

The background of the book cover is a photograph of a man and a woman from the waist up. The man, on the left, is shirtless and wearing black athletic shorts, with his hands on his hips. The woman, on the right, is wearing a white tank top. The background is a solid light orange color.

15MINUTEWEIGHTLOSS

MIND PROGRAMMING FOR A
LASTING
WEIGHT
LOSS

ANTHONY SWAILES

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Brainwave Entrainment Guide

This guide explains briefly how the power of brainwave entrainment can help you reprogram your mind so you can lose weight, keep it off, change your relationship with food, and begin a life of healthy living.

Brain entrainment music audios can be a powerful assistance tool, enabling you to stay focused on your goals of healthy eating and/or exercise routines by inducing the motivation you need to activate your diet and exercise program.

And it's as simple as listening to the audios in conjunction with a clear goal and intention.

Brainwave entrainment is a method that stimulates the brain to enter a specific state. The brain will respond by aligning to the frequency of a given beat.

This can be used to enhance focus, relaxation, meditation, sleep, develop better habits, and edify clear and specific goals such as weight loss, healthy eating and balanced lifestyle.

Brainwave entrainment works for almost everyone, and it works in just minutes a day rather than the years of training you might need for learning proper meditation techniques.

Our audio entrainment tool uses music modulation, which allows for higher intensity levels than with beats alone. By using this tool, you will essentially teach your brain to move into a state which you will then use to enhance your predetermined goals.

How Much Weight Do You Want To Lose?

Sometimes it's not easy to lose weight. You may have tried several times only to lose a few pounds then gain it back again.

Contrary to what you might believe, genes only play about a 20% role in your weight, and that's good news for you! It means that with the right tools you can lose weight and keep it off!

- Determine a healthy weight based on your body type and size and make sure you write it down. Writing it down in a diary or food journal will activate your subconscious mind to help you accomplish your goal faster.
- Set a small goal first like 10 pounds in two months. Don't put too much pressure on yourself too soon.
- Imagine and write down the size you want to be on a few sticky notes and place them on your refrigerator, mirror and one in your purse. It might sound weird, but it works because it reminds you of your goal.
- If you can't visualize it, get a picture of someone who is the size you want to be and hang it on your refrigerator. The picture you choose will be your motivation.

The more you're reminded of your goal, the more you will think about it and do what's necessary to achieve it. That's just how the brain works.

When you begin listening to your audios, use the images and words you've written down—your weight goal and your inspiration images—during your session.

You should continue to eat healthy foods and have a basic understanding of food itself.

Conventional guidelines are based on foods which are pre-packaged, preserved, adulterated, and modified. These guidelines suggest you should:

- Avoid saturated fats
- Limit cholesterol
- Use more polyunsaturated oils
- Avoid red meat
- Cut back on eggs
- Drink low fat milk
- Limit consumption of fat to 30% of calories
- Eat 6-11 servings of grains per day
- Restrict salt
- Eat more soy-based foods

Let's take a look at what these same foods in their natural state can provide.

Saturated Fats – Provide cell membrane integrity and enhance the body's ability to use essential fatty acids. They protect the liver and are the preferred food for the heart.

Dietary Cholesterol - You need cholesterol. It contributes to the strength of the intestinal wall and helps babies and children develop healthy brain and nervous systems. Only oxidized cholesterol contributes to heart disease. Powdered milk and powdered eggs contain oxidized cholesterol and powdered milk is added to 1% and 2% milk.

Polyunsaturates - These are new to the human diet due to modernization and mechanization. They contribute to learning disabilities, intestinal problems, heart disease, cancer, and autoimmune diseases, among other things.

Grass Fed Red Meat (not grain fed) - Modern grains lack the digestible proteins of ancient grains. Grass fed animals provide meat that is a rich source of vitamins B12, B6, zinc phosphorus, carnitine, and coenzyme Q10 which protect the heart and nervous system.

Eggs - Eggs provide excellent protein and many important fatty acids which contribute to the health of the brain and nervous system.

Lowfat and Nonfat Milk - These products lack fat soluble vitamins needed to assimilate the protein and minerals in the milk itself. Consumption of low fat foods (foods which have had the fat removed, not foods which are naturally low in fat) can lead to depletion of vitamins A and D.

30% of Calories as Fat - This number is too low for most people and can lead to low blood sugar and fatigue. Traditional diets - diets before the mechanization of foods - contained 40% to 80% of calories from fat, mostly from animal origins. The difference was that the animals were not pumped with steroids, hormones, antibiotics, and pesticide-laden processed feed. Toxins are stored in the fatty tissue of animals (including humans) so a clean animal will contain clean fat.

Grain – Modern wheat is a hybrid, containing newer proteins thought to trigger inflammatory responses, nutrient deficiencies and intestinal problems including Celiac disease. Try using spelt flour, an ancient grain in the wheat family.

Salt or sodium is crucial to digestion and assimilation. Don't avoid naturally occurring sodium in food. Use pink, grey or sea salt which contains all 81 naturally occurring minerals instead of table salt, which has had all minerals taken out except sodium and potassium.

Fruits and Vegetables - Plants receive an average of 10 applications of pesticides during their growing and storage lifetime. Choose plants that are minimally sprayed or go organic.

Modern Soy Products (another hybrid) - These block mineral absorption, inhibit protein digestion, depress thyroid function, and contain potent carcinogens.

Use your brainwave entrainment tool to help you make the right choices. When your body is getting the proper nutrition it needs from whole healthy foods, you will naturally lose weight.

You will need to eat less and you'll feel full faster because your cells are getting the nutrition they need.



Weight Loss is About the Relationship You Have with Your Body

By default, you are currently a victim of your environment, your upbringing and your experiences. What you believe about yourself and your world is a reflection of everything you've learned, whether it was through the natural world, by educators or parents or by encountering others.

But your thoughts can work against you or for you.

How you think is as important as what you think about. Your brain will always default back to what it knows. In other words, if you've been overweight for a while and that's how you see yourself, you need to re-imprint your brain with thoughts that tell it you're slim.

And that's where your brainwave entrainment audio tools can be of great help.

Your brain doesn't know the difference between thought and reality, between experience and virtual experience. It only remembers the way something made you feel. So emotions are a huge component in this equation.

Enhance your brainwave entrainment audio sessions by reciting a positive mantra. In this way, you will begin to believe it to be true. Feel it. Visualize it in your mind. See yourself as slim. This will translate into the way you feel about yourself during your daily routine. Any image you create is the right one, but you must feel it.

Re-imprint your brain with thoughts that tell it you're slim. Prepare yourself for listening to your brainwave entrainment audios by stating positive phrases such as "I'm healthy and whole and beautiful", "My body has found its perfect balance and shape" or something similarly positive.

The energy you put into getting what you want, the emotional investment—that action—is what will support your belief that what you want is possible, waiting for you to call it forth, ready to be received by you. As your brainwaves align with the sounds on the audio, your mind will be redirected to the intention you've created.

The seeds you plant will grow and become a very real part of your life. The energy you put into thinking about what you want, how you want to look and feel about yourself and laying the groundwork to support that intention is what will cause you to shift your focus—your thoughts, feelings and actions—to making the right decisions regarding your weight. You can be slim and healthy.

It's a Matter of Science and Biology, Not Will Power



Most people don't like counting calories. It's too time consuming and confusing. Who really has time to be adding up numbers every time they eat?

Instead, learn to use portion control and watch out for hidden sugar. If you're used to eating processed and packaged food, it's likely you're getting a lot of empty calories which are not feeding your cells with the nutrients they need. Therefore you eat more because your body is craving nutrition.

- Learn to read labels.
- Don't eat more than 30g of sugar in a single day.

So what's up with sugar?

Why is it that you never get sick of ice cream, cake or other sweets? What is it about sugar that's so addictive?

Scientifically, it's addictive in the same way as heroin.

This is what happens to your brain on sugar.

Sugar is a carbohydrate that increases dopamine, a neurotransmitter that spikes whenever we do something pleasurable (like eating ice cream or having sex). This in turn sends a signal to the part of your brain that asks, "Was this a pleasurable experience?" Yes, it was.

You know this consciously and your brain knows it subconsciously, so you eat more sweets. Then what begins to happen is that your tolerance for sugar increases so your brain is never satisfied. It always wants more, just like a drug.

This leads to cravings, weight gain, unregulated blood sugar which can lead to diabetes, imbalances that effect skin, hair, cognition, mood, perception, and a host of other ailments.

It's a matter of science, not willpower.

Tricking your brain might take some time, but it can easily be done. And it begins with setting your goal.

Using your brainwave entrainment audios will remarkably reduce the time it will take for you to cut down on your sugar cravings because you will think differently each time you reach for that brownie.

Eventually, your brain will learn to do away with processed and packaged foods and sweets altogether.

Remember that brownie you saw at Starbucks? You thought about it all day. Now think about something else. In order to lose weight, you have to be particular about what you put in your mouth.

Once you've reconditioned your brain and re-regulated your dopamine level, you'll be able to resist it or limit sugar and processed foods to once in a while. You'll watch the pounds melt away and stay away.

Make the Commitment to Live Healthier and Longer for Yourself and Your Loved Ones



The term “well-being” encompasses a number of things besides health; it includes happiness, prosperity and personal success, meaningful activity or work, and a sense of belonging or love.

Each of these holds an important place in our overall welfare, but food is the number one, most important controllable factor in your health and therefore your happiness and your ability to pursue anything else that’s meaningful in your life.

What you ingest can either edify or destroy cells. You lose or destroy millions of cells every day due to lax eating habits and poor nutrition. But it’s possible to grow new cells, neurons and even brain connections by choosing foods that have a positive rather than a negative impact on the body.

Making lifestyle changes that eliminate toxins and balance your system takes conscious effort, but it’s not difficult when you couple your efforts with brainwave entrainment to meet your goals.

Once you define and set your priorities, you'll be able to stick with them. Ask yourself what has to be done and what habits need to be developed and sustained to ensure you will reach your healthy eating goal. You might need to:

- Change your environment. Sometimes our environments can cue us to perform certain behaviors even if we're actively trying to stop. These triggers can be everywhere.
- Change the people you socialize with if they are triggers or contribute to unhealthy habits.
- Be patient. Behavioral conditioning takes time.

Brainwave entrainment will create subtle changes in the way you think so you can lessen tempting triggers and force your mind to reassess what's happening when you're eating.

Success in any endeavor is about maintaining good habits. To live a longer, healthier, higher-quality life, accept that you'd like to achieve something worthwhile and commit to carrying out the tasks associated with better health and well-being.

You can set goals such as:

- Using moderation for some of the foods you love but that might not be good for you.
- Taking away the really bad stuff completely.
- Adding other foods that will work hard to edify your body so it can do what it's supposed to do.

Whether you're a protective eater, an emotional eater or a stress eater, brainwave entrainment will help you realize your goal for healthy eating by reprogramming your eating habits and how you view them.

Stress, Catastrophic Thinking and Learned Helplessness

With a few bad experiences in your history, you may have gotten into the habit of always predicting bad outcomes. This is called catastrophic thinking. You anticipate catastrophes from even normal everyday events, like dating or sending your kids to public school.

To prepare for these awful events you initiate the fight or flight response, but instead of fighting or fleeing, you eat.

Learned helplessness is a passive reaction to situations we can't control or think we can't control. When you feel out of control, you eat.

Both catastrophic thinking and learned helplessness are stresses to which your body responds with inflammation, and inflammation can cause obesity which causes more inflammation.

What served cave man doesn't work for modern man.

During times of increased stress, the liver and pancreas will dump enormous amounts of sugar and insulin into the bloodstream as a response to the emergency. This served the caveman well. He was pumped up to either fight or run, and whatever he chose to do, he used this excess sugar.

Today, the stresses we face do not allow us to use the excess sugar and insulin. There is no outlet, so the hormone cortisol stores it in the fat cells of our abdomen.

Fat is inherently inflammatory and triggers more stress, the kind that occurs when internal or external forces exceed the strength of a structure.

This is true whether the structure is a bridge or a human body. It may all be very natural, but it's not good for your health.

Stressors include deficiencies, lack of sleep, toxicity, emotional distress, outside forces, worry, and chronic lack of movement. More insulin is produced potentially causing insulin resistance which is strongly associated with obesity.

Most of the things we worry about never happen.

- Recognize you may have a problem with stress.
- Use your brainwave entrainment audios to train yourself to appraise situations correctly.

- Proper breathing, adequate water, sleep and good nutrition interrupt the cycle of stress.
- Exercise discharges stress hormones and breaks the cortisol cycle, discouraging the body from storing the excess.

You don't need to be obese to have a food addiction. You don't need to be in a high-powered job to be under stress. But if you're constantly binge eating, you need to determine what it is that you're worried about.

What are you worried about?

Prepare yourself for your audio sessions by determining what you worry about. What are you thinking about when you begin binge eating? Are there people or situations in your life that trigger this action?

Using your brainwave entrainment tools, you will easily and effectively train yourself so that your natural reaction is a healthy response instead of one which causes you to binge-eat out of control.



Are You Really Hungry? It May be Tied to the Brain



There can be many legitimate reasons why you always seem to be hungry: poor diet lacking in protein or fat, inadequate sleep, chronic stress, medications and/or illness.

But if your thoughts and feelings about food are causing you to feel as though you need to eat, your hunger can be tied to the brain and its reward-center neuro-circuitry.

The brain contains what's known as the reward pathway, and the brain chemical most closely associated with the brain's reward stimuli is dopamine. Activating dopamine tells you to repeat what you just did to get more reward, the reward being dopamine, the 'feel good' hormone.

You may not actually be hungry. It's just the memory of food that makes you want to eat.

When you eat foods that make you feel good—your comfort foods—that pleasurable action gets reinforced. Your brain will tell you to take that action again. When you think about that food, smell it or see it, your brain will remember the benefits you received from it—you felt good.

But it's really the subconscious mind that's telling you to go for food. The dopamine is the final affect, but the memory of that feeling is what you will have to overcome.

And this is where your brainwave entrainment audio tools can be of great help.

Food has an immediate physical effect on the body. And like thoughts which can be reprogrammed, you'll need to replace negative unnatural foods with positive natural foods, foods which serve to edify your body and create satiety—a feeling of fullness.

You will detoxify your body and allow the prefrontal cortex to repair itself. In essence, you will redefine your relationship with food, and this is what will control your hunger.

In order for this to work, you must prepare your thoughts before your sessions.

- Write down what you generally eat most of the time. Are you eating processed and packaged foods? Focus on cutting them out.
- Are you low on calories and therefore your body *is* actually hungry? Eat more calories but make sure they come from whole natural foods. Center your focused thoughts around this goal.
- Look for foods that are high on the satiety index.
- Determine what you need to do, what you eat, what you need to change. Then create your phrases for change around that.

There's no point in trying to use will-power.

Manufacturers of processed foods add more salt, sugar and fat to their products to cause the brain to increase the bliss point. This is the point at which you feel satisfied.

They've spent a lot of money researching this and they know what they're doing. And as if that weren't bad enough, artificial chemicals are increasingly added to processed foods to make them last longer, taste better and cause further addictions so you'll buy certain products.

When that happens, you stop functioning correctly at a cellular level. You will feel hungry because your body is desperate to get the nutrients it craves. Result: you gain more weight and you become less healthy.

Controlling hunger is a matter of supplying your body with nutrition.

- Don't skip meals. Breakfast supplies nutrients that have been depleted over the course of the previous day and throughout the night.
- Including small amounts of protein with each meal and getting about 40% of calories from healthy fats will give your brain what it needs to function well.
- Stay away from empty calories. Regular and decaf sodas, refined grains and sugars (cakes, cookies, crackers, refined flour breads), and alcohol will fill you up without giving you the nutrients you need.

Food for thought:

Just as thoughts become things, you can easily reprogram your thoughts to change what certain foods mean to you. By changing your relationship with food, you will stop feeling hungry all the time.

That doesn't mean you can never eat your favorite comfort foods again. It simply means you can now control your unfounded desire for food.

It's as simple as listening to the music modulation audios.

By stimulating your brain to enter a specific state that aligns with the frequency of a given beat, you can cement your clear and specific goals and act upon them.

It takes just minutes a day.

And if you want to know more about how dropping the size as effortlessly as possible, click the image below to find out.



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