

Weight Loss Video Series / Intention-Killing Thoughts

Intention-Killing thoughts are those thoughts that thwart even our best intentions. What follows is a list of 40 Intention-Killing thoughts, which I have collected from my clients over the years. Following each Intention-Killing thought is a collection of possible opposite-phase, or antonym thoughts, to be used in building a preferred perspective. It is by no means an exhaustive list. You will likely recognize some of these thoughts as one's you have used to kill your own intentions. If, perchance, you discover a thought not on this list, or develop some additional antonym thoughts in the process I would be very grateful if you would take the time to e-mail or text them to me so I can continue to develop this collection.

This document will help you to identify your own Intention-Killing thoughts and formulate your *own* list of antonym thoughts. It is important that you use the document as a template to formulate your own intentions. In order for this process to have maximum effectiveness, you have to own the intentions.

Intention-Killing thoughts and suggested opposite phase or antonym thoughts:

1. When I have had a rough week, I want to treat myself.
 - a. There are many ways to treat myself that don't involve food.
 - i. Taking a walk.
 - ii. Calling a friend.
 - iii. Going window-shopping.
2. When I am feeling the pressure to succeed I want to eat.
 - a. Success is the feeling I get when I choose the correct amounts of food to eat.
 - b. Success is what I feel when I think about eating, but then another thought pops into my head that tells me to exercise instead of eating.
3. Rationalizing - any excuse to eat what tastes good, because I want to eat it.
 - a. Eating something just because it tastes good and 'I want it' is actually irrational, not rational.
 - b. I will only eat what tastes good if it fits into the parameters of what I need for fuel and if it fits into the ratios of food categories that I have already decided that I want to follow.
 - c. If I have maxed my fuel capacity for the day I am done.
 - d. Eating food serves the purpose of providing nutrition and fuel, the only valid excuse to eat anything is if I need the fuel.
4. Oh well. It doesn't matter. I don't matter.
 - a. Obviously I do matter.
 - b. I matter a lot.
 - c. It matters that I feel good, it matters that I get healthy and stay there.
5. I just don't think about it.
 - a. I do think about it.
 - b. Whether I 'hear' those thoughts or not, they are happening.
 - c. I can't 'do' anything without thought.
 - d. I will think the following thoughts when I catch myself reaching for food:

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- i. If this is not for fuel, turn around and walk away.
 - ii. If I have eaten my limit, I am done.
 - iii. Food is only pleasurable if it is within my fuel limits for the day.
6. When I am stressed I eat.
 - a. When I am stressed I exercise.
 - b. When I am stressed I listen to music.
 - c. When I am stressed I grab my journal and identify my anxious thoughts and restructure my perspective to 'think' my stress away.
 - d. When I am stressed I meditate, do some yoga, say a prayer.
7. When I'm tired, I say - *it's okay, go ahead and eat.*
 - a. Tired is really the best time to not eat.
 - b. When I am tired eating only makes me more tired.
 - c. I need to 'wake myself up' first, and then decide if I should eat.
 - i. I should take a jog.
 - ii. Take a shower.
 - iii. Take a nap.
8. When I think about exercising I say - *I'm too tired, I'll do it later.*
 - a. The very best thing I can do when I am tired is exercise.
 - b. Exercise now, rest later.
9. I really thought that last time I lost weight it was for good. Now here I am this time even heavier. I get depressed. I just want to give up.
 - a. I did it before, I can do it again.
 - b. I will nail it down this time.
 - c. I have learned my lesson – this time is the last time.
10. It is the weekend, so it doesn't matter.
 - a. Every day matters.
 - b. Weekends are a time to really put the 'topper' on a great week.
 - c. Weekends are the best time to enjoy self-discipline.
 - d. Self-discipline smokes a belly ache or hangover.
11. You have done well all week, live a little bit.
 - a. Living is not eating, eating is something we do to stay alive.
 - b. Eating to stay alive can be enjoyable, of course, but eating is only fun if it falls within the right quantities.
12. Those chips are whole-grain so it's okay.
 - a. Obviously whole-grain chips have calories.
 - b. The best food on the planet still has calories.
 - c. Over-fueling is over-fueling, regardless of how 'good' the food is for you.
13. I really don't care.
 - a. Seriously? Of course I care.
 - b. I should care, it is my body, the only one I will ever get.
 - c. I have a lot of years left in this body, I want them to be the best they can be.
 - d. I want to live a long healthy life. I know that if I don't get this corrected, that is not likely.

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- e. I don't want insulin resistance or diabetes to be a part of my life.
 - f. I want to feel better.
 - g. I want to look better.
 - h. I want to have more self-confidence.
 - i. I want to have a positive impact on my relationship.
 - j. I want to have more energy.
14. I can't figure out why I think it doesn't matter.
- a. Really no need to figure out 'why' my brain tries to convince me it doesn't matter.
 - b. Physics tells me the reason is because I have simply thought *that* thought too often.
 - c. It does matter – period! I want **this** thought to dominate my thinking.
15. I feel the world is out to get me and I just can't win.
- a. It may be true that food manufacturers, marketers and grocery stores have capitalized on fostering poor eating habits, but that doesn't control my choices – I control my choices.
 - b. Not only can I win, I will win – I am winning right now, as a matter of fact.
 - i. I am doing something about it - that is winning.
 - ii. I am, as we speak, re-training my brain to think as a winner thinks.
16. I feel the distinct feeling of being deprived.
- a. The only time I am truly deprived is if I deprive myself of the opportunity to eat *as* I should and *what* I should.
 - b. Over-eating deprives me of feeling confident and powerful
 - c. The only thing I am depriving myself of is feeling good.
 - i. "I feel so much better when I don't eat so much junk food."
 - ii. "Food is to be enjoyed, but in planned, controlled portions."
 - iii. "I will enjoy what I am going to eat, and not feel deprived."
 - iv. "The only thing I will be 'deprived' of is that 'icky feeling' of eating so much junk."
17. I just can't tolerate this craving anymore - I have to give in.
- a. I have far greater capacity to tolerate this craving than I could ever imagine.
 - b. Tolerating a craving, sitting and feeling the hunger, is actually something I can view as a great feeling.
 - c. In that moment I am actually burning fat.
18. This one time won't really matter.
- a. Each and every time matters.
 - b. There is no such thing as 'doesn't matter'.
 - c. There is no such thing as 'one time'.
 - d. There is only 'this time' and 'this time' matters.
19. Life is too short. I could hit by a bus tomorrow.
- a. If, God forbid, I do get hit by a bus tomorrow, I want to exit this life feeling confident and powerful, knowing that I executed my plan and held strong.

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20. I can't help that I'm short on time, and there are only so many choices -- I am forced to hit the drive-thru.
 - a. There is nothing in my life that deserves more 'time' than taking care of myself.
 - b. I always have time for making healthy choices.
 - c. This is my priority.
21. I am enjoying my time at a nice restaurant with my friends -- let loose and enjoy!
 - a. Enjoyment really only happens when it is controlled and fits within finely tuned parameters.
 - b. Then, and only then, is it truly enjoyment.
 - c. Letting loose is really not enjoyment at all.
 - d. Letting loose is really miserable compared to hanging tight.
22. No one can make good choices 100% of the time.
 - a. I will make good choices 95% of the time.
 - b. Since I am not positive that the last 95 choices have been good, I can't afford to take the chance.
 - c. I will make this choice good and start doing the math.
23. I'm going to work out tonight - I'll burn this off.
 - a. A workout tonight gives me a great opportunity to put those calories 'in the bank'.
 - b. Burning extra calories means burning extra fat.
 - c. Rather than eating more, I want to close my eyes and visualize myself as 'one workout smaller', which is what I will be after tonight.
24. When I am bored I like to eat, eating is something to do.
 - a. Boredom should never be a reason to eat.
 - b. Eating should never be the remedy for boredom.
 - c. There are a million things I can do when I am bored that don't involve food.
25. Food is exciting, enjoyable, fun, relaxing.
 - a. Food is fuel. Only to be enjoyed but I am truly needing fuel.
 - b. Food beyond what I need for fuel is not enjoyable.
 - c. Eating is fun, enjoyable and exciting only if what I am eating lies within the parameters of what I need for fuel.
 - d. I am going to enjoy reading some good books.
26. Hunger is uncomfortable – I need to get rid of it when I feel it.
 - a. Hunger is a good thing.
 - b. Hunger means I am burning fat – in this moment.
 - c. I am only going to eat to sustain energy, I am often 'feeling hungry' when I am not in need of sustaining energy.
 - d. I'm going to go hiking and fishing.
 - e. Physical exercise feeds my soul.
 - f. Playing a board game together with family is something that I want to consume.
 - g. We are consumers when we buy a TV or a dishwasher. So we can be a consumer of the feeling of being focused and self-disciplined.

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27. This (eating a donut) won't matter
 - a. Yes it will, one small thing will make a big difference
 - b. The small things do make major differences
28. I already blew it, I might as well keep right on eating.
 - a. If I have 'blown it', that is a reason to stop right then, I still have the rest of the day to stay on track.
 - b. I will start fresh now. Salvage the rest of my day.
 - c. One mistake is only one mistake.
29. I will do this tomorrow.
 - a. Tomorrow never comes.
 - b. No time like the present.
30. I am just a failure. What's wrong with me? What is the point in even doing this?
 - a. There is absolutely nothing wrong with me.
 - b. This is just my brain, doing what I have programmed it to do.
 - c. I am re-writing that program. It will take a bit, but I am doing it.
 - d. The point is that I want to think correctly.
31. I am hungry, I need to eat.
 - a. When I feel that sense of hunger I want to remind myself that that's just my brain telling me that I am now burning fat, which is actually something that I want to do.
 - i. I am experiencing a desire, but it is not time to eat right now.
 - ii. The hunger I am experiencing is a quite good thing, it tells me I am burning body fat.
 - iii. I am looking forward to making dinner, experiencing the pleasures of seeing and smelling the food I will be preparing, and sitting down with my kids to enjoy a healthy portion of the wonderful foods I am going to make.
 - iv. Waiting until then only enhances the pleasure of what I will enjoy when I eat dinner.
 - v. What I am feeling right now is only a desire to taste, not a need for fuel.
 - vi. Delaying my desire to taste, and enjoying that with my kids, after I have enhanced the desire by waiting and cooking will be pleasurable and powerful.
 - vii. I will feel so good about carrying out my plan in this fashion.
 - viii. I do not want to put myself in the position of having already cashed out my calories for the day and smelling the great foods I will be cooking for my family – knowing I am done for the day.
32. I have a headache, I need something to eat.
 - a. Food cannot stop a headache. Therefore whether I eat or not isn't going to matter when it comes to headaches. If it's really not connected to food. There is very likely no physiological reason for me to eat at those times.
33. I don't have time to fix something healthy to eat.

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- a. I don't have the time to injure my body.
 - b. I don't have the time to go find new 'fat' clothes.
 - c. It will take infinitely more time to manage my diabetes if I don't take the time now to eat healthy.
34. It is too hard to weigh, measure, and count calories. It is too hard to cook healthy food?
- a. Really? Harder than what?
 - b. Harder than loading my body up with crap?
 - c. Harder than carrying an extra 40 lbs around, all day, every day?
 - d. Harder than feeling tired and sluggish all day?
 - e. Harder than trying to buy clothes that fit?
 - f. Harder than looking in the mirror every day?
 - g. Harder than wearing a bathing suit in public, or not participating in swimming because I am too embarrassed to?
 - h. Harder than treating diabetes or heart problems?
 - i. Harder than having to ride in a scooter because I can't walk?
35. It's not worth the effort.
- a. Really?
 - b. Not worth the tears I have shed looking in the mirror and seeing the flab?
 - c. Not worth avoiding the time I spend in the store trying to find something that hides the fat?
 - d. Not worth avoiding the sick feeling I feel when I over-eat?
 - e. Not worth the awesome feeling I would feel wearing those 'skinny jeans' in my closet?
 - f. Not worth how amazing it will feel to wear a swimsuit with confidence?
 - g. Not worth the marvelous feeling of running up 3 flights of stairs without collapsing?
36. How am I going to enjoy just one cookie? I need more than one to enjoy it. One cookie would be lame.
- a. Eating one cookie and enjoying it would be awesome!!
37. "If I eat too few calories my body will freak out and start storing fat instead of burning fat. So I should eat this so that I keep burning fat.
- a. Really?
 - b. Eating more never helps me to burn fat – never.
 - c. That is completely against the laws of physics.
38. I've been exercising a lot lately. Restricting calories might be too harsh for my body to handle right now. And I wouldn't want to stress out my body. After all...I am trying to be healthy."
- a. Restricting calories is the only physiological way to lose weight, (if you don't count liposuction.)
39. I can work this off tomorrow.
- a. Today is when I take care of this, right now – by walking away.
40. I can't turn down free food.

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- a. This isn't free, it is very costly – it costs me my good intentions and my dreams