can evolve and feel fulfillment). You need both. When these are in balance, weight loss is not something you force but rather, something you *let* happen in a more effortless way.

Excess weight indicates there’s an imbalance in your life. Not just of your eating style or level of movement, but of your life skills and your inner saboteur.

My coaching background is ideally suited to help you address this imbalance while taking you to the breakthroughs you need for weight loss.

**So, creating balance is key but this needs to be done within the context of something even more important...**



## BIG Question Number Two You Gotta Ask Yourself to Lose Weight

# WHO AM I AT MY CORE?

While I was born to coach, I didn't set out to be a leading weight loss coach. After all, I didn't come from a nutrition, fitness or other related background. And the prospect of sharing my personal struggle was potentially mortifying! But in 2003, I came across a study that changed everything for me. I had to step up.

Its title, *Weight Bias Among Health Professionals Specializing in Obesity*, made me do a double-take. The study was able to show that an audience of health professionals (physicians, researchers, dieticians, pharmacologists, epidemiologists, psychologists, nurses, etc.) attending an obesity conference had "*a significant pro-thin, anti-fat implicit bias*". Meaning, they were either unaware of or unwilling to admit their bias against "*fat*" people. Whaaa? I was stunned.

These professionals whose careers involved the research or the clinical management of obesity – the very people charged with solving the obesity epidemic – "*associated the stereotypes lazy, stupid and worthless with obese people.*" Unbelievable.

That's when I realized the objectivity and empathy so desperately needed had to come from someone who wasn't already entrenched in the field and subject to such a bias. Weight loss needed a fresh voice.

My **core values** start with valuing the dignity and uniqueness – the essence – of the human being I'm coaching. Any behaviours they struggle with exist for good reason, not as a result of some stereotype, and they are not to be judged.

\* \* \* \* \*

So ask yourself, "*Who am I at my core?*". Core values are the resonant words you use to define what's most important and meaningful in your life (e.g. Natural, Energy, Evolution, Compassion, Intuition, Innovation, Teaching, Wisdom, Balance). Recognize these from this eguide? These are some of my core values.

When you learn to live in full alignment with your values, you'll feel a strong sense of esteem and worth because you're grounded in your authentic self. You'll also feel a passionate sense of purpose and palpable excitement because you're embracing Soul's path for you. Others will experience all of this as your essence.

Your essence has always been there, intact. Putting words to your core values helps you realize you're already *irresistible* & *irrepressible*, without losing a single pound. This is what I mean when I say 'Bigger Life. Smaller Body.' Getting fascinated with expressing who you really are, beyond a number on the scale.

Interestingly, when you redirect your energy this way, your weight starts to align too. Why? Because aligning with your values leads to a life of fulfillment, a life that *matters*. When you're engaged like this, you no longer seek food to fill the void.

By the way, when I started expressing these ideas years ago, many health professionals (dietitians, trainers, physicians, nurses, pharmacologists, psychologists, social workers, etc.) started finding their way to my client roster.

**OK, living and breathing your values is vital but how do you make sure all this is taking you in the direction you want?...**



Read the *Wisdom Bite* about [Core Values](#)

## BIG Question Number Three

### You Gotta Ask Yourself to Lose Weight

# WHAT IS MY BIGGER LIFE?

Reorienting my career helped me understand the distinction between hard work and great work. Identifying my core values led to living a more authentic and passionate life. During all this, I discovered my real hunger wasn't for chocolate (and I do love chocolate); it was for realizing my potential, my **bigger life**.

I was hungry to shed my self-imposed limitations and embrace my natural gifts and talents in a way that would have a positive impact.

I soon realized nobody accesses their bigger life without the interdependence of others; an appreciation that everything is interrelated. I have my own patient coaches to thank for helping me get out of my own way. One I nicknamed my 'compassionate witness' and another I nicknamed my 'bigger life champion'.

I'm grateful for the honest peers I've traded feedback with and the many clients who have been avid supporters of my work. There were also two profound quotes I read that influenced my early work.

\* \* \* \* \*

The first quote was by William James, considered one of the most influential American philosophers, the father of American psychology and the first 'positive psychologist':

*"Most people live...in a very restricted circle of their potential being. They make use of a very small portion of their possible consciousness, and of their soul's resources in general, much like a (person) who, out of (their) whole bodily organism, should get into a habit of using and moving only (their) little finger."*

I saw the totality of my life's struggle in this one statement. Expanding my potential through the lens of consciousness and Soul ignited my imagination. I dared to dream of something bigger.



The second quote was by Marianne Williamson, an American author, political activist and spiritual thought leader:

*“Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us. We ask ourselves, Who am I to be brilliant, gorgeous, talented, fabulous? Actually, who are you not to be?...Your playing small does not serve the world.”*

This quote, with its undeniable gravity of truth, also held the promise of joy. I view joy as our natural state and the most powerful state there is.

These two quotes helped me realize my work and my bigger life were going to be dedicated to not just getting people out of their weight loss struggle but to also taking them to the joy of their bigger life.

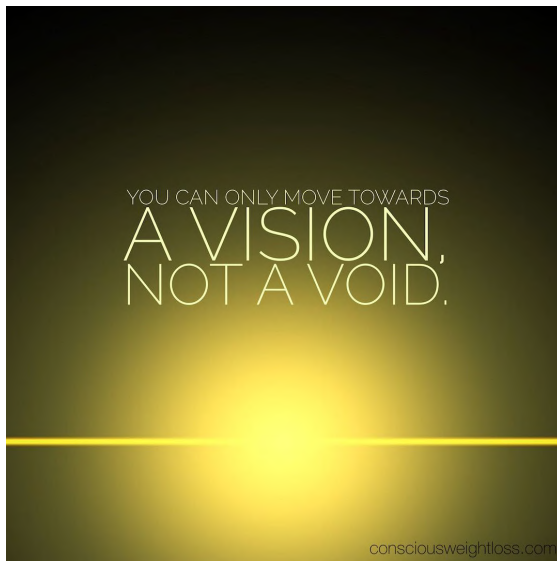
**The biggest shortcoming with all other weight loss approaches is they only attempt to get you out of the struggle. They all assume a bigger life will follow and when it doesn't – or if you're not prepared for your bigger life – the weight comes back.** Why? Because you're still operating from all the same limiting beliefs and fears.

\* \* \* \* \*

I first encountered Marianne Williamson's quote during my coach training in 2002, shortly before I started researching and developing my proprietary Conscious Weight Loss® coaching process. I finished testing and documenting my process in 2008 and in a full circle moment in 2010, Marianne published her book *A Course in Weight Loss* (a collaborative effort with Oprah Winfrey), referring to her holistic paradigm as *conscious weight loss*!

I recognized I had created – in parallel with her – a powerful, wisdom-based process. But a process that was able to go much further than the pages of a book, to engage with and *resolve* the intellectual, emotional and spiritual aspects of a person's weight issues.

With the added influence of William James, I was bridging the practical and the spiritual in a way that was redefining the landscape of weight loss regarding binge eating, food addiction, body image and self-sabotage.



Read the Wisdom Bite about [Bigger Life](#)

Within a few short years, even other weight loss coaches were finding their way to my client roster because I was framing and teaching things in ways they hadn't heard before.

Having taken thousands of individuals like yourself through my coaching process with success, I was feeling called to bring it to a larger audience online, where it could help exponentially more people.

In my mission to redefine the way the world approaches weight loss, I had the audacity to ignore that inner critic that said 'Who do you think you are?'. I had a gulp factor about stepping out from my one-on-one conversations with my clients to a broader conversation with you. But I had the conviction, trust and belief that this was my bigger life.

Audacity + Gulp Factor = Bigger Life. Now that you see how this works, it's time to ask yourself, "What is my *bigger* life?". I'm betting you already have a sense of your potential. You might have even had some tantalizing tastes of it already. It's time to give yourself license to put yourself out there.

**Alright, giving your dreams a voice and a direction is paramount. Now for the 'half a question' that makes all the difference...**

## BIG Question Number Three and a Half You Gotta Ask Yourself to Lose Weight

### AM I WILLING?

Understanding your natural wiring, connecting with your core values and articulating your bigger life will set you up for weight loss success better than ever before. But you're about to change the very body you live in. Resistance to change is part of the human experience and this resistance can be your greatest teacher.

At the root of all resistance is fear. Fear can take many forms but the biggest and most persistent fears I've seen in my coaching clients are: fear of failure; fear of losing control; and fear of the unknown.

Without exception, if you've concluded you need to go deeper with your weight loss efforts, you'll have a string of 'failed' attempts behind you. Yet these attempts were the very experiences needed to humble you enough to do this inner work now. Nothing's wasted. You can learn to stop fearing these experiences.

Remember too, most of the weight loss industry is swimming in its own soup of control. The industry has passed along its false and limiting beliefs to you. Once you learn to embrace choice, you'll come to realize control is an illusion – you never had it and you never will. You can learn to stop fearing the loss of something you never had.

As for uncertainty, it can loom so large at times you'd rather stay in your comfort zone than risk stepping into a potentially better but unknown situation. However, you can learn to foster trust and a sense of ease in your newfound choices. You can learn to transcend your fear and even invite the unexpected.

\* \* \* \* \*

Developing your **natural style and rhythm** addresses all of the above and more. Approaching your weight loss with a spirit of discovery and openness is the posture you want, while the most powerful question you can ask yourself is "Am I *willing*?". These three words enable you to lose weight while life happens.



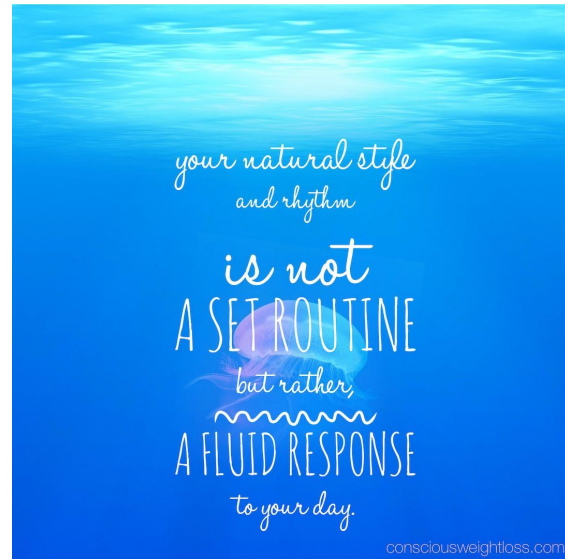
To be clear, I'm not talking about 'readiness' or 'compliance' here. These are what other weight loss practitioners or programs demand of you to make their job easier. It's the rare professional or process that truly understands how to work with our inherent resistance to change. Yet this is where I do my best work.

Let's face it, the perfect circumstances you're waiting for to lose weight are not coming. But when you ask yourself "Am I *willing?*", you can begin from wherever you are, and let things unfold amid the messiness of life.

You can be with those awkward first tries and imperfections. You can become more aware and move through your feelings with less judgement. You can intuit and be more truthful about your needs. And you can start to align your actions with who you really are and what really matters to you.

You can lose your fears, not just the weight.

**Conscious Weight Loss was specifically designed to guide and support you through all of this...**



Read the *Wisdom Bite* about [Natural Style and Rhythm](#)

Full disclosure: I'm a weight loss coach but you won't find me hanging out at the beach in a bikini. I don't have that kind of 'hardbody', nor does that interest me. I do, however, have a great relationship with this 58-year-old body of mine. It's healthy, strong, non-medicated and I can hold my own on a Pickleball court.

Statistically speaking, "*it's estimated only .1% of the population (1 in 1000 people) reaches the age of 60 in decent health and not taking any medication for chronic illness.*"(\*1) My mother and brother start and end their days with multiple medications. Furthermore, the average person "*will spend their last 10 years in sickness.*"(\*2) Sadly, my father was no exception.

Remember, I have the genes and the upbringing to be morbidly obese and to suffer the comorbid conditions of this. So I view being at the high end of my healthy weight range a downright miracle. This is what I was after when I finally sought help for my binge eating and food addiction – vitality, not vanity. This focus on vitality also helped me to stop taking my health for granted.

\* \* \* \* \*

**But here's the fundamental flaw I encountered with weight loss approaches relying on the control paradigm. They dismiss any kind of natural relationships with food, movement and your body.** Pre-planning an entire day (or several days) in advance, eating or moving by the clock, and overriding your body's signals means you never develop the conscious skill of responding to your needs *in the moment*. You never develop a natural style and rhythm with yourself.

Imagine you're anticipating a road trip and you estimate the driving will take you an entire day (or several days). Trying to control your way to your destination would be like trying to figure out in advance every gas station stop along the way, the exact time you're going to stop, and the precise amount of gas you'll need at each stop. Seriously? You wouldn't...couldn't...do this on a road trip so why on earth would this be acceptable for your health?

The choice paradigm only requires you to know where the next gas station is and even then, you'll check your gauge and decide if you really want to stop. This is the elegant simplicity that arises from proper life skills, not controlling coping mechanisms.

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Elegant simplicity is the foundation of **Conscious Weight Loss** - an innovative coaching process designed to take you from struggle to joy. At the same time it's a comprehensive developmental learning approach to the genetic, environmental, socioeconomic, biological, neurological, psychological and spiritual factors influencing your struggle.

On a much deeper level, Conscious Weight Loss is a 4-stage personal evolution process – a year-long journey of the psyche from Ego to Soul, culminating in your bigger life.

The **Awareness** stage prepares you for the change ahead by taking an inward look at your struggle and your *self-talk* around this. It helps you view your resistance as just misdirected energy. You start releasing Egoic judgement of it. You start developing a sense of choice you didn't know existed.

The **Truth** stage examines your self-image and what you need to *unlearn* to lose weight. The judgement you started releasing previously is key to humbling yourself to truth. You're better able to own your choices and the type of energy they lead to. You're developing efficacy with food, movement and your quality of life you didn't think was possible.



Read the Wisdom Bite about [Awareness](#)



Read the Wisdom Bite about [Truth](#)

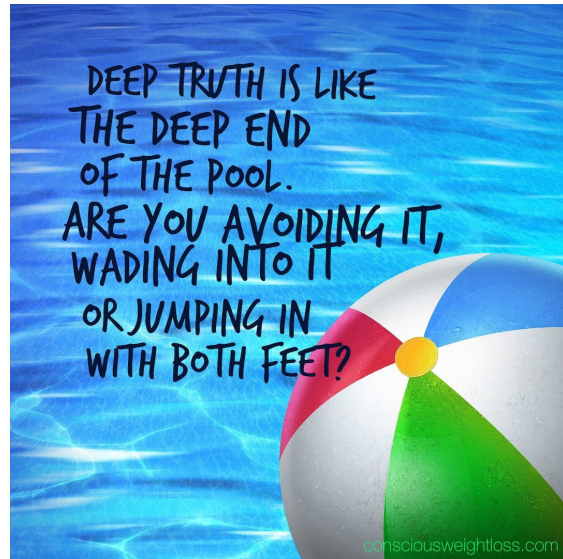


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The **Deep Truth** stage has you owning your truth AND your power, leading to a relaxed freedom with your weight issues. There's still work to do but you're amazed at how effortless things are when you get out of your own way. You're also amazed at your *natural gifts and talents* unfolding before you. You're surprising yourself with more capacity, balance and agency throughout your life.

The **Alignment** stage you'll have had glimpses of during the process but now you're learning to live from here. It's a *way of being*, a feeling of joy, your natural state. It's a Soulful aligning and directing of your energy towards your bigger life, resulting in inner peace. You've been on the journey you so needed but didn't know you were looking for.



Read the Wisdom Bite about [Deep Truth](#)



Read the Wisdom Bite about [Alignment](#)

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While these are described as distinct stages, many of the concepts are introduced early on and they deepen during the process with learning and practice. You can expect to make and feel incremental progress within the first few sessions and significant progress – on and off the scale – throughout the process. Clients typically report their progress feels like 7-8 levels of improvement (on their subjective scale of 10) *per stage*.

People often ask: “Is this mindful or intuitive eating?” “Is this a cognitive approach to emotional eating?” “Does this address my stressors?” “Does this reflect the evidence of addiction research?” “Does this align with the science of habit change?” “Is this a self-love approach?” “Is this a secular approach with a spiritual aspect?” Yes to all of this, but it’s much more.

**Conscious Weight Loss is the first and only process to merge *personal evolution coaching, harm reduction principles and unconditional love with weight loss.***

Triggers get healed; potential gets realized; Ego and Soul get integrated. You keep the Soulful qualities you love about yourself and let go of the Egoic fears that were holding you back. Your authentic self, your *exquisite self*, shines through and all the wonderfulness others see in you is what you’re finally feeling inside too. You started with a hope of weight loss; you’re now keenly optimistic about your big, bold, beautiful future.

## BONUS Question Number One You Gotta Ask Yourself to Lose Weight

# IF RESISTANCE WASN'T PRESENT, WHAT WOULD I BE DOING?

If you believe weight loss is hard or near impossible, you're approaching it with **resistance**.

This might show up as ambivalence about losing weight, procrastination in getting started, or sabotage when you try to make some progress. Regardless, none of these issues are resolved through diet or exercise. That would be like wanting to be a better driver and putting all your hopes into finding the perfect car.

The answer is in the perspectives and skills you're bringing to your efforts. When you address your resistance, weight loss is natural and effortless.

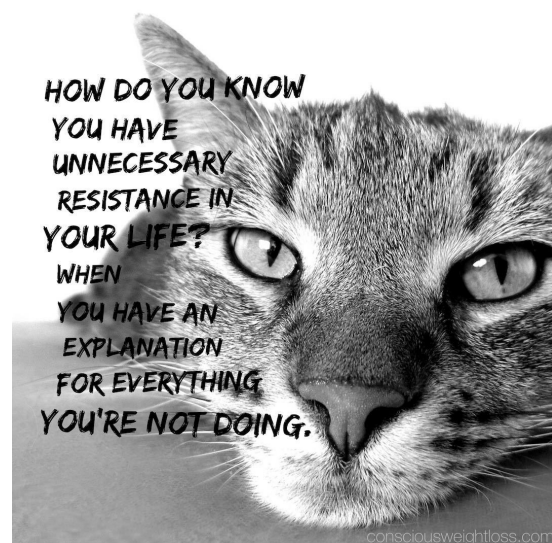
If resistance wasn't present and you had the opportunity to workout, you would simply workout. There would be no internal debate or rationalization to consume your energy. If you truly wanted a cookie, you would simply have a cookie. There would be no internal chatter, judgement or tipping into more. These tie up your energy in preoccupation or obsession.

Why the concern about energy? When your energy is consumed or tied up in these ways, it's not available for your bigger life. Getting out of this struggle, learning how to redirect your energy quickly and efficiently, is a necessary skill.

Remember, resistance is fear-based. The nature of fear is to shut our systems down and protect us. It narrows and limits our ability to respond.

Conscious Weight Loss opens you up to your internal resources and gradually relaxes your resistance.

**"If resistance wasn't present, what would I be *doing*?" is a question you'll be considering and addressing throughout the process...**



Read the Wisdom Bite about [Resistance](#)



## BONUS Question Number Two You Gotta Ask Yourself to Lose Weight

IF I WAS LOVED UNCONDITIONALLY,  
WHAT WOULD I BE CAPABLE OF?

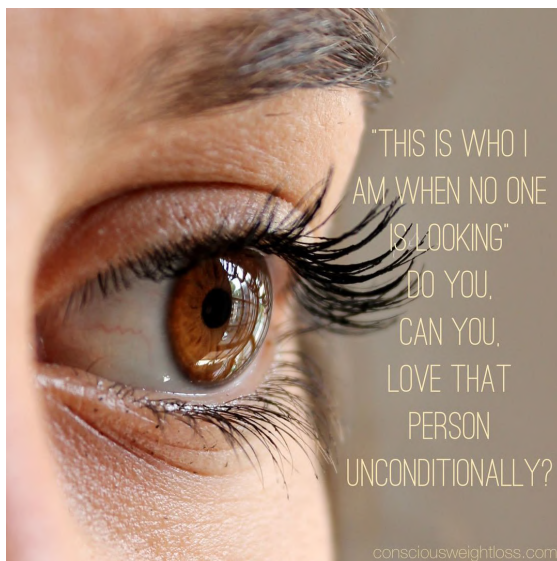
Imagine if you were raised by enlightened, infallible parents who were compassionate witnesses AND bigger life champions for you. Parents who not only expressed **unconditional love** for you but who made sure you felt this love daily.

Let's give them a superpower while we're at it, that enabled them to hear your self-talk whenever it got overly-critical. In those moments, they gently interrupted your thoughts and simply said "I love you. What do you need?"

Imagine marinating in all that for years. What do you suppose you would be capable of?

Newsflash: those parents don't exist. Our parents were human and fallible. So are we. But we can learn all of this.

Learning to like, love and then unconditionally love yourself – these are not just warm and fuzzy concepts. They're practical, proven skills that reduce stress, anxiety and depression. They enhance learning, self-care and joy.



That's exactly why Conscious Weight Loss is grounded in unconditional love.

**"If I was loved unconditionally, what would I be *capable* of?" is a question that will guide you throughout the process and for years to come...**

Read the *Wisdom Bite* about [Unconditional Love](#)

# SO WHAT'S NEXT?

Finish reading this eguide and post your BIGGEST TAKEAWAY. I'd love to know what you found entertaining, informative or inspiring...because there's lots more where that came from!

When you grasp the difference between the control paradigm you've been stuck in and the choice paradigm available to you, *everything* gets easier and your whole world expands.

Who would you BE if there was no internal struggle anymore?

You've heard 'attitude is everything' so you've tried biting your tongue and just being positive but all your weight loss efforts look the same – a short-lived high followed by another crash and burn.

So you start over...again...and again. You never get to enjoy a feeling of progress, no matter how much time, energy or money you've spent on the problem over the years.

Even when things have gone well, you've lived in fear that you were always one indulgence, one mistake away from a downward spiral. You knew this wasn't living but you didn't know any other way. But you're beginning to sense there really is a better way, if only you could stop struggling for a moment and figure it out.

\* \* \* \* \*

I understand shifting from control to choice and letting the struggle go can sound scary and unknown. Maybe you don't even believe it's possible for you to face down a donut and win.

If you've always succumbed I can assure you, that's normal behaviour if you were never modelled or taught how to *be* with choice. In fact, most of us were never modelled or taught this. We were raised under the control paradigm, answering to parents, then teachers, then bosses...and now weight loss programs? Ugh.

I designed Conscious Weight Loss as a *choice-driven*, incremental process to show you how to release the constraints that have held you back and bring forth the choices that will move you forward. I've guided thousands on the journey and I look forward to accompanying you too.

Remember, **post your BIGGEST TAKEAWAY** after reading this eguide. Then watch your email for more tastiness coming your way!

If you didn't receive this eguide through an email link from me, go to [consciousweightloss.com](http://consciousweightloss.com) and get access to the eguide there for free. That will get you on my email list so you can receive the free email coaching series that goes with this eguide.

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Living your life under the control paradigm is like living your life trapped in a 1950s black and white tv series. You're tired of getting up each day to go through yet another mundane episode. You want to see and live your life in full colour.

You want to tap into and experience all the possibilities and opportunities life has to offer you. You want to feel relaxed and calm because you finally trust yourself with this freedom of choice.

You CAN eat what you want and move the way you want. You CAN have the bigger life you want. You CAN reach the higher level of consciousness you want... by learning how to 'evolve the want' so you're no longer fighting your own efforts.

**Who would you BE if there was no internal struggle anymore? Everything you were always meant to be.**



\*1 Maximized Living Nutrition Plans paperback, 2009

\*2 Canadian Heart & Stroke Foundation "Make Health Last" video ad, 2013



# DEDICATED TO ZOE & PABLO

"Until one has loved an animal, part of one's soul remains unawakened."

- Anatole France



## Zoe 2002 – 2016

My adorable Zoe came bounding into my life during the significant transition from my previous career to my current life coaching career. I chose her name because I loved the sound of it but I didn't realize until later her name actually meant *life!* By illustrating the control paradigm to me, she taught me many profound lessons and gave me a new lease on life. She's no longer with me but she lives on as the inspiration for Conscious Weight Loss. It's my sincere wish she'll give you a new lease on life too. While this eguide has been the story of my journey, there's a fascinating journey awaiting you too.



## Pablo 2004 – 2020

Pablo, my beloved chocolate point (of course!) Siamese, sauntered onto the scene a couple years after Zoe, on Valentine's Day no less. He embodied the choice paradigm daily. He was loud, playful and relentlessly demanding of human attention...when *he* wanted. He always insisted on walking across my keyboard when it was time for a cuddle. But no matter his fancies or foibles, I loved him unconditionally. And as I'm writing this, I'm realizing he may very well have taught me how to love myself this way too.

# ABOUT THE AUTHOR

**Kathrine Brown** is the developer of the leading-edge Conscious Weight Loss® coaching process, author of the Wisdom Bites™ blog and host of The Conscious Weight Loss Podcast. She is a weight loss expert from the perspectives of personal evolution, harm reduction and unconditional love. Through her process, she has helped thousands around the world live bigger lives in smaller bodies.

Kathrine has been teaching her innovative approach since 2002, specializing in working with those struggling with binge eating, food addiction, body image or self-sabotage. On this, she speaks from deep personal experience. A master-level coach and world-class communicator, she has the creativity and insight to effect profound, lasting change.

Her pioneering work draws upon the latest findings from the fields of coaching, psychology and addiction, as well as wisdom traditions. Her powerful bridging of the practical and the spiritual is redefining the way the world approaches weight loss. She still eats french fries occasionally but no longer drives while under their influence.

**To learn more about her work and to sign up to her email list, please visit:**

**[consciousweightloss.com](http://consciousweightloss.com)**



## **Version 1.0**

If you have suggestions for future versions of this eguide that could serve you better, please email: [suggest@consciousweightloss.com](mailto:suggest@consciousweightloss.com)

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