

Deborah Murtagh's

The Ketogenic Switch

Mind Switch



The Mind switch

Hi and welcome your Mind Switch program!

Transformation is my passion! How we think and feel is the foundation for how we experience life, and by transforming our internal dialogue we are able to transform our outer reality.

I have designed this unique course to assist your physical transformation and help you embody the new you.

Just like we are feeding your body healthy, nutritious, natural foods, I want to feed your mind so the barriers to success and old patterns of sabotage are left behind.

This starts with getting really clear on our reasons for losing weight and what may have been holding us back in the past.

This guidebook is designed to accompany the videos in the mindset section of the member's area, so please take the time to watch them as they will give you my coaching and insights to maximise the impact of the exercises in this guide.

Love Deborah xxx



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Week one exercises -
connecting to your goals



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It all begins with self love

When we are born we have nothing but pure unconditional love for ourselves and our body. In this pure state of innocence we are vulnerable too, a prerequisite of real love.

This pure self-love isn't about vanity or an idealized image of body perfect, rather it is about an authentic feeling of connection with ourselves, a self love wholeheartedly and want to take thorough care of.

When we love ourselves completely we don't poison our body with chemical laden toxic foods, and we don't think vicious and sabotaging thoughts either.

When we love our body we feel much more comfortable in the skin we are in, and this increases our body confidence. This then creates improvements in our intimate relationships as body confidence extends to our sexuality and femininity.

That is why there are a series of self-love exercises scattered throughout this guide. Completing these simple acts may be the most challenging parts of transformation for some people, but please persist. The self-love is there, we just have to dust it off and polish it up a bit.

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50 compelling reasons to lose weight

It is natural to believe that your motivation to lose weight is unique, however after coaching literally thousands of women and taking them through this exercise I can assure you - we are really all the same.

For example we all want to feel healthy, or have the freedom to wear whatever style of clothes we choose (not just clothes that hide the rolls). We want to wear jeans that fit with ease and we want to look in the mirror and see a reflection we love.

Knowing that we share similar issues means that we are not alone in our struggles and that our emotions are shared and understood. In this insightful exercise we go on a deep exploration of our reasons to lose weight and there is never only one. By searching beyond the obvious reasons, we discover the real reason for transformation and this helps us stay focused and enthusiastic about our journey..

In this exercise we are looking for physical, mental, emotional and spiritual reasons for change.

I know this might be hard, but I also know you can do it. Please ensure you watch the videos in week one: Igniting the Inner Spark and 50 Compelling Reasons to Change before beginning the exercise.

It is ok to complete the list over a number of days.

Once completed, read this list every morning and night to remind you of why you are committed to making a transformation that lasts!

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Take care how you speak to yourself
...because...
you are listening

Notes & insights:

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An act of self love

De-clutter your bedroom & create a night time ritual.

Part 1) Our bedroom should be a place of peace and tranquility (and hopefully some other things!). It should be free of kids and work and anything else that reminds us of what is still to be done. AND it should be free of television and smart phones!

So many people have trouble sleeping surrounded by baskets of laundry that need ironing, or a pile of accounts to be processed or a laptop with hundreds of unanswered emails. Is that an environment that says 'rest'?

As you de-clutter your bedroom, only have things in sight that give you pleasure; some candles, a plant, a speaker to play calming music, aromatherapy oils, and make your room of rest an oasis of love and restoration.

Part 2) Developing a night-time ritual that supports sleep is more essential than ever given our stressful modern day lives. An hour before bed, I recommend a calming tea, dried chamomile flowers are my favourite, and lower the lighting in whichever room you are in. We need darkness to convert serotonin to melatonin, our sleep chemical. If we are stimulated with television, lights and smart phones, it delays this process and therefore takes longer to achieve quality sleep. Reading for a few minutes, or journaling your thoughts for the day is a far more productive way of spending the last few minutes of each day. This is at first a discipline, but over time it becomes an enjoyable habit, so just persevere.

To help start this exercise, write a de-cluttering 'to do list' here and tick them off as you go:

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Payoffs and benefits of resisting change

In this amazing exercise we are going to write a list of 20 payoffs & benefits to being overweight.

Please start by watching the video: 20 Payoffs and Benefits to Staying Stuck in week one of the program.

Then I want you to go deep and really examine what your comfort zones are for staying exactly where you are right now.

If there weren't any benefits to how you look and feel right now, you would feel such a level of discomfort that you would HAVE to change and your weight loss would have already occurred.

Once you identify these benefits and payoffs, we will complete another exercise to help you move out of this space and transform, but first it is essential to get really honest with ourselves and examine the conscious and subconscious reasons of why we are here in the first place.

Authentic honesty is required for this exercise, so don't be afraid of whatever arises; we cannot change what we can't acknowledge. But please be mindful to follow this exercise immediately with the next one to ensure we don't dwell in this space for long.. You can do it!

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“The most beautiful people we have known are those who have known defeat, known suffering, known struggle, known loss, and have found their way out of the depths. These persons have an appreciation, a sensitivity and an understanding of life that fills them with compassions, gentleness, and a deep loving concern. Beautiful people do not just happen.” - Elizabeth Kubler-Ross

Notes & insights:

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Costs of resisting change

Now that you have written 20 payoffs and benefits for staying exactly where you are, we need to understand what are the costs of staying exactly where you are.

In this exercise we are looking at where your weight is holding you back in life, whether it is self-confidence, in relationships, in enjoyment or in chasing your dreams. List the costs big and small for not changing to better understand how you have adjusted your world to 'accommodate' your weight.

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Notes & insights:

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An act of self love: Cloud watching

Remember when we were children, we used to lay down and watch the clouds for hours and see images. If we loved unicorns we saw unicorns, if we loved princesses we saw tiaras, or castles, or dresses.

Our imagination is a powerful tool and this exercise helps reconnect us to imagination, which so many of us put aside with our childhood. Later on we can use our imagination to assist our transformation. so I recommend you do this regularly.

Please just take some time and lay down in the sun's warmth and watch the clouds and think about the ideal you. Think about the weight you want to be, where you want to be and how you want to feel and THEN see what the clouds reveal to you.

This is definitely one you should do with the kids. Be playful. Learning to entertain the inner child helps us connect to our inner being.

“There are no rules of architecture for castles built in the clouds”

- Gilbert Chesterton, poet, philosopher, dramatist, journalist and art critic.

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Creating community

Now that you have completed these three exercises and looked at why you want to change, why you may not want to change and what not changing might cost you, it is time to live fearlessly and share some of what you have discovered on our Facebook group.

What I can promise you is that sharing actually helps our transformation. Weight is rarely something we discuss with our friends or family, it's a very private struggle, but you are NOT alone, so let's connect and give each other the boost we all need to gain hope and confidence to keep moving forward! I have created a lot of communities over the years and it's AMAZING what kind of friendships are created!

For too long we have hidden our weight and hidden our reasons for gaining weight and after two decades of helping women transform, I can tell you that your reasons are shared reasons.

There are many other women experiencing similar feelings and frustrations and once you realise that you are no longer alone on this journey, your burden is shared and a shared load becomes lighter and more manageable.

So please share your answers and insights with others on our closed Facebook group and let's live fearlessly as we begin our transformation.

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Week two exercises -
inner coach/inner critic

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Discovering your inner observer

For this exercise, please start by watching the video: Inner Critic, Inner Coach. in week two of the program.

Then write a list of 10 things your inner critic says to you often to sabotage your efforts, followed by 10 things your inner coach says regularly to support you. What are the reoccurring statements or mantra's that pass through your mind?.

Don't panic if there is an imbalance in these lists and one is harder to do than the other (and yes I'm talking the inner coach list), that is just a sign that we need to empower our coach to speak up more!

Your Inner Critics main mantra's

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Your Inner Coaches main mantra's

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"Sometimes the voices in our head are not our own,
sometimes they are the echo's of past criticisms we
took to heart."

- Deborah Murtagh

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Discovering your inner observer and stepping away from the inner critic

Please watch the video: Discovering Your Inner Observer in week two and then complete this exercise.

Learning to separate ourselves from the negative inner critic is the foundation for creating lasting change.

Belief systems are formed around the stories we create in our mind in response to our environment.

Our life is ruled by our belief system, whether it is positive or negative, real or unreal. To change, we must therefore question the stories we tell ourselves.

Over time, questioning these stories can change the way we respond to our environment and old negative default patterns of behaviour can become new loving and supporting behaviours.

An example is that for many people it's natural to eat when they feel stressed, anxious, bored or depressed. They fill themselves up with food because they are feeling empty, or feel they are lacking love and connection, or they are feeling uncertain or spiritually drained, even on a subconscious level.

These are the root causes of emotional eating. But if we learn to observe what triggers these emotions and re-frame our response, we can indeed change our emotional eating patterns into something positive and lovingly supportive.

In other words, to create lasting change we must learn to question the belief systems that frame our reality and then adjust accordingly!

In this exercise we become an observer instead of an active participant or victim of negative statements in our mind. For now simply notice and record these thoughts as they arise. As our transformation progresses, we can then begin to challenge them.

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Write ten beliefs that drive you to emotionally eat. I.e. I am so stressed this will calm me.

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“What if you believed everything your inner critic said?
What quality of life would you have?”

The quality of your life depends on the quality of the questions
ask ,and how far you are prepared to go to challenge yourself
to grow.”

- Deborah Murtagh

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An act of self love

Schedule a 'me' day

No one ever looked back on their life and wished that they had worked more, they lament that they didn't take more time for themselves. That is why we are going to start now and schedule a 'me' day.

Your inner critic will give you a long list of reasons why you can't possibly take some time out of your busy life, but let the inner coach guide you here. When your soul is recharged how much more do you have to give to work, to family and to life?

You've heard the saying a happy wife, happy life well I am going to add "a happy mum is far more fun!"

Schedule your me day and begin planning it and then write ten ways your work and home life will benefit by your soul being fully recharged!

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Meet your inner coach

Please get comfortable and then follow the guided meditation process titled Meet Your Inner Coach in week two.

Just be aware that meeting your inner coach for the first time can be a little overwhelming because the love and inner peace we experience can feel like a big release of emotions. This just serves to help us realise that while we are usually our own worst critic and enemy, deep down true inner self love, kindness and compassion still resides within. We just lose our way sometimes and forget to listen to our inner coach.

If you feel you are lacking self worth, love, respect and confidence, this process will reconnect you to the part of yourself that voices your own innate wisdom. She always has the right words to say to lovingly support you.

While it's hard for some people to believe she exists, this guided mediation process shows that she has never left you and you can reconnect to her within minutes..

Through this process we are able to give her back a voice, so over time as we begin to converse with her, take her advice and love her back, we eventually embody her. And it is from this process we begin a re-birth of self love, and this creates a life we never dreamed possible before.

Journal your discoveries here:

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"I never left your side, you just forgot me. I've always loved you and I've been here to support you. Now that you are listening for my voice I can tell you; you are worthy of peace, you are worthy of greatness and you are worthy of love"

Love, Your Inner Coach

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An act of self love

Write down ten things you appreciate about yourself

This 'simple' exercise can be extremely difficult because while we are great at criticising ourselves (thanks to our inner critic), we may have real trouble accepting ourselves.

If need be, connect with your inner coach and ask her what makes you a unique individual and what 'she' loves about you the most!

Write down ten things you appreciate about yourself. Take your time, there is no hurry, maybe you will need to do this over the week and extend your list to 20, 30 or even 100 things! Think about all your qualities big and small, from the curve of your lip to your enormous capacity to give and to love.

Be patient and give these special aspects of yourself time to germinate and blossom.

Throughout the next few days, keep looking for things you might have missed. If you are really struggling, ask friends and loved ones what they love about you.

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Week three exercises -
the six human needs



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The six human needs

This is a task that has proven to be very beneficial for many of my clients. It can literally be life changing because it reveals exactly what motivates and limits us at a core level..

The philosophy behind the test is that as humans, we each share the same six basic human needs. I'm not talking about food and shelter, I mean emotional needs.

Every day these needs MUST be fulfilled in order for us to feel completely content.. When these needs are not being met in healthy, positive ways, we attempt to meet them in unhealthy ways. Overeating is just one example.. This of course is not a conscious thing; what drives us to meet these needs is subconscious.

As we begin to understand these and figure out how we have set up our life to meet these needs, we are able to see if we are meeting them in positive high quality ways, or in negative low quality ways. By understanding this we are then able to make adjustments to ensure our emotional needs are being met in the highest possible way, which means for example we can replace negative eating patterns with new behaviours that fulfill and meet our needs in the highest quality ways.

How to take the test

1) Simply answer the questions on the following four pages and then score your results (more details on how to score the test on the 'Test Results' page).

This test will help determine what your most important human needs are and what your least important human needs are. Once completed there are a number of exercises to ensure you meet each need in a positive, healthy way on a daily basis.

Completing the test

To complete the test, just answer every statement (84 in total).

A "yes" means this statement really does sound like me"

A "no" means this is not me at all or

A "partly" means I am like this sometimes, but not always.

If you are unsure about any answer, it is best to tick "no"

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Take the test

Questions	Yes	No	Partly
1 People are impressed by me			
2 Feelling that 'I belong' is important to me			
3 I need to feel grounded			
4 I don't mind taking risks			
5 I don't fear change			
6 A failure is not a failure if you keep trying			
7 I believe in giving back			
8 I'm good at taking care of people			
9 I often worry about what people are saying about me			
10 I like to have as much stability in my life as possible			
11 It's important to contribute to your community			
12 I like to develop new ideas and projects			
13 I'm security conscious			
14 I like to be an example to others			
15 I'm competitive			
16 I hate the feeling of boredom			
17 I know how to make connections with people			
18 I constantly aspire to improve			
19 Danger is never exciting to me			
20 In most close relationships I'm usually the giver			
21 There is always something new to be learned			
22 I need to feel fulfilled			

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Questions	Yes	No	Partly
23 I frequently evaluate myself			
24 I like for things to be predictable			
25 I am more loving than most people			
26 Recognition is very important to me			
27 I like the feeling of exertion			
28 I'm very careful of not overspending			
29 Education is important to me			
30 I am a leader			
31 I'm always looking for new experiences			
32 I sometimes over extend myself in trying to help people			
33 My routines and habits are important to me			
34 I take pride in who I am			
35 I like how learning something new changes my perspective			
36 Sometimes the most important work is not what you're being paid for			
37 I'm not an adventurous person			
38 No one would say that I'm selfish			
39 I tend to spend beyond my limits			
40 I like to feel important			
41 Every failure is a learning experience			
42 I like to learn in order to teach what I learn			
43 I seek unity in my relationship			
44 I like to make a difference			
45 I refrain from acting when I'm not sure about the consequences of my actions			

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Questions	Yes	No	Partly
46 I suffer when I feel blocked			
47 I enjoy suspense			
48 Prestige is very important to me			
49 I'm romantic			
50 I'm constantly learning			
51 Giving is more important to me than receiving			
52 I like to be number one			
53 I hate taking risks of any kind			
54 I like to constantly develop myself			
55 I like to give my time and energy to good causes			
56 I like to be admired by others			
57 I'm proud of my ability to learn new things			
58 We are here to make this world a better place			
59 I like to grow and develop in different areas			
60 Personal relationships are the most important things to me			
61 Sometimes I can be intimidating			
62 I often look for new forms of entertainment			
63 I'm concerned about anything that might be risky			
64 Being fulfilled in your work is more important than being important			
65 I strive to improve my skills			
66 I get close to people by being generous with money, time and energy			
67 I like to think carefully before I go into action			

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Questions	Yes	No	Partly
68 Sometimes I like the thrill of experiencing fear			
69 I need to feel respected			
70 When we stop growing, we die			
71 The feeling of togetherness is important to me			
72 For life to make sense, you have to leave a mark in the world			
73 Feeling comfortable at all times is important to me			
74 I enjoy being involved in many different activities			
75 I'm always comparing myself to others in terms of success			
76 I need to have passion in my relationship			
77 If I'm not contributing to others, my life is meaningless			
78 When making decisions I often think about what might be more enjoyable			
79 I can't stand to feel stagnant			
80 I need to feel as safe as possible at all times			
81 If I commit to something, I worry that something better might come along			
82 I never want to be seen as a loser			
83 I don't care about having much stability in my life			
84 I have a mission			

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Test results

6 human needs	questions	total
certainty/comfort	3, 10, 13, 19, 24, 28, 33, 37, 45, 53, 63, 67, 73, 80	
variety/uncertainty	4, 5, 12, 16, 27, 31, 39, 47, 62, 68, 74, 78, 81, 83	
significance	1, 9, 15, 23, 26, 34, 40, 48, 52, 56, 61, 69, 75, 82	
love/connection	2, 8, 17, 20, 25, 32, 38, 43, 49, 51, 60, 66, 71, 76	
growth	6, 18, 21, 29, 35, 41, 46, 50, 54, 57, 59, 65, 70, 79	
contribution	7, 11, 14, 22, 30, 36, 42, 44, 55, 58, 64, 72, 77, 84	

To score your results please add the questions listed above for each category as follows:

One point for every 'yes' answer

A half a point for every 'partly answer and

Zero points for every no answer.

Each answer correlates to a different human need, so simply add the scores for each question listed in the table above to get your combined score for that need.

The higher the score the more importance you place on that need. The lowest scoring need is of least importance to you.. There is no right or wrong in the heirarchy of needs, it is simply a snapshot of your emotional priorities at this stage in your life. The results will naturally change throughout your lifetime as you move into different life stages. What is important is how to FULFILL each need.

Once you have added the total for each need, continue to the next page for a detailed explanation of what they mean and a series of exercises to determine how you are meeting your needs.

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Scoring the test and what next?

There is a description of each need on the following pages with a focus on these needs around food and weight loss.

Completing the test is just the beginning however, now we have to determine 'what do I need to experience on a daily and weekly basis to feel my needs are being met?'

Now you know the results of this test, next time you experience a negative pattern of behaviour, ask the following questions:

1) 'What need am I trying to meet by expressing this behaviour and how may I fill these needs in a positive way?'

e.g. If you value certainty very highly and something happened today that took you out of your comfort zone, this could drive you to comfort eating. What else can you do to calm your body, mind and spirit by doing an activity that gives you certainty. What is it that you are certain of in life? Could you go for a walk because you know you always find comfort in how you feel afterwards? Could you call your best friend while drinking a special cup of tea?

2) 'What void am I trying to fill with this behaviour?'

e.g. If you value love and connection highly yet feel lonely or had a fight with your partner then this could drive you to eat emotionally to fill your need to love and connection.

3) 'Am I lacking love/connection right now, variety/excitment, significance, growth, contribution or certainty/comfort right now?'

Please watch the video series on the six human needs and then complete the exercises over the next few pages. This will help determine how your needs are being met and if you need to seek other, more positive, healthy ways to fulfil them.

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What are the six human needs?

1. Certainty / Comfort

This is the most basic primal human need. We need to know that we have a roof over our heads and food on the table. We need to know that our basic survival needs are being met. A positive way of meeting our need for certainty and comfort is to have routines and conscious management of the food we eat. An unhealthy way of meeting the need for comfort is 'comfort eating'. Next time you find yourself comfort eating ask yourself 'where in my life am I feeling discomfort right now? How can I meet my need for certainty and comfort in a more positive way?' Take a few minutes to write down how you fulfill your need to Certainty and Comfort?

2. Uncertainty / Variety

If we stayed in certainty and comfort all the time we would get very bored and we wouldn't be pushed to challenge ourselves to grow. We need uncertainty and variety in life to stimulate ourselves. A positive way of meeting our need for variety would be to do things that are different, take a different road to work, break up your patterns and routines, do something exciting, new, or challenging - starting this journey for example! An unhealthy way to meet uncertainty/variety is through eating - there is a lot of variety to be had in the world of junk food! Write down how you fulfill your need for Uncertainty/Variety?

3. Significance

We all need to feel important, wanted and needed. A positive way of fulfilling this need is through doing things that make a difference in people's lives, or choosing careers that you consider worthwhile. An unhealthy way is by bullying and asserting your position, power or ego on others. You can also seek significance through eating. If someone challenges you on what you are eating, do you ever get angry and eat more just to spite them and feel you have power and significance? Record how you fulfill your need to Significance?

4. Love and Connection

We all need to feel love and connection and we all need to give love. A positive way of experiencing love is through giving it unconditionally without restrictions or

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a hidden agenda - expecting nothing in return.. If we only love in order to get love back, we will never be truly happy and we set ourselves up for an emotional pattern of giving in order to receive. This leads to a pattern of people-pleasing, the friend who can't say no. When this need is met in unhealthy ways we may sacrifice our own lives for the sake of needing approval from others in order to feel loved and connected. This is very disempowering and makes it impossible to ever feel good enough!

We can also try to fill a lack of love and connection through food and overeating.. Learning to authentically love ourselves and giving unconditional love will result in an empowering life! Write down how you fulfill your need for Love and Connection?

5. Growth

We must continue to grow in all areas of our lives to feel fulfilled. In nature, when things stop growing, they die. A positive way to meet growth is through learning new things - this could be kitchen skills, more about nutrition, more about yourself, your spirituality, getting fit for the first time and essentially setting goals and learning how to achieve them. Negative ways of meeting growth include holding on to self-defeating patterns of behaviour in order to have something to 'work on' (usually something to complain about!).

For the many women I've coached over the years, weight is often the ONLY area of their lives that isn't under control. To give up this struggle would make their lives 'too perfect' and we can't have that if we rely on negative ways of fulfilling our need for growth! Write down how you fulfill your need for Growth?

6. Contribution

We all need to contribute beyond ourselves in order to be happy. Contribution could be helping your closest loved ones, friends, your community, your country, or your world. Contribution is giving our time, our love, or our money, if we have that to give.

We may also fill this need by

supporting our partners to contribute. A negative way of fulfilling contribution would be to do something and expect something in return. Just like love and connection, contribution should be offered without the expectation of receiving. When we give to others, even without them knowing; we feel fulfilled in a multitude of ways. Write down how you fulfill your need for Contribution?

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The first four needs in this list are all essential for human survival; while the last two are essential for human happiness.

If you are not happy, focus on the last two needs and if you feel dissatisfied, angry or unfulfilled, focus on the first four.

The six human needs and eating

Eating is essential for human survival, so many of us believe that overeating is the hardest addiction to overcome. I'm here to tell you that overeating is something we can completely control.

It is natural to be addicted to food, if we were not we'd die as it is essential for survival. and this is why a food addiction is different to a drug addiction, sex addiction, gambling addiction or alcohol addiction - because we need food to survive

In reality, we are all addicted to something, it is a matter of degree - are our addictions healthy for us or not. We can eat to live or live to eat, we can eat the most incredible nourishing and delicious foods that uplift us and make us feel happy and satiated, or we can eat foods that destroy health and ultimately lead to sickness and death!

The food we choose to put in our body is our decision. Overeating and eating foods that are potentially poisonous to our body is a way to negatively fill a need, while becoming addicted to healthy food is a positive approach. If we have to have an addiction, we want to choose the positive fulfillment to help positively support the needs of love and connection, significance and growth.

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Week four exercises -
healing your inner critic



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Healing your inner critic

The more we begin to understand our inner critic, the more we begin to realise it was a mistake to see her as the inner bitch, or something we need to disown and destroy! In fact the opposite is true. We need to first understand the inner critic and then heal her.

The inner critic is formed in early childhood for a number of reasons, first and foremost she is there to protect us. As we grow up we begin to form our own view of reality and this creates a high level of security and comfort. We need to know certain things are predictable in our life and that we can rely on these things. It creates a sense of calm in our world. As we grow older the world begins to challenge these beliefs and this can create a great deal of unease.

Cognitive dissonance is a term used in psychology to describe why change is often so difficult. It is where our mind believes something to be true and even when we are given compelling evidence to the contrary, we can't accept that information. The security and comfort of our old belief/behaviour is so strong, that we aren't willing to change it, even if we know it's wrong.

The inner critic behaves the same way. She likes the security and comfort of being able to predict outcomes. She is the aspect of you that doesn't want you to change from where you are now because the way your life has been set up to date is what she knows and can predict. If for example you are used to coming home from a stressful day at work to a bottle of wine or a bag of chips, lollies or a bar of chocolate, then she will want you to continue that behaviour. She really is the addict within you and she'll do whatever it takes to get you to listen!

However if we really begin to question her motives, we see that really she is just living in fear of change to keep things 'safe' and 'known'. So let's examine our fears around change.

“One reason people resist change is because they focus on what they have to give up, instead of what they have to gain”

-Rick Godwin

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In this exercise list all the things you fear giving up. It could be chocolate, fast foods, sugar, biscuits, excessive alcohol, etc.

Then write down what need these things fill in you at the time, how does it feel prior to eating them, during and then afterwards? Is there a level of cruel comfort in knowing you get a temporary relief followed by guilt? If you didn't have the comfort of bad foods, how would that make you feel?

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Now write a short story about how each of the six human needs are being met by your addictions.

Lastly write a thank you letter to your inner critic. Thank her for always being there to protect you. Then in the moment when she's screaming at you, acknowledge her and thank her and let her know you are grateful for what she's trying to do but it's time to try something new and you are going to be okay.

The Mind switch

An act of self love - learning to be kind to yourself

Forgive yourself for anything you do 'wrong' this week.

I am constantly reminding clients to be kind to themselves, forgive themselves, if for no other reason than the fact that no one is perfect.

We go about our daily lives comparing ourselves to others who seemingly have it 'all together', but after working with women from all walks of life for over 23 years, I can say without a shadow of doubt that NO ONE is perfect, or without faults or flaws. As humans we are always a work in progress.

Part of this beautiful journey called 'being human' is that we all make mistakes, how we deal with those mistakes is what makes the difference. This exercise focuses on the controllable part of mistakes - our reaction - not the impossible part, trying to eliminate mistakes from our life. That just won't happen!

This week I want you to focus on looking for opportunities to forgive yourself when you do ANYTHING wrong. Even if it's your own negative thoughts.

It could be burning the toast, yelling at the kids (or hubby), forgetting to pay that bill, or waking up late. It could even be eating something off plan!

Just acknowledge that you messed up and say 'I love, accept and forgive myself for.... '.

“Aerodynamically the bumblebee shouldn't be able to fly, but the bumblebee doesn't know that so it goes on flying anyway.”

- Mary Kay Ash

The Mind switch



Week five exercises
- understanding
emotional patterns
and cycles

The Mind switch

Crazy eight emotional patterns

Please watch the videos: Emotional Patterns and The Crazy Eights and Addicted to our Emotions in week five of the program.

The crazy eight emotional pattern is a set of emotions that are connected, but on opposite ends of the spectrum. On the one side are passive emotions, more focused internally, that trigger a feeling of disappointment in us.

On the other side are more active emotions that are generally focused externally and can be triggered by feeling fed up with feeling trapped in the more passive emotions on the other side of the spectrum..

To escape this repetitious cycle of feeling dissappointed then feeling fed up, we can either choose to grow and transform to escape, or spiral down into addiction and distraction to escape.

For this exercise I want you to begin by taking ten deep breaths to calm your mind and contemplate which emotional cycles you may be trapped in on this spectrum. Then consider your normal response to escaping the cycle. List these thoughts on the following page:

A good tip to beginning this exercise is to ask yourself 'what are the emotions you spend most of your time in?' Do you frequently feel sad, depressed, lonely, angry, fristrated or bored, or do you feel more joy and happiness, contentment and peace? Write down all of your patterns and how often you experience them.



The Mind switch

Crazy eight cycles and response:

“Without changing our pattern of thought, we will not be able to solve the problems we created with our current patterns of thought.”

Albert Einstein

The Mind switch

An act of self love: Buy yourself flowers

I remember when I was a young woman day dreaming of my perfect relationship, my husband would randomly bring home flowers after work for no reason other than to tell me he loved me, because he knew how much I loved flowers. They would serve as a daily reminder of his love. As we all know, day dreams are rarely met with reality, so as I grew older I began to feel an emptiness because my expectations weren't being met. I began to blame my partner and the relationship and I felt unloved.

After a while, I reflected on my expectations verses reality and realised that happiness is achieved when these two align, so I had two choices. I could either change my expectations (no one is going to buy me flowers) to meet my reality, or I could change my reality (I'll buy myself flowers) to better meet my expectations.

Because flowers are important to me - each time I look at them, or smell them my soul feels happy - I decided that instead of giving up something that makes me happy, I would fulfill this need myself. So I began buying my own flowers. In the process I truly let the story go that it was my partners job to fill my need to be loved and instead began practicing self love.

In your life where do you expect someone else to provide you with feelings of love instead of providing it for yourself?

Waiting for someone else to buy you flowers is part of the faulty 'I shouldn't have to buy my own flowers' story. But where is that written?

So if flowers make you feel good, just eliminate the waiting (and possible disappointment) and buy them for yourself because you are worth it!

Consider what else you might not be doing because of the story you tell yourself around it and record and share your thoughts.

The Mind switch

“Once we let go of the story that someone else should fill us up, and we begin to fill ourselves up, relationships flourish and our relationship with ourself blossoms”

- Deborah Murtagh

The Mind switch

Reflection

I absolutely adore this exercise!

It is called reflection because it requires a mirror (and a locked door with a few minutes privacy) AND it is a reflection of the last few weeks.

I recommend you use some candles, or soft lighting and you begin by standing in front of a mirror and looking yourself in the eye.

This exercise can be very confronting. I'm aware that you might have been avoiding mirrors for a while - it's a very common thing I hear from my clients - but I also get that part of this journey is a return back to self love, so learning to look yourself in the eye (the window to your soul) is one of the most powerful exercises we can do for transformation.

My soulful wish is that through meeting your inner coach and bringing her into your life, you will gently become ready to embrace the beauty of your own soul and begin to rediscover 'you'.

Once the first few kgs or pounds melt away, you will slowly be ready to feel differently about yourself and your life.

Begin by acknowledging that you are even DOING this exercise and then remember where you were two weeks ago. It might have seemed almost impossible at the time, but here you are, a few kilograms or pounds lighter and you did this! You ARE powerful, so pat yourself on the back and let your inner coach cheer you on!

Observe your inner critic throughout this process, but don't hold on to her words. She will definitely want to say a few words, so acknowledge the job she did trying to make you feel 'safe' in the past, but let her know you've got this!

Start off with reflecting for a few minutes and work your way up to longer periods just expressing self love through your eyes into the eyes of your reflection.

The Mind switch

Reflection (continued)

DO listen to your inner coach, she will be bursting to talk to you!

If the very thought this exercise is uncomfortable, remember that all we are doing is looking in the mirror and directing our thoughts. We are safe, we are not in any danger. If you are feeling highly emotional, just let the emotions rise up and flow over you, don't hold them in. or hold onto them.

This is an act of deep self love, so be gentle and kind to yourself.

To help you stay focused on the positive aspects of reflection, try repeating one or two of the following affirmations.

I love and accept myself unconditionally (if this is too hard begin with 'I want to love and accept myself unconditionally).

.I am a good person and I deserve to be happy

I have gratitude for who I am, my healthy body and my wisdom

I have limitless confidence in my abilities

I accept myself deeply and completely

I have accomplished great things and others are inspired by me

I have confidence in my ability to do whatever I set my mind to

“Life is a reflection of what we see in the ‘mirror’; our inner world is reflected all around us. It’s our purpose in life to become fully conscious of what we are creating in order to change our world.”- Deborah Murtagh

The Mind switch

Time to forage!

I love to forage for food, it's my favourite pastime. Just ask any of my family members how long it takes me to shop for food!

Maybe it is because it reminds me of how our much healthier ancestors must have lived. It could be because it feels like an adventure, or that food is my love language, or because I like to know exactly where my food comes from and how it is grown. It could even be because I love the connections I make with the food suppliers who share my love of food. As a busy woman I don't have a lot of time to socialise and this way I get to combine my passion (food) with a sense of belonging (community). Either way food is such an integral part of every human's life, I believe a healthy life begins with a healthy relationship with food from 'seed to table'.

So your task is to forage over the weekend.

Now I appreciate that we no longer live in caves, so just to clarify - I am after an 'urban forage' here, or to put it more plainly - NO SUPERMARKETS!!!! I suggest you find a local farmers market, an obscure fruit and vegetable shop, a local food co-op, an organic supplier who can deliver to your door, or even just visit relatives or friends who grow their own food. Get really interested in what you are about to ingest, so you know it has the highest nutrient value for you and your family.

Try to spend as little money as possible, but make sure it is all organic or as close as possible, and ask as many questions about the food as you can. If you are at farmers market, quiz them on how they grow and harvest their produce, and what their passion is and why they do what they do. Some of the most passionate people you'll meet in life are food growers.

Please post your foraging experience and pictures on our face book page - if you discover something or somewhere amazing let us know!

"You must go on adventures to find out where you belong"

- Sue Fitzmaurice

The Mind switch

Letter from a friend

In this exercise we are going to write a letter to ourselves as if it was coming from a 'loving friend'.

We are often great at giving love and support to those around us, but not so great when it comes to ourselves. So we are going to write ourselves a letter as though we were our best friend. Make sure it is from a completely loving perspective, detailing the qualities you love about 'you' and all the advice you'd give yourself if you were your best friend.

If there are any areas that you think you might need a little advice on, approach it with care and suggest some supportive solutions.

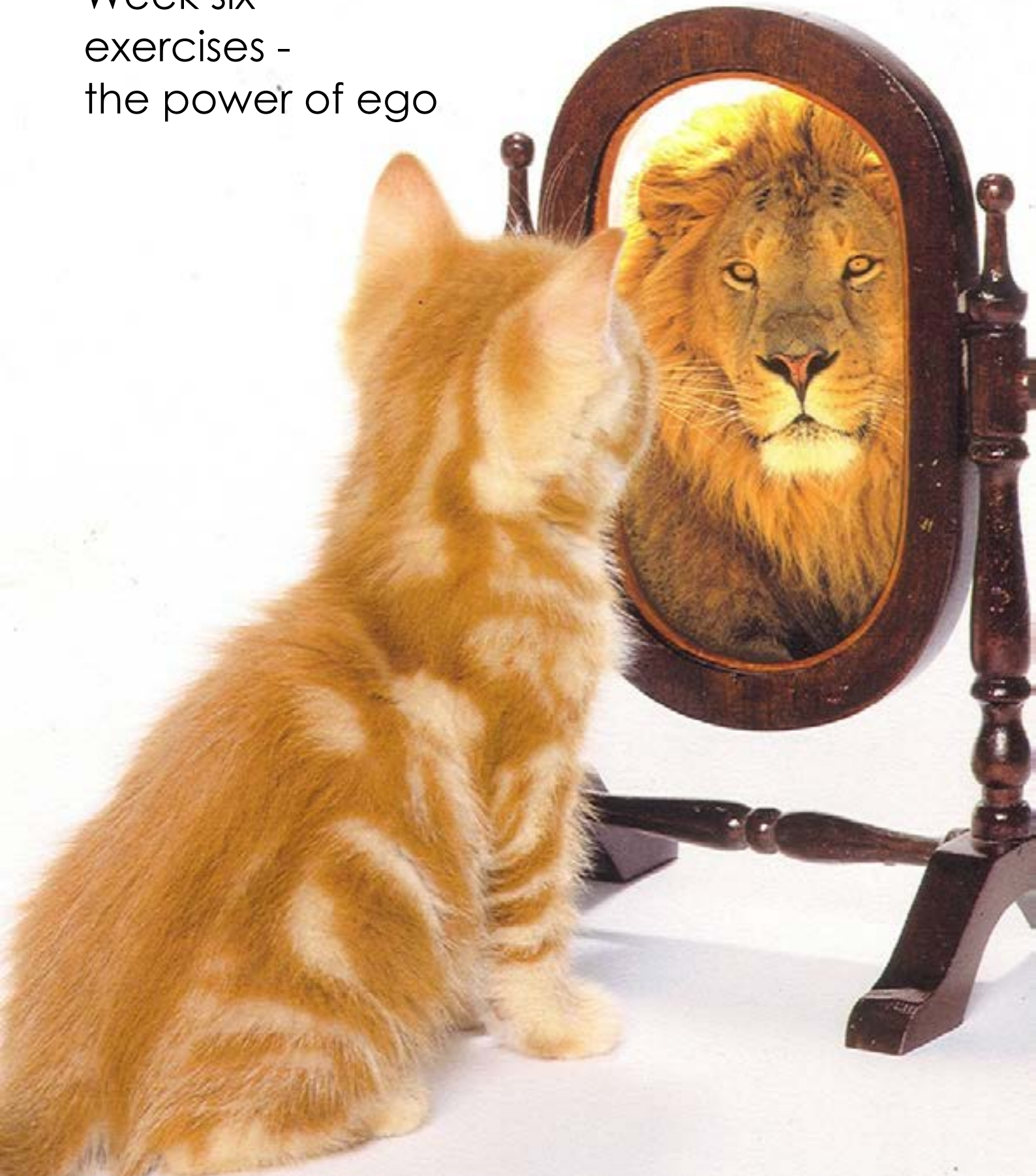
“We must become our own best friend because others ultimately treat us the way we treat ourselves.

Don't look to others to meet your needs, we cannot control what's given to us by others. Meeting our own needs is the only way we guarantee they are met.”

- Deborah Murtagh

The Mind switch

Week six
exercises -
the power of ego



The Mind switch

The ego's role in weight loss

One aspect of mind is ego and the other is consciousness. The more we move away from consciousness, that is to say 'being conscious', the more we live through and identify with the egoic mind.

There is a small cluster of cells the size of a peanut that resides in the left hemisphere of the brain that contains our memories. These cells host the stories of who and what we are. Most people believe this is ALL we are, the stories housed in this peanut size cluster of cells. The truth is, if we were to remove these cells, we would still exist, but our consciousness would shift from worry and pain and feeling isolated from the world, into a knowingness of total peace, unconditional love, and connectedness to the world around you. As a species we have forgotten who we truly are. We are not our peanut sized cluster of cells that dictate fears and houses our ego; we are the spirit in the machine.

Your ego is the aspect of your personality that loves both extremes of emotions - the highs and most definitely the lows. The ego, like a little monster inside, possesses your mind. The ego needs to feed, and it loves to feed on negative emotions. When your ego embodies you, it takes over, making you identify with being fat, comparing you to models on TV and slim friends and any one 'better' than you.

Because our ego seeks out extremes of emotions, when we are out of balance it thrives. The universal law of balance dictates that everything has two sides. A positive and a negative, light and darkness, joy and sorrow, happiness and unhappiness, ecstasy and depression. The ego needs a heightened emotional state to feel alive, so it feeds off these extremes, but true balance is found somewhere in the middle. It is from the middle of all extremes, that presence arises and you become the Observer, you are no longer driven by emotion, but by wisdom.

You can draw on the wisdom of your experiences and from those of others when you are present enough to see it. When you stay stuck in an emotional body, you will never be able to free your true self, the wise Observer and Master that you actually are.

To become free of ego, you therefore must remain present, or conscious and this starts with becoming an observer. You also need to seek balance and this comes through understanding how ego might be used as a tool to your advantage and when it is not serving you.

The Mind switch

An exercise in being the observor

Sit for a moment and observe what your mind is saying to you. Take a deep breath and focus your full attention on your breath slowly breathing in, and out. If your mind starts to wander, bring your awareness to what your mind is saying but only observe it, do not become it. Now in your mind's eye take a mental step back and project what it is being 'said' onto a movie screen, do not resist what it is saying (what you resist persists), do not judge it, just project it peacefully onto that screen as if it is a scene from someone else's life. Watch what happens and then answer the questions below from that same peaceful observers perspective:

Then rewrite your answers so they become powerful positive statements. For example if you write 'I don't want to be healthy because then I might have to leave the job I hate and I can't complain anymore.'

Rewrite it to: 'I want to be healthy and find an amazing new job better suited to my talents and passion.'

Questions to ask yourself

1. How many kilos do I allow myself to gain before I lose the weight?
2. When did I decide it was okay to be fat?
3. Why can't I stop eating food?
4. Why can't I stop drinking wine, soda or eating sugar?
5. Why don't I want to be healthy?

The Mind switch

Act of self-love: Leave your ego in the cupboard.

The ego tells us a number of things: It tells us that what we have, what we do and what other people think of us is important. It also tells us we are better than other people, or not as good, and it tells us we are our possessions and status in life, our looks and clothes. It very much concerns itself with the material world. Yet if these things define us, who are we when they are taken away? Realising who we are is regardless of the material world, requires serious inward reflection. When we develop our inner world free of ego we truly are a beautiful person and this shines out regardless of our size, our looks or our material successes. It is this to me that defines us.

This act of self-love comes with a BIG lesson. It is going to be tough, but it is also freeing in a way you may not have experienced before.

Your task is to see how long you can exist without your ego. That means you can't try to be right, in fact you may need to apologise or say you are wrong even when you are not. It means not judging yourself or others and it means not getting offended by someone who cuts in on you in a line, or on the road.

Start the stopwatch on your phone and time how long until the ego steps in to take over either outwardly or inwardly. Try this every day for a week and see how long you can go. Make a note of how you feel in that ego-less state, however fleeting it may be.

“Apologising does not always mean you are wrong, it just means you value your relationships more than your ego.”

-Anon

The Mind switch

Act of self-love: How to use your ego to your advantage

In this exercise I want you to go to the supermarket and fill your trolley with only super healthy food.

The look around at other peoples trolleys, filled with super processed foods and sugar and feel righteous and good about your choices.

Imagine what others must think when they look in your trolley and stand tall.

Be especially proud as you check out your items.

In this way we use the ego to our advantage by rewarding good choices with inner praise, even if only by comparison to others. Often the ego uses comparison to tear us down, so it is important going forward to understand how to turn this trait around and use comparison to drive us to greatness. The ego is, after all, just another human tool we can either use to help us, or let run wild to hinder us.

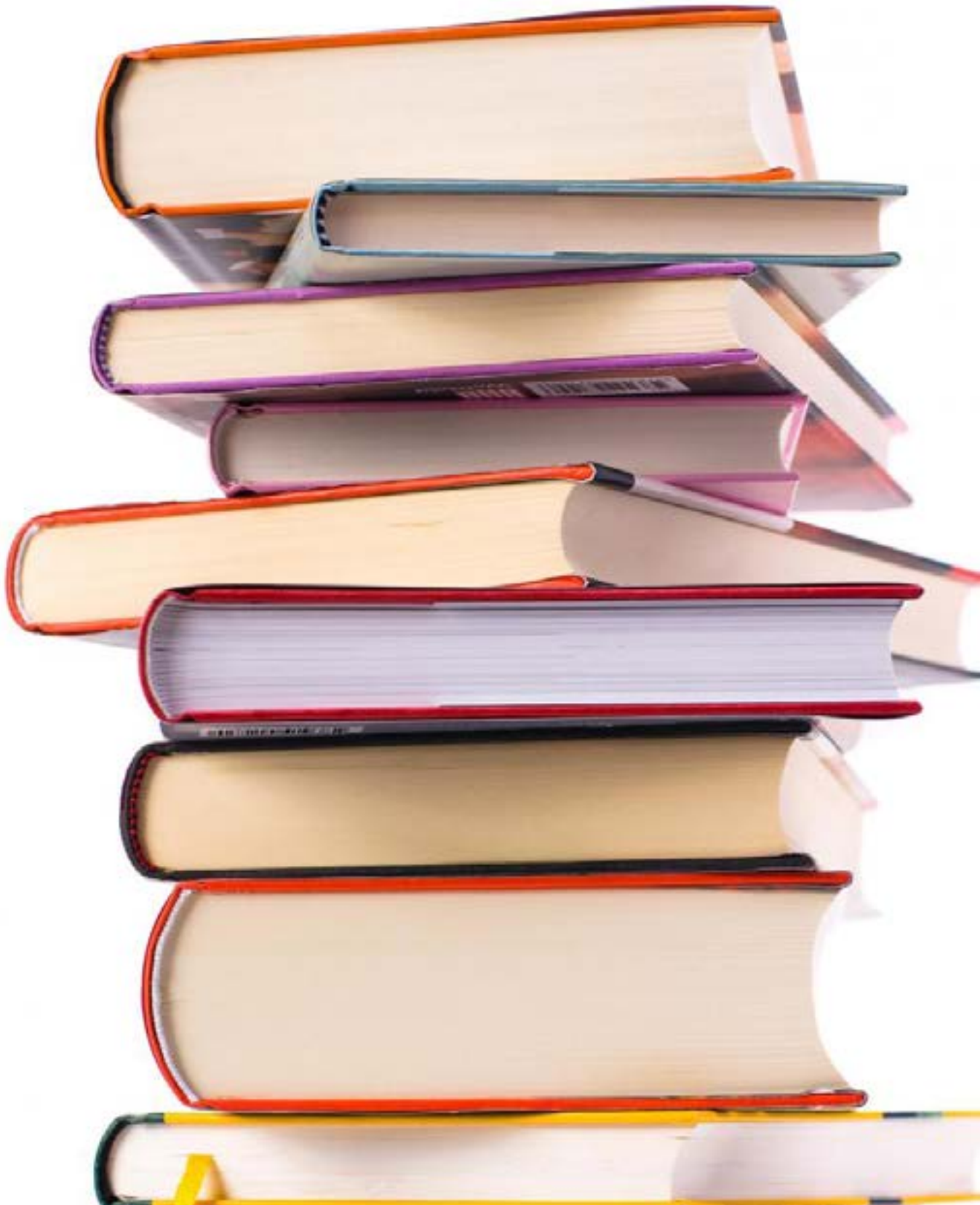
“The way of love I hold three treasures
close to my heart.

The first is love, the next simplicity, the third, overcoming ego.”

-Tao Te Ching

The Mind switch

Week seven exercises -
your story



The Mind switch

What is your food story?

Behind how we perceive the world are the stories we tell ourselves, or those we have been told by others and believe to be true.

These stories may no longer serve us and need to be replaced by new, more empowering stories. For example, when we are young we are told to 'beware of strangers'. When our world is small and our family is our universe, this may be a positive and safe belief.

If we still believed this story in our 30's however, it may translate to social anxiety, inability to meet new people, travel, or expand our circle of friends.

We undoubtedly formed many of our stories around food in the past and some of them may no longer be serving us positively.

To begin this exercise, please watch the video *What's Your Food Story?* In week 7 of the program and then write your food story on the following page.

Be sure to include any beliefs you have about food and body image and where those beliefs came from.

We know that during the first 10 years of life we literally download programs and core beliefs. We then spend the next 10 years seeking to confirm those beliefs before anchoring them into our reality.

This means that if we heard something about our body image at a young age e.g. 'you take after your dad's genes, they are all 'big people', then you will seek confirmation of this. This will result in your either taking on the body shape of 'his side of the family'.

If you are strong minded and don't believe this, you will do whatever it takes to not get big like that side of the family and prove everyone wrong. Regardless of your approach, core beliefs are powerful and the only way to change them is to face them head on!

The Mind switch

My food story:

The Mind switch

Describe who you would be without your story

Now that you understand your food story, I want you to describe who you would be without your current food story.

Stay focused on your physical and mental qualities. Describe in detail who you would be if you didn't believe this story.

“Your worst enemy cannot harm you as much as your own
unguarded thoughts”
-Buddha

The Mind switch

The four questions

Please begin this exercise by watching the videos: Question your Story and Masterclass:: The Four Questions in Action in week seven of the program.

The four questions discussed in the video are:

- 1) Is it true? (Yes or no. If no, move to 3.)
- 2) Can you absolutely know that it's true? (Yes or no.)
- 3) How do you react, what happens, when you believe that thought?
- 4) Who would you be without the thought?

Now I want you to answer these four questions in relation to your beliefs about a) yourself b) your weight and c) your body image, recording your answers below:

a) Myself

- 1
- 2
- 3
- 4

b) My weight

- 1
- 2
- 3
- 4

c) My body image

- 1
- 2
- 3
- 4

The Mind switch

Invite your inner coach to rewrite your story

Please begin this exercise by watching the video: Invite Your Inner Coach to Rewrite Your Story in week seven of the program.

Then I want you to re-write your food story below, so that is one that empowers, supports and energises you.:

The Mind switch

Week eight exercises -
embodying the new you



The Mind switch

The seven key areas of life

Please begin this exercise by watching the video The Seven Key Areas of Life in week eight of the program..

As detailed in the video, the seven key areas of life are::

1. Mental/learning/personal development
2. Vocational/career/business
3. Financial
4. Family
5. Social
6. Physical
7. Spiritual

I want you to consider which areas in life you prioritise over others and which areas you may be neglecting. Please list them in priority order according to your life below:

- 1
- 2
- 3
- 4
- 5
- 6
- 7

If you see yourself in a certain way, but the areas you need to work on to achieve this ideal vision are not high on your priority list, this is an opportunity to refocus, restructure the list and create more balance in your life.

Write an affirmation below about one of the 7 key areas of life you want to work on and repeat it each morning and night:

The Mind switch

“Your beliefs become your thoughts,
Your thoughts become your words,
Your words become your actions,
Your actions become your habits,
Your habits become your values,
Your values become your destiny.”

- Mahatma Gandhi

The Mind switch

Act of self-love: move your body to change your mindset.

Our psychology and physiology are closely entwined. By now you will know I live that belief and it helped me develop this mind-before-body weight loss program!

But in this act of self-love we are actually going to prove it!

It begins with observing your mind and emotions, how are you feeling? If you feel sad, angry, frustrated or bored I want you to commit to 30mins of movement.

It could be walking, running, yoga, dancing, intense housework or anything in between. After 30mins, take notice of your mood again and note any differences.

Use this act of self-love every time you feel negative emotions, not to diminish those feelings, but to help manage the snowball effect they can have, leading to darker places and sabotage of your goals and your new direction in life.

The Mind switch

“Three simple rules of life

- 1) If you do not go after what you want, you'll never have it.
- 2) If you do not ask, the answer will always be 'no'.
- 3) If you do not step forward, you will always be in the same place.”

-Anon

The Mind switch

Act of self-love: Do something you know you don't like with a new attitude!

This may not sound like an act of self-love, but trust me it is! There are times in our life where we have to do things we don't enjoy, it could be at work, in the home, attending your partners work Christmas party or visiting the in-laws. It might even be preparing meals! Whatever it is that you don't enjoy, your attitude guarantees you won't!

In this simple act, we show how we are in control of our lives. How the choices we make can change our reality. Pick an undesirable task and then begin telling yourself how much you want to do it! I know you won't believe that, not at first anyway, but keep reciting the mantra anyway and then when you begin the task, do it with a real sense of purpose and focus, look for enjoyable aspects and stay open minded to the experience.

Once you have finished, reflect on how you feel and whether or not the task was less undesirable than normal. Repeat this act numerous times to get the full effect.

The Mind switch

“If nothing ever changed, there'd be no butterflies.”
-Anon