

# Program Yourself Thin 2.0

Intelligent Weight Loss

## Training Module One: Designing Your New Self Image

### What is Your Self Image?

Your self image is the mental image that you have of yourself, and it controls close to 100% of your behaviors. Very rarely will you do something that is not in line with the mental image that you have of yourself.

#### EXAMPLES:

- If you believe that you can't lose weight no matter what you do, it is very unlikely that you will truly commit to a weight loss plan, EVEN if you desperately want to be thin.
- If you believe that you have no control over ice cream it is unlikely that you will not eat it when it is around, EVEN if you hate being overweight.
- If you believe that you will always be poor, it is very unlikely that you will find opportunities to make a lot of money EVEN if you are a nervous wreck every time you get a bill.

### Where did it come from?

Did you sit down one day and design it? If you're like most people the answer is no.

If you're like most of us your self image came from 2 main sources:

1) the people around you

Think about the 2 most influential people in your life, and you will find that you have accepted at least some of their beliefs, whether they are useful or not.

2) the experiences that you've had

When you reflect on your life are there certain key experiences that have made you the person you are today?

**Remember, our self images are not so much the result of our experiences as they are the meaning that we give to those experiences.**

### The Power of Your Self Image

The mental image you hold of yourself is so powerful because it literally controls WHAT you perceive in the world. Let me give you an example. You have a part of your brain called the reticular activating system, or RAS, basically it filters out information that isn't useful to us and brings in information that is useful.

It works like this; when something is important to you, you begin to automatically notice things related to it. Don't you always notice people driving the same car you drive? Do you notice other types of cars as much?

You see your mind is literally creating your reality, the choices that you will consider and the solutions that you even recognize.

# Program Yourself Thin 2.0

Intelligent Weight Loss

## 3 Main Functions of our Self Images

### **1) Meets our Emotional Needs (Secondary Gain)**

It gets us what we truly want. How many times have you tried making a change in your behavior only to return to the old way within a short time? This is because that behavior is meeting some important need for you, and will not change until there is a better way to meet it, even if the behavior is harmful. Now this is a tricky one because it doesn't make logical sense, but I have seen this over and over.

The classic example of this type of secondary gain is the person who is overweight and is constantly talking about how they want to lose weight but deep down they want to keep themselves overweight because they don't want to get into any romantic situations. Remember that we humans usually work perfectly fine, meaning that we usually experience exactly what we want to experience. Take a look at your life and allow yourself to go a little deeper into the true motivations that drive you. When you look at your habits in a detached way, what emotional needs are they satisfying? Once you know what the "Secondary Gain" is, change becomes much easier.

### **2) Allows for Rapid Decision Making –**

It streamlines our decisions. We hardly need to think about most of our choices, most of the time our minds are already made up. When it is time to make a decision about something, we instantly reference the mental image we have of ourselves and see if it fits with our beliefs. If it does chances are that we will do it, and if it doesn't we probably won't.

### **3) Consistency and Credibility**

Consistency has been hardwired into our brains for the past million years. The more predictable we became the more we were able to control our environment and increase our chances of survival.

This has now become a necessity for social survival. One of the most important criteria that is used to evaluate a person's character is how consistent and credible they are. If they say they are going to do something, do they do it? Are they constantly changing things in their lives like jobs, relationships, etc. But personal change falls into this trap. Change can seem like a scary thing, have you ever heard the phrase "People prefer a known hell to an unknown heaven"

A major reason people struggle with change is because on one hand they want to change, but on the other hand they don't know how to act as this new person. They want the change but part of them is saying, "But what am I going to talk to my friend about now?", or "How would I handle all the attention."

# Program Yourself Thin 2.0

Intelligent Weight Loss

## Evaluation & Design Questions

Remember that you have many different self images. They change depending on the situations that you are in. For example, you think of yourself as a different person when you are with your family as opposed to when you are with strangers. So, as you go through the following exercises, the more specific you are as to which self image you would like to change, the more powerful your results will be.

### 1) Evaluating Current Self Images

Here are some very broad ways that you have defined yourself. Use these as a starting point in thinking about what you would like to change specifically.

#### Global Self-Images

Weak – Powerful

Fat – Thin

Stupid – Smart

Poor – Rich

Stressed – Relaxed

Lazy – Motivated

Mean – Nice

Shy – Outgoing

Nervous – Confident

Happy – Depressed

Others: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

#### Specific Self-Images within Roles

Parent, Friend, Lover, Employer, Employee, Son/Daughter, Co-Worker

Others: \_\_\_\_\_  
\_\_\_\_\_

2) Which one would you like to be different? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# Program Yourself Thin 2.0

Intelligent Weight Loss

3) How do you want to be? \_\_\_\_\_

---

---

---

4) What would it be like if it was different? \_\_\_\_\_

---

---

---

5) How would you know that you really had this new self image?

---

---

---

6) What things would be better?

---

---

---

7) What things would be worse?

---

---

---

8) How would your future be different if this was your new self image?

---

---

---