

## The EXACT framework we use to help high performing professional women over 30 stop binge and emotional eating in less than 2 months!

*(Even if they had previously tried everything!)*

We've cracked the code. This is a fairly bold statement, but we can back it up; we now have an unrivalled track record at helping people fully and permanently eliminate their struggles with binge eating, emotional eating, and compulsive eating.

... SO HERE IT IS!

From start to finish in 8 steps...

1. **Baseline Nutrition:** Struggles with food are actually a symptom of deeper issues. However, we still need to address food because most people have no idea how to achieve the results they want in their body, but in a way that works WITH their psychology instead of against it. In a way that enables them to get and remain lean, fit, athletic and healthy year round, but without any of the perfectionism or crazy obsessions that people develop when they track calories or follow diets with rigid rules.
2. **The Mindset Of Baseline Nutrition:** This includes learning how to navigate the grey areas of life, and learning how to meet your recreational, social, and fun values - AND - your health fitness and wellbeing values at the same time.

A very important component here is learning how to make your own decisions and trust yourself instead of needing rules, numbers, or another human being to tell you what to do in every eventuality. As part of this, it's also vital to learn how to read your body's signals and how to adjust baseline nutrition accordingly.

3. **Rewire the survival brain.** Once the behaviour has been repeated enough times it gets stored in a very primitive part of the brain. It's kind of like a piece of software that says that, "you need to binge in order to survive". This makes no logical sense but the survival brain doesn't understand logic, it only operates off emotions and associations.

This is why you can't analyse or think your way out of binge eating. This is also why it feels like another part of you takes over. So we need to re-educate and rewire this part of the brain using the language that it understands. In short this means teaching you how to respond when the urges and cravings kick in - in a way that enables them to dissipate and then disappear altogether - instead of inadvertently making them worse.

4. **Teach emotional fitness.** As we just mentioned in step 3, we need to rewire the survival brain. HOWEVER, we need to create an environment in which the survival brain is going to be able to learn. Most binge eaters are activating their survival brain so much that they're stuck in survival mode. They're spending so much of their day in stress, overwhelm, worry, frustration,

anxiety, and not feeling good enough, that they're repeatedly triggering, "f\*\*k it!" moments, and "what's the point?" moments.

This is why it's crucial that we combine rewiring the survival brain in step 3, with emotional fitness. Emotional fitness is the ability to choose and control your state INTERNALLY, independently of what's happening EXTERNALLY.

Most people are living their lives from the outside in instead of the inside out, which is why they're constantly feeling triggered, and constantly at the affect of life, circumstance and other people. This is why - no matter what they achieve - they constantly feel like they're surviving rather than truly living and thriving.

Without this piece they're going to get temporary results and then relapse, or they're going to keep sabotaging themselves because they're simply stuck in survival mode and literally not able to think straight. When you're in survival mode you literally disconnect access to the cortex - which is the part of the brain you use for logical, intellectual thought.

5. **Identify the key emotional blockages, obstacles, and internal conflicts** that created binge eating in the first place, and are perpetuating it and keeping it alive. The truth is, issues with food is just one of the superficial symptoms of a much deeper problem.

So this is where we have to resolve issues like perfectionism, overthinking, over analysing, people pleasing, negative body image, chronic worry, rumination, guilt, overcoming the past, monkey mind, imposter syndrome and so on.

This is essentially the next level of emotional fitness. It's taking what you've learnt with emotional fitness and applying it to your own personal, real life struggles and teaching you how to make those skills work 100% of the time when you need it the most.

6. **Learn how to do self worth.** This is an important piece for most of our clients. Self worth seems so elusive for so many people. Most people have tried the magazine cover approaches to self worth! Be kind to yourself, learn positive self talk, meditate, make time for you, prioritise self care... but none of that has made any difference! Not that those things don't matter, it's just that they're surface level. It's like saying, "just eat healthy!"

Self worth isn't something that you find, or create, or discover, it is something that you DO. Yes it's how you relate to yourself, but it's built on some key distinctions and foundations that dissolve any of the hidden blindspots, and subconscious beliefs and misunderstandings that have been preventing you from tapping into a bullet proof sense of self worth that is actually already there.

This is something that we have become highly specialised in and our clients find a level of inner peace and emotional freedom that they didn't know existed.

7. **Create a new relationship with life.** A huge amount of the stress and overwhelm that people experience is never being fully present. Many people are unconsciously dragging their past around like a ball and chain. They have unresolved issues from their past, such as feeling neglected or unloved or mistreated and they're unable to let it go. For others they're constantly replaying what happened earlier that same day - ruminating over what happened, replaying

what was said - over analysing what happened - and constantly judging what happened as right or wrong, good or bad, fair or unfair.

For other people they're stuck in the future. They have such a need for certainty that they want to know what's going to happen, when it's going to happen, how it's going to happen, before it happens. They can't feel at peace until all to-do lists are complete, all problems are solved, and all unanswered questions are answered.

So we need to teach you an entirely new relationship with life that enables you to live fully in the present. All the addictions about the future and all the internal conflicts about the past are gone and you're free.

Many fear this means they'll become "*laissez faire*." In fact the opposite is true. Your resilience and tenacity go through the roof. You get more done in less time. And you become driven but from a place of purpose and passion instead of stress, fear, anxiety, or survival.

And when it comes to binge eating, once again you won't be constantly violating your own values around food because you're stuck in survival mode. Regardless of what happens, you're able to take it all in your stride, remain cool calm and collected, and always remain true to your values.

## 8. **Learn how to create a body transformation from a place of purpose and excitement instead of from a place of escape or inadequacy.**

Some people come to us without wanting to change their body so much, they just want emotional freedom around food.

However, most of our clients also want to look, feel and perform their best. Occasionally you might see certain coaches, trainers or influencers who claim to work in the area of food freedom, preaching that you should stop trying to restrict and learn body positivity.

Now, genuine self worth does indeed include unconditional self acceptance, and excessive restriction with food is indeed going to exacerbate binge eating.

HOWEVER, the messages and implications we see being taught time and again, are that, if you want to overcome binge eating, you have to let go of all hope of losing weight or building a lean, athletic body. **What a load of nonsense!**

Think about it this way: Firstly, once you have established REAL self worth, self love and self acceptance - you're still going to have goals! You're still going to have body goals, career goals, financial goals, and relationship goals. Not because you NEED those accolades to finally accept yourself, but because life is better when you have great health, fitness, finances and relationships!

Secondly, if you REALLY have food freedom, surely you can take it or leave when it comes to food! So therefore you can simply adjust your food habits in line with your values and goals without any compulsions. And that's exactly what we teach our clients.

We help our clients get in the best shape of their life and stay that way year round. But there is

[www.chaselifeconsulting.com](http://www.chaselifeconsulting.com)

typically a complete readjustment in how we structure their motivation. We need to make sure they're chasing the right things for the right reasons. Most people are stuck because their only motivation is pain.

For example, *"I hate being overweight, I hate dieting, which one do I hate the least? I'll suffer through that one!"* Of course that's not going to last!

We also need to teach some of the next steps to baseline nutrition - how to make adjustments and ensure you keep making progress month after month.

In addition, we need to set all this up so that you fall in love with the process. Most people are approaching their goals from a place of desperation. *"Am I going to get there? When am I going to get there? Is it going to happen? Is it even possible for me? Please reassure me that it's possible for me!"* Of course that only leads to yet more self sabotage!

So we teach you how to be fully and resolutely committed, but without any desperation or neediness. You fall in love with the journey and with the process and the destination simply takes care of itself. The destination becomes inevitable, but whether that takes 6 weeks or 6 months or 12 months+ no longer matters.

That's what creates a lifetime of health, fitness, and wellbeing.

This is why we are so unique in what we do at Chase Life Consulting. We have the most rapid, powerful, and effective system when it comes to fully and permanently eliminating binge eating, emotional eating and compulsive eating. Not just coping mechanisms, distraction techniques or learning how to cope, but a complete resolution that leads to emotional freedom and total empowerment.

**However, here's the catch.** What we do is COACHING - teaching you new skills you have not seen or experienced before. This is not some magic pill that fixes you for you. We've proven time and again that this works, but YOU are the one who makes it work. We can't do the hard work for you.

So if you're sick and tired of struggling with food, you want a serious solution that works, and you're prepared to take ownership, be coachable, work hard on yourself, and make this your priority then we can help you achieve the same results our clients have.

To get started [BOOK IN YOUR CALL](#) to apply for a space in our premium level training and we look forward to helping you!

Love David & Rachel Godfrey xx