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# How YOU can loose weight THE BEST WAY



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## IT'S NOW OR NEVER

Let me start by saying that, if you don't lose weight using what you learn from this program then you will never lose any weight. Nobody has ever lost weight without following one or more of the principles mentioned on this E-BOOK. The contents of this e-book are based on scientifically proven concepts; logic and accepted and well-tried information from many experts.

You will learn the many different factors that go to make up any weight loss process, and by using one or more of these techniques or elements they will help you along your way to losing weight.

First of all, I have to say that there is a reason for everything. For example, what's the reason why you are overweight?

**Is it hereditary?**

**Is it because of an illness?**

**Is it because of stress?**

**Are you too lazy?**

**Do you have sub-normal intelligence?**

**Is it your surroundings that are at fault?**

**Or is it just that it's gotten that way without you ever thinking about it?**

Irrespective of what the cause is, the result is that you are overweight and want to do something about it.

I at least hope that's why you got this e-book. But, let me say that, even if you are uncertain as to whether or not you can manage to lose weight, I know you can do it, if you want to.

If you believe the reason is due to an illness or is hereditary, then you should contact your doctor for advice, just to make sure that you don't do anything you shouldn't.

If you feel that you are too lazy and this is the reason why you are overweight, then I have good news for you. People are not lazy; they are either ignorant or simply not yet motivated.

Many overweight people are quite ignorant about just how simple it is to lose weight, provided one does the right things, and have tried many methods that didn't work and gave up for this reason alone.

If it's motivation you are lacking, I hope I will be able to give you a number of ideas so you can motivate yourself to lose as many kilos as you want.

In the 20<sup>th</sup> century we have experienced many life style revolutions that in turn have caused weight increase problems. We move around as little as possible in our daily life, and at the same time our food has become more and more industrialised and processed. Most striking is the use of refined sugar, white flour and different potato based products such as potato crisps, chips and French fries, etc., etc.

At the same time, vegetables, fruits and raw foods have generally gotten a lower nutritional value as a result of mass production methods. One has rightly enough reduced the fat content in foods compared to previously, but manufactured carbohydrates have now replaced the fat.

### **Traditional weight loss based on the calorie approach**

The theory here is based on the assumption that the human body works like a machine. Fuel, such as proteins, carbohydrates and fat are put in and energy comes out.

One assumes that being overweight comes solely from an energy input that is too high in relation to what is consumed or used. The theory is, that to reduce weight, one has to eat less and/or exercise more.

### **Recent research sees the problem as more complicated.**

If you want to reduce weight by reducing calories, the following mechanism comes into play: One does loose weight at first, but as time goes by the body reduces its metabolism rate in order to make do on less food. The body then becomes capable of producing energy, even from just a little food. One then experiences what is termed “yo-yo slimming”. As soon you start to eat normally, your weight increases again, and for each weight loss cure you take you actually gain in weight gradually.

Our metabolism is finely tuned and complex. Central to how it works is our intake of food, physical activity and hormones. In addition, our metabolism has a biorhythm. What this means is that what you eat at night is more easily stored as fat than if you had eaten the same things in the morning, as your metabolism burns less food at night.

If you want to increase your metabolism rate to the maximum, it pays to eat often, to eat the right tings, and to exercise regularly. Exercise increases the metabolism rate long after you have finished exercising.

Insulin is a hormone produced in the pancreas, and it plays several important roles. Its most important role is to ensure that the body’s cells absorb blood sugar, and that this is turned into energy, stored as glycogen in the muscles and the liver, or as fat to be used later on.

One thing in common for all overweight people is that their insulin level is too high, and that it is increased even further after eating carbohydrates. The body is simply not able to use up all this energy so quickly, so it is stored as fat.

The more refined or processed the carbohydrates you eat are, such as sugar, white bread, polished rice and potatoes, the quicker they are absorbed, which in turn creates a strong rise in insulin and to fat being stored.

By eating foods with a so-called low “glycaemia index” the blood sugar and insulin are kept lower. What this means is that you should eat less carbohydrates if you want to permanently reduce weight.

Here is a selection of foods with a low “glycaemia index.”

For all intents and purposes you can eat as much as you want of the following:

**Paprika, lettuce, grapes, apples, onions, garlic, raw carrots, mushrooms, tomatoes, oranges, boiled eggs, spaghetti, natural yoghurt, natural mineral water, skimmed milk,**

**decaffeinated coffee, unsweetened orange juice, Soya oil, oatmeal, ground whole rye, wholemeal bread, un-sugared marmalade, yellow peas, boiled ham and fresh red meat.**

Here are foods with a high “glycaemia index” that you should try to avoid:

**White bread, baguettes, sugar, sifted white flour, beer, sugary soft drinks, potato crisps, cornflakes, parboiled rice, light sour cream, raisons, tomato ketchup, maize, honey, beetroot, corn on the cob, potatoes (cooked peeled), bananas, melon, mashed potato and milk chocolate.**

**Let me sum up once and for all:**

Unless you have some kind of illness, being overweight comes from eating too much of the wrong kind of foods, usually processed carbohydrates, combined with a low metabolism or too little exercise.

Most people, today, are stressed at work, and quite often their financial situation is stressed, which in turn results in the body being overloaded, both physically and mentally, and hence we look for a way out.

The way out for many is that they console themselves by indulging themselves overeating at the weekends and at other times. They work so hard during the week that they feel they can grant themselves some extra food and drink, as they’ve honestly earned it. It’s just like covering up the oil pressure gauge in your car when it glows red. The problem is not solved. Even though you can’t see it any more, you have to do something about it.

When you eat you forget the misery of being too fat that you don’t think about the end result; that you are going to get even fatter, even though your misery is gone for the moment.

My first piece of advice is, therefore, never use food as a reward or an excuse, irrespective of how bad things may be for you. The only exception is if you have lost five or ten kilos and you grant yourself a dinner with all the trimmings, as that’s something you have earned. But, nevertheless, don’t let how you feel decide when and what you should eat.

In this e-book I won’t use many technical terms, nor will I list up a whole lot of formulas for how to loose weight.

For the most part I will talk about calories, your metabolism and carbohydrates, and not dwell particularly on the details of specific diets, vitamins, proteins, minerals and fibre. Numerous books have been written about these things and it’s not a bad idea to buy one of these to gain some knowledge about what the different foods you eat are comprised of.

## YOUR BODY IS IN BALANCE

However, I believe it can be of interest for you to know what your body is comprised of, in order that you can have the necessary insight as to what it needs, and how things work.

Just think that your heart beats about 100,000 times a day.  
It pumps 5 to 6 litres of blood through more than 150,000 kilometres of veins.  
In other words, about 24,000 litres of blood are pumped through your heart every day.

These 5 to 6 litres of blood are made up of over 25 million cells, which in turn make some 3,000 to 5,000 trips around your body every day. Around 7 million new blood cells are created every second.

Your heart, which is actually a simple pump, has the capability to work non-stop for several decades, without ever missing a beat, and so far we have only talked about it in respect of its circulating blood around the body. Another thing that can be worth thinking about is that our digestion and metabolism have the fantastic ability to change the food we eat into blood, muscles, bone tissue and cells.

All the functions of the body are in perfect balance and finely adjusted to each other, so just a tiny disruption can destroy the balance. Some researchers claim the brain consists of more than 100 billion brain cells, and it's this nerve-centre that controls everything else in the body. It's your computer or control-centre if you like.

It's been said that if all the energy produced by the brain could be harnessed as electricity, there would be enough to supply a city like New York for a week. Even though you may not easily relate to these figures, the body and the brain are simply designed to **process whatever is put into them**, be it thoughts put in your brain, or food you put in your stomach.

We'll talk about your thoughts later, but when it comes to food, there is a consequence for the processes going on in your body for each and every tiny little thing you put in your mouth.

To simplify the picture: if you put too much food in, you're going to get fat, and if you put too little in, you're going to get thin. But, it is of course also important **WHAT** you put in your mouth.

If you really are serious about losing weight for the rest of your life, you should, as I said earlier, buy yourself a book so you can learn a bit about what you put in your mouth. By this I mean learning about the number of calories in what you eat, so you can, at all times, have reasonable good control of this.

You don't necessarily have to count calories, but you should have a good idea as to how many calories there are in different types of foods. This way, it will be easier to control your weight over the course of time.

We'll talk more about nutrition later, but for the time being just let me just say one of the conditions for you losing weight is; **a change in your eating habits**, and knowing which foods contain fewer carbohydrates, as mentioned earlier, is a good help.

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It's a well-known fact that no weight loss cure has effects that last forever. They can best be characterised as first aid, and nothing more. Changing your eating habits and increasing your metabolism are the only things that work in the long run.

Remember, good health is a birthright, and good health and being overweight just don't go together. If you are in the slightest doubt then visit an old people's home and you'll be surprised to see just how few overweight people there are. You've probably already guessed why.

## SELF-TALK/ IS IMPORTANT

I have to let you know that it's not my objective to win any popularity contest with this e-book, nor play along with you so you can feel good about yourself.

### **My only goal is:**

To make you aware of the reasons that contribute to making you overweight, and hopefully manage to get you motivated enough to understand that it is you, and you alone, that can do anything about it.

Think about what I say next; **“The power of thought is enormous, you are what you think you are”**. In the same way as your body transforms everything you put in your mouth, I mentioned earlier your brain does the same, only differently.

As an example, the excuses you make for yourself as to why you are overweight will influence how you think, and the way you think will influence what you do, and the end result will be a consequence of all this.

I have talked to innumerable overweight people about the reasons why they are overweight, and here are some of their most frequent excuses:

**“I am big boned”**

**“I have a slow metabolism”**

**“Everybody is different”**

**“I don't actually eat too much”**

**“It's better to be fat and happy (are you happy?), than thin and irritable”**

**“A little extra is attractive”**

**“I'm not that bad”**

**“I'm really quite pleased with myself”**

**“It's hereditary”**

**“I must be able to indulge myself with a little something to eat”**

All these excuses are fine, but I want you to do a simple exercise, and that is to write down all the excuses **YOU** use to avoid losing weight. When you think about it, you know very well yourself what they are. Write them **down** now.

Remember, if you want to lose weight it's absolutely necessary, and the simplest method is, to make up your mind to **use your head**.

As an example, if in your mind it's better to be fat and happy rather than thin and irritable then you have already decided to be fat and happy. Your thoughts will develop along those lines, and you will continue to over eat.

Just think what would happen if you told yourself something else, such as:

“Fat is ugly”; or “I want to be slim”, “I'd rather be slim than fat and happy”. These are called positive affirmations, and they ought to be repeated as often as possible, in order that they become part of your new thought processes.

Write down as many positive affirmations as you can think up, and begin to repeat them to your self every day, and as often as possible during the day.

Remember that everything you do starts with a thought in the brain, irrespective of whether it is a positive or negative thought.

The result of your thoughts is a feeling, and that feeling usually results in an action. As you are what you think you are, you must remember to focus your thoughts on what you want to be rather than on what you do **not** want to be. This is where most people go wrong.

With respect to loosing weight, a lot of research has been done into the **effect** of visualisation, and it can pay off for you to think a bit about this fact.

In order that you can visualise, or see how things are the way you wish them to be, find a picture of a person with a figure like the one you want to have a month from now, or several years from now depending on your goals.

Hang this picture on the wall and replace the face with a picture of your own. Think about this picture, and look at it, as often as you can, and try to visualise in your mind a picture of yourself that has the figure you want.

In this way you start a chemical process in the body that is unexplainable for most people, but the results never fail to appear. The better you are at visualising often, the better the results will be.

Another way of visualising is to think of a person who you look up to, and who has the figure you'd like to have. Say to your self; "I can be exactly like him or her, and there's no reason why I can't manage it". Generally, it can be well worth using positive affirmations **this** way.

Say to yourself, in the present tense, sentences like the following:

**"I am slim and look good"**

**"I have lost lots of kilos"**

**"I look much better when I'm slim"**

**"I'm fantastic"**

**"I am cheerful" - and other similar ones**

Remember you have 100 billion brain cells backing up you and your decision, and they are ready to help you get your body underway carrying out your every command.

Put simply, your brain is controlled by electrical impulses, and is made up of chemical substances, and the thoughts you put in to it are transformed, in most cases, to actions.

That's why it is so important to control your thoughts, and thereby control your actions. Have you, by way of an example, ever caught yourself, when you are settled in your favourite armchair in the evening, thinking; **"I would like something good to eat."**

At first, this is only a thought that you have put in your brain, but as soon as it enters you have started a chain reaction that ends up in you wanting something to eat, and then your next thought is, where can I get hold of something to eat.

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Is it in the kitchen or in the refrigerator? And then you must look. The thought ends up with you coming back with a plate of something to eat, and with that you need to have something to drink, and then it's too late.

This one simple thought alone is responsible for lots of peoples' problems with being overweight, because this destructive process takes place night after night for them.

What do think would happen if you controlled the thought "**I would like something good to eat**" with the answer "**Then I will have an apple or a carrot or a glass of orange juice**". The consequences would much healthier and of course, the result would be completely different.

## RELATIONSHIPS WITH OTHER PEOPLE

How you feel in the company of other people determines to large extent how you feel about yourself. Your self-esteem is built upon, and is the result of, all the thoughts you carry around with you.

If the thoughts that crop up are negative, when you think about yourself, then one can simply conclude you have low self-esteem, and if your thoughts are positive you have high self-esteem. What's your situation?

Here's a simple exercise I'll ask you to complete. Make a "pros and cons" list as it's called. That is, divide a sheet of A4 paper vertically down the middle with a list with positive things on one side of the line, and negative things on the other side.

Write down all the good things about yourself on one side, and all the more negative things on the other, and don't forget that being fat is definitely not positive.

If you want to build up your self-esteem, not to mention your self-confidence, it is absolutely essential that you can find more positive things than negative things to put on the list.

In addition, it is important you do something good every day, so that you get continuous positive feedback, which is needed to build up your self-confidence.

In your relationships with other people have you ever been teased, or had others whisper about you or point at you, not to mention people who talk behind your back, and make fun of how overweight you are.

Things like this contribute to **break down** ones self-esteem and it's therefore necessary to nip it them in the bud as quickly as possible. The best way to put an end to this kind of thing is to make up your mind to loose weight.

It is truly a fact that, like it or not, if you are really fat then you can't avoid having people talk about you.

### **Expressions such as;**

"Have you seen how fat he/she is"?,

"He/she really has gained a lot of weight lately",

"Imagine looking like that",

"Why doesn't he/she do anything about it" – and similar expressions are all quite normal.

In 1984 I published a book called "The Secrets of Body Language" and in that connection I had numerous conversations with different people about the way people stood, walked and sat in specific ways, and of course how people looked and what signals they sent to others.

When it comes to fat people, the signal was always interpreted the same, that they were considered as everything from listless to lazy. Few people had anything positive to say about fat people.

Obviously I don't mean a person who just has a few kilos extra, I'm talking about people who we can really call fat/obese. And since first impressions are almost impossible to change, you ought to think about this if **you** are one of those who send out these signals to those around you.

I have also been at several hundred recruitment interviews up through the years, and I can confirm that generally speaking the first impression fat people make is rarely as good as those made by slim people, even though I have taught myself never to judge someone by appearances alone.

If you are highly overweight it's highly unlikely that you will be able to participate in all the activities slimmer people in your circle of friends do.

It can be things that are particularly physical, or it can be things where lots of people are present and you don't want to show yourself. If you are in a situation like this, and are so overweight, then you should do something about it immediately.

The first thing you should do is to make up your mind that you want to start losing weight. If you don't take a clear standpoint, obesity will still come creeping along, and you'll just have to carry on buying bigger and bigger clothes as you put on more and more weight.

You should also remember that nobody starts slimming just because someone tells them to, they begin because they made up their own mind **themselves** to do it. That's why **YOU** must make this choice yourself.

## YOUR BAD HABITS ARE TO BLAME

Now I'll ask you two questions. **Would you like to improve?**

Most people with any common sense will answer yes to a question like this.

And here comes question number two. **Could you consider change?**

I hope you answered yes, but surprisingly enough this question is difficult to answer, as most people have to think about it first and they wonder what they have to change.

However, one thing is absolutely certain:

**“You can't improve unless you change”.**

As a little hint as to how one can improve, it can be a good idea to have a look at the bad habits you have picked up along the way, as bad habits will simply wreck you, and good habits can only serve to strengthen you.

Habits are quite simply things you do without consciously thinking about them, and if you want to change a bad habit to a good one, then you must begin by consciously doing something else, for as long as it takes for it to no longer be a conscious action, then you'll have changed a bad habit in to a good one. It usually takes 3 to 4 weeks, so you must not give up too early.

To coin a phrase:

**“First you make a habit, then the habit makes you - it either makes you or breaks you”.**

Here is something else you can benefit from. Write down all your bad habits, to do with food. It may be a good idea to talk with some people who care for you, either family or close friends.

Of course this assumes they are strong enough to be honest with you.

Remember that your bad habits WILL be noticed in your surroundings, even if none lets you know. Other peoples' attitude towards you will almost certainly be determined by what they think of you.

Remember too, that if you want to change a bad habit then it's going to take about three weeks before the bad habit is replaced by the new one and it starts to have its effect, so don't give up too early.

There are many things that come in to play between people when it comes to being accepted, so don't let overweight be something that prevents **you** from having good relationships with others.

## A PROPER DIET IS ALSO YOUR SOURCE OF ENERGY

As the saying goes, “Food and drink makes a man”. And it’s perfectly true, but there’s a lot more behind it than just food and drink.

Food and drink can both **give** energy and **take** energy away. It is, therefore, very important to know precisely what kind of food we put in our mouths.

Let me make a comparison, just to illustrate the point. Most people drive a car and have probably experienced a car that backfired or ran unevenly.

If you, as an example, put a litre of diesel in to a petrol driven car, then this will make it jump like a kangaroo, because the engine misfires.

Nevertheless, there’s no limit to what some people are capable of putting inside themselves, without even thinking about what can happen with all their finely tuned machinery, such as their brain and the other parts of the body.

By way of an illustration, we will, after a large, high fat dinner, experience that all the oxygen that should otherwise be on its way to our brain via our blood veins, has stayed in the abdominal area to help with digestion of everything we have eaten, so we feel drowsy, and it seems as if your brain isn’t getting enough oxygen.

If, on the other hand, we had eaten a healthy dinner, comprised of high-energy foods, then the effect would be far from the same. Maybe we wouldn’t be forced to take a nap, but instead have the energy to do other more useful things.

Most of us drink much too many artificial soft drinks that contain a lot of sugar, instead of drinking water or natural juices that would give us just as much energy.

It is obviously important to keep our fluid intake up, but preferably with water, or foods with a high water content, and not with artificially sweetened drinks.

Let’s talk a bit about calories. There is a big difference between where the calories come from and what they do to our bodies, but we won’t go into that here, as it gets a bit too technical. On the other hand, we ought to have a general idea and understanding about calories, as simply put; they are what turn to fat in your body.

During one’s youth a woman needs about 3,000 and a man about 4,000 calories per day, because the body needs to grow and develop, and at the same time a young person is fairly active.

When you pass the 40 to 50-age mark the need for calories has about halved to 1,500 for women and about 2,000 for men.

It ought to be a simple exercise to imagine what happens when you continue to eat as much at this age as you did when you were younger, whilst the body only uses about half. The rest will in principle be what makes you fatter and fatter, until you take steps to do something about it.

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**Most people don't do anything about it until they absolutely must.**

This is a kind of human trait or weakness, and that's why only relatively few people make their mind up to start slimming before they get way too fat, or before their blood pressure gets too high, or some other illness caused by being overweight makes itself known.

In a situation like this most people become relatively desperate and try to make a last minute all out effort, either by drastically eating less(anorexia) or by embarking upon an overly ambitious training program. Normally none of these things work, because they are neither well thought out nor planned in advance.

## FIND AN EASIER WAY

Most people that are considerably overweight have tried to lose weight many times, and have used lots of money trying to find “**The easy way out**” such as pills and cures and all kinds of things that don’t help, except temporarily, or as a starting point for a more long term change in habits.

Some pills are, however, available that help reduce the uptake of sugar or increase the metabolism, and these can be useful to begin with, but the best method is to change one’s bad habit of eating too many fatty foods or the wrong foods.

One cannot dismiss that some diets may result in rapid weight loss, but generally you put it back on again as soon as the diet is ended.

They can be recommended as a drastic measure if you are more than 20 kilos overweight, but they’re no substitute for changing your eating habits as this is necessary in any eventuality.

A good thing to remember is that it is **always** easier **not to buy** things when you are shopping, than it is **not to eat** things that are ready and waiting in the house.

Amongst other things, this means it’s important never to do your shopping when you are hungry, as it is a well known fact that if we do, we buy more food and snacks than would otherwise be the case.

Another thing that can be worth considering is that short all **out** efforts are not what’s going to help keep you slim. It can sometimes be a good idea to start with an all out effort, but soon you must change to new eating habits to succeed with a permanent reduction in weight.

There are all kinds of ways of making slight adjustments to your habits, so you won’t notice anything, when it comes to changing your eating habits.

### **Here are some examples of what you can do:**

- Reduce your intake of carbohydrates,
- Change from full cream milk to skimmed milk,
- Stop using butter on your bread or use intentionally less,
- Fry foods in oil instead of butter,
- Eat less of everything, such as one potato less, or one slice of bread less, at each meal,
- Drink fruit juice or water instead of sugary soft drinks.

### **And don’t forget to do the same when it comes to increasing your metabolism:**

- Walk or ride a bike instead of taking the car,
- Use the stairs instead of the lift,
- Walk quickly instead of slowly,
- Go for walks as often as you can.

I’m sure you can find many more simple ways to change your daily routine, so you can live a healthier, slimmer and richer life.

Now I'll give you a couple of bits of advice about losing weight. First about how much you should eat, and then about what you should eat.

## SOME TIPS AND TECHNIQUES

Do the following straightaway. Clench your fist and hold it so you can see it. Make a mental note of the size. This is about the original size of your stomach, before it got enlarged and extended and expanded.

In principle you can say that this is about as much food as you originally needed, when it comes to quantity, in order to fill your stomach.

As another indicator of how much you should eat, you should get yourself dinner plates that have an outside diameter that measures no more than 22 to 24 cm. If your plates are bigger then most likely you will eat far too much, at least if you always fill your plate up.

Even though I know it can be perceived as impolite, especially when you are invited out to dinner, you should, nevertheless, make it a habit to fill up your plate with whatever you need at the first helping. And when you've eaten that, stop there.

Far too many take two helpings, and in most cases this is far too much. You should remember that each time you've crammed yourself full you have eaten too much. In actual fact, you should never eat until you are completely full, but rather stop when your hunger subsides.

And, one more thing; You MUST NEVER start eating as soon as you feel hungry, only good things can come from NOT doing this. After a relatively short time the feeling will pass, and you won't DIE of hunger just because you start to feel hungry.

Stop saying "**I'm dying of hunger**" as I'm absolutely 100% certain you WON'T, irrespective of how strong the feeling may be. This feeling makes itself felt a lot quicker, and a lot stronger, for people with a large stomach rather for those with a small stomach. People with a big stomach simply get a "void" much quicker, and they just HAVE to fill it, and this just goes to make matters worse.

There are all kinds of tables and formulas for **what** you can eat, what you **can** mix, and what you **cannot** mix, to achieve maximum effect.

There's no doubt that things like this can have a considerable effect on the results of ones' efforts to lose weight, but as long as your food intake is balanced, and relatively speaking less than you normally ate, when you got fatter and fatter, then this is more important than anything else.

### **As a rule for what you can eat, that's easy to remember, you can eat:**

Less of that which **walks on four legs** and more of that which **swims or walks on two legs**, and as much as you want of that which **grows on the ground or in trees**.

**Let me repeat;** you should eat less of that which **walks on four legs** and more of that which **swims or walks on two legs**, and you can eat as much as you want of that which **grows on the ground or in trees**.

This should be easy enough for most people to remember. You'll get enough of these things anyway. You should also make yourself a list of forbidden foods, those you should cut out completely, or cut down considerably.

Sugar, salt and carbohydrates are obvious things you should avoid as much as possible. You'll get enough of these things anyway. If you have high blood pressure you should at least avoid sugar, salt and fat and instead choose calcium rich foods such as fruits, vegetables and poultry.

Recent research shows, as I mentioned earlier, it also pays to show moderation when it comes to your intake of carbohydrates, if you want to lose weight.

Far too many people have a tendency to console themselves by eating when they are stressed, and in many cases they also take to drinking, and all this can be all right, just so long as one doesn't over do it.

As a general rule of thumb you can say that your calorie intake from alcohol is proportional to the strength of the alcohol in the drink. Beer, with alcohol content around 3 to 8% has fewer calories than wine, with its 8 to 14%, and that's less than fortified wines at around 15 to 20%, which is less than spirits at around 30 to 45%.

The choice is therefore yours. But, as a general rule, you can safely say that it's virtually impossible to loose weight if you drink alcohol every day, even one glass. Remember too that alcohol is mostly dead calories that have no value for your body whatsoever.

You must in that case renounce a lot of food to compensate for it. I expect that most will also benefit from following, my mother's well-intended rhyme, namely to eat;

**“Like a king in the morning”**

**“Like a rich man during the day”, and**

**“Like a poor man at night”.**

Most people, unfortunately, do the opposite and end up getting fatter and fatter.

## EXERCISE IS A GOOD ALTERNATIVE

To put it simply, exercise is about building up muscles, and getting rid of fat. There are of course also many other good reasons for exercising, but in our context we will just stick to these two.

Here's a simple task. Write down what kind of exercising you normally do in the course of a week. I'm thinking about what you do outside work.

If you write down what I am now about to tell you, then you'll get an indication as to how many calories you burn per hour, and for the sake of simplicity I'll just give you an average for both men and women, so that if you are a woman then you'll burn a few calories less and if you are a man you'll burn a few calories more.

<b>Normal walking</b>	<b>85 calories,</b>
<b>Housework</b>	<b>200 calories,</b>
<b>Gardening</b>	<b>350 calories,</b>
<b>Office work</b>	<b>140 calories,</b>
<b>Shovelling snow</b>	<b>500 calories,</b>
<b>Long walks</b>	<b>300 calories,</b>
<b>Walking actively</b>	<b>440 calories,</b>
<b>Tennis</b>	<b>400 calories,</b>
<b>Dancing</b>	<b>400 calories,</b>
<b>Alpine skiing</b>	<b>550 calories,</b>
<b>Riding a bike</b>	<b>700 calories,</b>
<b>Jogging</b>	<b>650 calories,</b>
<b>Cross country skiing</b>	<b>750 calories,</b>
<b>Golf</b>	<b>300 calories,</b>
<b>And, moderate running</b>	<b>1,000 calories.</b>

These are calories per hour, and are just meant as a guideline, so you can make your own table that shows how many calories you use per week.

You ought to be using around 2,000 calories per week, and if you do some of the things I listed, then you'll be able to put together a list with things you like doing best. To achieve a usage of around 2,000 calories per week is relatively simple.

For the sake of good order, I'd just like to repeat that if you are excessively overweight, then you ought to speak to your doctor **before** you embark upon any extensive exercise program.

Generally speaking, to achieve a good effect and loose weight, you should at least go for a fast walk of about 30 to 40 minutes duration, two or three times a week.

Since our hearts have such an important function, to pump blood to all parts of the body, it can be worthwhile to check your blood pressure from time to time. Similarly, it can be a good thing to check your pulse before, during and after exercising.

As a rule of thumb, your maximum pulse rate ought to be 220 minus your age. You should, however, try to find an exercise program that gives you a pulse rate around 60 to 90% of your

maximum pulse rate. It is also proven that people with low pulse rates when resting (under 80) live longer.

By achieving a higher pulse rate when exercising your circulation increases and this in turn means your body's cleansing processes works more effectively, and in turn both your skin, brain, muscles and bones are maintained better, and last, but not least, it helps slow down the aging process.

This reason alone is good enough for exercising; at the same time you'll loose weight.

Exercising also creates a feeling of well being, as the brain releases endorphins, and these in turn strengthen the body's immune system, which is without doubt very beneficial. If you are not used to exercising, all this can seem very difficult, just like anything else before it comes easily.

However, the feeling of well being you experience spurs you on to want to make it a regular habit, and then you're well on your way.

Now we come to an important point, that many disagree about, and that's whether or not one should use the bathroom scales every day, or just check your weight once a week or once a month.

As I've been very conscious about my weight for many years, I have no doubt whatsoever that you must master your fear of the bathroom scales.

The only way to do this is to face your fear every day, and then you'll soon see it disappears and you become its master.

Right now is the time to start, and the first thing you **MUST** do, is weigh yourself so you know what your weight is today. Write it down and keep a log so you can make your own statistics.

Let me explain why I believe it is so important to weigh yourself at least once a day. I do it every morning and every evening, just to make sure I am absolutely in control. I'll show you with this example.

Imagine a pilot who has to fly an aircraft to the other side of the world. He calculates his precise course, and knows at any given moment exactly where he is.

In the same way as the pilot, you should, when slimming, in my opinion, never get too far off your course or you'll become disappointed.

The reason is quite simple, if you weigh your self in the morning, and again at night, you have a good idea of how much you consumed in any given day.

When you weigh yourself again the next day, you can see how much you sweated out and used during the night. If you do this consistently, every morning and every evening, then you'll be in total control, and if you've had too much food and drink one day, then you can much more easily do something about it the day after.

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In this way you can have total control, and can manage your weight exactly as you want, kilo by kilo.

Nevertheless, there's one thing you should always remember. Your exact weight is not necessarily what's most important, it can be how you want to look that is your goal for losing weight. Then your weight can be whatever it is, when you look at it the way you want to.

It's still, however, a lot easier to measure your weight rather than look in a mirror, so the bathroom scale still is, in my opinion, the best help you have.

Irrespective of what kind of exercise program you embark upon, it should be fun, because virtually nobody will keep on doing something they're not enjoying, and there are plenty of things that can be fun, if you are willing to try. But remember, "Practise makes perfect".

## YOU CAN BUILD YOUR OWN SELF-DISCIPLINE AND MOTIVATION

### Let me ask you a question. Can you eat an elephant?

Most people will probably answer in the negative. At least if they think you must eat the elephant all in one go! On the other hand, anybody can eat an elephant, provided you have the time and it's served in small portions. In fact it's the only way to eat an elephant. One bit at a time and keep it up until the whole elephant is eaten.

I wrote a book called "Self-discipline" many years ago, and this topic is greatly misunderstood, because most people don't know what it is. They think that self-discipline is forcing yourself to do things you hate doing, and that's completely wrong.

If this were the case, then there wouldn't be many people that showed any great signs of self-discipline, because nobody likes doing what they hate. And I'd hasten to add that I don't think they would get any better at it either.

The most self-disciplined people you can imagine in the world don't force themselves to do things they hate; it's just the opposite with them. They have a clear goal, one they burn passionately for, and really want to achieve, more than anything else.

The strong self-discipline they appear to have, and that they can produce, comes from their burning desire to achieve their goal. They simply follow the plan they've made for achieving it, that's all.

These people often encounter things they are not keen on, on their way to achieving their goal, and they manage to force themselves to do these things just because the pleasure they get when they achieve their goal is greater than the pain they have to endure.

I'll give you a definition of self-discipline:

**"It's your ability to, step by step, stay on the road to your goal until it's reached".**

This means there are two conditions that need to be fulfilled before you can achieve a high level of self-discipline. First, you must have a goal that you are enthusiastic about, and you must have a plan with dates, for how and when you are going to achieve your goal.

On the way to achieving your goal, it's important to have targets, so that you can check to make sure you are on the right track all the time. And here I'll let you into a little secret. **When you have really made up your mind for something, you can rightly say you are half way there already.**

The truth is, most people never take a strong standpoint, or make up their minds and put together a plan with specifics, in order to reach their goals.

That's why so few people ever reach their goals, as they haven't **made up their minds** to do so.

The key to success in every situation is **information and motivation.**

Regarding **information**, it's the information you need to loose weight, as described to you previously, so now you know what you have to do.

Regarding **motivation**, I'd like to tell you a little bit more about it. First of all I need to explain how important it is that you write down your goal. I'd put it at strongly as this, if you CANNOT be bothered to write it down, then you don't have the motivation needed to succeed. So write it down, NOW.

**How many kilos are you going to loose and how long will you take to do it?**

In this connection I'd like to draw your attention to the fact that it's not very smart to be too optimistic to begin with, and to start with goals that are too ambitious in the first phase.

A realistic goal for most people would be half a kilo per week. If you are only two or three kilos overweight then it will probably be more difficult for you to loose half a kilo per week, than for someone who wants to loose fifty kilos.

If you are extremely overweight, you will probably loose the first kilos much faster than those you loose later on. Let's assume that you, like most people who want to loose weight, have at least ten kilos to get rid of.

Let's also assume that you've been carrying these extra kilos for several years and now you're fed up with them. Even if you loose half a kilo per week, it's going to take twenty weeks before you've lost all ten kilos.

Even if you could loose weight quicker, it's better to loose it gradually; that way you can feel you are having success every week along your way. This helps contribute to your self-esteem and self-confidence whilst you are loosing weight, and you will, nevertheless, experience a strong feeling of success when you achieve your final goal.

## DON'T GIVE UP YET

When it comes to losing weight, it's my experience that it's better to lose weight slowly, than to do it quickly. Those who want to do it quickly use the wrong methods often as not, and end up putting weight back on soon after they're done.

And if it's taken a week or two and you still haven't lost that necessary half-kilo, don't give up.

Here's the most common reason why people don't succeed in losing weight:  
**"They give up too early".**

Just keep on going, even if you are behind schedule, because all that has really happened is that you have moved the deadline for when those ten kilos will have gone, by a week or two, and you can live with that.

It's much harder to start all over again, after a while with a failure behind you. Don't forget what I told you about making your mind up. It just so happens that the more determined you are, to achieve your goal, the more likely you are to do it.

It's like I said before, your attitude is all-important while you work towards your goal. First of all, you shouldn't think about what you are going to do tomorrow, next week or next month. Concentrate on eating less **today**. That's all you need think about – **today**.

Say to yourself: "At least I'll manage it today."  
You needn't think about tomorrow, just concentrate on the moment.

The American philosopher Earl Nightingale once said;  
"Before you can be something, you have to be something".  
This means that you must be able to mentally see yourself as the slim person you want to be, before you actually have any chance to be that way.

I'd even go so far as to suggest that you buy yourself that dress or that suit that you are going to use when you've reached your goal on how much weight you are going to lose, and hang it up at home some place where you can see it as often as possible.

In this way, your thoughts will fuel your work toward your goal. As you probably know, the first five letters in the word motivation come from the word "motive", and herein is the key to unfold the secrets of how motivation works.

The clearer your motives are on why you want to achieve your goal, the more certain you can be that you will achieve it. By starting to buy the clothes you are going to use, and thinking about how you are going to look in them will, for most people, be motivation enough for them to announce what they **must buy**, one day at a time.

Another thing that can be well worth remembering, and which may help motivate you, is that your sex life is probably not what it could be, if you are too fat and can't cope with, or be bothered with, the physical exertion that comes from making love.

In addition, you are probably not so attractive that the opposite sex is lining up to have a cosy time with you. The fact is, most people are attracted to members of the opposite sex with slim figures, as these are more pleasing to the eye, and easier to get turned on by, than fat ones.

Let me also have the pleasure of clearing up a popular misconception about losing weight, as it's a fact that you can't lose weight in just one particular part of the body, irrespective of how much you exercise that particular part.

Your body is designed so that fat is lost from all over the body, but not necessarily where you want it to go from first. This has a lot to do with how your body is built, hereditary and other things that you can't do anything about.

Generally speaking, women usually want to lose weight from their hips and behinds, whilst men want to lose weight from around their abdomen. Straight away I must add that this can be done, but not without it going from other places on the body, and probably by doing just **that** first.

Another thing that's obvious is that you **can** exercise muscles in a particular part of the body, by using various aids and devices, so that these muscles become taut and give the **appearance** that you have lost weight in that particular spot. But, don't dwell on that too much just now, the most important thing is that you lose weight overall.

And now, as we reach the end of this e-book, let me give you some tips and advice to help you on your way:

First of all, be honest with yourself, and don't buy into your own or anybody else's excuses as to why you won't be able to manage it. I know you can do it, and I know that thousands of others have managed it, so why should you be any the less successful than them?

#### **Remember to use positive affirmations:**

Say to yourself:

**"I can and I will lose weight, and so become more attractive, healthier and happy!"**

Never tell yourself that you'll try to do your best. Your brain does not acknowledge the word **"try"**.

**Make up your mind** to do it, set yourself a clear goal and make a plan on how to get there, so your brain gets the stimuli it needs to help you achieve it.

Remember, **you** are responsible for how you look, nobody else. And no matter what, if someone else is to blame to begin with, it's up to **you** to do something about it, starting now.

Finally, here are the six words I want you to learn by heart so they become your formula for success for losing weight and a healthier life, as it's always been so, and always will be.

**The six words are, "Eat fewer calories and exercise more."**

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I both hope and believe you'll be successful in losing however many kilos you **make your mind up** to loose.

**GOOD LUCK WITH A SLIMMER AND HAPPIER LIFE!**

## **IMPORTANT MESSAGE:**



## **THINK ABOUT THIS:**

By logging on to the [www.be-better.com](http://www.be-better.com) web site you can find thousands of inspiring and informative SLOGANS, TIPS, ADVICE, ARTICLES, NEWSLETTERS and E-BOOKS and most of them are FREE.

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If you feel that the content of this e-book has helped you becoming a better person, it would be great if you could send an e-mail, to: [rino@be-better.com](mailto:rino@be-better.com) and tell me about your success.

If you do, you'll receive a personal e-mail from me congratulating you for the success of your achievement.

Positive regards  
**Rino Solberg**