



# Conquer Food Newsletter

## Quick Links

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**What the book's about.** It is about how to lose weight by changing habits, not foods. It teaches you how to change mindless ritualized eating behaviors. It is done without diet or deprivation. Learn how to create new habits of thought, word, and action to replace the old behavior of eating when lonely (tired, bored, happy, sleepy, grumpy, or depressed). The book covers a method of weight loss by eating



real food and real desserts. Learn to transform eating

habits from old self-defeating ones to new, more constructive, doable ones. The articles and email conversations in the book increase your understanding of food addiction and how to conquer it without counting calories or grams of fat. Hear how an opera singer lost 73 pounds using techniques described in the book "despite his travel to strange towns and adhering to someone else's schedule." Another writer said she was losing weight after having "eaten her way through rude relatives and a mother who cooked up a storm." By reading stories of other food addicts, the confusion will be cleared up about how conquering food addiction works and things you can do to reach your weight loss goal and keep it off.

## Why a Newsletter?

Dear Friends,

The Caryl Ehrlich Program is focusing on new beginnings. What better way to usher in this time of year than with the latest additions to The Program as well as some great events. I'm excited about the new Facebook page, the name the book sweepstakes, a new blog, and Program field trips which include a 20-Minute Meal (lunch or dinner), romps through the Grand Central Market, as well as to a Salad Bar.

People are succeeding with **the new Telephone Program**. Men and women have successfully completed their one-on-one 10-session Program in the UK, Paris,

New Mexico, and even in New York — perfect for the busy professional who cannot come to my office.

Many people to whom I speak tell me "I was trying to get back on the track before I called you. I thought I could do it by myself. But I couldn't." Don't be embarrassed to call. You can't expect to know it all or do it all yourself.

You might need one more session or five, or maybe you need to begin at the beginning.

Feel empowered: call 212-986-7155 to make an appointment.

Warmest Regards,  
"Onward and downward"  
*Caryl Ehrlich*

## Name the Book Sweepstakes

### Prizes

The Program, changes the way people view weight loss, and is sponsoring a "Name the book Sweepstakes," to help name a soon to be published book. Send your creative titles to Facebook.

The book you are trying to name is a result of some of the concepts of The Program, as well as those original ideas mentioned in, *Conquer Your Food Addiction* (Free Press). The new book contains many additional articles, numerous email conversations with Program participants as well as from those who wrote about their compulsive overeating problems as well as creative detailed behavioral solutions. Join the fun and automatically be entered for a chance to win a prize.

There'll be many **PRIZES**, including several hours of one-on-one sessions plus signed copies of both the old and new books plus other surprises.

### SUBMISSIONS:

To enter the Sweepstakes, post your book title suggestions on The Caryl Ehrlich Program's [Facebook](#) page (<http://www.facebook.com/pages/Manhattan-NY/The-Caryl-Ehrlich-Program/135135502984>).

Simply become a Fan of The Caryl Ehrlich Program on Facebook and post your book title, and your email address on our Wall. If you're not on Facebook, please send your title suggestions and contact information to [Caryl@ConquerFood.com](mailto:Caryl@ConquerFood.com), making sure to put the word Sweepstakes in the subject line.

October 2009

FREE



## TIPS

- Program your iPhone or Blackberry an hour before each meal to give some thought to what you're going to eat.
- Skip and Scatter every Food Category. If you had a salad today for example, skip a day before having another salad.
- Plan a one-item lunch and a one-item dinner.
- Put utensils down between bites of food.
- Ask yourself during your meal if you're still hungry.

You must be age 18 or older and living in the United States to participate. Employees of The Caryl Ehrlich Program and their families are not eligible to enter.

**DEADLINE: Titles should be posted no later than 5 p.m. on Friday, November 16, 2009.**

To Be included in future newsletters send your questions and/or comments to [Caryl@ConquerFood.com](mailto:Caryl@ConquerFood.com). All input is welcome.

Give a free newsletter to a friend by sending their first name, last name and email address to:

[Caryl@ConquerFood.com](mailto:Caryl@ConquerFood.com). Make sure to put The word Newsletter in the subject line. Forward this edition, too.

## Five Food Fumbles That Defeat Your Best Weight-Loss Intentions

I see diners at every table mindlessly eating much of the contents of a basket of bread (slathered with herbed butter or olive oil), and sipping a large glass of wine as if it were a small glass of juice.

Consider the five most common restaurant food-traps and how to traverse the terrain:

1. **Everyone else is eating everything. I don't want to be left out.**  
When out with others, it's hard to refuse all the food friends offer; try this, taste that. You don't have to say yes to everything. Keep in mind you don't have to finish everything on your plate.
2. **I see it. I want it. I order it. I eat it.**  
To succeed, be mindful, anticipate, plan

ahead, and remember your goal of wanting to weigh \_\_\_\_\_ pounds. A good question to ask: Was I thinking of the object of my affection two minutes before I saw it? The answer is probably not.

3. **It looks good. It smells good.**  
If at the time you are eating, the food tastes, looks, or smells good, it's a bonus. Everything tastes, looks, and smells good but it's not a reason to eat.
4. **It's my favorite. It's the specialty of the house. It's the best 'whatever' you ever tasted.**  
Favorite foods will always be around to entice. Your desire for them heightens when someone else tempts you to say yes to

please them. Move you. Move it. Find other things on which to focus.

5. **It was a price-fixed meal. I paid for it. It came with the meal.**  
It's so hard for most overeaters to forsake food that has already been purchased. But steer clear of the bargains. Order à la carte instead of a price fixed meal. Share an entrée with a friend. Don't succumb to what someone else wants you to eat based on what they want to charge.

When dining out, these are just a few of the food fumbles that abound. There will always be another meal, another party, another festivity. Think about how good you'll feel being slimmer when you receive the next invitation.

Water, Water  
Everywhere .

**Drink water alone. . .**

- Water along with any other beverage.
- Water with food.
- Water without food.
- If it's not water, it is food.
- Water when you think of food and know you're not hungry.
- Drink it hot or cold,
- Drink water with or without ice.
- You oughta drink water.

**Water is the best thirst quencher and the best bargain: tap water is free. Even if you prefer designer water, it's cheaper than liquor, better for you than wine.**



### HALLOWEEN SURVIVAL STRATEGIES...

If you've got a sweet tooth, this is no time to think you can handle unlimited candy in your home or office.



Things you can do:

- If you're given sweets by family or friends, save one or two favorites for a meal and re-gift the rest to others, take it to work to share with coworkers or just throw it away.
- Candy is food, and if you want to weigh your goal weight 365 days a year not just when it's convenient, use the candy as a dessert to be eaten with a meal.

- Most treats are memories of your childhood. Now you are an adult and need to be more mindful of only eating when you're physically hungry.
- If you have to have candy available for trick or treaters, purchase candies that you don't like so you won't be tempted.

Your goal is to eat only when you are hungry enough to commit to a meal with food on a plate to be eaten with utensils and which lasts for twenty minutes or more, of which dessert might be a part (or not) of said meal. Therefore you want to do the same whether it is Halloween candy or any other dessert.

A Behavioral Approach to Weight Loss **BLOG**. - Write questions, comments and whatever you might want to know about The Program's methods and how to conquer your food addiction.

<http://ConquerFood.blogspot.com/>

### YOU HAVE A CHANCE TO BE IN BOOK 2:

If you have a positive Program Story, submit it. Book 2 is in the final editing stage and your story might fit in one of the chapters. Write from the heart some of the habits you've changed and/or How The Program changed your thinking and your weight. Send positive story to: [Caryl@ConquerFood.com](mailto:Caryl@ConquerFood.com).

### NEXT NEWSLETTER:

- Winners of Name the Book Sweepstakes
- Interview on The Lunch Belle Website
- Some Blog Conversations
- Etcetera