

GONE FOR GOOD: Mindset for Keto Success



Dr. Harlan Kilstein

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Table of Contents

Introduction	5
The Single Reason Most People Fail	5
What's Your Why?	6
Chapter 1: The Mindset	7
Break the Cycle	7
Changing Habits	9
Sabotage	14
Handling Hunger	15
Chapter 2 : Getting Ready for Keto Success	28
Plan for Success	28
The Positives of a Keto Lifestyle	30
Chapter 3: Craving Carbohydrates	31
Recap	31
Trouble-shooting a Craving for Carbs	34
Chapter 4: Falling Off The Wagon & Getting Back Onboard	36
Falling Off The Wagon	36
Getting Back Onboard	38
Chapter 5: Managing Stress	39
Taking Time for Self-care	39
Chapter 6 : Metabolism	42
What is Metabolism?	42
Short-term Metabolic Boost from Exercise	43
Breathing Exercises to Enhance Metabolism	44



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Introduction

The Single Reason Most People Fail

I've been helping people lose weight since 1979. Very early on I learned that weight loss was only marginally based on what people were eating.

The real problem and difficulty was, "What was eating them?"

What I'm about to share with you, is what I've learned through more than 20 years of helping people achieve their weight loss dreams.

For some people weight loss was easy – the weight dropped effortlessly. For others, it was a struggle from day one – a struggle they hoped to win, but secretly expected to lose.

Dieting is a lifelong activity. At some point, the pounds invited a few of their friends to come along for the ride. They liked it so much they decided to stay.

All the while I was helping others lose weight, I was struggling myself with the same issue. At times it was embarrassing.

I could help others lose the weight, but I couldn't do it myself. Some people commented on it but people were polite.

When I started helping people online the politeness vanished. Hidden behind their computers, people can become cruel and vicious.

But that's when I made a breakthrough. I went to a doctor who ordered a slew of blood tests and discovered a serious hormonal imbalance. By correcting this imbalance, I rapidly shed over 60 pounds and find it effortless to lose weight.

But the truth was – I had made an important discovery.

I, too, had a mindset issue.

And so, I spent some time asking myself a question I'd like you to ask yourself.



What's Your Why?

Why do you really want to lose weight?

Is it for appearance or health? Is there something else for you?

Ultimately I decided I wanted to stick around for my grandchildren. *And once I really had my why, I never cheated, fell off the wagon, took a day off, rewarded myself with a forbidden goody, or made an excuse.*

I welcome you to spend some time finding your why.

My second big take away.

Diet books require you to *follow the plan exactly*.

But as you will discover in the section on Mastery, perfection is not part of human nature. No one is perfect.

People make mistakes.

People give in to temptation.

People cheat.

People are human.

But people have extremely high expectations of themselves.

And they believe that one mistake ruins everything.

And once they believe they've failed – they just start all over again.

People keep restarting but they never finish.

We see it all the time in our Facebook groups.

Let me introduce you to someone ...

Recognize Dory from the movie Finding Nemo?
Her motto was just keep swimming. Don't give up.
Don't restart. Just keep going.

It's okay to be imperfect. I have a rule:

Done beats perfect every time. Let's get it done.

You can do this. I'm rooting for ya!

- Harlan Kilstein



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Chapter 1: The Mindset

Break the Cycle

The Sad Truth About Weight Loss and Regain

Diets come with guidelines and rules: foods allowed, foods not allowed, portion size, when to eat, etc. And diets also come with the intention of specific outcomes that can be measured, i.e. weight loss and better health (lower cholesterol, improved AIC, less joint pain, etc.). When people follow these diet guidelines and rules, they lose those unwanted pounds and enjoy better health but ... for the vast majority (as high as 80%) these results are not long-lasting. Pounds pack back on and blood work results are once again disappointing. When new clients come to me, the majority have experienced this cycle; many times.

Most of us understand that our behaviors must change, but very few actually manage to make those changes. We focus on the expected and measurable outcomes like the number of pounds lost last week and when we encounter something that slows or stops the weight loss (like a stall); the feeling of failure is hard to overcome. Behavior change is so strongly linked to measurable outcome, it becomes difficult to sustain the effort of “dieting” and we revert to well-worn patterns and habits. That all familiar feeling of failure is re-enforced and our sincere efforts are undone.

It's a sad story and most of you (myself included) have lived it, perhaps repeatedly. But don't despair; you can change your behaviors. Getting it right is within your grasp.

Emotional Eating

Eating high carbohydrate, calorie dense foods that typically have little nutritional value is the response an emotional eater will have when triggered by certain feelings, especially the ones resulting from stress. Emotional eaters aren't eating because they are hungry. Instead, they are seeking a way to feel better and have learned that the so-called “comfort” foods like ice cream, cookies, potato chips, French fries and pizza (you get the idea) provide a quick fix; albeit for a very short time. An out of control feeling often accompanies emotional eating and the subsequent feelings of guilt and shame that follow are common.





Pandemic Pounds

Empty shelves in the baking section of our supermarkets provide a visual commentary on what's been happening in the kitchens of this nation. You just have to spend a few moments reading current food blogs, as well as researching sour dough starters and no-knead bread recipes, to understand the significance of the pandemic and stay-at-home strategies on the waist lines of Americans. Empty shelves in the baking section of the supermarket bare silent witness to what's been happening in the kitchens of this nation. If you've gained some weight over this past year, you are not alone.

What's obvious here is that in times of stress many of us turn to carbohydrate laden foods for comfort. There's something about loading up on carbohydrates that soothes, making them difficult to resist in times of stress. I suspect 100% of my clients are habituated to emotional eating patterns when they first come to me. Reaching for a sweet or savory, carb laden food is automatic when stressful situations arise for most and let's face it; life is a roller coaster. Stress is something many of us deal with on a daily basis.

More information on this topic is provided in Chapter 3, Craving Carbs, and deals specifically with how and why this happens.

Motivation

I suggest that everyone on my ketogenic programs and those who are about to dive in get clear about what's motivating their decision to change their diet. Pretty well everyone wants to lose weight but they also have other goals in mind like becoming healthier and being able to move with more ease.

Getting clear about specific motivations is helpful because knowing what your personal motivators are will strengthen your resolve when life gets in the way, as it inevitably does. Our days are full of challenges and the stress that comes with these challenges can become overwhelming. It's much easier to avoid falling into old eating habits if you have a clear idea of why you have chosen the path you are on.

So get out a piece of paper and a pen and write down all your reasons for embracing a ketogenic eating plan. It's not enough to just write down weight loss; you need to record your specific motivations for losing some pounds. The same goes for being healthier, and if moving around more easily is something of interest, that too. Write down exactly what having better health and ease of movement will accomplish for you.





Keep this list handy, where you can see it and feel free to add to it as you go along. Here are some of the personal motivators that clients have shared with me:

- to be able to literally get down on the floor to play with my grandchildren
- to ease suffering from degenerating joints by weighing less
- to ease stress on knee and hip replacements so they last longer
- to go for a hike in nature
- to enjoy dancing again
- to alleviate back pain
- to improve test results for conditions like metabolic syndrome and diabetes
- to improve the chances of becoming pregnant
- to look better
- to feel better about myself
- to wear more fashionable clothes
- to improve performance at work
- to improve energy levels

As I've already said, life throws curve balls and sometimes we can't avoid them. Feelings that send emotional eaters to the kitchen in search of relief, arise. You need some new tools to cope with these moments. Reading over your personal list of motivations could be your first go-to when an emotional eating crisis arises.

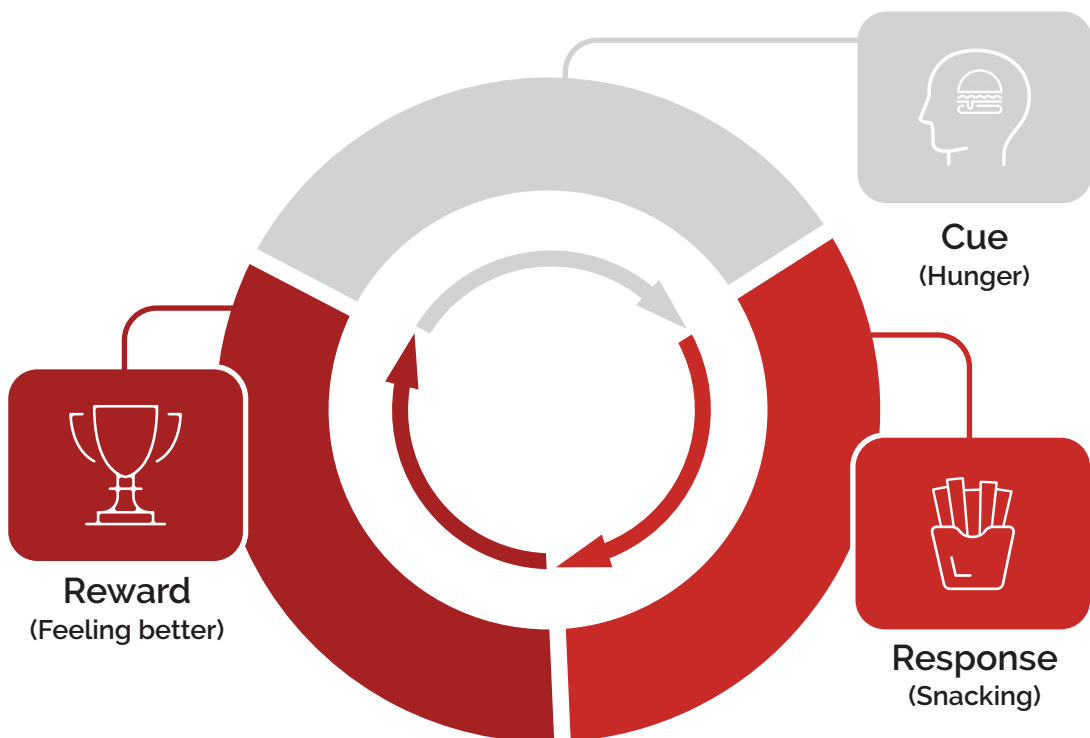
Once you become clear about your motivations, it's time to tackle the often unconscious habits that stand in your way.

Changing Habits

How Habits Take Form: The "Loop"

Many scientists believe that everything we do is based on the habits we've formed. In his book, *The Power of Habit: Why We do What we do in Life and Business*, Charles Duhigg outlines how habits are formed and how to identify and change them. He shows how our habits are based on decisions we consciously make at some point in time, but then stop thinking about, even though we continue performing the habitual patterns; often on a daily basis. He describes how habit formation is, "... the natural consequence of our neurology. And by understanding how it works, you can rebuild those patterns in whichever ways you choose."





If you have a bad habit that you've decided you need to change, you will first have to identify the components of the habit loop you wish to change. This may take some sleuthing, willingness to experiment and perhaps a few failures before you get it right.

Cue, Response, Reward

A habit loop consists of three parts:

- Cue
- Response (or routine)
- Reward

Understanding these elements will help you develop strategies for changing the established habits that no longer serve your new goals and to then form better habits that do. Here's a personal example to illustrate how this loop functions.

I used to have the habit of mindless snacking while preparing dinner. I was experiencing hunger pangs, which I eventually identified as the cue. Feeling better by alleviating these intense pangs, was the reward. The behavior of mindless snacking was the response/routine I had developed while preparing the evening meal.

- Cue: intense hunger pangs
- Response: mindless snacking
- Reward: I feel better

Now, since this snacking habit had been going on for a long time, the neurological pathway for these behaviors (cue, response, reward) had already been established in my brain and the habit of pre-dinner snacking had become automatic; in other words, I was munching unconsciously.

According to Duhigg, it is much easier to change a habit if you don't have to change everything associated with the behavior so; the cue and reward can actually stay the same and only the response needs to be targeted and changed. In my case, I inserted a new response to the cue of intense hunger pangs; that was to drink a glass of water, instead of my habitual and barely conscious habit of pre-dinner snacking:

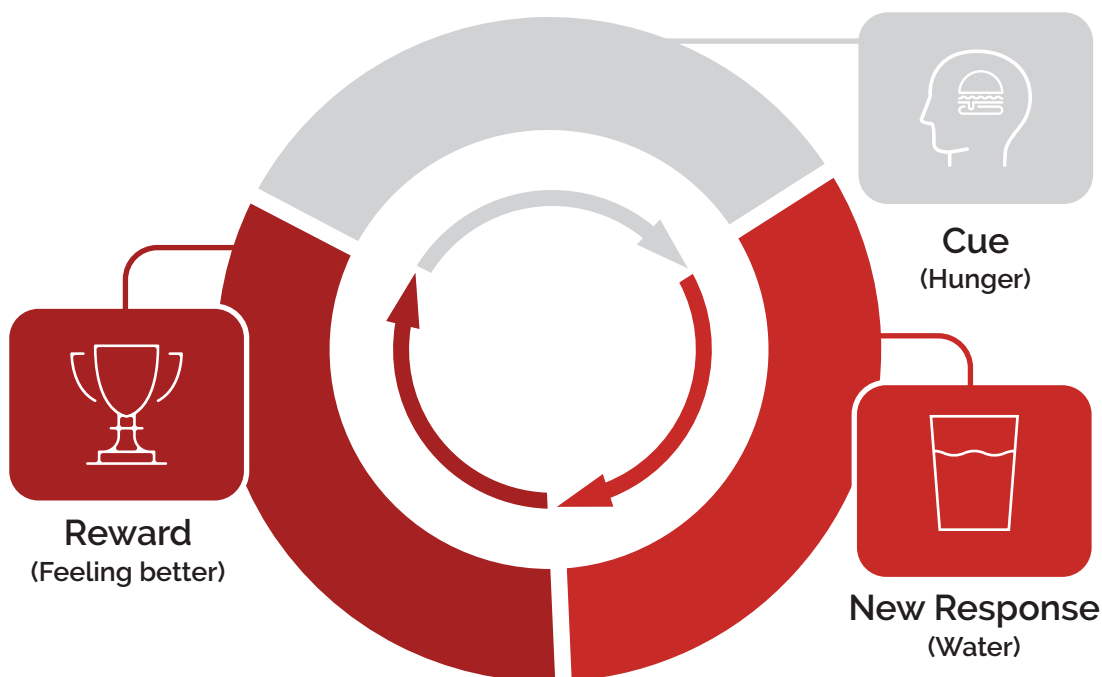
- Cue: intense hunger pangs (same as before)
- Response: drinking a glass of water (new routine)
- Reward: intensity of pre-dinner hunger pangs are alleviated and I feel better (same as before)

I was very pleased by the fact that drinking a glass of water about 15-30 minutes before a meal (while hunger pangs were most intense) worked to curb my pre-meal hunger and also had the added benefit of somewhat filling my empty stomach before eating, so that I actually ate less at mealtime. This new habit, once established, was a win on more than one front!

Changing Old Habits

Many of us who struggle with weighing more than we want to weigh, have used eating favorite foods as the preferred response for well ... almost everything: good feelings, bad feelings, victory celebrations, for comfort in defeat, when nauseated, when stressed due to life circumstance ... this could be a very long list indeed! For many people, heading for the fridge is a well worn path and is repeated many times a day. A good place to start is setting the goal of eating only if you are hungry.

The next thing to do is simply pay attention to what you are doing. Before grabbing that snack (even if it's a healthy snack), check in with yourself. Are you really feeling physical hunger? If not, then sit with what's happening a bit longer; what surfaces? Maybe what you are experiencing isn't hunger at all. Now, notice what you are feeling. You may be surprised at what surfaces. It could be that you are simply bored. This past year many of us have been working from home.



Say you've been working away on your computer for the past 2 ½ hours straight, now you are bored and it's time for a break. Aha – so this would then be the loop:

- The cue: I'm bored and need a break from what I've been doing
- The response: Go to the kitchen and eat a snack
- The reward: A break from what I've been doing

Since you aren't really hungry, you just have to choose a response to your cue that isn't snacking. This could be any number of things and you may have to use trial and error to figure out what will meet your need for a satisfactory break. This could be taking a short walk, making a quick telephone call to chat with a friend, reading an enjoyable book for 15 minutes, or simply sitting outside in the sunshine and enjoying a few moments soaking up the warmth.

Developing New Habits

It's not only old bad habits that need changing. We also have to develop new goals and the new healthier habits that will move us in the direction of these goals. The old saying Rome wasn't built in a day is applicable here. Consider the wisdom of taking small steps and choose to set short-term realistic goals. Maybe you want to begin a walking program. If you have been sedentary for a long time, you need to select a short-term goal that is achievable; that could be walking around the block once a day. Set yourself the short-term goal of doing this for the next 7 days.

Now the next part is important. Decide you will do this activity at the same time each day. Establishing a routine that's linked to a time of day, strengthens the habit loop created in the brain. Say the time you choose is first thing in the morning, after you've had a cup of coffee. You lace up your comfy walking shoes and head out on your walk the same time every day.

If you find you aren't able to make it around the block then feel free to change the distance you walk to something more manageable; maybe walking to the corner and back. Continue doing this until the seven days are up, at the same time each morning. You did it! Make sure to congratulate yourself and give yourself credit for this success. Acknowledge you've met your short-term goal and allow yourself to feel really good about this achievement.

Now re-assess your situation in regards to your walking program. Do you want to add some more distance to your daily walks, or would you feel best keeping the same short-term goal for another 7 days? Set a goal for the next 7 days and keep moving forward. If you keep at it, eventually you will find that the morning walking habit locks in. At the same time each morning you will find yourself reaching for those walking shoes, lacing up and heading out the door without much thought at all. That's the beauty of a habit loop; it becomes automatic.





It Takes Time

Various studies cite different amounts of time, for changing bad habits or forming totally new ones. It seems that it can be anywhere from a few weeks to 254 days. While 254 days was the extreme, researchers found that the average number of days it took for habits to become automatic was 66, just a bit over two months.

This research illustrates the fact that sometimes change takes a long time. You have to commit to changing habits and sticking with the new behavior for awhile before you see results. Understanding the way a habit is formed and operates without conscious thought, gives you the power to change the storyline.

"... habits can be ignored, changed or replaced. But the reason the discovery of the habit loop is so important is that it reveals a basic truth: When a habit emerges the brain stops participating in decision making. It stops working so hard, or diverts focus to other tasks. So unless you deliberately fight a habit – unless you deliberately find new routines – the pattern will unfold automatically."

- James Duhigg

By taking the time to diagnose the trigger or cue, to identify the response/routine you've established and to understand the desired reward in your habit loops, you finally gain power and real change is now within your grasp.

Identifying Your Triggers

Take some time to think back in time and identify triggers you have experienced that have ended up in over-eating or consuming foods you were trying to avoid. Here are some common triggers that my clients have identified for themselves that may well resonate for you too:

- Social situations, like pot-luck dinners or other gatherings, where friends and families are sharing a meal
- Meetings at work where snacks or lunch are provided
- Parties
- Seasonal celebrations
- When bored
- When tired (for energy)
- When certain feelings occur (stress, sad, anger, anxiety, fear, guilt, needy, lonely – this could be a long list, since cues or triggers are different for each of us!)

Once you have made your list, think about coping differently with similar situations in the future. For example when attending a pot-luck dinner, bring a dish that works with your eating plan. Do the same for a party; bring an appetizer to share that you can also enjoy. You may have to get creative for seasonal celebrations and alter favorite dishes to make them keto-friendly.





Getting adequate sleep overnight is a must for everyone trying to lose weight. It's very common to snack unconsciously when you are tired. Your brain wants quick energy and will steer you in the wrong direction if you are not vigilant. Always have keto type snacks available and make sure to get enough sleep. This could make a huge difference in your weight-loss efforts. I have quite a few recipes available on my website, and the Facebook group page as well, as in recipe collections that are available for purchase which will go a long way towards making eating well super easy!

Sabotage

When Others Interfere

In 2016 researchers at North Carolina State University conducted interviews with 40 self-described successful dieters. Each had lost significant weight but every single one of them reported having to deal with close friends and/or family that tried to, "belittle or sabotage" their efforts at weight-loss. This comes as no surprise to me as I've heard many similar stories from people in my own programs. The worst part is that most of the saboteurs are best friends, mothers, fathers, grandparents, children, and yes; spouses.

We can easily be derailed by comments like, "How long are you going to be on this diet?" or, "don't lose too much weight, you look kind of pale." Then there's, "You can have just a wee little piece; can't you?" and, "Come on, one drink won't hurt you!" I am sure each of you could add many sabotaging-type comments to the few I have mentioned here. As the above study illustrates, others will try to interfere with your efforts at weight loss. Sadly, you can count on it!

Strategies for Dealing with Sabotage and Saboteurs

You absolutely need to have some strategies ready to deal with these events when they happen. So, what to do when the people you care about most are making a difficult task even harder? Here are a few strategies for dealing with the inevitable interference that will come your way.

- First of all, understand that not everyone is consciously trying to sabotage you. It's common for people to want to show they care by feeding you, your (or their) favorite foods. It's probably one of the reasons you're dealing with weight issues now and ... it's highly likely that in the past, you have shown your love for others in this exact same way. I recommend you simply say something like this: Start by giving them some praise, "Look what a beautiful job you've done in making this lovely cake!" and then decline, "Right now I am not hungry so will pass, but I love you too and really appreciate your effort."





- When you decide to embrace a ketogenic menu plan to lose weight, get clear with yourself on why you are making this choice and what your plan of action will be to meet this goal. Record these reasons and actions, so they are firmly set in your mind (your list of motivations will come in handy here). Next, share the decision you've made, why you have made it and what you want to accomplish with your friends and family before you begin. If the people close to you understand your motivations, they are much more likely to be supportive.
- You need to find support for what you are trying to accomplish. Things like enlisting a willing neighbor to walk with you a few times a week or finding a co-worker who is into walking over the lunch hour. I've set up a Facebook group for my clients and the folks who have purchased and read my books. The members of this group support each other by posting keto recipes and sharing personal solutions to common problems. If you don't have the support you need at home you can always come to the group – any time of the night or day. Don't underestimate the positive effect a team of people who are actually on your side will have on the outcome of your efforts as you work towards your goals.

Handling Hunger

Satiety: Feeling Full

Believe it or not, your stomach can stretch to hold up to 17 cups of food! Now this would be an unusual and huge meal but here's something interesting: Even when your stomach is that full and stretched, you may not feel full, especially if you have eaten all that food quickly. Satiety is the result of feeling full and the suppression of appetite after you have eaten a meal. It's your brain, not your stomach that reacts and registers the information, "I am now full" and this takes 20-30 minutes after you begin to eat.

A number of factors affect the feeling of satiety:

- Your personal beliefs about how filling the meal is likely to be
- The sensory experience (appearance, smell, taste, texture etc.) of your meal as it is consumed
- The reaction of nerve endings to the expansion of the stomach
- Specific hormones/chemicals that are released during the digestion and absorption of the meal





**Eat food
slowly**



**Chew food
thoroughly**



**Wait between
helpings**

After you've finished your meal the feeling of satiety and hormone/chemical levels will continue to rise for about 30 minutes and will stay elevated for up to 5 hours. When they eventually drop down you will begin to feel some pangs of hunger again.

So, the take-away here is:

- Cultivate the habit of eating slowly. Make it a point to spend as much time as possible eating your meal or snack.
- Chew your food thoroughly, not only will this lengthen the process of eating your meal but it will also aid in better digestion.
- Wait for awhile before going for a second helping (remember it takes up to 30 minutes to register satiety); you may find you are actually full already.

What is Meant by Mindfulness?

You have probably heard about the practice of mindfulness. I believe that by cultivating this practice and applying what you learn to how you eat your meals, you can more easily identify when you are truly hungry and then, how it feels when satiated. By applying the principles of mindfulness to how you consume food, real and lasting change will become much easier.

Mindfulness is a type of meditation in which you focus on being intensely aware of what you are sensing and feeling in the moment, without interpretation or judgment. When mindfulness practice is applied to eating, it means you employ some gentle strategies that help you to focus awareness on the present moment, while calmly acknowledging and accepting your feelings, thoughts and bodily sensations as you eat your meal or snack.

Tips for Mindful Eating

Have you ever finished a meal and then realized you have very little memory of the process? You face a plate holding a few left-over morsels and wonder where the food went. Maybe the taste of the food just eaten is still present, but there is no real sense of how much was actually consumed. In fact, you may not even be sure that you enjoyed the food at all. Applying a mindfulness practice to daily eating habits will help you focus on and enjoy your meals to the fullest.

Mindful eating is simply becoming more aware of how you eat, when you eat. It means taking in the visuals of the food on your plate, noticing the textures and colors, and giving your attention to each mouthful of food as it goes into your mouth.

Mindful eating also includes noticing your body signals ... continuing to eat if you are hungry and stopping when you are full. Believe it or not, you will only notice the, I'm full, signal if you are paying attention.





Strategies to help with mindfulness at meal time include:

- Turn off the TV and don't bring phones or tablets to the table; limit distractions
- Eat only when you are truly hungry
- Serve smaller portions
- Take your time, slow down and “savor every mouthful”
- Adopt an attitude of acceptance by not judging what arises; simply direct attention toward the sensory properties of your meal
- Notice the colors of your food and how the items are arranged on your plate
- Pay attention to the aroma of your meal and enjoy the various smells wafting upwards from your plate
- Feel the texture of the food with your lips first, then take it into your mouth and feel it with your tongue and teeth
- Chew each mouthful thoroughly while enjoying the various flavors as they combine on your palette
- Pay attention to the sound of your chewing or the noises made, as you cut your food into bite-sized bits
- Try to identify the ingredients used in making your meal
- Take your time and notice when you begin to feel satiated
- Notice sensations in your body as you eat
- Is there a feeling of slight pressure in the area of your stomach?
- Rest for a few minutes and stop eating if you feel you might be full

Using your knowledge of how to form new habits, you can apply these strategies to develop new eating habits that will strengthen your mindset as you embark on a ketogenic program. When implemented, I've seen my clients find it easy to eliminate the common habit of wolfing down food. For the first time in their lives, they can actually identify the physical sensations that signal fullness and many find they have been able to feel satiated with smaller portions.

Permanent Keto Success

Most of us understand that our daily habits are as important as the menu plans we embrace for reaching weight-loss goals. Yet, it remains difficult for many to sustain the behaviors that will make their successful weight loss permanent.





I believe that adopting a mindfulness practice in addition to a ketogenic menu plan will greatly enhance your chances of permanent success.

By being more aware of your experience in the moment, you will be able to appreciate the food you eat more. With a mindful approach to consuming food, you will savor your meals more, find you eat smaller portions, desire snacks less often and ultimately; will find it easier to select the foods that benefit your goals of better health and weight loss.

Mastery – Transcript of a Live Webinar

Mastery is a book that I read many years ago and then I lost it. And when I rediscovered it, I never put it down; I never let it go. I've passed out copies and copies to my friends. And each person who reads it, is transformed by the experience. Now, my goal in this is to encourage as many people as possible to read the book.

Because I believe that it's a simple book. You could read it in one sitting, but it's kind of like having a meal that's so delicious, you just want to prolong it. But it literally could be read in one sitting. And the book is really about your life, changes in your life, and what you'd like to see happen in your life.

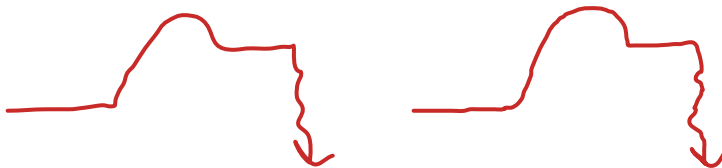
Let's plunge in. The goal is to help you understand the essential elements of the book, *Mastery*, but we're going to be using that as a jumping off point to help you master your weight and master your life. We're going to assist you in rapidly making changes in your life. We're going to help you understand why you failed at making changes in the past. And the goal is to help you build long-term success in every aspect of your life.

So you'd like to know which one of these are you: The dabbler, the obsessive, the hacker, or the master? Now, these were four titles that George Leonard came up with. We're going to go through each one. We're going to explain who they are.





The Dabbler:



All right. Here we go. I'd like you to meet the dabbler. This is what the dabbler looks like. Let's go from left to right on this graph. The dabbler starts off a project, any project at all, and he gets going. It takes him awhile to get going. And he finally gets underway.

He doesn't see any progress. He's kind of like what they call flat lined in the medical profession. But he keeps going, he keeps going at that flat line. And all of a sudden, he starts making some progress, and you see the climb begins, the climb begins, and then his climbing stops, and he comes to a plateau. He stays on the plateau, a short while, and then he gives up, crashes and burns.

Okay.

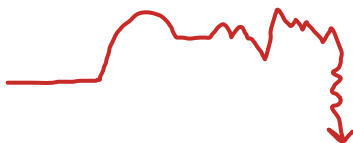
So, the dabbler thinks about the change that he wants to make. And it could be anywhere from a few days to a few weeks, to a few months. And then he starts again in the same pattern. He starts out real slowly and there he goes, starting, starting, he comes up, he grows. And then he hits the plateau again. And then he gives up. Same thing, occurs all over again. He goes on. He starts to do something. He's on that flat line. He sees some growth. And as soon as hits the plateau, notice that this plateau is shorter than any of the others, because he's been conditioned to give up. So he gives up even faster this time. And then he crashes and burns.

One time, I was in the car with my son and we were on the way to his hockey practice. We began talking about people's personalities. I explained to him that people have patterns and it's very hard for them to change their patterns. Well, I like to point out to you that if you are a dabbler, it's going to take a lot of extra effort for you not to become a dabbler. You don't just change overnight. It's part of who you have been. You're not locked into this, just as you're not locked into anything, but the dabbler starts and then gives up. Now, you may recognize a dabbler. Maybe you recognize the dabbler in yourself. That's okay. We're going to learn what to do to change, okay? So everybody should understand who the dabbler is.





The Obsessive:



Next, I'd like you to meet the obsessive. The obsessive gets started on a project and he starts to see something happening. And then he hits the plateau. He hits the plateau so badly that he starts changing everything. One day he does this. One day he does that. One day he does this again. One day does that. One day he sees some progress taking him up, then it takes him down, then it takes him further. He puts all of his effort in for a last stand. He climbs a bit, then he comes, he hits the plateau and he crashes and burns. But the obsessive comes away saying, "I tried everything and it didn't work". Notice that both the dabbler and the obsessive, both can say, it didn't work.

The Hacker:



Let's go on to the next one, the hacker. By now, you probably understand what's going on here. The hacker starts out. He's on that flat line, he makes some progress and he comes to the plateau. So he stays on the plateau a little while, sees some progress, make some change to make some more progress, goes up to the next level, and then he stays on that level for forever. Why? Because he won't put in any more effort. He won't attempt to go off the plateau. He stays on that plateau forever.

So I want you to understand here, that everybody, just about, is seeing themselves here. This is not something that is new.

Let's pretend that we're dealing with someone who wants to lose weight, okay? So the person starts the diet. This is the flat area. They are starting the diet, and here they begin to lose pounds; they begin to lose inches and they're very happy. And then all of a sudden, the phenomenal growth that they have, the weight loss stops, they hit the plateau, they say the famous phrase, "It's not working," and then they give up.

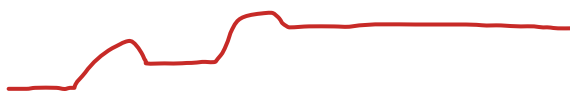
They start again. Maybe it's another diet, a different one. Notice it takes them longer to see results. Again, they see some change. They come to the plateau. The diet's over and they crash and burn. Now, one more time, they start out, they've got a new diet; this one's guaranteed to work, and they go ahead, and they start seeing some changes. And then the body gets to the plateau. And this time, after a short time on the plateau, they crash and burn. That's the dabbler. That's why the dabbler doesn't lose weight. Now weight is just a metaphor for anything.



The obsessive is the person who has to lose weight. And so they start the diet, and then they lose some weight, and they come to the plateau. They, of course, cannot stay on the plateau. And they have to do something about it. So, what they do is they decide that one diet isn't enough, they're going to switch and do another diet. Or they're going to starve themselves. And they started intense exercise routine. And they're trying to see the weight come off in a regular geometric pattern, but it just doesn't happen that way. It just doesn't work that way. And therefore, after making themselves and everyone around them crazy, they give up, they crash and burn.

The hacker begins a diet, sees some changes ... very happy. They go to the plateau. They stay on the plateau. They make some more changes. Maybe they begin to exercise. They get on the plateau. But that's it, they're done making changes. They're not going to do anything. Their walking around the block was good enough in the beginning, therefore it has to be good enough now. They're not going to do a single, additional thing to change. And therefore, they are done.

The Master:



So let's go now and meet the master. This is the master. The master starts out same as everybody else, starts making changes and comes to the plateau. The master stays on the plateau. And then all of a sudden, doing the same things consistently, goes up some more and comes to another plateau. The master comes and goes up some more, comes to another plateau.

And this is an endless continuum. The master moves from gain to plateau, gain to plateau, gain to plateau, endlessly. And that's how they keep going up level after level. Now, I guarantee you that every single person that you know or heard of in professional sports went through the exact same pattern. Every single person, without exception, went through the exact same pattern.

And so what's really curious is how many people want to get out of the pattern. How many people wish that this was not the pattern. And it's because of this, that so many people are stuck being the dabbler, the obsessive, or the hacker. And that is what we're going to work on changing now.

So what exactly is mastery? Number one understanding, and this is where a lot of people are going to get a little upset with me, but it's something that you know, and that is that mastery is a journey or a process and not a destination. So many of us want to be at the destination that we just go ahead and all we think about is the end result, right? That's the only thing that matters, is getting there, getting there. But that's not the way of the master. The master enjoys the practice.

Now, years ago when I was starting yoga, there was a position that looked really cool. It was called side crow. You are balanced on your hands, you are leaning forward, and your legs are sticking out to the side. And it's an arm balance. And man, I wanted to do side crow because it looked so cool. I was able to do regular crow, but I wasn't able to do side crow. And every day, I would try and do side crow until one of my teachers took me aside and said, "Harlan, what's this fascination with side crow." And I said, "Oh, I think it would be so cool to get into that position."

And he said to me, "Harlan, you're so fixed on getting into side crow, you're missing all of the learning and the enjoyment of the process of getting there." And at that moment, I stopped, and I thought about it. And that was the last day that I tried to get into side crow. I understood that if it's something that happens, it happens. And therefore, I decided to enjoy the journey and not focus only on the end result.





Now, one of the things about masters, is that the real masters don't think that they're a master. I knew someone many years ago who passed away and this person was an absolute spiritual master. And the person went to a wedding, and the crowd at the wedding saw him come in and they all came to stand and look at him. And he turned to his wife and he said, "What are they all standing and looking at?" And she said to him, "They're looking at the master." And so, he turned around to see what they were looking at.

And that was a very, very important thing. He was a humble man. He was truly a master, but he didn't consider himself the master. He considered himself an ordinary person. And so this is something that I'd like you to understand, is that the people who are making the progress towards mastery, very often understand that they are just ordinary people on the path to mastery, and they're not there yet.

Now, our culture is against mastery in all forms. Yes, we love when someone wins a golf tournament. We love when someone wins the Olympics sprints or wins the World Series, pitches a perfect game, but we just want to be that person overnight. And we don't realize what those people went through to get there.

That same saintly teacher, his wife told me a story that people came to him because they wanted his advice. And he was just in agony. And his wife said, "I don't understand. Why are you an agony?" And he said, "Do you know how much energy I have to put in, in order to be able to give people advice that's going to work? Do you know how hard it is for me to totally set everything aside and put someone else's concern and rule out any concerns of my own? It takes a tremendous amount of energy."

And so, folks, the master is the person who doesn't believe that they are the master. The master is the person who can do anything. A teacher I knew went into a restaurant. And when he went into the restaurant, the waitress behind the counter was just ... You could see as soon as you walked in that she was just in a nasty mood.

And he came in and sat down and asked for a cup of coffee. She slammed down the cup of coffee, spilled over the side, and he couldn't get her attention. Finally, he said, "Could I have a muffin?" And she took the muffin and she put on a plate. She slams down in front of him and walked away.

And she was like talking to herself, so angry. And he called her out to her and said, "Excuse me, could you tell me who made this muffin?" And she said, "Why? What's wrong with it?" And he said, "Well, actually, nothing's wrong with it. This is the best muffin I've ever eaten in my life. And I wanted to tell the person who made this, just how good the muffin is."

And she said, "Well, actually I made the muffin." Well, he went into a 20-minute thing about the texture of the muffin, the taste of the muffin, the care that went into the making of the muffin. He praised the muffin so that the woman literally just stood still, and the frown that was on her face and the anger just melted away. Her heart opened up and she became a totally different person.

But people don't want to invest that kind of energy in themselves or in others because everybody wants instant cures. People want the quick fix. Let's use the example of cooking. People want to be able to prepare a meal, like from the Four Seasons Restaurant in New York in the microwave. And it just doesn't work that way. I used to have a cookbook from the Four Seasons Restaurant. And every summer I made peach soup (before I was on Keto).

And peach soup was an incredibly long, difficult recipe to make. It had sorbet in the middle of it. It was a cold soup with cinnamon stick and a design. And it took me two or three hours to make the peach soup. There wasn't a single person who didn't like the peach soup. And then they would say, "How would you make it?" And I would give them the recipe. And they would say, "Oh, can't you just throw everything in the blender?"

The truth of the matter was that you could throw peaches in the blender, but it wouldn't be the same thing. It wouldn't have all of the delicate flavors. It wouldn't have the balance. It wouldn't have the texture. It wouldn't be warm from the spices and cool from the sorbet. But people just wanted flip on the blender and then, be done. That's what people want.



And people want it even when they know it's not true.

We want to shortcut the mastery curve even when we personally know it's impossible. Even when we know they're lying to us. When you play the piano and you learn how to play the piano as a child, you're willing to play the scales. You can sit at the piano for hours playing the scales. And you're happy playing the scales when you're a child.

But lo and behold, when you play the piano as an adult, everything changes. You want to play the piano for 10 minutes, 15 minutes, and then the next thing you know, you think you're Beethoven. And you say, "Okay, I'm ready. Bring out the real music." And the bottom line is, you know that it doesn't happen that way. And that's why learning something with, in meditation we say a beginner's mind, is the best way to learn something.

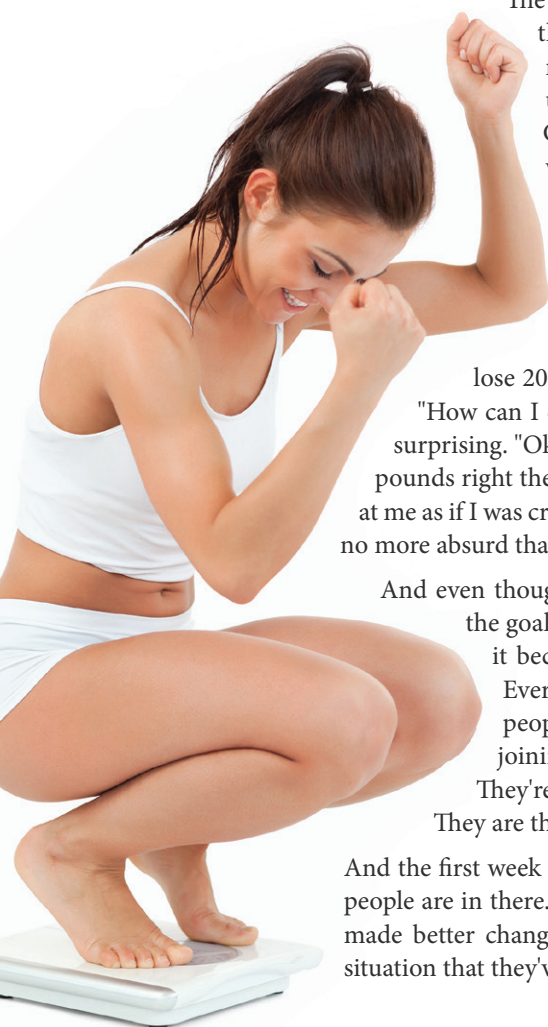
No matter what people do, whether it's making money, or learning how to meditate, or bake a cake, or make a soup, or hit a tennis ball, or just about anything under the sun, anything that you want to get good at, is going to take an investment of time. And it's going to take a significant investment of time if the goal is mastery, if the goal is mastery. Everybody wants to believe that it's true, that you can do this.

The bottom line is, it's the journey that brings us happiness, not the destination. Can I lose 20 pounds this week? I used to run a hypnosis weight loss clinic, and people would call me up and say, "You know, I want to lose 20 pounds this week. Can I do it?" And I would say, "Sure. Come on in." And they would come in and we would talk to them about healthy weight loss; what was realistic and what wasn't realistic. And I would talk to them about the hacker, the dabbler and the obsessive. And they would say, "But I still want to lose 20 pounds this week."

And I would say, "Okay, we can do it. Matter of fact, we could lose 20 pounds right now." And they would look up at me and say, "How can I do that?" And the answer I would give them would be very surprising. "Okay. We'll just amputate one of your legs. That's more than 20 pounds right there. We can lose 40 pounds right now." And they would look at me as if I was crazy and they would say, "That's absurd." And I would say, "It's no more absurd than trying to lose 20 pounds this week."

And even though people knew that it wasn't a realistic goal, they still had the goal. So people jumped from diet to diet, to diet, to diet, to diet; it becomes the diet of the week, but no one sticks to a routine. Everybody knows, health clubs know the secret. Every January, people join the health clubs in droves. They absolutely go crazy joining the health clubs in droves. And then, people are there. They're working there obsessively. They are there every single day. They are there morning, noon and night.

And the first week after the new year, everybody's New Year's resolution, those people are in there. They're in there making all of those changes. No one's ever made better changes than them in their life. It's absolutely the best possible situation that they've ever done.



And the bottom line here is that nothing, nothing changes. They're still the same person. Two weeks later, the gym is nearly empty. A few weeks later, the gym is totally empty. The people who run the gym know that they're not going to see the people back again. It's the same old story. So the bottom line here is that that's the way health clubs make their business.

The truth of the matter is that people can actually lose weight with any diet. The only thing is, nobody sticks to one long enough. But then the curse of personal change comes in and nobody sticks to it. They all become hackers. They all become dabblers. They all become obsessives. And then they give up. It's not the diet.

Someone who knows the health club industry says, that the typical gym sells memberships that are 20 times their capacity. I've known, I didn't know the actual number, but if everybody who had a membership showed up at the gym, the gym would be unable to handle. So that's the curse that personal change brings about.

People hate the plateau. They absolutely despise the plateau. They don't want to be on that long period of time where they're not seeing change. But as we've seen, that's where mastery takes place. That's where the learning takes place. That's where the growth takes place. And that's what I invite you to discover. The way to mastery is to understand that learning something new is often challenging. And it's our old programming to give up.

I use the example of my son very often in hockey. One night, he went to a class and the person teaching the class was a professional hockey coach, and had them do the most challenging exercises that I've ever seen in skating. She was giving NHL professional lessons to a bunch of teenagers and they were, if you're curious, they were skating backwards on one foot on the edge of a blade, hopping, while leaning forward and supposed to keep their balance.

And then they had to do it forward on one blade, hopping, keeping their balance. And they had to go around a series of cones. And I was watching people falling all over the place. My son was one of those that was falling. And it was really something ... he was so ready to give up. And he came over to me and I said, "Don't you understand that you are now moving up a level right now. This frustration means you are all set to go up a level. This was something that you could not do. And now, you can do it. You are able to do it."





And at the end of the evening, the teacher came over and she turned to my son and said, "You did a great job." And he couldn't believe what he was hearing. Because we don't like the challenge. We want everything easy. We are so end-goal focused that we give up immediately. We are conditioned that if we want something, we automatically get it. And that's just not the way life is.

Plus, on top of that, there's Pareto principle, the 80-20 rule. We know that only 20% of the people are actually going to take action on something. 80%, just want it immediately without doing anything, and they give up. Growth comes in "aha" moments. And the "aha" moment comes on the plateau. That's where your "aha" moment comes. I want you to understand that you are on the road to mastery as soon as you get this concept.

Mastery is not a constant graph. Physical activity, if you want to learn something like hockey, you're learning something that needs to go to muscle memory. And that doesn't happen immediately. Mental activity also needs to overcome stages.

So I want to share an expression with you, is that in every case where you learn something, you need to know that confusion precedes learning. Because if you were never confused, you would never learn anything. You'd already know it. Habitual behavior situation set in. So unless we change our habits, we're going to be doing the same thing all over again.

There's an expression, "You can't teach an old dog new tricks." You know what? That's absolutely not true. You can. But you have to respect that learning is a process, and it doesn't happen overnight. You can teach people new skills. Now, obviously, some of the skills have physical limitations. I don't know that you could teach someone who didn't have use of their legs to pole vault. But you know? I might be surprised. It might take them a lot longer, but you never know what people can do if they're determined enough.





The master comes to love the practice itself. The master understands that going out there and doing the practice, day in and day out, is what makes them a success. And so that is important for you to learn. So the bottom line here is, understand that when you see a master, the master goes through the same practice that they want you to do as well.

People think when it comes to losing weight, maybe it's okay if I have a day, or even a week on the plateau. But this isn't reality. And we need to embrace our humanity because we can all become masters. It's a matter of recognizing which type we are now, or combination: hacker, dabbler, obsessive, and saying that whatever our end goal is. Yes, we want it, but we respect that the journey is integral to the process.

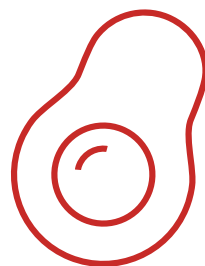
They want this, but this is the best that anyone can hope for. Mastery. Because this is not mastery. This is illusion. Think about it. Does spiritual growth come like this? Does enlightenment come like this? If you showed this graph to any spiritual teacher in the world, doesn't matter what the religion is, and said, "Is this the way my spiritual growth is going to be?" They would say, "No." It's going to resemble the mastery curve.

And once we understand that, we come closer to understanding the mastery journey in ourselves. But unfortunately, this is what they usually get, because they're not willing to embrace the plateau. People want millions by tomorrow. So let me ask you, is winning the lottery tomorrow realistic? Is becoming an overnight success and business realistic? Is playing in the World Series realistic if you've never played baseball before? And the answer is, most likely not. Most likely, that that's not going to happen. But that's what everybody wants, everyone except a part of you right now.

I say a part of you, because a part of you still clings to the idea of instant success, but a part of you knows that the road to mastery goes by way of the plateau. Every single person reading this can achieve mastery. How much do you want it? How much time are you going to invest in it? Are you prepared to deal with the learning curve? Are you prepared to deal with the plateau? Are you prepared to stick it out when that plateau seems endless?

Those who undertake the journey to mastery will surely succeed.





Chapter 2 : Getting Ready for Keto Success

Plan for Success

The Transition

I counsel my clients to take some actions before they begin their ketogenic meal plans, to get themselves and their home and work space ready for the new lifestyle. It's a journey and there are some ways you can ease on down the road, while avoiding the inevitable (and for the most part, easy to anticipate) bumps and rough patches. Others have gone before you and found success. But success isn't happenstance. The transition into the keto lifestyle takes a wee bit of planning.

I've developed a variety of programs that include menu plans for each day, the recipes that go along with the menu plan and full lists for simplified grocery shopping. Whether you follow an already laid out menu or choose to develop your own, the trick is to have your eating plan for each day already mapped out along with the needed ingredients handy and ready. You have to plan for the success you desire. It's within reach; you just need to stay the course. Read on for practical tips, helpful advice and easy actions you can take to get ready for keto success.

Preparing Your Pantry and Kitchen

If you want to have success with your keto eating plan it's important to clear your kitchen of foods that are not allowed. Get rid of those half empty cereal and cracker boxes. Put away anything that may tempt you to stray from your new resolve. Place bags of sugar, flour and other baking supplies into a large tote with a tight fitting lid and store these things away from your daily kitchen routines; maybe even give them to a friend that likes to bake. Whatever you do, just don't keep these items where you can see them daily. Visuals are important.

"Out of Sight, Out of Mind"

While bowls of nicely displayed fruit may be pleasing to the eye they could easily be your undoing. You know the old saying, "out of sight, out of mind"? Well this adage definitely applies to what needs to happen, on your kitchen counters and inside your cupboards and/or pantry. The same applies to the foods you are actually allowed to eat on keto. Leaving them out and visible can trigger mindless eating. Meals and snacks should be planned. When it's time to eat, that meal or snack deserves your full attention. It's far too easy to grab something and scarf it down simply because it's there, in front of you.



Make it Easy to Stay Well Hydrated

Drinking plenty of fluids is recommended and stocking up on a variety of organic teas & coffee, sugar free electrolyte drinks and organic chicken & beef bone broth is a must. Having a good supply of allowed beverages on hand makes hydration easy.

I also suggest keeping a small, juice-sized glass by the sink. Remember we already looked at how habits are formed in Chapter 1? Every time you find yourself in the kitchen it will be easy to establish the new habit of having a quick drink of water. Soon you will be doing it several times a day! Just seeing the glass waiting by the sink will eventually act as your cue to enjoy some sips of cool fresh water.

If you don't fancy the taste of water directly from the tap you can purchase one of the many filtered water pitchers that are available in stores. Keeping filtered water handy in the fridge or on the counter makes it easier to drink water regularly throughout the day.

Weekly Menu Plan; Savor Every Mouthful

A ketogenic diet requires some shifting in how you prepare meals, a willingness to try some new recipes and a desire to alter some old favorites in order to make them keto-friendly. To be successful in this transition, it's essential to have a plan. Taking time to map out your weekly food intake, will insure you always have the food you need on hand and are ready for meal prep or healthy snacking.

Meals can be both healthy and tasty. In fact, if you don't like what you are eating, then stop and find something you do enjoy. While this doesn't happen often, when trying out a new recipe I've occasionally prepared a meal that just didn't measure up (at least according to my taste buds). Early on in my keto journey, I decided that I would "savor every mouthful" and I've stuck to this decision faithfully.

This has meant that I've had to change some old programming about wasting food. As hard as it has been for me to scrape food from my plate into the organic recycling bin at my house, I've stuck with my resolve. If it doesn't taste good, I don't eat it; simple as that! Luckily I enjoy eggs, and since I always have them on hand in the fridge, when it's been necessary I've been able to whip up an omelet to replace a kitchen experiment that didn't quite work out.





Shopping

While I suggest you purchase organic veggies and grass-fed, free range meat and eggs, I also want to add that if this poses too big a stress on your weekly food budget, you shouldn't let it stop you from embracing keto-friendly meal planning. All or nothing thinking can trip you up when it comes to shopping; just do the best you can.

By limiting grocery shopping to once a week and shopping with a planned weekly menu in mind, you may find that there is a reduction in how much you are actually spending on food. This may allow you to add a few more organic products to your cart.

The Positives of a Keto Lifestyle

Mental Clarity and More Energy

Once you make the transition from carbs being the main fuel for your body into burning fat, you will say good-bye to those mid-afternoon energy slumps. There will be no more roller coaster highs and lows because blood sugar levels won't be spiking and crashing anymore. As well, many claim to have better mental clarity; less brain fog and sharper thinking.

A more even and constant source of energy becomes available as ketosis supplies ketones to the body and the brain, in a steady supply. Once ketosis is established, your excess body fat stokes the furnace as you move through your days with more energy than you've felt in a long time.

The Food Tastes Better

On a keto diet you should be getting 70%-75% of your daily macros from healthy fats. By healthy I mean meat (organic and grass fed if you can get it), butter, good quality olive oil, coconut oil, wild-caught salmon, sardines, avocados and eggs. As you can see, fat is an important part of the meal and many foods restricted on other diets are encouraged on keto: butter, fat marbled beef, lamb and pork, as well as avocado and even a small amount of heavy cream is allowed!

The higher fat content just makes for tastier meals. Fat also has the added benefit of being satiating and the constant pangs of hunger you feel when on other diets, just aren't as big of an issue when on a ketogenic program.

Weight Loss

Another benefit of the higher fat content being satiating, is that you actually tend to eat less which naturally lowers calorie consumption and leads to quicker weight loss. One of the biggest worries people have when embarking on keto is about eating too much fat. For decades we've been bombarded with negative messages about how bad saturated fat is for our health and waistlines, leading to a genuine fear of fat. Once my clients see their cholesterol levels drop down into the normal range, they feel more confident but it often takes some hand-holding and reassurance before this happens.





Chapter 3: Craving Carbohydrates

Recap

Brief Description of How a Keto Diet Works

Carbohydrates are a macronutrient (macro) your body uses to create energy. Once ingested, all carbohydrates are broken down during the digestion process into smaller sugar units which are then absorbed through the intestinal wall into the bloodstream. When they reach the liver, they are converted into glucose and carried to all parts of the body by insulin. Glucose can be used by every cell of the body for energy and this is where insulin becomes necessary.

In order for glucose to be transferred into a body cell, insulin has to connect to a special receptor on the wall of the cell. Here it acts like a key fitting into a lock, to open up the cell so the glucose molecule can enter and be used as energy.

Glucose is then used for basic bodily functions like breathing and muscle power during physical activity. If glucose isn't used right away, the liver will then convert the excess glucose into glycogen which can be stored in the liver and large skeletal muscles. But there's a limit to how much glycogen can be stored at one time and that's about 2,000 calories worth. If a large amount of carbohydrate has been consumed, the extra glucose produced will be stored as body fat!

Carbohydrates Come in Two Forms:

- Simple carbohydrates: contain less than three molecules and take less time to digest so they are absorbed quickly and lead to a quick burst of energy (a sugar "high").
- Complex carbohydrates: contain three or more molecules and take longer to digest. Vegetables, whole grains and foods we sometimes call starches, like potatoes, all contain complex carbohydrates.

It's easy to over-consume carbs even if you abstain from sugar. What may seem like healthy choices, whole grains, breads (even when made using whole wheat and other whole grains), rice and fruits are all full of carbohydrates. Once you eat them, they are broken down during the digestion process and made into glucose, ready for use or storage. If not burned off, they are converted and stored as body fat for later use. Complex carbs are just longer chains of glucose molecules ... once ingested and digested, they become sugar in the blood.



Why You Sometimes Get a Craving for Carbs (Especially During Transition)

As you know, a ketogenic eating plan purposefully limits the amount of carbohydrates consumed, while allowing for the consumption of moderate amounts of protein and a higher consumption of fats. This allows the liver to break down stored body fat (adipose) into a source of energy the body can easily use, called ketone bodies. Hence the meal plans I've devised for my clients are called ketogenic menu plans. By strictly limiting the amount of carbohydrates consumed daily, the body is forced to use an alternative metabolic process (ketosis) to create energy.

As ketone levels become higher the body moves into ketosis where stored body fat is burned as the main source of fuel. Often there is a brief period, at the beginning of implementing a keto menu plan, when craving carbs can be intense. On a ketogenic diet designed for weight loss, the typical daily allotment of carbohydrates is 20 g/day. It usually takes between 3 and 7 days (but sometimes longer) to get into ketosis and it's during this time that the symptoms of what's been dubbed the "keto flu" can be acute.

The Keto Flu

As the body switches over from using glucose as its main source of fuel or energy to using ketones, there is often discomfort during the transition period while the body adjusts to the new regime. It's called the keto flu because the symptoms mimic the symptoms you feel when coming down with a flu virus. These keto flu symptoms usually show up early on, in the first few days of switching to a ketogenic eating plan. Keto flu symptoms can be mild and barely noticed, or severe enough to make you think you are actually coming down with a real flu virus. These symptoms include:

- Feeling nauseated
- Stomach discomfort & sometimes pain
- Constipation
- Loose stools and/or diarrhea
- Headache
- Foggy thinking and inability to concentrate
- Being irritable
- Feeling weak and sometimes dizzy
- Muscle soreness & cramps
- Difficulty sleeping
- Hard to resist sugar cravings



You are not likely to experience all of these symptoms, but most people do experience some of them. This keto flu period is usually over within a week, and then you move onwards and begin to feel the tremendous benefits that come along with a ketogenic diet.

Staying hydrated is important every day and especially during this transition. Reaching for slightly salty drinks, like broth, can help with many of the symptoms listed above. Sugar-free electrolyte drinks are also a good choice. You can also choose to take daily supplements. Both potassium and magnesium will help to alleviate the discomfort. Magnesium is especially important as most people are already depleted in this electrolyte; according to one study 45%. I recommend that my clients add 800 mg of magnesium daily to their diets (400 mg twice a day).

Be kind to yourself during this transition time; it isn't easy but will be over soon.

Dealing with a Slip-up: Carbs and the Blood Sugar/Insulin Response

Any meal high in carbs will immediately kick you out of ketosis; by this I mean on the same day! So here's what happens when you decide to suddenly add more carbs to your daily menu plan:

- Blood sugar/insulin levels spike giving you a surge of quick energy
- Your body will immediately switch back to using glucose as a fuel
- Ketone production stops
- Glycogen will once again be stored (in liver and eventually large muscles)
- You may gain temporary water weight

If your slip-up is only one snack or even a whole meal, as you return to your ketogenic meal plan your body will simply use up the available glucose and any stored glycogen until you run out and then ketone production will resume. A slip-up doesn't mean you've blown it, so don't let negative self-talk get you down. Instead, congratulate yourself for getting back on track and on you go! Just because you ate some extra carbs doesn't necessarily mean you will store more body fat, especially if you get back on track quickly.





If you've had a carb heavy meal, there will definitely be a blood sugar spike and so you will notice that a craving for sugar follows. As you get back on the horse and resume keto strategies you may also have some keto flu symptoms, depending on how long you've been on a ketogenic meal plan. Those who have been keto for more than 3 to 6 weeks will get back into ketosis quickly so the take away is:

- Use the slip-up to hone your awareness about what your triggers are
- Develop new strategies for dealing with this specific challenge
- Ignore negative self-talk
- Be kind to yourself
- Get back on your keto plan ASAP

Trouble-shooting a Craving for Carbs

It May Be Time to Tweak Your Carb Intake

If you've been eating keto for awhile and your weight loss stalls and/or you find yourself craving carbs again it may be time to tweak your carb intake slightly. As you lose weight and your BMI lowers, pretty well everyone eventually needs to tweak the amount of carbs consumed daily. Experiencing carb cravings should be your cue to experiment with slightly lowering carb intake.

Are You Getting Enough Fat?

Similarly, being hesitant to eat enough fat can commonly thwart your weight-loss efforts and cause you to crave carbs. Earlier on, I wrote about many of my clients being fearful of adding fats into their menu plan. We've been inundated for years about how bad fat in the diet is and changing this storyline has been difficult for many. If your weight-loss has stalled, try to up your healthy fat consumption (just slightly) and see what happens.





Are You Getting Sufficient Fiber?

High carbohydrate foods like oatmeal porridge, rice, pasta and baked goods will fill you up but often they are not nutritionally satisfying your body's needs. Consciously adding fiber to your meal plan will do exactly the same thing and bonus; it's better for your health.

Fiber is actually a carbohydrate too, but here's the thing... your body can't digest fiber so it moves through your digestive tract slowly. You feel fuller, longer because of its slow journey and fiber has the added plus of keeping your bowel movements regular. Since constipation can be an issue for some on a keto eating plan this is a very good thing! By upping your fiber intake you will feel less hungry, crave carbs less often and will consequently eat less.

Here are some veggies and fruits that are allowed on my keto eating menus that will naturally add more fiber to your diet:

- Brussels sprouts
- Cauliflower
- Broccoli
- Asparagus
- Swiss chard
- Spinach
- Artichoke
- Radish
- Zucchini
- Avocado
- Blackberries
- Raspberries

Your body could also be reacting to not enough magnesium, so once again I suggest you add that magnesium supplement to your daily routine.

You Could Be Dehydrated

One of the main reasons for slow or stalled weight-loss and carb craving is dehydration. In fact, this is the first thing I wonder about when a client has these problems.

All I can say is keeping hydrated should be one of your daily priorities. Keep that water bottle full and at your side. Flavor water with cucumber slices or lemon and lime juice to make it more appealing. Enjoy mugs of broth between meals or make yourself herbal tea at break time. Figure out your hydration preferences and stick with your resolve to drink the recommended daily amounts.



Chapter 4: Falling Off The Wagon & Getting Back Onboard

Falling Off The Wagon

Self-sabotage: It Doesn't Have to be All or Nothing

We've already looked at what to do when family and or friends are sabotaging your weight-loss efforts, but what about the times when the saboteur is you. Occasionally you are likely to find yourself repeating the very behaviors you are trying to stop. Please don't use this as an opportunity for negative self-talk and don't fall prey to "all or nothing" thinking. I believe most of you will understand well what I am talking about here. You've blown your resolve, engaged in eating some food you've deemed forbidden and now you are about to indulge in *all or nothing* thinking and use this excuse to continue the binge.

There is an alternative and this is where commitment to a larger goal and big picture comes in. Instead, you could let this slip-up event be an opportunity to delve into what led to the misstep. Use the information to guide your next steps forward and know that all your success so far hasn't been undone, at least not yet.

What seems like a failure could just as easily be viewed as an opportunity to build confidence. Think about all the ways you've succeeded in the past and then go to work on building your path forward from there. Our previous experiences, both the good ones and the bad ones, can easily be seen as useful tools when it comes to setting new goals and once again diving in with an attitude of optimism.

Remember to be kind; be willing to extend the compassion you have for others to yourself. I know this isn't always an easy thing to do. Everyone has an inner critic to contend with and sometimes that voice is impossible to ignore.

The Inner Critic

I am sure you've already met your inner critic. That's the voice inside your head that keeps tabs on you, constantly shares their evaluation of what you've been up to and doesn't spare the negative details. Have you ever taken time to give your full attention to the commentary? Try spending a day listening to that voice; you may be surprised at what you hear. Quite often, this inner critic describes inadequacies that lead to feelings of worthlessness, guilt and shame. Most likely you wouldn't dream of subjecting your family and friends to the kind of judgmental barrage you heap upon yourself.

When you combine an unchecked inner critic with someone who is an emotional eater, what do you think the outcome is going to be? Perhaps something sweet to soothe the sting, or maybe a drink or two after work? Falling off the wagon is bound to happen if you don't have a few strategies up your sleeve for dealing with that critical voice inside your head.





Self esteem describes how we think about ourselves and what we conclude about our own self-worth. Your inner critic has evolved to help you meet high standards and it isn't really concerned with your self-worth or self-esteem at all. According to an article, published in *Psychology Today* and written by Dr. Lisa Firestone, "The critical inner voice is formed from painful early life experiences in which we witnessed or experienced hurtful attitudes toward us or those close to us. As we grow up, we unconsciously adopt and integrate this pattern of destructive thoughts toward ourselves and others."

Believe it or not that inner critic voice can actually help you out. Here are a few tips for dealing with negative self-talk when your inner critic is being particularly harsh:

Engage in a Conversation With Your Inner Critic

Invite your inner critic to tell you where it's coming from. Sit quietly and see what surfaces. One of my clients discovered the critical voice came from childhood and a parent who was difficult to please. By using this simple technique, she was able to look objectively at this internalized voice and could then make a decision about whether or not listening to this voice was helping her greater good.

Write It Down

If your inner critic is saying something like, "I'm such an idiot; how can I be doing this again!?" Take a moment and write this thought down. Now rewrite it using the second person (write your thought as a "you" statement). "You are such an idiot; how can you be doing this again!?" Since the voice of the inner critic was integrated early in life, we must learn to differentiate ourselves (see ourselves as separate from this voice). This simple exercise, tweaking the language so that it indicates the thought is coming from a source outside ourselves, creates a space for change to enter and take hold. Read on ...

Soften the Blow

Now it's time to find a gentler voice. Reword the thought into kinder language. "You are such an idiot; how can you be doing this again!?" could become, "I am smart and capable even though I sometimes repeat past mistakes." By replacing the harsh, judgmental words that are full of rejection with more compassionate language, it's easier to hear the message as supportive. In this case, the kinder reworded version welcomes reflection about the current mistake which is also something that's happened before.



Getting Back Onboard

Working With Your Inner Critic

Here are some common examples of inner commentary my clients have had to work with when they've fallen off the keto wagon:

Inner voice: "You can't do this. You've failed before and you'll fail again!"

Well ... the truth is you can do this. You've been successful before and you will be successful again. People DO change. Slip-ups are normal and human. Since you are a human being then what you've experience is normal. You don't have to be perfect; just vigilant. Yes, you've had a slip-up but know that as you embrace your eating plan again, you can do this and this time it's different.

You: "Change is hard and it is possible. People change every day, every minute. I can change too."

Inner voice: "You were born to be fat; just like your mother."

Nope ... not true! You know that just because a close family member was/is overweight, what's happened to them is not destined to happen to you. It comes down to changing habits and you have the tools to do that. As already noted, forming new habits takes time and many repetitions for your brain to create a new and healthier groove.

You: "I am actively forming new and healthier habits."

Inner voice: "You can't control yourself; can you!?"

Yes you can ... you can control yourself even when craving those carbs you think you are addicted to. Whatever it is you are craving; sugar, baked goods, alcohol, etc., remember it's a just a habit. It's something you've turned to for comfort in the past, but now you have new habits taking form. Hang in there, go for a walk, meditate, do a breathing exercise or eat a healthy, allowed snack.

You: "Change is hard and I am forming new habits that bring me closer to my goals."

It's tempting to think that being fit and slim is easier for other people, but this is a false assumption. Usually those people are working hard to maintain their health. You may see them eating a muffin during the mid-morning break, but if that's the case they are probably exercising on a regular basis and making an effort to eat planned and healthy snacks and meals on most days.

When you fall off the wagon, being too harsh with yourself won't work. That inner critic will be working hard to beat you up, but here's the thing; research shows that developing a kinder and more compassionate approach to the changes you are working on, will lead you to better and healthier choices. A slip-up is just that; a slip. By caring about yourself with compassion it will be much easier to climb back on board with your keto program.

You can do it. You are worth it!





Chapter 5: Managing Stress

Taking Time for Self-care

You Are Worth the Effort

By now you've figured out that self-care will be a critical component in developing a winning mindset for keto success. In this chapter we will be looking at self-care strategies that involve handling stress. It's easy to veg out in front of the TV or disappear down the rabbit hole of endless online searches when you need respite from the world, but these activities won't give you the relief from stress you may actually need. Please be willing to put some time for self-care aside every day.

You are worth the effort.

Short-term Stress Relief

Stress in daily life is pretty much a given, so it's important to develop some strategies for coping. Stress can be managed and finding these coping mechanisms is important for your weight-loss goals and overall well-being. Often stressful situations arise quickly. Three short-term techniques that help in those moments are outlined below.

Change Your Breathing Pattern

Simply making a change to the way you breathe can lower your stress level in a matter of just a few minutes. You can use this strategy anywhere. You could be in a subway or a meeting at work and no-one around you will be the wiser:

- Breathe in through your nose as you notice the air going deep into your belly. Count to three as you inhale slowly; hold for one second then exhale slowly, through your nose, on a count of three.
- Imagine you are breathing in peaceful, calming energy and exhaling tension and stress.

Count Backwards While Breathing Slowly

Count backwards slowly, starting at 10, taking one complete breath (inhale & exhale) on each count. By the time you reach zero you will likely feel calmer or more relaxed. Repeat if you feel like you need another round, from 10 to 0.





Sitting Exercise

This one takes slightly more time but can still be done quickly. It's a great way to take a mini break as well as reducing stress. While sitting with legs and ankles uncrossed, mentally check your facial muscles and consciously relax any tension; let your jaw drop slightly and relax the muscles in your forehead and jaw. Allow both arms to fall gently by your sides as your shoulders lower slightly. Let hands dangle and release any tension in fingers. Imagine that your feet are growing roots deep beneath the surface while being aware of how your thighs and buttocks feel against the surface where you sit. Now breathe as you would for exercise #1.

Longer Term Strategies for Reducing Stress

If you are living in or working in a stressful situation, you will need to develop some longer term strategies for stress reduction as you move through your day. There are many techniques outlined on the Internet, so Google is your friend when it comes to finding the strategies that suit you best. I have a few of my own favorites, which I will share here, but don't feel limited in your choices.

4/7/8 Breath

This is a repeated breathing exercise for relaxation; to be employed twice a day. Sit in a straight backed chair with your feet flat on the floor. Let your tongue rest gently on the roof of your mouth with its tip just behind the ridge at the back of your upper teeth. Breathe in through your nose to a count of four, hold for a count of seven then exhale through your mouth to a count of eight while making a whoosh sound. This is one cycle. Repeat three more times. Develop the habit of doing this at least twice a day.

Develop a Walking Program

I recommend the activity of walking on specific days in most of my programs. This exercise works to burn up stores of glycogen at the beginning of a keto diet. I also encourage my clients to continue the walking routine beyond the transition period. A brisk 20 minute walk will quickly boost endorphin levels in your brain. Getting outside and away from the sources of stress provides immediate relief.

Spend Time in Nature

A 2018 study confirms that being outside closer to nature in a wilderness setting relieves both physical and psychological stress. The effects are measurable, so if you can schedule time outside during the week, it will be a pleasurable antidote to the pressures of everyday living.



Guided Meditation

Sometimes called guided imagery or visualization, with this method of meditation you form mental images of places or situations you find relaxing. You try to use as many senses as possible, such as smells, sights, sounds and textures. You may be led through this process by a guide or teacher. Guided meditations are easily found on YouTube and various online websites. Numerous apps are also available for purchase.

Mantra Meditation

In this type of meditation, you silently repeat a calming word, thought or phrase to prevent distracting thoughts

Mindfulness meditation This type of meditation is based on being mindful, or having an increased awareness and acceptance of living in the present moment. In mindfulness meditation, you broaden your conscious awareness. You focus on what you experience during meditation, such as the flow of your breath. You can observe your thoughts and emotions, but let them pass without judgment.

Therapy

Some of my clients have benefited from various forms of professional counseling or therapy. The behaviors that literally fuel weight gain are often due to coping mechanisms, developed early in life. Many therapists are trained to deal with past traumatic experiences, depression and other issues that often affect weight-loss efforts. I urge everyone that is struggling with their eating program and weight-loss attempts to consider engaging professional counsel. A therapist can help you unravel the hidden blocks that are holding you back and will provide support as you develop new ways of being in the world. Your health care provider should be able to refer you to an appropriate specialist in your area.





Chapter 6 : Metabolism

What is Metabolism?

How Easily We Lose or Gain Weight

The term metabolism describes the many chemical reactions that work to change the food you eat into an energy your body cells can use to carry out their various activities. That would be everything from breathing to thinking to moving. Many metabolic reactions (as in thousands and thousands) are happening in my body as I write these words and in yours, as you read them. Even though it encompasses a multi-faceted and complicated process, most of us think about metabolism in a simpler manner as something that's determining how easily we lose or gain weight.

Calorie Consumption

A calorie describes a unit of energy. Say a food you eat contains 50 calories; that's describing how much energy your body is going to get from your choice to eat that particular food. Each food offers a different amount of calories. A cinnamon bun which contains quite a few carbohydrates offers more calories than a boiled egg. If you consume more calories than your body uses each day, the result is weight gain; consume less and you lose.

We don't all use the same amount of energy for basic metabolic processes. Everyone is different. How much energy you use depends on a few factors:

- How physically active you are over the course of the day
- Your muscle mass
- How much body fat you have on your frame
- Your BMR

Basal Metabolic Rate (BMR)

Your BMR describes the rate at which you are burning calories to meet your body's needs when you are at rest or sleeping. If it's low, you gain weight easier than your same-sized friend whose eating the same amount, but who also has a higher BMR. So it stands to reason that raising your BMR will lead to better weight loss results, right? Well ... this may not be easily achieved as your BMR is mostly related to your genetic make-up. In other words some people are born to burn more calories just lying in bed sleeping than others.

But don't despair. My eating programs are designed to include a daily carb count that is low, which means almost everyone will lose weight once keto-adapted. This allows my clients to have successful weight-loss without a lot of exercise and this success leads them to embrace a more active lifestyle as pounds are lost and health improves.





Short-term Metabolic Boost from Exercise

Aerobic Activities

Exercise does burn calories (but it has to be an aerobic work-out) and the actual calorie burn isn't huge. Many believe that an aerobic work-out will enhance the metabolism and again, in the short-term it does, but this doesn't last all day long as some believe; it appears that the boost is over fairly quickly after the exercise session ends. In the grand scheme of things the calories burned at the gym and the metabolism boost do not really affect weight loss as much as most people think. So a half hour work-out doesn't mean you can add whole lot of extra food to the menu plan.

The trick is to find constant ways of adding physical activity to your day. More movement means a few extra calories get burned, and as you add more activity the quick metabolic lifts start to add up. Take the stairs instead of the elevator, park farther away from the store than usual to increase your step or take a walk break instead of a snack break, mid-morning. There are many health benefits that do come with being physically fit and a regular program of exercise is something I endorse.

Walking

Brisk walking is an exercise that's written into my programs for various reasons, and is especially beneficial in the first weeks of going keto. Even though my programs don't involve more than this, I do understand that regular exercise can impact a general sense of well-being, including improved emotional states, cardiovascular health and can also act as an appetite suppressant (again in the short-term). What I've noticed over time is that many of my keto adapted clients develop goals of their own, aimed at becoming more active and fit, which I heartily support.

Weight Training

Weight training is another form of exercise with definite benefits for dieters. An inactive lifestyle can lead to loss of muscle mass. As you lose weight, toning muscles will pick up some of the slack (literally) left behind as stores of body fat are efficiently burned when your body creates ketones. If looking better is one of your goals then doing some training with weights will be of benefit. For non-keto dieters, larger muscles will also lead to a slight increase in the amount of calories burned during exercise and physical activities but again, the extra burn is small. Bones are strengthened by weight-training and this is a specific benefit worth noting, especially for women. Strong bones mean the ravages of osteoporosis are less likely.





Breathing Exercises to Enhance Metabolism

Breathing and Metabolism

Oxygen intake is an important part of metabolism. If we aren't getting enough oxygen, we can't be efficient in how our bodies convert the food we eat into the energy required for cell function. Many people do not breathe deeply enough. This impedes metabolic processes. Even if you have a low BMR you may be making it lower by depriving your body of the oxygen it needs for metabolic processes. Many people expand their chest when breathing but not their abdomen making their breath shallow. When taking a deep breath, the chest and ribcage rise and push outward but the abdomen stays still.

You can check to see if this is happening by placing your hands, with fingertips pointing towards each other on your midriff, just below your ribcage. Allow your middle fingertips to touch each other. Now take in a slow deep breath. Your fingertips should pull apart slightly as you fill your lungs with air. If they don't separate it means your breath isn't filling the lower part of your lungs up enough.

There are some simple breathing techniques you can employ to ensure your oxygen supply is adequate. You will find that by adding more oxygen fuel to your metabolic fire, your metabolism starts to burn calories more efficiently and weight loss automatically follows. Since breathing is something you have to do anyway there's nothing to lose; what form of exercise could be easier!

Simple Diaphragm Breathing

This exercise will help you learn to breathe deeply into your belly which will allow you to take in more oxygen with each breath:

- Place one hand on your chest and the other on your abdomen.
- Breathe in slowly through your nose, while consciously directing the air to flow in deeply to the lower part of your lungs, towards your belly. The hand that's on your chest should remain still while the one on your abdomen rises.
- As you exhale completely, push the air out through your lips, which are slightly pursed. Tighten your abdominal muscles and allow them to fall inward as you exhale.





Triangle Breathing

Breathe in through your nose, expanding your chest and belly to a count of four, hold for a four count and exhale to a count of four. Do this for three to four minutes at a time and do it often throughout the day. It's one of the simplest breathing techniques to learn and you can do it anywhere, anytime no matter what you are doing.

Four by Four Breathing

This is almost the same as triangle breathing; you just add a count of four before you take your next breath so it goes like this:

- Breathe in through your nose to a count of four
- Hold for a count of four
- Exhale for a count of four
- Hold for a count of four (before inhaling again)
- Repeat

Once again you should do this style of breathing for three or four minutes and repeat the exercise throughout the day.



GONE FOR GOOD: Mindset for Keto Success

Dr Harlan Kilstein has been helping people lose weight since 1979. He opened up two weight loss clinics in South Florida that saw over 300 clients a day.

Working with thousands of patients, Dr. Kilstein discovered that losing weight was much more than what you ate. Most people struggled with problems such as:

- ✔ fear of failure
- ✔ fear of success
- ✔ family sabotage
- ✔ self sabotage
- ✔ perfectionist syndrome
- ✔ falling off the wagon

Gone for Good represents the first attempt to solve problems Keto (and other) dieters experience.

Dr. Harlan Kilstein leads a large online community of people following the Keto way of life, has published the Completely Keto™ Cookbook, and reversed his own weight gain and pre-diabetes diagnosis by following a Ketogenic diet.

Get a Free Keto Recipe Daily. Just go to [CompletelyKeto.com](https://completelyketo.com) and enter your email address. And while you are there look over the hundreds of delicious recipes including Cheesecakes, Thanksgiving dinners (with all the trimmings), Pies, Brownies, Barbecued Ribs and more. All kitchen tested and delicious. (And don't miss our Bye Bye Rye - you'll think it's real rye bread!)

To work directly with Dr. Kilstein visit:

completelyketo.shop/insidersclub