

DISCOVER THE

10 STEPS

TO ELIMINATING
CRAVINGS SO
YOU'RE NEVER
HUNGRY
AGAIN!

Combating the cravings – tips and tricks that will help you control your cravings and STOP you reaching for the biscuit tin, a chocolate bar, packet of crisps or a glass of wine.



FIT BODY
TRANSFORMATION STUDIO.



By David Hughes





If you are reading this report there is a good chance you want to make a major change in your life by combating your cravings!

Cravings are the number one enemy to any weight loss programme, whether it is exercise regimes or calorie controlled diets. By getting your cravings under control you will have a far better chance of long-term weight loss success!

The good news is that curbing your cravings is 100% possible, and the better news is that it is not as tough as it sounds. Like most things, it is the first steps which are definitely the hardest and it is those steps I want to help you with.

This report includes some of my top tools for killing those cravings once and for all, as well as letting you in on some of the secrets that lie behind our cravings!

By reading this guide you will discover:

- 1 HOW TO GET CONTROL OF YOUR CRAVINGS**
- 2 A BETTER UNDERSTANDING OF WHAT DRIVES YOUR CRAVINGS**
- 3 SUPER SWAPS FOR OVERCOMING CRAVINGS**
- 4 10 TOP TRICKS TO KEEP YOUR CRAVINGS AT BAY**



Acceptance is the first step in controlling cravings. Acceptance that we all have them and that you are not alone; whether it is chocolate, fizzy drinks, salty snacks or a glass of wine, cravings hit us all. Unfortunately they also seem to know when we are trying to lose weight too, and tend to hit hardest when we want to diet.

So what is the answer?

For most people it is giving in, succumbing to the cravings and allowing the can of Coke, packet of crisps or favourite chocolate bar to win... however this doesn't have to be the case!

Combating cravings is possible, but to do this we need to first understand why we have cravings and what they are telling us. Secondly, we need to have a toolbox of tricks that will aid us when the cravings hit and help get them under control.

So what are our cravings trying to tell us?

Most cravings can be linked to a nutrient deficiency. They are our body's way of telling us it needs something. However, we often mistake what we really **need** with what we would really **like**. As with many things what we like is often not what we need.

Below are some of the most common cravings and the nutrient deficiency they are linked to:



Chocolate or Acidic Foods are often a symptom of a **MAGNESIUM** deficiency



Bread cravings are linked to an absence of **NITROGEN** in the diet



Soda or Oily Snacks are symptoms of a **CALCIUM** shortage



Salty Foods are (unsurprisingly) a symptom of a need for more **SODIUM**

By understanding what the cravings are telling us, we can take steps to manage them by giving our body what it needs. So next time a craving strikes try these simple food swaps:



Nuts, Seeds and Fruit



Lean Meat, Fish or Almonds



Mustard Seeds, Kale and Legumes



Lemon or Sea Salt

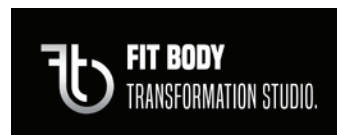
By combating your cravings you'll start to see fitness results and body changes VERY quickly.

Enjoy this report and if you have any questions simply reach out to me on Facebook via the links below.

David

David Hughes

fitbodytransformationstudio



My Top Ten Tips

These are the tricks we suggest adding to your 'Controlling Cravings Tool Box', which will help you go head-to-head with even the most powerful cravings and win!

TIP #1 DRINK MORE WHAT...?

It's a fundamental human right, it covers the majority of our planet and it is the number one trick for keeping cravings at bay.

Water is the best way of drowning your cravings, especially those telling you that you need 'salty snacks'. Dehydration is a major craving contributor, so by ensuring you are taking on enough water, you are sure to cut the cravings. Even if you are well hydrated, we can still misinterpret the need for water with a need for food (in particular the foods we shouldn't be having!)



So our trick is to – MARK YOUR WATER BOTTLE WITH YOUR NAME and take it EVERYWHERE!

Then every time you experience a craving reach for the bottle and gulp down. That should be enough to keep those cravings at bay!

SIDE NOTE: Our requirements for water intake will vary widely depending on our activity levels, environment (heat), size and gender. A good baseline equation is to calculate this sum:

$$\text{YOUR BODY WEIGHT IN KG} \times 0.033 = \text{LITRES OF WATER TO BE CONSUMED THROUGHOUT THE DAY}$$

EG: IF YOU WEIGHED

80KG



YOU WOULD REQUIRE

2.5

LITRES PER DAY



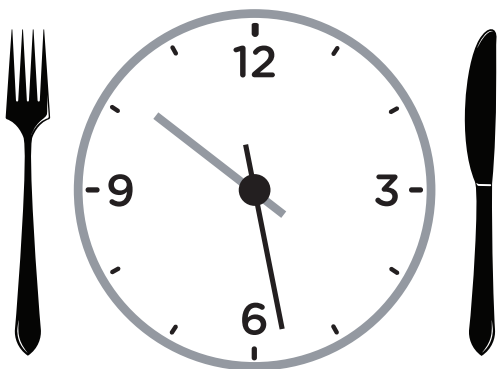
TIP #2 EAT MORE!

Sounds simply amazing but counterintuitive to weight loss, right? **WRONG!** You can snack more and lose weight. The secret is getting your snacks and the timings of these right!

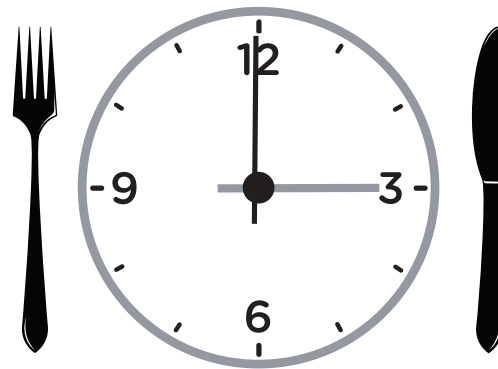
Avocados and nuts are high in healthy fats and make the perfect mid-morning snack. Grapefruit is renowned for its craving curbing powers and makes a great mid-afternoon replacement for that packet of crisps or trip to the vending machine.

By providing your body with healthy, nutritious snacks before the cravings hit you are proactively keeping them at bay. What's more, you are actively providing your body with some of the key nutrients it needs to function at its best.

So get into the habit of healthy mid-morning and mid-afternoon snacking!



**MID-MORNING
SNACK**



**MID-AFTERNOON
SNACK**

TIP #3 WATCH THAT CLOCK!

When it comes to curbing cravings there is a magic time limit that should never be exceeded – **5 HOURS!**

Go beyond this and your blood sugar level drops and the cravings begin; keep topping up with healthy snacks every 3-4 hours and you keep those cravings behind bars.

So what to choose?

The golden rule is to try and keep snacks to 50 calories:

- 2 cups of plain popcorn
- 15 grapes
- Small satsuma
- Fruit strips
- One wedge of Laughing Cow Cheese

This is just a few of the 50 calorie possibilities. There are countless websites with lists of many more, including this great website:

<http://www.eatthis.com/best-snacks-with-50-calories-or-less>

THE GOLDEN RULE TRY AND KEEP SNACKS TO 50 CALORIES

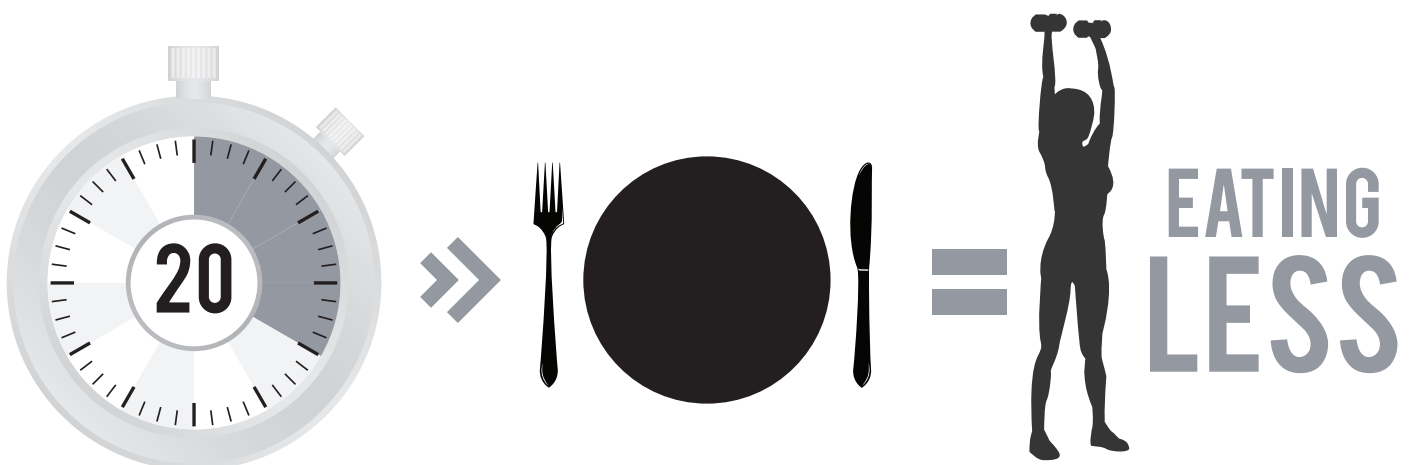


TIP #4 KILLER CARDIO

Ignore the people who say exercise makes them more hungry; studies have shown one of the best appetite busters is a cardio workout.

It's true exercise does cause a ghrelin spike, (the hormone responsible for increased appetite), but this spike then causes a cascade of other hormones which cause your appetite to be reduced.

Countless studies have proved that by doing just 20 minutes of exercise before a meal results in women eating less than they would if they did nothing.





TIP #5 CONFRONT THE CAUSES

Sadly hunger is not what drives most of us to eat, it's other factors like:

BOREDOM
→ **ANXIETY** →
NEED FOR COMFORT →
→ **LACK OF MOTIVATION**

Food often becomes a substitute for other areas of our lives where we feel we are not fulfilled. Whether it is being cooped up indoors for too long, feeling unmotivated at work, being in an unfulfilling relationship, or simply the lack of exercise - all can result in strong cravings, especially for sweet foods.

By confronting the causes you can help kill the cravings, but it will require you being honest with yourself and looking objectively at the reasons really driving the cravings. Once you have identified the cause then you can start confronting it.



TIP #6 PROTEIN PUNCH

A protein-packed diet has many advantages:

- Uses more energy to digest so keeps our metabolism running, our energy levels up, and aids with digestion
- Keeps blood sugar levels stable
- Keeps hunger at bay by ensuring we remain feeling fuller for longer and thus prevent weight gain
- Builds muscle mass and is good for your bones
- Proteins are broken down into the main building blocks of the body's tissues and organs
- Hormone balancing and thus keeping our mood upbeat

Protein-packed diets stimulate the production of CCK, a natural appetite suppressant. So ensuring your diet is high in protein is key for both suppressing the cravings and aiding weight loss.

One thing to remember is not all protein sources are equal, so what should we be eating?

- Grass-fed beef, steaks (just stay clear of the excessively fatty cuts), lean- mince or even dried beef jerky
- Unprocessed dairy products, for example natural yogurt rather than flavoured
- Pork chops and pork loin
- Eggs
- All fish are great sources of protein
- Chicken breasts are a great source of lean proteins



TIP #7 BRUSHING THE CRAVINGS AWAY

As simple as it might sound, brushing your teeth is one of the most simple and effective ways of keeping cravings at bay.

WHY?

Because everything tastes bad after cleaning your teeth... and more importantly, after you have spent five minutes brushing, flossing and then using mouthwash the last thing you will want is to dirty your mouth by snacking on a chocolate bar or fizzy drink.

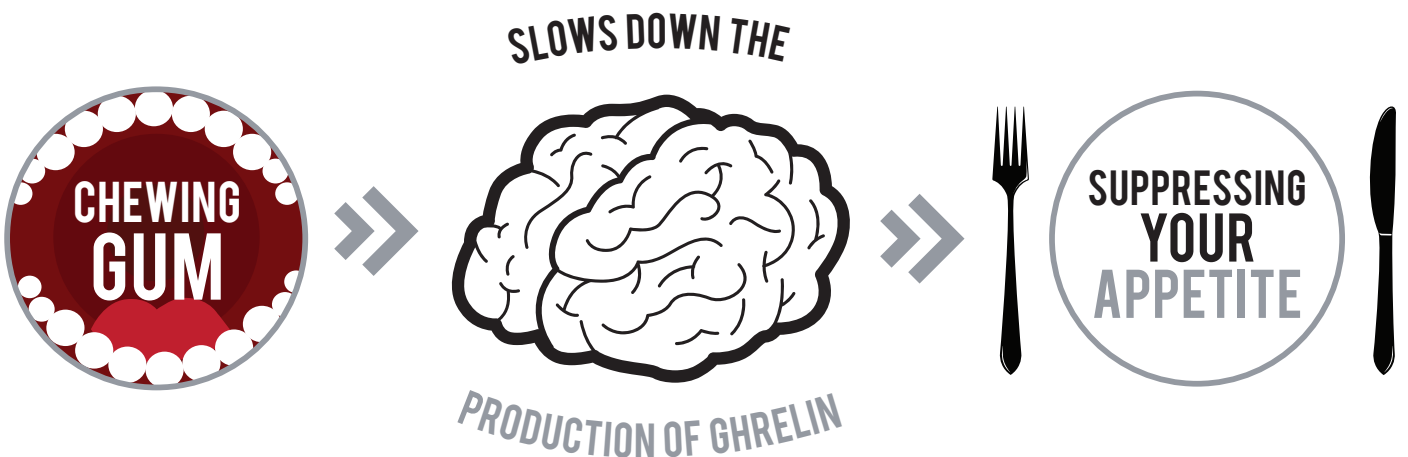
So keep a toothbrush and mini-tube of toothpaste close at hand and when you feel those cravings coming fight back with a really good clean of your teeth!



TIP #8 CHEW CHEW CHEW!

It's worth remembering that, 'one hour a day keeps the cravings away', or so the studies show!

The secret behind chewing gum is that it fools the brain into thinking you're eating. Your brain then slows down the production of ghrelin, suppressing your appetite.



THIS MAKES CHEWING GUM A GREAT SUBSTITUTE FOR ANY CRAVING, AS LONG AS IT IS SUGAR FREE!

TIP #9 GET MOTIVATED

Motivation is one of the best ways of combating cravings head on and there are several ways to do this.

Swapping your craving for a no calorie substitute is a great option, whether it's a long soak in the bath at the end of the day to reward you for going a day without fizzy drinks, a new nail varnish at the end of the month paid for by your vending machine change, or simply swapping your packet of crisps for a magazine - no calorie swaps are a great way of keeping motivated.

Another motivation trick is to make a vision board, filled with pictures that represent where you want to be, so you can instantly see what you are aiming for. Vision boards can be placed on your phone, fridge or even in a desk drawer so they are on hand when the cravings hit.



VISION BOARD





TIP #10 SAY GOODBYE TO REFINED FOODS

White bread, pasta and sugar have become household essentials, but these refined foods are also some of the worst offenders when it comes to cravings.

One of the best ways to aid any diet is to say GOODBYE to refined food, but going cold turkey is often hard – just imagine a life without pasta... One of the best ways to break the cycle is to SWAP the refined versions for their wholegrain alternatives.



**WHEN IT COMES TO
CRAVINGS, SWAP THE
BREAD, SUGARY SNACKS
AND COMFORT STARCHES
FOR NUTS, BEANS, FRUIT
AND VEG.**





I hope you've enjoyed this EBook. If you're ready to transform your body and your life then I encourage you to head to our website:

WWW.FITBODYTRANSFORMATIONSTUDIO.COM

enter your details and we'll be in contact very soon!

In the meantime take a look at the results from people like you who train at **Fit Body Transformation Studio**



JADE

Before I began my journey with Fit Camp UK, I was massively unhappy with my body. My diet consisted of a lot of Coca Cola, croissants, crisps, chocolate, pizza and bread, in large quantities. I did no exercise and found myself stuck where I was. I couldn't figure a way out of my situation, until I was introduced to Dave and Fit Camp UK. My first session was extremely difficult both physically and emotionally. I felt I couldn't do it, but thanks to the support from Fit Camp and my own motivation I kept showing up for training. I completely changed my diet and cut my calories down. Now, approximately 5 months since starting this journey, I have lost over 3 stone, I feel more confident in myself, and I'm using my body more and exercising regularly. I can't believe the changes, not only physically but also mentally that I've had. My mind-set is so different to what it was and I couldn't have done it without the constant support of Dave. I feel the best I've ever felt.



JULIE

If your wanting to get fit, please try outdoor training with the best training in Tamworth and Sutton Coldfield is Fit Camp UK! This may sound dramatic but I really couldn't imagine having this group of people in my life, from the amazing instructors to my fellow members! You will never be bored as every single session is different, from boxing, to circuits, to running and much more! The support for each other is fantastic as we all want to see each other succeed! I have been attending Fit Camp UK for 4 years and my fitness levels are great now, and alongside our training sessions we do daily/monthly challenges that we report to each other daily on a facebook page! We also take part in mud runs, park runs, the last run I did was in April and it 10 mile run from Lichfield to Tamworth known as the Cathedral to Castle run – it was amazing. The best bit we are very sociable and have had some fantastic nights out! Thanks to F.C. and a local slimming group I'm only 1 off my 2 stone award and have lost 22 inches and am now back in my 8-10 clothes! The health benefits are great, less headaches, more energy, sleep well, great for your mind, and the buzz you get after a session (although don't always think that at the time).



PAM

My journey with Dave Hughes – PT started in October 2019, mainly for health reasons, my Blood Pressure was high, I was out of breath walking, and my size put restrictions on my ability to do every day simple things, like bending over and tying my shoe laces. It was time to change all this!! An awful lot has changed since starting the journey; I am now 4 stone lighter which is visibly obvious, everyone notices, and the compliments I get are a motivator to keep going. The less obvious to others is my health and fitness levels. My BP is normal again, the stress on my body of all the extra weight is significantly reduced, and my fitness levels and range of motion have increased beyond my expectations. Exercises that I physically couldn't do are now my daily routine, and I actually ran 10K without stopping last week. Which is amazing as I could not jog for 30 seconds when I started? So to sum it up, I look different, I feel different, and I work out differently, and more importantly I want to work out!!!!..... I am constantly looking at and thinking about how to improve my performance, and planning how I achieve this with Dave and Fit Camp UK. I had to throw 3 black bin bags of clothes out this week because of my old wardrobe no longer fits!!

Dave has provided the mentoring, motivation and enthusiasm (as well as some very early morning starts to fit in with my work schedule...), which has been the driver to get me to each goal as we have set it, he has encouraged me to persevere and constantly pushed and challenged my ability, both physically and mentally, and made me understand that I am accountable for my actions. He has listened and never judged, and makes each session something to look forward to.

