

Anne Jones
COACHING

YOUR BODY, YOUR WAY



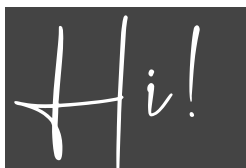
Muscles & Mindset

YOUR BODY, YOUR WAY:

The Muscles & Mindset

**guide to sustainable fat loss &
your fittest, highest-vibe life**

{without dieting or hours of cardio}



I'm Anne

HERE'S HOW WE GOT HERE:

2005-2009: DISORDERED EATING & EXERCISING JOURNALISM STUDENT

2009-2013: FITNESS PROFESSIONAL DOING TOO MUCH CARDIO & NOT ENOUGH RECOVERY

2014-2020: PERSONAL TRAINER & REGISTERED MASSAGE THERAPIST SEEING THE EFFECTS OF ACTIVE TRAINING VS. PASSIVE TREATMENT

2017: I BECAME A MOM & BEGAN BUILDING THIS BIZ FROM 5-7 AM WHILE BABY SLEPT

DECEMBER 2018: MUSCLES & MINDSET WAS BORN

2021: HIRED A TEAM (PROFESSIONAL FITNESS & HOLISTIC NUTRITION COACHES)

2022: BECAME A CERTIFIED LIFE COACH & LED 134 WOMEN TO THEIR FITTEST BODIES & MINDS WITH ZERO DIETING

2018-PRESENT: ONLINE FITNESS & LIFE COACH LEADING 100S OF WOMEN TO DOUBLE THEIR CONFIDENCE & STRENGTH, EAT WITH EASE, & LOSE FAT FOR GOOD

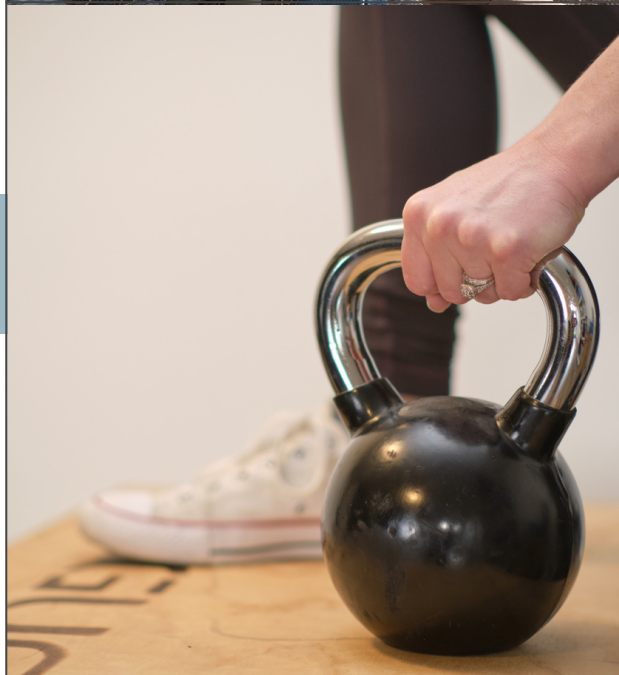
On a personal note...

I WEAR A LOT OF HATS:

CEO + introvert + life coach + loyal friend + mom + personal trainer + wife + yoga teacher

HOW TO KEEP ME HAPPY:

baths + books + coffee + naps + red wine + sleep + snuggles + strength training + vacations



You're in the right place if...

You want to... feel confident putting on your bathing suit for a last-minute vacation, but you don't work out consistently, don't know how to begin, or; Your workouts aren't effective (and Looking great naked wouldn't hurt).



You:

- Aren't into diet culture.
- Have tried figuring out how to increase your strength or lose 10+ lb on your own, but you need a trained professional to hand you a step-by-step roadmap.
- Feel overwhelmed.
- Have a never-ending to-do list ... your calendar is too full, or you feel busy, but not productive.
- Suspect there's a better way...
- Want to enjoy the life you've worked so hard to create & you're ready and willing to do the mindset work to feel free and joyful.



You wish you could:

- Get this area of your life sorted out so that you could focus on enjoying your life or your family;
- Enjoy the body of your dreams without calorie-counting or a restrictive diet;
- Wake up not worrying about what you are going to (or not going to) eat today.
- Enjoy the foods you love in a healthy way, without restrictions.



**WANT TO INCREASE
CONFIDENCE & STRENGTH,
LOSE WEIGHT AND/OR STOP
OVEREATING WITHOUT
DIETING?**

HERE'S

The Muscles & Mindset Process:



- 1 INTELLIGENT INTUITIVE EATING**
- 2 PROGRESSIVE STRENGTH TRAINING**
- 3 BRAIN RE-WIRING**

What is intelligent Intuitive Eating?

- Intuitive Eating is an approach to food and nutrition that doesn't include calorie-counting or restricting anything - even the foods you love most!
- **it is** following guidelines that use mindfulness and intuition to guide our nutrition choices.
- **it is** working to break free from any negative emotions that we feel around food (like guilt, regret, shame, etc.).
- Intuitive Eating is learning when you are truly hungry, when you are truly full, (eliminates binge and over-eating), and learning what your body needs for nourishment.
- **it is** eventually throwing away all the 'Food Rules' you learned from our caregivers, diet culture, media, society, etc.
- **it is not** eating absolutely anything you want all the time 100% of the time and throwing nutrition science out the window.
- **it is not** going buck-wild and torturing yourself with bags of Hershey's Kisses on your desk before your system is ready for that exposure.

Step One:

- Begin to listen to your body and tune in - you don't necessarily have to **do** anything, but you **do** have to be open-minded, non-judgemental, and willing to practice.
- it's just like a muscle you have to work - it is a practice that has to be developed consistently (like meditation or yoga).
- Become aware of your patterns around food - Do you tend to eat/overeat when you are anxious, irritated, triggered, etc. More on this in Step Two:

What is Intuitive Eating?

Step Two: Identify your Hunger Cues

I'm going to blow your mind right now and tell you that being hungry actually isn't bad.

It's actually really good to feel hungry.

It's a sign that your hormones and metabolism are working well.

Clients often feel like being hungry is a negative thing. It's not.

The Key is to begin to identify whether you are truly, biologically/physically hungry or whether you're feeling hungry for another reason
(boredom, loneliness, sadness, there's a delicious cake in front of you, etc.)

How do you know?

Emotional hunger comes on really suddenly. Emotional hunger often leads to mindless eating {before you know it, you've eaten the entire bag of chips, or three bagels or *Eg. You're eating dinner in front of the TV and suddenly you look down and your food is gone and you don't really remember the experience of eating it.*}

Emotional hunger isn't satisfied once you're full. it's not always located in your stomach so you're not necessarily getting a growling stomach or hunger pang. Emotional Hunger often leads to negative feelings like guilt, regret and shame.

Physical hunger tends to come on much more gradually. Almost anything sounds good, even the healthy, nutritious stuff (like broccoli). You are aware of how your food tastes and what you are doing. We tend to stop eating once we are satisfied. You are unlikely to feel guilt, regret or shame after eating because you just gave your body what it needed.

Intuitive Eating #protip:

Consider a Hunger Scale from 1-10. 1 is painfully hungry - you would eat your keyboard. 10 is passing out after overeating at Thanksgiving dinner. 5 is neutral. Try to practice remaining around 3-7 as much as possible. If you get too hungry, you will have a harder time being Intuitive around food. This is when people tend to eat whatever is available and convenient, not necessarily healthy or nourishing, and more than they otherwise would. This can lead to binge and overeating, which can lead to bloating, fluid retention, and unwanted weight gain.

What is Intuitive Eating?

Step Three: Addressing Emotional Eating

Are you Emotionally Eating?

Address your emotional health and stress with management **other** than food.

We **all** emotionally eat. All of us. But can we begin to notice when we do it?

Begin to ask yourself these questions:

Am I physically hungry right now?

Do I eat to feel better?

Do I eat when I'm not hungry?

Do I eat more when I'm feeling stressed?

Do I ever reward myself with food?

Do I ever feel powerless or like I can't control myself around food?

The last one is often based in emotions and not Physical Hunger.

First:

Notice. Am I physically hungry? If so, eat, If not, ask yourself:

If I'm not hungry, what am I feeling?

Journaling can create insight and structure.

Second:

Have nutritious options available for cravings and hunger.

Third: Nourish Yourself in Other Ways:

Create time for relaxation and rest.

Call a friend.

Get fresh air.

Journal.

Listen to music.

Meditate.

What feels FUN for you?

Intuitive Eating #protip:

#1: Make peace with food!

This 'step' in the practice of Intuitive Eating asks you to keep previously forbidden foods around you and within your midst more often. The idea is that the more you have these things, the less desirable/novel they become.

I am not advocating putting yourself in a situation where you feel out of the control (or keeping all your crackers and dry goods on the kitchen island like a previous client of mine). If you know for sure that you can't possibly keep a bag of chocolate by your bed and have a few without eating the entire bag, just begin by considering the fact that the more exposure you have to things you previously restricted, the less power those foods have over you.

You *will* eventually get to the point that you can stay above the Ghiradelli Chocolatier if you commit to this practice regularly.

A good time to practice this can be in a new environment, when you're away from home. Travel is a chance to get away from your usual habits and is therefore a contained period of time to try something different and see how you feel.

Don't worry! If this is too much based on where you are now, toss it and come back to it later.

#2: Create one affirmation around how you want to feel around food.

BONUS: Share it in my free group!

Why Strength Training?

Fat Loss

If you want to lose fat long-term, strength training is the scientifically proven most effective and efficient way to do so. AND, it has been proven to Improve your V02 MAX (cardio capacity) (Munoz Martinez 2017).

That means **you do not have to do additional cardio.** (unless you want to!)

Mobility

We now know that passive stretching isn't actually the ticket to mobile, pain-free bodies. In fact, in many cases, passive stretching can make things worse.

We do know that strengthening a muscle through its entire ROM (Range of Motion) increases its active and passive ranges of motion. This means that if you want to be able to touch your toes, leg extensions and leg lowers are more likely to get you there than static forward folds.

Strength Increase

I hope this is obvious. If you want to be stronger so that you can lift your kids as they grow and safely move your furniture without help, you have to strength train. And not randomly - specifically and progressively for your meaningful ADLs (activities of daily living).

Confidence

Add all of the above to a bowl and add body composition changes and you have increased confidence once you can lift the water jug without help, your upper back no longer aches, AND you feel amazing naked. Boom.

OK...So WTF is Brain Rewiring?

Don't skip this *not important* piece!

You may sense that something has to shift in your life. Maybe you can't end your day without binge eating and scrolling. Maybe you have trouble exercising consistently. Perhaps you are sick of repeating the same, low-vibe habits, day after day. Some of those habits make you feel crummy day-to-day, and some can cause harm, long-term.

There's nothing inherently **wrong** with you. This is just your Habit Self, which has been formed by all your life's conditioning and past experiences.

You just have to re-wire your brain. And, lucky for you, it's been scientifically proven that our brains are **neuroplastic**, which means that your brain can be re-trained.
It can be rewired.

#1: Mindfulness / Self-Witnessing: Like with mindfulness for Intuitive Eating, Self Witnessing is the act of observing yourself. You must shift from worrying about others to observing yourself. When we are constantly focused on others, we become disconnected from our own mental and physical needs (which is why you don't know what you want to eat for lunch, why you never *feel* like working out, or even who the heck you are at your core!). Whether you want to stop overeating or start going to bed earlier or working out consistently, you must begin to witness your behaviours, thoughts, and what your body is telling you.

#2: Habit Retraining: Now that you know your behaviours, desires and habits, choose the top three you'd like to retrain. (You can choose more later, but never begin with more than three.) Aim for a 10% improvement. Once you can consistently maintain that 10% improvement, you can increase the progress by 10% **or** add a fourth habit. For example, If you are currently drinking four glasses of water each day, aim to drink five for a few weeks. If you are working out once/week right now, aim to work out twice/week for three weeks, then, either make your workout 10% longer, or add a third workout. Capice?

BONUS: I have included a 7-day habit tracker for you at the end of this document so you can put this into...

#3: Practice!: No one likes to hear this, but, if you want long-term results, it's probably going to take longer than you'd like. You will continue the practice of Self Witnessing. You will begin to learn your own desires and limits. You will begin retraining the habits that don't fit into your desires and limits. Then you will practice, practice, practice. You'll get it wrong sometimes. Catch yourself doing the old behaviour, having the old thought, and replace it with the new thought. If you are committed to the process and committed to your Compelling Vision, you will begin to feel differently. Then you will begin to consistently act differently. Others around you will feel and see this change, too, and begin to follow suit. This is **YOU** being of service, caring for others, by taking care of yourself first.

Need more help?
I got you!

We offer free Fit Calls to get to know you better, help you to clarify your desires and goals, and see if there's a way that we can help you to implement intelligent Intuitive Eating and Strength Training in your life RIGHT NOW to reach your body and lifestyle goals!

I want to help YOU to enjoy food again, double your confidence and strength, and lose 10-15 lb (if you want to) for LIFE!

Let's do it together! **Follow this link to book a call.**

Join my free group, follow me on Instagram and DM me with any questions!
Always here to support you on your journey!



Muscles & Mindset

BONUS

Habit Tracker

CHOOSE THE TOP 3 THINGS YOU LEARNED IN THIS GUIDE & USE THEM TO
CREATE A FEW HABITS YOU CAN PUT INTO PRACTICE THIS WEEK.

ONCE YOU HAVE NAILED THOSE HABITS FOR A FEW WEEKS, ADD A 4TH HABIT.

WEEK OF:

HABIT:

01

02

03

04

05

06

07

08

09

10

11

12

(S)

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REFLECTION NOTES:

