



A Conversation with Dr Jen

Welcome!

This document outlines how my unique Eating Blueprint approach developed and answers some questions you may be having about whether it's a good fit for you. I hope you find it useful!



How long have you been doing what you do and how did you get to be a Eating Psychology Expert?

To answer this question, I'd like to share both my professional and my personal story of eating and weight. I'm a Chartered Psychologist and I specialise in the areas of weight loss, obesity and diabetes. I've had over 10 years' experience working in this field both in the UK National Health Service, where I was trained, and in the private sector. I'm passionate about supporting people to understand their health problems from a psychological perspective and have quite a down to earth approach to my work, and it's for this reason I'm very humbled and proud to say I've won awards for my ability to communicate complex ideas in ways that are both easy to understand and easy to implement.



I guess that's a 'CV' type approach to my introduction but I'd like to delve a bit deeper and let you know what life was like for me on the inside, because it wasn't that long ago that I was just like you, searching for solutions to help me feel better about my eating and my weight.

I've struggled ever since I can remember to be happy with my weight. I was always a heavy child, and felt embarrassed about being bigger than the other kids in my class at school. I can still remember the shame of swimming lessons, where there was no hiding from my big tummy and what my mum called my 'puppy fat' that I never seemed to grow out of.

As soon as I was old enough I started to diet and I was on a diet then off again. Jumping on whatever was new thinking 'this one will work', 'This is the magic solution'. But, after the novelty had worn off, I found myself in exactly the same place - out of control with food and putting all the weight I'd lost back on. I couldn't figure it out. I was a bright enough person - and the advice of each diet was pretty simple - basically eat less calories and take more exercise. But I couldn't figure out how to stop myself from eating when I felt down. Or when I had a bad day. I when I was bored. Or p***ed off with someone, or even when I was excited! Mars bars, hot buttered toast, cakes and crisps were my best friends. The food comforted me when I was sad, distracted me when I was lonely, celebrated with me when I was achieving. But it was my guilty secret. I knew I had a problem.

I remember the day I first went to a slimming club. It was in an old church hall, everyone was a lot older than me and I felt like I didn't have any right to be there. This was years before the internet and online support was available. I took the slimming club books, and did the programme alone - and did manage to lose some weight – whilst still continuing to comfort and binge eat when life got too much and I couldn't stick to the programme.

I knew that there was something wrong with me, I felt like when I got in certain frames of mind I was addicted to food and I didn't want to tell anyone else as I



felt that no one in the world could understand me. Then I discovered a self-help group for overeaters, but again I felt like an outsider. I was about half the size and age of anyone in the room – and when I walked in I could see them all looking at me as if I was crazy. I stayed silent and listened to others sharing their stories, and recognised myself in every one.

Throwing food away and then eating it from the bin. Stealing food from my housemates. So desperate for food I would defrost it from the freezer so I could feed my habit. Getting up in the middle of the night to binge, feeling disgusted and ashamed of myself and not knowing why on earth I just couldn't stop eating.

Hearing that others were going through what I did meant I couldn't stay strong any longer. I burst into tears and sobbed as the others continued to share. A kindly member of the group took me to one side and I felt I had to prove to her that despite my smaller appearance, I was desperately struggling and worthy of a place in the room. I think she genuinely cared, but I don't think she was convinced.

I had reached rock bottom. I didn't 'fit' anywhere. I felt truly alone. I thought I was crazy, and I realised I needed professional help. I found a therapist, and started to see that my eating behaviour wasn't the real problem. Instead my eating was actually a symptom of something else.

I realised that I wasn't mad or crazy as I had thought, rather there were lots of psychological strategies and tools that would be able to help me, that the diets and slimming clubs just weren't talking about! I felt such huge relief - it wasn't my fault, it was that the diets were missing something! But that relief was quickly followed by some fear, because I also knew that knowledge wasn't enough - I was going to have to do some work to implement these strategies, to overcome all those natural patterns and defaults I'd developed over the years. So I was willing to do the work I just needed clarity and someone to step in and show me step by step what I needed to do.



Everything shifted for me at that moment. I realised I needed to find a plan and then the right guidance and support to implement the plan. And I promised myself I would do whatever it took.

And it did take a lot. I'm not going to lie to you and tell you this was easy because it wasn't.

Not only did I study for years to become a doctor of clinical psychology - I also invested a lot of money to work with a therapist - meeting every week for 6 and half years! And as I implemented the strategies, there were other things that came up that I needed to face. I needed to let go of some old beliefs and relationships, and I needed to adopt some new empowering ones. I needed to let go of some sabotaging behaviours and I needed to replace them with new effective ones.

But I did it. Not because I'm special or different but because I followed some steps, faced some inner truths, and implemented some strategies. I figured out a step by step plan. Now your story may be similar to mine, or it may be completely different, but from spending many years working with many people with these issues, I firmly believe that this step by step plan, this blueprint, can create real success when it comes to finally achieving the weight you want.

So let's fast forward to today. Now everything is different. I'm the healthy weight I want to be and a UK size 8-10, or US size 4-6 but that's not even the main goal for me anymore. What is, is the fantastic freedom to relate to food in a healthy way - to not deny myself the pleasure of food and to be free of the constant negative self-talk about food and weight and that itself is so liberating.

So please remember that I'm really no different from you. I've faced the same shame and guilt. I've faced the same hurdles and challenges. I know what it's like to feel full of humiliation about what you're eating, to doubt yourself to feel



embarrassed and beat yourself up for all the diets you started but failed. I know what's it's like to feel overwhelmed and confused. I just happen to have figured out a really simple step by step plan – that I've called 'The Eating Blueprint'- and be just a few steps ahead of you in being able to see the results you're looking for when comes to overcoming your struggles with weight loss.

Who are your clients and members exactly?

I work with people who are 'successful' in many areas of their life, but 'success' in the area of feeling in control of their eating and/or weight has eluded them. That's not because they're weak-willed, lack motivation, or any other criticism that has been levelled at themselves or by themselves. The reason is they haven't been able to achieve success in this area is simply because they've not yet been shown the *psychological skills* of eating and weight management. this is the 'blueprint' to eating, that 'naturally slender' people have (because they likely had the opportunity to model these skills from others in their lives growing up). These inner psychological skills – this 'blueprint to eating' - is the missing piece of the weight loss jigsaw for my clients and members.

I work with people of all shapes and sizes – the only requirement is the willingness to try a mindset approach to their eating and weight.

What happens if you haven't yet worked with someone like me?

The great thing is, we are ALL unique! So although I have supported hundreds (perhaps even into the thousands by this point!) of individuals, both in the UK National Health Service and in private practice, most likely I have worked with people who are at least a little similar to yourself. Yet, I have to share with you that even if I haven't, you are not at a disadvantage, quite the opposite. Here's why: the mindset skills I teach and you'll discover are all to be personalised to your unique situation. What my current and former members and clients have found helpful is that I bring an extremely fresh perspective to their eating and weight problem and give them resources they'd likely never heard of before.



What type of personality do you work best with and what is expected of me?

The Eating Blueprint products and programmes were created for people who are ready, excited and serious about solving their eating struggles. They were created for you to be equipped with mindset tools and strategies that you can start to put into place right away, which will lead to you making changes to your eating styles and habits and seeing significant and long-lasting weight loss, in 6-12 months, rather than continuing on, perhaps for years (or even forever) using the traditional approaches to weight loss that simply haven't worked for you. They haven't worked, not because there's anything wrong with you, or the approach, rather they weren't a good fit for you because they simply weren't crafted with your unique needs in mind.

Consider what you'll do with me to be a skills development course. You will be expected to have an open mind to think differently about your eating and weight, and take different actions. You will get a very different way of thinking and full support while you achieve this incredibly exciting goal: more freedom over your eating choices that leads to weight loss, with less struggle and greater ease.

For what type of person is this approach NOT going to work?

Please know I'm very selective in who I work with and I (gently) turn away people who aren't suited for my programmes and won't get the results for which they would have signed up for (otherwise it wouldn't be fair to them.)

Unless our programmes are commissioned by your local health provider and therefore available to you at no-charge, the Eating Blueprint programmes require a financial investment. They are therefore NOT for those who currently have very little spare money. If you fall within this category, it's absolutely OK. We've all been in times of financial crisis at one point or another. Here are my recommendations if you don't have any spare finances currently:



1. A free way to sample The Eating Blueprint System™ is by subscribing to the email newsletter. This provides you with proven tips, the latest tools and powerful techniques from my Eating Blueprint Coaching Programmes. It is a must for anyone who wants a fresh, psychological approach to their eating and weight. Subscribe at www.EatingBlueprint.com (enter your name and email address into the sign up boxes at www.EatingBlueprint.com)

2. Register for the free Eating Blueprint training tools and events that you will be invited to once you've subscribed. These valuable downloads will give you a LOT of things to think about and will get you started towards your goals until you're ready to work with me.

Doing these two things will really help you get primed for our work. When you're ready, get in touch and we'll get you started. (I'm in no rush and will be here when you need me.)

All of that said, I am committed to offering solutions at low cost. If you are a user of UK NHS services, please ask your Health Professional to get in touch for a discount code to access our Level 1 programme at a greatly reduced price (at the time of writing this is £30+VAT for annual online access, however this is subject to change). If you are a Health Professional, please get in touch for a code you can give to those you are working with.

What exactly is The Eating Blueprint System™ and what does it include?

There are 3 levels to the Eating Blueprint System. All members start with Level 1 - 'Mindful Eating to Manage Your Weight in 3 Simple Steps'. You will find the full curriculum in a separate document attached to this one, below is a brief outline of the programme. You participate through an online, membership website full of video trainings, written materials and group support and/or coaching calls depending on level of membership chosen.



Chapter 1: Discover Your Eating Story™

- If you struggle to implement weight management advice, it's because your weight isn't really about food
- Discover the hidden role of your 'Eating Story' that is sabotaging your weight loss efforts
- Revealing the full list of Dr Jen's 25 Eating Stories, so you can easily uncover yours
- The hidden role of your unconscious mind and how to use its power to work for you not against you

Chapter 2: 3 Simple Steps to Food Freedom

- The one key question to ask yourself that takes moments and saves you from more weight loss struggle
- Identify your 3 'Hunger Types' and know the easy way to uncover yours
- Finding and using your Hunger Number™ in daily life, so you can be free of self-critical thoughts about your food choices

Chapter 3: Get Clear on What You're REALLY Hungry For

- Equipping you with the Problem Solving Tool™: revealing the 36 problems you may be using food to solve
- How to discover what problem(s) you are 'eating away' with food
- Saying 'yes' to food and 'yes' to what you're REALLY hungry for, so you can lose weight without hunger-pangs

Chapter 4: Revealing the 'Inner Game' of Eating that Naturally Slender People Play

- The 5 mindset shifts of the naturally slender (that you simply haven't yet been shown)
- How to easily develop these mindset shifts yourself and apply them in your daily life with freedom and ease



- Creating the changes you want in just 5 minutes a day, so you can achieve new results no matter how busy you are

Chapter 5: Recognising Your 'Non-Food' Hungers

- How to discover the 10 missing pieces of your weight loss jigsaw
- What are you really hungry for?
- Developing new skills to manage your life with food – introducing the Eating Blueprint Building Blocks - Fun, Feelings, Fables, Foresight, Framework, Forgiveness, Feeders, Future

Chapter 6: Your 30 Day Plan

- A fun and inspiring 30 day plan to bring your insights to life
- The plan is yours to keep so there is no pressure to complete in 30 days – take as long as you need and re-visit at any time in the future

Once level 1 is completed, the foundational level, many members choose to continue their journey:

Levels 2 is the 'Inspired Eating' Programme

Level 3 is the 'Transformed Eating' Programme

These levels explore the full Eating Blueprint curriculum, an outline of which is below:

Module 1: Foundations

Module 2: Forgiveness

Module 3: Focus

Module 4: Fun

Module 5: Feelings

Module 6 and 7: Foresight

Module 8: Fables



Module 9: Family

Module 10: Feeders

Module 11: Framework

Module 12: Future

These programmes are described in full in the attached document.

Does this approach really work?

Yes. The result of our work is to reduce your overeating so you can find a healthy weight for you. It will complement the health/lifestyle education you have already found to serve you in your life.

As with any psychological intervention, to see results you need to be committed to taking different actions and have the resources – time, energy and willingness – to carry you through.

This is not a quick fix, it's not magic and it takes six months or more for the seeds to grow, but all my clients who have diligently applied each step of our work have successfully achieved the health goals they sought and in much less time they would have on their own.

What additional resources accompany the programmes?

Each programme includes valuable Mindset Action Sheets, Practical Experiments, Psychological Resources and Insights and Recommendations. This means you don't need to figure anything out for yourself to get the breakthroughs you need with your eating and weight. The tools will be handed to you, ready to apply to your own life.



How long is each programme?

A mindset approach to weight loss typically involves 'un-learning' previous approaches to weight loss so it often takes 18+months to gain freedom, but you can expect this to happen in a fraction of that time with this process (especially with the level 3 'Transformed Eating' Programme). Programmes are 12 months but clients report immediate insights by discovering their 'Eating Story™' and notice changes to their eating choices very quickly. The 'Mindful Eating' Programme is a 5 week Guided Support Programme to enjoy a 'taste' of the Eating Blueprint approach, at a lower investment level.

What results can I expect?

Please feel free to read a selection of 'Success Stories' here:

www.EatingBlueprint.com/success

How can I guarantee myself that I will get results?

Do all of that you are invited to do within the programme, including the Action Sheets and Experiments. Understand that it's not a "quick fix," it's not magic and it takes between 6 months to a year for you to plant all the seeds and for those seeds to grow into the results you can enjoy. All my clients who have diligently applied every step of The Eating Blueprint System™ have successfully reached their health and weight goals, in much less time than they would have on their own AND have saved money on the costs this problem is causing them (food that isn't wanted/needed, bigger clothes, other weight-related costs).

Will I recover the investment I put into this coaching program?

Yes! Many clients are excited to report that they were able to cover their investment often within less than 6 months. I want you to stop reading for just one moment to ask yourself, "How much is my eating/weight problem costing me?' What is the average amount of money you are currently spending, over a day, week, month, year and lifetime? Most Members conservatively estimate spending an average of £5 a day over the course of a year on food they don't



want or need to eat, unwanted bigger clothes and other associated 'size-related' expenses and health/weight related costs. This is £155 a month or almost £1900 a year. That amount will more than cover your investment. Most likely, you will save 10 times what you invested in this programme in the next 3 years. The information and skills you learn within The Eating Blueprint Programme™ will likely save you 100 times what you invest in the next 10 to 20 years...something to think over.

What you're regularly getting with this programme (and my coaching) is what I call a series of A-ha's and fresh insights that will move you forward much faster than you would on your own. Expect to get a lot of these as well as the resources you've been looking for and haven't found until now.

Dr Jen, based on everything I've read and heard about you, I know you're the one I want to learn from. What are my options for getting started with you?

Congratulations on making a decision for success! I'm happy to work with you to achieve your goals. There are 3 levels of support in the Eating Blueprint. In brief they are:

- Level 1 is the 'Mindful Eating to Manage Your Weight in 3 Simple Steps' Programme
- Level 2 is the 'Inspired Eating' Programme
- Level 3 is the 'Transformed Eating' Programme

Please see the Attached Document for full programme details and get in touch at hello@eatingblueprint.com and we'll get you started!

If I'm not sure I'm ready to get started, how can I sample your work at low cost to see if it's the right solutions for me?

A free way to sample The Eating Blueprint System™ is by subscribing to the email newsletter. This provides you with proven tips, the latest tools and powerful techniques from my Eating Blueprint Coaching Programmes. It is a must for anyone who wants a fresh, psychological approach to their eating and weight. Subscribe at www.EatingBlueprint.com



OK, I'm ready to do this for myself, but I have a couple of additional questions. Can I contact you?

Great, sounds like you're ready to be pulled into your future! Yes, if you have a couple of questions, just email my team at hello@eatingblueprint.com and we'll be happy to walk you through the different options to see which one will be the very best for you. I can't wait to see you succeed and am honoured to be the one to help you. Let's get going!

