

Take back control of what you think, eat and do

5 SIMPLE STEPS TO RELEASING THE REAL YOU



How to become more
confident, energised and healthy

ANNE IARCHY

This book is a must-read if...

- You have tried every diet going and nothing has worked
- You have persistent, negative thoughts around your health and weight
- You struggle with confidence, self-esteem and happiness
- You need motivation and practical hints and tips that fit in to your busy lifestyle
- You are 'time-poor' – a new parent, a stressed professional, a full-time carer, or someone trying to balance multiple demands on their time
- You want to get a clear understanding of what's holding you back and a clear plan of how to fit weight loss and a healthy lifestyle in to your busy life.

Words of praise

“As a healthcare professional, scientist and someone who has always struggled with weight, I find Anne’s book and 5 steps balanced, factual and empathetic without being preachy. This book is a journey of self-esteem, acceptance and understanding the science behind leading a healthy lifestyle.

I promise that you will not put it down for a second and will be galvanised to take action and responsibility for your state of being.”

Dr Syeda Saleha Hassan
Healthcare Professional

—

“This is a fantastic book for anyone who wants to take the power back that they have to transform their mind and body. It’s carefully thought out and well put together.

Anne is someone who I’ve known for many years. She an expert in the science of change and has been able to get amazing results with her clients. She’s an absolutely incredible professional. This book will help people get rid of the confusion, get rid of all the myths and give people the practical information they need to go about transforming their body.

This book is a must-read for people who want to seize back ownership of their health, their wellbeing and wanting to live an exceptional life.”

Pete Cohen
Bestselling Author, Life coach and Keynote Speaker

“From reading the first words to the last in Anne’s book, it is easy to see and feel that she has a clear understanding of her field of expertise – weight loss and becoming confident, happy and fulfilled.

Anne’s conversational style makes the book flow and is simple to read, understand and remember, and is highly motivational. Some key parts will resonate immensely with her readers. I, for one, am looking forward to working through Anne’s book as I have realised that there are elements of the book that I really have to address.

Her WHY exercise is such a deep coaching strategy. When the ‘aha’ moment is realised and the WHY found and understood, then success is so much easier to achieve.”

Brenda Dempsey

CEO of Book Brilliance Publishing, International Bestselling Author, Speaker

—

“If you’re looking for an approach that will adapt to your life in all its complexity and work for you, no matter how complex your life is, then Anne’s book is the right one for you. It is a pleasure to read and is full of stories from clients she worked with over the years and how she dealt with their issues in a professional and compassionate way. In this book, you will clarify why you want to lose weight, you will work on your mindset, you will learn how to plan and create helpful habits, learn about nutrition, physical activity, and how to deal with stress and sleep for optimal weight loss. It’s a very complete, yet adaptable method. I certainly recommend it.”

Brigitte Lipschutz PhD

Coach and Trainer

“I needed this book a long time ago! Actually, anyone who has struggled with their health and wellbeing and tried numerous diets, eating plans and exercise regimes – as I have – NEEDS this book NOW! I have read numerous books over the years as I searched for that elusive ‘miracle’ to help me finally feel better, eat better, sleep better and ultimately look better. Just a heads up... there is NO miracle! YOU make the choices and YOU handle the consequences of all the wellbeing choices you make!

Anne’s book and her simple but powerful 5-step approach is the answer for me, and only now I am confident to run my own race with my health and fitness. I have developed habits that make me happy and feel good and that fit in with my life, and I know I will keep them for life. I have learned that adopting a healthy and active lifestyle should not be a ‘quick fix’ but something that you create for yourself and that becomes part of your day, week, month, year and life, and is unlikely to be the same as anyone else’s.

If you love how you feel when you are engaged with your habits around health, nutrition and wellbeing, then you will continue to do whatever it is that makes you feel so good because you will remember the emotion you felt when you did whatever it was – whether that is drinking more water, walking every day, preparing fresh, home-cooked food, or running 5K. I have done this with the help of Anne’s brilliantly written, clear and coherent book and I cannot recommend it highly enough. It’s a book and an approach that is refreshing and insightful and useful for everyone, but as someone who has found the menopause particularly challenging, it has really hit the spot. Thank you, Anne!”

Sarah Adams

Journalist, Lecturer and Author of The Life Edit

“Anne’s 5 steps are easy to read and understand with real-life examples to associate with each step. It’s good to know how others have worked through their obstacles and achieved success through doing the work. I love that she explains there’s no magic click of the fingers, it’s a process, and that finding your “Why” (Part 2 of the book) will be the continual driver to take actions that create the change you want to see and feel.”

Nikki Love

Adventure Runner

“Anne’s book is packed full of simple, practical tips in a structure that guides you effortlessly and effectively through a clear process. With Anne’s years of experience and knowledge, the tools in this book will help you achieve your goals and feel happier for life. I’ve known Anne for years and she is a supportive, knowledgeable and caring coach. This is evident in her writing and the process, which is easy and accessible. Jump in, read and start taking action today...”

Kim Ingleby

Award-winning Mind Body Coach, TEDx Speaker & Author

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ANNE IARCHY



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Introduction

My name is Anne, and I'm a Haribo addict, in remission...

I was never a slim child. On top of the healthy meals we ate at home, I spent a chunk of my pocket money on sweets and bakery goods. In primary school, I was very active. I loved sports and exercise. Being so active meant that the full damage of my sweet tooth wasn't properly visible.

From high school onwards, my activity levels dropped. After university, I started my career in the hi-tech industry. Regular hours weren't really part of my life for many years, and frequent work travel made adopting a routine nearly impossible. Airport, aeroplane, train, hotel and restaurant food were the norm, in addition to client entertainment with some drinks to top it off. Nights were cut short due to travel, which led to me being perpetually tired. A great excuse to stop exercising, except for my weekend golf games when I was at home.

My fridge at home was always empty. After all, what's the point of coming home to rotten fruit and vegetables, and lumpy milk? Takeaways when home or just eating out with friends was the easy option. To combat the tiredness, I filled up on Haribo for quick energy. Nurofen kept the headaches at bay and helped me to relax.

As you can imagine, that lifestyle wasn't conducive to a healthy weight, which crept up slowly but surely. I tried many diets during those years, but as most were so restrictive, they were impossible to follow long-term with my lifestyle. Over the years, I spent lots of money on gym memberships I rarely used, even with good intentions to go when I wasn't travelling.

I kept on asking the personal trainers for advice on how I could lose weight with my hectic, unstructured life. Unfortunately, none managed to come up with a plan. For them, it was all or nothing.

One day, I signed up once more at another local gym and was offered five sessions with one of their personal trainers to get me kick-started. During our chat, she asked me about my goals, my exercise background, and my eating habits. I explained to her that I was leading a hectic lifestyle including lots of travel, and very proudly, I mentioned that during the last few months I had really tried to be “good” and reduced a bit of the sweet quantity.

I was shocked by her answer. “Unless you’re going to take it seriously and be fully committed, it’s just not good enough.” I didn’t even know how to respond and switched off for the rest of our chat.

After our session, I ran straight to the shops to buy a few bags of Haribo... I never saw her again for the other four sessions.

I wasn’t happy in myself, my confidence was low, and I didn’t like what I saw in the mirror or in pictures.

On a “fun” afternoon out with work, I fell and tore the ligaments in my knee. I have always been interested in the human body and how it works. (My dad still thinks I would have made a terrific doctor.) I was intrigued by the rehab process – how the muscles worked, and how to strengthen certain muscles that would take over the function of my ligaments.

I eventually looked for a personal training course that I could combine with my more than full-time job. Although I completed the course in 2007, it was only at the start of 2010, after some management changes in the company I worked for, that I made my big career change.

I wanted to help busy people just like me to lose weight, gain confidence and feel happy within themselves.

Quite quickly I realised that, as a regular personal trainer, I would only get my clients very limited results, just as I'd got when I used personal trainers. I had to offer a more complete package, so I added nutrition to the mix, together with training. My clients started to get better results.

However, many still didn't keep to their eating plans for the usual reasons/excuses. There was more to weight loss than just "eat less, move more". And that although, at the end of the day, being in calorie deficit is what is going to provide weight loss, the way to get to this is not as straightforward as diets describe it to be. It's never just your diet.

I looked at habits, mindset, sleep and stress, which were the recurring issues my clients brought up as reasons why they didn't stick to their plans. And over the past 10 years, I have developed a 5-step system that gives my client consistent long-term results. My hope is that, when applying the system, you as a reader of this book will get the results you always wanted.

If you've been struggling with your weight, and have tried many diets, or potentially the same diet over and over again, without long-term results, then this book is for you.

If you've been struggling to juggle the pressures of life, work, family, social life, hobbies, and anything else that is keeping you busy, and use those as a reason/excuse for your struggle with weight, then this book is for you.

If you feel that the lack of willpower and/or self-discipline is what is holding you back from achieving your weight loss goal, then this book is for you.

If you are ready to be open to new ideas, and to explore new methods, while forgetting everything you've ever learned on previous attempts, then this book is for you.

This book will give you the tools to achieve weight loss for life and become totally awesome! You will finally understand that there is much more to weight loss than just eating less and moving more. Diets are so “yesterday”!

Together, we will work through the 5 simple steps of your weight loss journey. We will go in-depth into each step, and I will give you tools and exercises to use and do at home, so that you can get a real feel for each step and how it can be applied to you.

I will be sharing many of my clients’ stories to show you how the steps have been used and implemented in different ways, to suit different lifestyles.

We are all different: we all live differently, and have different backgrounds, traditions and commitments. This means that each step will look different for you than for your friend once implemented in your life.

There is no “one size fits all”. Get the basics right, and you will see results.

As you work through the exercises in each part of this book, you will define your own personal plan, and feel empowered to act upon it. The changes you make will have a much bigger impact than just on your weight. Every change you make in one of the steps will have a ripple effect on the other ones. But more importantly, it will have a ripple effect on your environment and the people around you.

The way you look at your life and your health will be different. You will feel empowered, in control, and in charge of your health and weight for the rest of your life.

Over the years, major and life-changing events will happen. They will require you to adapt and change to maintain your results. Grab hold of

the book again, and work through the exercises and steps once more from where you are at that moment in time.

There will be ups, downs and plateaux along the journey. It's part of the process, and something you will learn to embrace. I wish I could tell you there was a magic pill you could take which would make you slim, fit and healthy overnight. Unfortunately, there isn't.

Try to read the book in the order it has been written in.

You have probably heard some of the points made in the book before. What makes it different and powerful is the **combination** of the 5 steps. All 5 steps are interlinked. Work in small chunks on all of them, and you will see big improvements all round.

If you focus only on one of the steps, then as with most traditional diets you will keep on getting stuck. Trust the process. It's one that has worked for my clients over the past 10 years and continues to work.

Do the exercises as you go through the book to prepare your own individualised plan for the slimmer, fitter, healthier, more confident and happier you.

You can download all the exercises here:

<https://anneiarchy.com/5-simple-steps-companion-sheets/>

I would like to invite you to join my online community on Facebook, where you can ask me any questions related to the book, share your journey, share your 'aha' moments, and chat with like-minded people on their own journey. <https://www.facebook.com/groups/ItsNotAboutTheScales>

Let's do this together!