

# **Why Is My Bum So BIG?**

**And How To Make It Smaller!**

**CLIVE MURPHY**

# TABLE OF CONTENTS

## **PART I: KNOW WHAT YOU WANT TO ACHIEVE**

### **Chapter 1: Introduction**

The Common Weight Loss Plan

Some Facts

### **Chapter 2: Start With the End In Mind**

How Serious Are You?

Do It For Yourself

## **PART II: GETTING THE PHYSICAL RIGHT**

### **Chapter 3: Develop An Eating Plan**

Food Is Energy

There Are Two Types of Food

It Is easy To Overeat

Avoid Getting Hungry

Avoid Yo-Yo Dieting

Clean Out Your Cupboards

No Time to Prepare Meals

What About Treats?

Be Careful Where You Eat

It Pays To Eat Healthy

### **Chapter 4: Create An Exercise Program**

Aerobic/Anaerobic Exercise

Resistance Training

Do the Sums

No Such Thing As Spot Reduction

Be Motivated To Exercise

### **Chapter 5: Measure What Is Important**

Your Ultimate Goal Is Not Weight Loss

Start Measuring

## **PART III: THE MENTAL SIDE OF WEIGHT LOSS**

### **Chapter 6: Become Motivated**

Results v's Process

Get the Process Right

Reset Your Goal

Value Your Health

Healthy Life Plan

Motivating Factors

If You Don't Feel Motivated

A Note For Parents

## **Chapter 7: Overcome Any Compensations**

- Why Do You Eat?
- Food As a Comforter
- Deal With Stress
- Body Image Is Not Self Image
- Emotional People Don't Burn Fat

## **Chapter 8: Focus On What You Want**

- See Yourself Now In Terms of What You Want

## **Chapter 9: Re-Program Yourself**

- Your Programming
- Negatives to Weight Loss
- Negatives to Great Health and Fitness
- Negative Self Talk

## **Chapter 10: When All Else Fails**

- You Need To Detox
- You Are an Emotional Person
- You Gain a Benefit
- Too Busy
- The Downside of Losing Weight
- The Solution: Deal With the Benefit
- Finally

## **PART IV: MAKE THINGS HAPPEN**

### **Chapter 11: Develop Self Discipline**

### **Chapter 12: Create Action**

## Foreword

For you to be reading this book, you have obviously made the decision to lose some weight. While most weight loss books focus on diet, with some adding exercise, very few focus on the mental side. And let's face it, if you are having trouble losing weight, it is most likely because you have lost motivation to stick to the required plan.

While many books talk to you in scientific terms and give you research data, this is a back to basics book. As many of my clients say, "While what you present is common sense, it is something I have never thought about".

I consult with people who have "tried everything" to lose weight but nothing has worked, especially in the long term. They frustratingly say "You are my last hope".

During the consultation I discover they generally know something about healthy food and exercise but are unable to stick to a program for any length of time. I also discover they know next to nothing about the mental side of weight loss. In two of the major areas (namely, self concept and motivating factors), 100% of the clients I consult get it wrong.

The information I present comes from two key areas:

First, I work with people in consultation to help them lose weight. They consult with me with the aim of getting hypnosis to help them achieve their goals. We address the motivation factor and 'why' they are not achieving. We also address many of the mental reasons why things fail to work.

This book is a summary of my findings of over 20 years of research of what works and what doesn't.

Second, Julie and I have owned a fitness centre. We regularly consulted with people who joined wanting to lose weight. While we are now out of the fitness industry, we still work with many who are still in it to make sure we are up to date with what is working.

The aim of this book is to give you some answers. Answers like why your bum is so big, why you can't lose weight, why you can't keep it off, why it is hard to stick to a program, why you lose motivation and how to rectify all of the above.

What works for one person will not necessarily work for another. Every person is different.

Besides giving you key factors on how to feel motivated, I also present some interesting information on food, exercise and weighing yourself.

Just as there is a reason why people have a weight problem, there is also a reason why they are unable to lose it. "Why Is My Bum So Big?" gives you the whole picture for what you have to do to get it right.

Read this book with an open mind. It is a back-to-basics book that is easy to read. Act on the suggestions and you will be on your way to achieving your goals.

Clive Murphy

As this book is being read in many countries, I have included metric and imperial readings. As a guide, the following conversions may be handy to refer back to:

100 gram (g) = 3.5oz

1 ounce (oz) = 28.3g

1 kilogram (Kg) = 2.2lb

1 pound (lb) = 0.45Kg

1 Kilojoule (kJ) = 0.238 cal

1 calorie (Cal) = 4.184kJ

1 Kilometer (Km) = 0.62 mile

1 mile (mile) = 1.6 Km

# **PART I**

## **THE PROBLEM (which you probably already know!)**

### Chapter 1

#### *Why Is My Bum So Big?*

#### **There Has To Be A Reason!**

It generally starts with a shock.

You may have looked in the mirror and asked yourself "Have I put on some weight?"

You may have even seen yourself in a photograph and hated what you saw!

Or, you may have asked your partner "Do you think my bum looks big in these jeans?"  
Their reply determines whether they live or die!

If you have tried to lose weight, you may be wondering where all this extra weight came from. After all, it only seems like yesterday that you looked good and felt great.

Reality hits. You now look and feel big and you know you need to lose some weight.

This is where the problem starts.

Weight loss is a very touchy subject.

And, if you are like most people, you hate the fact that you have put on weight and have to go on some sort of weight loss program.

Here is what generally happens ...

#### **The Common Weight Loss Plan**

You have decided it is time to lose some weight. The most common reasons you would like

to do this are:

- ✓ A New Year's resolution.
- ✓ An important event is coming up - like a wedding, an engagement party, a reunion (it is important to impress) or a holiday to the beach and you want to look great.
- ✓ Doctor's orders. This is often associated with the next reason.
- ✓ Fear. You have been told you will have a heart attack or get diabetes if you fail to lose a certain amount of weight.
- ✓ Partner or someone you admire commented on your increase in weight (ouch - they're game!).
- ✓ Your wardrobe does not fit. You have run out of clothes.
- ✓ You suddenly realize you can't keep up with your children.
- ✓ You have seen a photo of yourself and are not happy with your size/shape.

Now that you have a reason for losing weight, you select a good diet (either one you have read about or one someone has suggested) and you begin this new program. You know you should be exercising so you decide to buy a pair of joggers, start walking or join a fitness centre. If you do the latter, you will probably enter the centre and feel threatened by the "good looking" people.

You may even decide to join a weight loss centre where they monitor your weight and the food you eat. Some may even supply you with the food.

You now feel enthusiastic as you dream of being trim, taut and terrific. You stand on the scales daily and live in hope they will indicate what you want - you have lost some weight. Any weight will do so long as it is a loss!

After a few weeks on this new program, you begin to wane as you tire of the food you have to eat and the commitment to exercise. It's all becoming hard work.

You push on. Temptations begin to arise as you sneak the odd chocolate and cut back on your exercise. Your weight is stable or you may have gained some. You now get the guilt's as you are disappointed all this hard work is for nought. Feeling depressed, you think "What the heck!" so head back to the chocolates to console yourself, thinking "I will start again tomorrow". Tomorrow only brings a similar routine.

You realize losing the weight is going to be difficult.

If you are lucky enough to achieve your target weight by the designated time, you enjoy the moment. You now relax as you consume those foods you love (but weren't allowed to eat on the diet) and reduce, if not cut out, the exercise. Before you know it, the weight has "magically" re-appeared.

As your weight slowly increases to a point where either you, or another person notices it is a problem, you wonder how you put it all back on. It is time to begin the cycle again!

You know any diet and exercise program you embark on is going to be tough because you know how hard it is to lose the weight and keep it off.

A new diet comes on the scene. It is written up in all the glossy magazines. An anorexic movie star has lost pounds from only eating three lettuce leaves twice a day. You now embark on their program with renewed enthusiasm. Well, for the first week. You have lost weight but you feel awful. You also miss that "nice" food you used to eat.

Feeling awful drives you to the yummy good tasting high calorie foods. They're proven to make you feel good - and they do!

You begin to think: "Maybe it's time to look at 'why' I have put the weight on. Na, couldn't do that. It's too hard and I might see something I don't like". Back to the yummy food.

If this sounds familiar, it is time to break the cycle. Before we examine how to do this, let us talk about ...

## **Some Facts**

**Fact:** Diets work - short term. A diet has the function of reducing the amount of energy you put into your body. Talk to people who have been on one of the hundreds of diets on the market and most get some result. I consult with many who say "I've tried every diet and they work to some degree".

**Fact:** While diets work, most people are unable to sustain them for any length of time (and you will see why as you continue reading this book).

**Fact:** Research shows that 95% of people who go on a diet have put all the weight back on, and maybe more, within 12 months of finishing the diet. While most people can initially lose weight, they have much trouble keeping it off.

This clearly indicates diets don't work in the long term.

Therefore, there has to be more to weight loss than diet - and there is.

**Fact:** There are three things that are essential for weight loss:

**Energy in** - the food you eat.

**Energy out** - exercise.

**Attitude** - what you think (including motivation).

**Fact:** In order to lose weight, the energy in has to be less than the energy out. If the energy in exceeds energy out, you store this extra energy.

**Fact:** Just as you can put weight on, you can also lose weight (as long as you don't have a medical condition that stops you from losing weight).

For you to be reading this book, you have obviously made the decision to lose some weight.

While most weight loss books focus on diet, with some adding exercise, very few focus on the mental side. And let's face it, if you are having trouble losing weight, it is most likely because you have lost motivation to stick to the required plan.

While many books talk to you in scientific terms and give you research data, this is a back to basics book. As many of my clients say, "While what you present is common sense, it is something I have never thought about".

The aim of this book is to give you some answers. Answers like why your bum is so big, why you can't lose weight, why you can't keep it off, why it is hard to stick to a program, why you lose motivation and how to rectify all of the above.

What works for one person will not necessarily work for another. Every person is different.

Throughout this book I am going to cover many of the reasons you may fail to lose weight and what you have to do to get it right.

## Chapter 2

# No Clear Direction

Most of the people I consult are not clear with what they want to achieve or why they want to achieve it. As you will see later, the “why” is important as it is a motivating factor.

Before embarking on a weight loss program, it is important to identify what you would like to achieve. You need a target, a goal, something to aim for. It’s like driving a car, if you don’t know where you are going, you will end up somewhere, anywhere or no-where. Once you know your destination, the way to getting there becomes clear.

The first step to losing weight is to have a specific goal.

**Exercise:** Weight-wise, what do you want to achieve?

---

---

---

**Exercise:** While you may say you want to lose so many pounds or kilos, for what purpose do you want to do this? In other words, **why** do you want to lose weight?

---

---

---

---

The common responses to what you want to achieve are: “To feel healthy” and “To lose ‘x’ number of pounds or kilos within a certain time”. For example, “To lose 22 lbs (10kg) within 6 months”.

To the question of why you want to lose weight, by far the most common responses are “To look good”, “To feel healthy”, and “To fit into my clothes”.

Now you know what you want, and the reasons why, the next step is to decide how badly you want it or how important it is to you.

## Are You Really Serious About This?

If you are going to achieve something, it is important you have the determination and commitment to achieve it. Your determination and commitment are going to play a large part in the result you achieve.

**Exercise:** Rate out of 10 (with 10 being the most serious) how serious you are about losing weight.

Seriousness = \_\_\_\_\_ / 10

Now you have given this a figure, and probably one off the top of your head, take a moment to think about how serious you really are. Get totally honest with yourself. I mean totally honest.

Real Seriousness = \_\_\_\_\_ / 10

Most people I speak with say they are serious about losing weight and rate their seriousness between 8 and 10, saying "I wouldn't be here seeing you if I wasn't". And that is true. While they give me a figure, I only have to do some testing and listen to the way they speak and what they say to realize this figure is a "wish". When pushed to be totally honest, they reveal their seriousness is between 3 and 6.

A low "seriousness" figure is never going to produce a long-term result and is one of the reasons they feel frustrated for not losing the weight.

So why do people say one thing and honestly think another?

When you have a task to perform, there is both a positive and a negative to doing it. Because you run on feelings, and feelings are energy, you place positive and negative energy to doing the task. If the need to do something is 50 units of positive energy and the need not to do it is 15 units, you will obviously do it. If the need to do something is 20 units of positive energy and the need not to is 50 units, there is a good chance you won't do it. Where the negatives and positives are similar, you will be in "two minds". Think of going to work on Monday morning. There is both a positive and a negative to going. If you suffer from "Mondayitis", there is more energy placed on staying home than going. This reveals your attitude to your work and how much you enjoy it (compared to having time off).

This energy is also true for weight loss. You have both positives and negatives associated with going on a diet, exercising and interrupting your current routine. **For nearly every person I consult, this produces hardship and disruption.** Finding time to prepare different meals, to exercise and keep family and friends happy is often difficult. Include some failures to lose the weight and the task can be daunting. So while a person knows they should lose weight, the negatives associated with doing so outweigh the positives (resulting in a Real Seriousness score of 3 to 6).

**Exercise:** Rate out of 10 (with 10 being the highest), your enthusiasm to lose weight. This means changing your lifestyle, going on a diet and exercising. Again, be honest.

Enthusiasm = \_\_\_\_\_ / 10

Most people score this between 0 and 2, especially at the start. After 4 weeks of trying to lose weight, it becomes a minus 10! Mind you, some people start out with the best of intentions and plenty of enthusiasm. When things start to go wrong and the scales fail to produce the reading they want, their enthusiasm falls.

This should give you some understanding why losing weight can be so difficult and the part your mind plays in producing either a positive or negative result.

For you to lose weight, and keep it off, you must be totally serious and have plenty of enthusiasm.

How do you achieve this?

Good question. That is what this book is all about.

The first thing to do, if you want to receive a long term result, is to ...

## **Do It For You**

Who are you losing weight for?

Many people I consult want to lose weight to satisfy another person.

“I am losing weight for my partner”,  
“My family said I was overweight”,  
“My doctor said I have to lose weight”.

All these comments indicate the person is doing it for another person.

***When you do things to satisfy another person,  
you will lose motivation very quickly  
as you are only doing it to make them happy.***

If it was important to you, you would have begun the journey before they made any comment.

If you want to lose weight long term, make sure you are doing it totally for yourself. This is critical. When you do things for yourself, you receive the benefit and, as a bonus, others will also receive a benefit.

## **To Achieve Long Term Weight Loss:**

✓ Identify the benefits of losing weight and make them BIG – like, to look good and feel good.

**Exercise:** The benefits of losing weight are:

---

---

---

✓ Identify the negatives associated with losing weight and eliminate them. For example, if you think it is going to be hard work, think about how you can make it easy and enjoyable (we'll cover how to do this in the Chapter on motivation).

**Exercise:** What are the negatives to losing weight? What do you hate about going on a weight loss plan?

---

---

---

---

Have I left enough room for you to list all the reasons?!

Now you know what you want, the reasons why, and you are doing this for you, the next step is to implement a plan that is going to allow you to achieve what you want - and maintain it.

While you may think you are eating healthy foods and exercising, I strongly suggest you read Part II as, from my experience in consulting with people one-on-one, there will be some key points you need to know.

**Part II** covers some reasons why your bum is so big, the very basics of eating healthy and the reasons you should exercise.

**Part III** covers some mental reasons on why your bum is so big, the emotional side of eating, how to feel motivated to achieve your goal and the reasons why people fail to lose weight.

**Part IV** covers a check-up and what to do when all else fails!