



Becoming An Intuitive Eater

The Spirit Is Willing – But the Flesh is Weak

The WiO Diet can be split into two sections; one will focus on the research and information regarding the physiological realities that have shown up in our bodies. We will guide you through the requirements needed to correct the symptoms of Metabolic Syndrome i.e. healing the 1) Pancreas, 2) Liver, 3) Digestion. Thus, the flesh will no longer be *weak*. Dealing with the cause of your body's issues is the foundation, the vehicle if you will, for a life time of success and well-being. As important as this foundation is, it **MUST** be accompanied with a healthy emotional and physiological relationship with food and eating. This second section will focus on creating a healthy relationship with food and eating. This will be the driving force for a *true* lifestyle change. As powerful as the WiO Protocol is, even the successes achieved through it will likely be undermined without this relationship change.

A Healthy Relationship with Food and Eating

Anorexia, Bulimia, and Binge eating are the most common forms of an eating disorder ^[62]. We may also suggest that a simpler form of an eating disorder happens when a person becomes overweight, over-eats, skips meals, or eats food that has a poor nutritional value. Like the symptoms of metabolic syndrome, these issues are all *caused* by *WHAT* we eat, or *WHY* we eat. We call this "*having an inappropriate relationship with food*".

As mentioned above, the WiO Diet Protocol can be split into two distinct categories: 1) changing your physiological disorders and 2) changing the emotional/intellectual relationship with food. For years, there have been many programs that focus on these two categories separately. The truth is that each category has a powerful influence over the other. We believe that they are connected and should not be separated in treatment. Until now no program has ever combined the two into one simple protocol.

Allow me to illustrate:

Mary is 55 and overweight. She is starting to have symptoms of hypertension and high blood sugar levels (diabetes). She has tried nearly every mainstream diet program since she was 14 years old, and according to one study, she will total 293 diets in her lifetime.^[63] She will spend 31 years of her life being on a diet.^[63] Mary knows more about dieting than most doctors or the counselors who have treated her.

Today, Mary is starting a new diet. She knows that she will have to give up (deprive herself) some food items, the amount of food she eats, the times she can eat, and all the while have a positive attitude about all of it, even though she will quit her diet within 5.5 weeks.^[63] Fifty percent of the reason she will

quit is because she lacks willpower, twenty five percent of the reason will come from being depressed and moody. ^[63]

Look at it this way:

You're seeking a new job. You have an interview with ABC Company and they said "Sure – we will hire you." But after 5.5 weeks you get fired or quit. After a short time, you realize you need more money so you go back to ABC Company and they say "Sure – we will hire you". After 5.5 weeks you get fired or quit because you don't have the will power to do what the job requires or because your job makes you moody or depressed. You repeat this cycle over and over again, every 5.5 weeks for 31 years. How would you feel about your ability to keep the job the next time you go back to apply? How much of a desire will you have to KEEP the job?

Back to Mary: Can you imagine the emotional imprint left on Mary after a lifetime of hundreds of failed attempts? It's not hard to imagine that Mary doesn't have much will power left because of her many failed diets. She KNOWS that in the next diet, she will be deprived of the foods she needs. She is driven by cravings, regardless of whether her body needs the food that she is craving or not. And each time she tries a new diet, she knows she will have to tap into her *will power* to get her through it. But, her *will power* is definitely depleted from her many failures! For Mary it is not just a matter of will power; she truly feels depressed when she starts a new diet, and swears it's not just in her head. She doesn't feel happy when she is on a diet. And Mary, like 66% of her friends, isn't happy with her body when she isn't on a diet. ^[63]

Until Mary overcomes her emotional and intellectual relationship with food and her physiological disorders, ANY and ALL diets will continue to fail her. With the WiO Diet approach, Mary won't feel deprived and therefore doesn't have to have nearly as much will power. Her body won't crave what she NEEDS and after the first 7-10 days of starting the protocol, the cravings from sugar, caffeine and unhealthy fats will not be an issue. For the first time, Mary's BODY from the physiological perspective will be on her side. Each week, Mary receives the education and support to 'reboot' her emotional and intellectual perspective, learning what a healthy relationship with food feels like.

The principles outlined below are a brief summary of what each client will receive. These lessons will help to ensure the life-long success that we all seek.

1. Turning Your Back On Diets
2. Are You An Unhealthy Eater?
3. Control Your Hunger by Feeding It
4. Make Food an Ally
5. Calibrate your Full Meter
6. Feel the Joy in Eating
7. Don't Feed Emotions
8. Love your Body with Respect
9. Exercise is Movement Not Just the Gym
10. Give Thanks to Health – By Being Healthy
11. Turn Deft to the Whistle Blowers
12. Diets should not be used to 'lose' something – A Diet is the food you give your Body to feel healthy

Tuning In To Your 'Body Intelligence'

Listening to the signals that your body sends you is defined as 'Body Intelligence'. It is the cornerstone to a life-long lifestyle change. These signals pertain to what and when you should eat, how much exercise

and how you should move your body. Being able to interpret your body's signals came naturally when you were toddler. But your translation of those signals, and the signals *themselves*, became distorted after years of bombardment from the media, advertising, entertainment, and social influence. And perhaps most importantly, the chemical impact those food choices have had on your body interrupt how you listen to your body. There are two kinds of cravings: 1) Biological and 2) Emotional or 'memory' cravings.

There is a lot of truth in the saying '*the devil made me do it*' as you reach for that third helping of chocolate cake with ice cream on top. Except, this 'devil' wasn't holding a pitch fork and had horns on his head. It was the footprint left behind by the symptoms of metabolic syndrome – called biological cravings. The devil in this case, is the chemical/biological signals being sent because of the imbalances in your body. Like most things in life, there are healthy cravings and un-healthy ones. Correct those imbalances and you will be AMAZED at how much will power you have. You will be able to decode the messages that your body is intending to tell you, giving directions to your journey through health. We call this your Body Intelligence, which is an intuitive way to eat.

An Emotional or 'memory' craving is embedded in all of us. We all have some emotional connection with a particular food. I, for example, used to feel compelled to eat popcorn while at the movies. For me, it is a tradition and a connection. I used to feel that if I couldn't have popcorn, I couldn't enjoy the movie as much. Therefore, the quality of the movie experience was controlled or influenced by 'popcorn'. It was as if the actors' skill was diminished by the presence or absence of a kernel of corn. We make statements like "*You can't have a birthday party without CAKE.*"

We have traditions in our society that harbor around food. A newly married couple commemorates their union by sharing the first bite of their wedding cake. Hot dogs at a baseball game, cotton candy at the fair, barbecues on the 4th of July, are just a few of other traditions. I do not make the claim that these traditions are bad and should be abandoned in order to have a healthy relationship with food. But I am saying that all of us have some emotional relationship with food and some of them are un-healthy. We may be an emotional eater, we eat when we are mad, sad, lonely, depressed, or happy and the list goes on. Food should not be used to comfort or cover an emotion. Food is good enough to be eaten on its own. We should eat food for the sake of eating good foods.

There are four classes of eating personalities: The Careful Eater, the Professional Dieter, the Unconscious Eater, and the Intuitive Eater. ^[8] It is possible to have a combination of these eating personalities. It is important to identify what eating personality(s) you fit into, before overcoming it. The WiO Protocol will help identify your personality and guide you to become an Intuitive Eater.

The WiO Diet Protocol is a four phase program. Phase 1 lasts 12 weeks. This is where the physiological and biological dysfunctions are corrected and reset. In Phase 2 and 3 we prepare you to enter Phase 4, which is a healthy lifestyle where you basically eat whatever you want. As an intuitive eater, you will be able to listen to your Body Intelligence. Your body will be sending you the right signals free of any chains, like caffeine can have. The secret weapon of the WiO lifestyle is that through our protocol, the things you want to eat now (prior to the WiO Protocol), may very well NOT be the things you WANT to eat after you finish with Phase 3. It is likely that the 'reasons' you eat the food will change. Each week, while we are measuring your physical progress, you will also learn to listen to your body's intelligence. You will receive clinical education about food and nutrition. You may come to know more than the average doctor and nutritionist on how to overcome the issues of metabolic syndrome. You will also receive an emotional 'reboot' that will help you break the unhealthy bonds to emotional eating. This is how the WiO protocol will be "Your Last Diet".

#1 Turning Your Back on Diets

Let's get things straight right up front! YOU have never failed a single diet! Not one. The fact is ...DIETS have failed you! Their creation was flawed, it didn't matter how strong your will-power was, or how perfectly you followed the instructions. Your body had no choice but to respond in the way it was created. The DIET let you down.

Nevertheless, there is a good chance that you are at the end of your rope. Being at the end of your rope is a GREAT place to begin the WiO Protocol. Chances are, you are painfully aware that every attempt to lose weight has ended in failure, and that means you're normal. If you are 35 years old (female) you have been on (in some form) 137 diets so far in your life. On average, your diets have lasted 5.5 weeks. And then you quit for various reasons. You take a break and you try again with another diet. Are you weird? Is there something wrong with you? No – you're normal.

I WANT you to be at the end of your rope. I want you to be sick-and-tired, fed-up and down right FINISHED with quantifying how good the day is going to be - by whether the scale shows a higher or lower number. The scale is a terrible tool to use to measure your health and how much you should weigh. Say 'NO' to thinking and worrying about food all day, that's over with. No more worrying about what you should eat, how much, and will you have the will-power to make it through the day. In this lesson you will learn to turn your back on the typical 'DIET' idea for ... ever!

#2.You an Unhealthy Eater?

53% of women and 42% of men are on a diet. On average, we think about our bodies 8 times a day. About 80% of women are dissatisfied with their appearance, and what's worse, 40% would trade 3 to 5 years of their lives to achieve weight loss goals. To the contrary most obese men believe that they are only slightly overweight.

There's often a fine line between eating healthy to slim down and becoming fixated with food. This is one of the reasons we have developed "The WiO Intuitive Eating – Body Intelligence" program. The WiO bottom line – after graduating from the WiO program, we want you to never limit your eating habits by counting calories, limit your portion sizes or have a list of foods that you never eat again. We will teach you how to eat anything you want and maintain a body that is healthy and that you want... this will be *Your Last Diet*.

#3. Control Your Hunger By Feeding It

Most diets tell you to 'pull up your boot straps' and gather your 'will power' and ignore your hunger- 'no pain - no gain'. Instead, you will learn to honor your hunger. Hunger is a primal drive and is a natural healthy signal when your body *needs* FOOD. If it doesn't get it – bad things can happen. You shouldn't ignore it. By meeting your biological needs, there won't be any primal drive or desire to overeat or to eat foods that will be bad for you. Generally speaking there is a difference between hunger and cravings. They are not the same thing. There are, however, two kinds of cravings: 1 - Biological, where your body signals you it *NEEDS* something, i.e. vitamins, water, or protein. 2 - Memory or Intellectual cravings, i.e. popcorn at a movie, because that's the way you had it as a kid, or ice cream after a date just because it is a tradition. Biological cravings are driven by a *NEED*. Memory or intellectual cravings are driven by a *WANT* connected to an emotion. It is important to separate the two.

#4. Make Food an Ally

No more fighting – call a truce. Food is your friend and is absolutely required towards achieving your goals. Since you need food, make it your ally and not the fulfillment of an addiction or a craving. Temporarily, there is a short list of foods you are going to avoid in Phase 1 and that is only for 12 weeks.

The average woman will spend 31 years of her life on a diet. Wouldn't you give up 12 weeks in trade for 31 years of not having to give up food choices? Seems like a small price to pay. That is the reward that the WiO Protocol offers you.

After your body has been 'rebooted' you can eat anything you want. You don't need me to recount the many studies that confirm deprivation of food only builds uncontrollable cravings, overeating and binge eating. You have experienced similar situations for yourself. If you have thoughts that you can't eat a particular food because of the WiO Protocol, those intense feelings of deprivation will settle in until you cave-in. Instead, make a decision that you are choosing to eat something else for a short time only. Each day you decide what clothes to wear. By picking the blue shirt and the tan pants, it does NOT mean that you can never wear the other clothes in your wardrobe. You're simply choosing one option for another, and that is only for a short term. Soon, you will be able to be around all the foods you love all day and not be tempted to eat more than your body needs. It won't be because we teach you a trick that 'ramps-up' your will power to super human strength. It will be because YOU have become ONE with your body and both want the same things.

#5. Calibrate your "Fullness" Meter

When your stomach begins to fill with food, it sends signals to your brain telling you to stop eating. You will learn how to listen to those signs and you will have feelings of being comfortably full. Have you ever been really hungry or knew that you were about to have one of your absolute favorite meals? When you sat down to eat, you ate quickly and ignored the signals your body was sending that the hunger was gone? You ate so quickly that the signals of being full didn't have time to register and all of a sudden you realized that you ate too much – way too much. This is called being absent from your eating experience, a perfect example of an 'unconscious eater'. You are so full that you are uncomfortable and even have pain around your stomach. You try to position yourself to be more comfortable with little success. You make a promise to yourself that you will never eat again ... or at least not that much. You hate this feeling; you may even start to hate yourself for doing this to yourself ... again. Through the WiO Protocol, you will learn to pause a few times during the meal to ask yourself how the food tastes and to gauge how full you are. You will not starve on the WiO Protocol, you will get the signal that you are hungry, and that is when it is time to eat. On the protocol you will have a meal every 4-5 hours, with snacks in-between, if needed. Being hungry is not a problem on the WiO Protocol.

#6. Feel the Joy In Eating

We would like you to adopt the motto: *If you don't love it, don't eat it, and if you love it, savor it.* How many times have you said, *"It was ok – but not worth the calories"*? Some other cultures seem to have the wisdom of enjoying life and its many pleasures, more than Americans. Food is one of those pleasures that should be filled with joy. The saying *'eat to live – don't – live to eat'*, is wise wisdom. The latter puts a whole different meaning on why we are eating and what we are willing to put into our mouths. When you eat what you really want, it will be in harmony with what you really need. The WiO Protocol will help you learn the difference between NEEDS and WANTS (cravings). That alone will bring you pleasure and you will feel content. Remember not to put 'labels' on WANTS as being bad. They are just a choice. You will have the capacity of not being driven by WANTS. You will enjoy them, not NEED them. When it is time to eat, take time for it. Don't watch T.V. or work at your desk while you are eating. This will present the actions of an unconscious eater. Savor the moment and enjoy it. Through this wisdom, you will learn it takes much less food for you to say *'I have had enough and I am content.'*

#7. Don't Feed Emotions

At one point in our lives, we have all had at least one challenging emotion ... and you will have them again. Some of us eat when we are bored, angry, sad, happy, stressed, scared etc. It really doesn't matter what emotion triggers you to eat, the lesson is still the same: Do not feed your emotions! Food won't solve the issue that caused the emotion. Eating, at this time, will offer a temporary relief or will

only be a distraction from the emotion. After you have eaten for the wrong reason, you may now be left with another emotion – regret, then perhaps disappointment, and maybe ‘self loathing’ will follow. Eating is good! You don’t need the excuse of an emotion to eat. When you allow an emotion to control you, eating is the first step to other inappropriate relationships with food. Seldom is the case when a person has just one emotional trigger. One will grow into two and can spread from there. Emotional eating is living to eat. A healthy lifestyle is eating to live.

#8. Love Your Body With Respect

Your body doesn’t look like mine. The truth is there is no “Perfect Body”. Body types are like art. They come in many beautiful forms. Studies have proven that the person you think is ‘perfect’ and has the body that you wish you had, has something that they dislike and even hate about their body. You’re different from your brother, sister, and even your parents and you came from the same gene pool. You’re not a carbon copy of anyone – you’re unique!

Accept your genetic blueprint. Respect your body and you will feel better about who you are. Respect the progress and the results that your body is providing for you. Don’t measure your success by the number on a scale. Don’t stand in front of the mirror and criticize the things you hate about your body, be amazed at what your body has done, is doing, and will continue to provide for you. If you are 5’ 2” you’re never going to be a world class pole vaulter. If you’re over six feet tall, you’re not going to fit into a size six shoe. And that is OK. There is no perfect size. Your food needs are dependent on your body type. Don’t feel like you should eat like someone else – eat for yourself, eat to live. Don’t eat just to copy someone else. This is not to say that you should not strive to be the ‘best – healthiest’ you. But base your goal on you, not on your neighbor.

#9. Exercise Is “Movement” Not Just The Gym

Exercise for the sake and enjoyment of ‘moving’. Don’t exercise to burn ‘calories or fat’. Take pleasure in the feeling you get when you simply move and stretch your body. Focus on how you feel from working-out, such as the energized feeling you get from being present in the activity. It can make all the difference between springing out of bed for a brisk walk and slamming the snooze alarm for a few more minutes of sleep. You may not enjoy traditional exercise. If you connect exercise and the WiO Protocol together as one, you may quit both because they seem connected to you. Since you don’t like one, you will not like the other because they are one ... to you. Don’t connect them, but use them separately as forms of enjoyment.

To be successful on the protocol, you don’t NEED to exercise. The physiological ‘rebooting’ of your pancreas, liver and digestive system will happen with or without exercise. HOWEVER, exercise will complement what the protocol is doing for you and you will receive additional benefits from the movement and activity that only exercise can provide. Honor the benefit of your body’s ‘movement’ just as you honor your body’s hunger. You were designed and created to MOVE. If the reason you are exercising is to lose weight or to get healthier, you will likely not exercise for long. Allow exercise to stand on its own, on its own merits. Make the reward from exercise more immediate. Make it the feeling you get while being present in the exercise in the moment, rather than the delayed benefit of losing weight. Enjoy exercise for itself, not as a tool to get you something else.

#10. Give Thanks To Health – By Being Healthy

We talk a lot about ‘honor’ and honoring your hunger. Here is another reason to honor and give thanks for ‘Good Health,’ regardless of the level that you are at presently. The concept of ‘honor’ is not a destination or a fixed state of mind. As you progress through the phases of the protocol, your body is going to literally change, both inside and out. If you decide to only honor your body when you reach your ‘end’ goal, (perhaps your goal is a certain pants size or a level of body fat), you will be denying yourself the benefits of the journey to your destination. You have heard of sayings like: ‘*enjoy the view*’

– ‘*stop and smell the roses*’. Imagine you were going out to dinner on a special occasion. And you were driving up a beautiful canyon to your favorite restaurant, but you didn’t allow yourself to start enjoying the evening until you arrive at the destination. Can you visualize all the beauty and rewards you ignored on your way to the restaurant? By looking past the trees, rocks, and the shapes and color of nature, you miss out on the ‘whole’ experience. Enjoy every part of the journey including the feel of food in your mouth and the taste and texture of it. How you feel after you have eaten? The great feeling of being able to ‘move’ your body the way you can. Honor the feeling you have as you ‘feel’ your body giving thanks for the nutrients it has received. You’re not going to have a perfect life-long diet. You will eat foods that are not the ‘healthiest’ things in the world. Eating them respectfully (in moderation) will not cause you to gain weight, have a heart attack, or get cancer. Your body was created to defend its self. It is what you eat consistently over time that matters most. Progress, is not being perfect, consistency is what really counts.

#11. Turn Deaf to the Whistle Blowers

A nibble here – and alarms go off . A bite there - and sirens start screaming. Of course they are all in your head, and the whistle blower is YOU. If you pat yourself on the head for refusing all the foods that you COULD have had but didn’t, you’re sending the wrong signal. This kind of signal is suggestion that getting ‘less’ is the reward. Getting less is NOT the reward! On another day, you slap yourself on the hand as being ‘bad’ because you smuggled a bite of chocolate cake in to your mouth. This mental punishment only reinforces the idea that eating the foods you like makes you BAD. It doesn’t.

If you and a friend witnessed two boys playing at the playground and the bigger boy pushes the smaller one down and takes the ball out of his hands, would you be accurate in calling the bigger boy a ‘bully’? Or, would it be MORE accurate to say, “*The bigger boy pushed the smaller one down and took the ball*”? The first example is a belief that the action defines the event. The second one simply describes what happened. Here is another illustration. If aliens visited earth and were required to make a report of the weather conditions, which of the following would be accurate? 1 – When they arrived to earth, they observed that it was raining, even snowing, cold and windy. 2 – Perhaps the day they came it was record breaking heat, dry and no wind at all. Which report would be correct? The earth is a cold, wet, and very windy planet OR the earth is a really hot, dry with no wind planet? The answer – neither! Just as the weather conditions (events or happenings) on earth do NOT define what kind of planet earth is, neither does eating certain foods make you bad.

We have become a world of ‘labelers’. We put labels on everything. You can call labels the ‘meaning’ that we put on things that happen (happenings). It doesn’t ‘mean’ the boy is a bully because he pushed someone down any more than you are a liar, by telling a small (or big) lie! I’m sure you have told at least one lie in your life and if you have, doesn’t that mean that you are a *liar*? Or does it simply mean that you are a person that once said something that wasn’t accurate or true. Eating some cake doesn’t ‘make’ you BAD. It simply means you put some cake into your mouth. It is true that it will have biological consequences that may take you in a different direction from your goal. It definitely doesn’t ‘make’ you bad, weak, undisciplined, lazy, dumb, fat, uneducated, or ugly. It doesn’t ‘make’ or turn you into *anything*. Throw away the whistle you have been blowing on yourself. If you eat something that isn’t on the protocol during Phase 1, observe how you feel and how it tastes, then make a decision to stop doing it for a little while. Make a decision that for now you choose to say, “No thanks” and keep on your journey, knowing you will eat it later.

#12. Diets Should Not Be Used To ‘LOSE’ Something – A Diet Is The Food You Give Your Body To Feel Healthy

The proper definition of a diet is the foods what we choose to eat, be it healthy or un-healthy. Right now, in this instant, I ask that you change what the word ‘diet’ has meant to you. It no longer means ‘a

program that will help you lose 'something', i.e.: fat, getting off medication, get over an ailment or illness' TODAY, RIGHT NOW. The word diet means 'any and ALL food you put into your mouth' – including pizza, chocolate, and ice cream. Take every diet book, article and video and put them in a box or throw them away. The old definition of diet meant – 'depravity'. Your NEW definition of diet means - 'abundant fulfillment'.

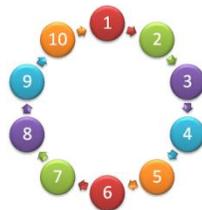
Most diets give you false hope of a quick, easy, and simple solution to your health issue, i.e.: weight, diabetes, hypertension, etc. You have permission to get mad at the volumes of lies, which have led you to feel like YOU are the reason (failure) the 'other' diets didn't work. After your body has corrected any physiological dysfunction (Phase 1-3), you will be able to, and should, eat *anything* you want. The amazing fact is, the foods you will want to eat will be the foods that your body needs. You will be *ONE* with your body again. What you want will be what you need. This will truly be your last diet.

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Family or Social Food Rules

We were all born with biological rules for food. However, Emotional Food Rules and Relationships are not imprinted on our genes, they are created. Ask yourself these questions. Use the numbered color wheel to indicate how much each issues affects you.

Do you measure or count fat, carbs, protein, calories or even points? (Circle those that apply)



0 1 2 3 4 5 6 7 8 9 10
Never Occasionally Often Always

How do you decide the amount you will eat? _____

How do you determine Health Eating? _____

Are there times that you refuse to eat? Too Late, too early, etc. _____

Are there foods that make you sick if you think about eating them? _____

Do you have any Snack or treat rules? _____

Are these foods that you avoid or don't eat? (Don't include foods you don't like the taste of) _____

Do you eat differently if people are around than you do in private? _____

Do you pick foods because of their nutritional value or content? _____

Do you change what you are eating by comparing with others? _____

Are you a competitive eater – eat more OR less because of what another people eats? _____

Do you have any rules about beverages or drinks?

Do you have any rules about eating and exercise? _____

What do you think about candy or sweets? _____

Are there any foods that feel 'safe' to eat but you don't necessarily enjoy them?

Did you have any house-rules about food or eating? _____

Were you expected to eat all the food on your plate? What happened if you didn't? _____

Did you have to finish your plate if you wanted dessert? _____

Did you have any rules about desserts or eating sweets? _____

Did you have rules about snacking? _____

Did you have any forbidden foods, i.e. fast foods?

Did you sneak food, when your parents weren't around or eat certain foods when they weren't present?

Did you feel excited during special occasions because of the ability to eat certain foods? _____

Did you feel pressure about your weight or eating healthy (at home) growing up? _____

Did you feel pressure about your weight or eating healthy outside your home? _____

Did you see your parents have any rules about food for themselves? _____

Did you get mixed messages about what you could eat i.e. "*don't eat too much*" - but encouraged to try or eat dessert? _____

Did you have any exercise rules? _____

Did you your parents 'diet' often? _____

Did your parents criticize or feel negative about their bodies? _____

Was your weight or level of health monitored (inside or outside the home)? _____

Were you ever put on a diet by your parents? _____

Any other comments or experiences?