

RESET POSSIBLE

Welcome to Phase 3, Maintenance!

Congratulations on reaching this significant milestone in your Ideal Protein journey!

For many, this milestone may be met with mixed emotions, including fear and self-doubt, especially for those whose attempts at weight loss maintenance in the past have been unsuccessful.

It's time to put these fears to rest and **reset possible!**

This time it will be different because *you* are different!

Yes, weight regain is an inherent process, *but it is not an inevitable one!*

That's because you are now in control of this process, not the other way around!

With the guidance of your daily Macro Code, the continued support of your coach, and ongoing education, ***you've got this!***

RESET POSSIBLE: Revisiting Your Goals in Maintenance

Just as you learned in Phase 1 by utilizing the *Your First 7 Days* guide, setting goals is an integral part of your Ideal Protein journey. The *WHY* that inspires our journey toward a healthier and happier life is often based on both physical (extrinsic) and personal (intrinsic) goals and motivators:

"I want to be able to walk up a flight of stairs without stopping to catch my breath."

"I want to fit in regular-size clothing and shop in regular department stores."

"I want to run around after my children (or grandchildren) and play an active role in their lives."

"I want to live a healthier lifestyle."

And while we set out on our journey in Phase 1 with a mixture of both, it's often the *extrinsic* or physical motivators that keep us engaged and motivated to stay the course. Accolades, admiration, and respect are just some of the encouraging feedback one can expect to receive during transformational weight loss. And while these motivators play a significant role in helping us *reach* our weight loss goals, they are not enough to help us *maintain* our hard-earned weight loss. As your family, friends, and coworkers become accustomed to the "new" you, their encouraging feedback will begin to fade, and eventually may disappear entirely. And unfortunately for *many* who rely solely on extrinsic goals and motivators, they may feel as though they are suddenly lost at sea without a rudder.

In maintenance, your intrinsic goals and motivators *are your rudder!* To maintain your healthier new weight and lifestyle, ***the power lies within you!***

Readjusting Your Goals and Redefining Your WHY in Maintenance

For many, the concept of redefining one's *WHY* may be met with some confusion, or even resistance. After all, for what reason would your *WHY* change just because you've reached your weight loss goal?

Simply put: Because *YOU* have changed—physically and emotionally. You have emerged from this journey a stronger version of yourself. You have achieved a goal that you might have once considered daunting or even impossible, and in doing so **you have reset possible!** So now is the time to realign your goals in order to keep yourself engaged and motivated to *maintain* your new weight. This is where *intrinsic* goals and motivators take over!

Below are just some of the many non-scale benefits reported by successful Ideal Protein weight loss participants over the years. How has *your* weight loss impacted *your* life? Check off all the benefits you have personally experienced since beginning your Ideal Protein journey. Reflect on the *life you have gained* since your weight loss transformation, and feel your resolve in never going back. These are your intrinsic motivators that will guide you, inspire you, and redefine your *WHY* in Maintenance.

Mind and Mood

- | | |
|--|---|
| <input type="checkbox"/> Improved overall sense of happiness | <input type="checkbox"/> Became more social |
| <input type="checkbox"/> Became more patient | <input type="checkbox"/> Gained more self-control |
| <input type="checkbox"/> Improved stress management | <input type="checkbox"/> Had fewer mood swings |
| <input type="checkbox"/> Felt less anxious | <input type="checkbox"/> Improved attention span |
| <input type="checkbox"/> Improved self-image | <input type="checkbox"/> Improved memory |
| <input type="checkbox"/> Increased self-esteem | <input type="checkbox"/> Became better organized |
| <input type="checkbox"/> Became more confident | <input type="checkbox"/> Became more productive |

Body and Health

- Increased energy
- Improved mobility
- Reduced joint pain and inflammation
- Increased stamina
- Improved sleep
- Improved health

Intrinsic Goals and Motivators in Maintenance:

Example: "For the first time since I can remember, I am looking forward to summer. For years I had dreaded pool clubs, cookouts, and even family vacations due to my own insecurities about my weight. I will never give food the power to hijack my happiness again."

RESET POSSIBLE: Setting New Goals in Maintenance

“New Phase, New Goals!” (Yes, the journey still continues!)

As we alluded to earlier, weight regain is a survival default system that kicks in after weight loss. In Phase 2, you learned about the “Energy Gap” and the body’s biological pushback to regain weight by increasing hunger and cravings. In Phase 3, you will learn how your environment, old habits, and even emotions can still interfere with your weight loss maintenance. Over the course of the next 17 visits, you will learn about these insidious “traps” and triggers and how you can hit the reset button on all of it, and **reset possible** at home!

Also included in Phase 1’s *Your First 7 Days* guide under the “Non-Scale Goals” is a second list of intrinsic goals that focus on awareness and behaviors. Some of these are written below. Take the time to review these and check off the ones you feel you have yet to conquer, and record them as your Phase 3 goals. Finally, incorporate all the intrinsic goals and motivators below into redefining your *WHY* in Maintenance.

Awareness and Behaviors

- | | |
|--|--|
| <input type="checkbox"/> Develop a healthier relationship with food | <input type="checkbox"/> Adopt healthier strategies for emotion-based food cues and triggers |
| <input type="checkbox"/> Disconnect food from emotion (love, anger, fear, stress) | <input type="checkbox"/> Cultivate a healthier home food environment |
| <input type="checkbox"/> Differentiate cravings from hunger | <input type="checkbox"/> Engage entire family in healthier habits and choices |
| <input type="checkbox"/> Improve self-awareness of hunger and satiety (fullness) signals | <input type="checkbox"/> Become more knowledgeable about nutrition, food labels, etc. |
| <input type="checkbox"/> Gain a better understanding of cues and triggers | <input type="checkbox"/> Learn how to incorporate carbs and sugar without losing control |
| | <input type="checkbox"/> Be more confident about making healthier choices when dining out |

Phase 3 Goals (new):

Your Maintenance *WHY*:



[IdealProtein.com](https://www.idealprotein.com)