

Here's an example from my client Tiffany. During our initial consultation, I asked her about her previous attempts at weight loss. I encouraged her to focus on, what aspects of those plans she didn't like.

Here's what she said:

TIFFANY'S DEALBREAKERS
<ul style="list-style-type: none"> • I didn't like having to cook separate meals for myself and my family • I didn't like how restrictive it was and the immense amount of guilt I felt for eating any type of sugar • I didn't like that I had to workout for an hour every single day • I didn't like that I had to track every macro • I didn't like that I didn't know how to eat outside of tracking my intake

From there, we built a plan that took all of these dealbreakers into account. This allowed us to create something that made sense for her. For each of her particular dealbreakers, we found a way to sidestep the difficulty while still allowing for progress.

That chart below outlines what that looks like in practice.

TIFFANY'S DEALBREAKERS	FEATURES OF TIFFANY'S CUSTOMIZED PLAN
<ul style="list-style-type: none"> • Having to cook separate meals for herself and her family • High level of food restriction led to guilt over eating any and all sugar • Daily workouts were too time consuming • Over-reliance on tracking macronutrients • Lack of flexibility created uncertainty and anxiety when deviating from planned meals 	<ul style="list-style-type: none"> • Recipes and methods to prepare nutritious meals she could enjoy with her family • We defined her version of moderation to make room for sweets without a side of guilt • Restructured training schedule to allow for flexibility and built in rest days • Creation of staple meal and snack options to keep things simple without needing to track everything • Practices to navigate social situations so she could build her plate in a balanced way without having it offset her progress