

Email 1 – Monday September 4th, 2017

TITLE: Is low-carb the only way to lose weight?

Hi ,

Elizabeth here, with Total Health by Elizabeth! I'm so honored to be guesting on today's email about the importance of carbs in our diet, especially with the Bye-Bye Belly Blueprint program launching this week!

All too often I hear women tell me that when they're trying to lose weight, they're going low carb: salads are what are on the menu for the next 6 weeks, or until they reach their goal. I get it. Going low or relatively no carb can be a really effective technique for losing body fat quickly.

But it can also just as quickly send our bodies into adrenal fatigue, and lead to foggy thinking, and out of control cravings.

Why we think this way

We all know someone who lost a whole bunch of weight using the low carb method, and has successfully kept it off.

Chances are, this person was either 1) male and/or 2) younger than 35.

Don't get me wrong. I'm not hating on men or folks who are under the age of 35. But something happens to your body when you're neither of those things that the low carb plan just doesn't address: hormones. Our body becomes much less tolerant of fast fixes as we age. Techniques that we used in our 20's don't work anymore. We can't out exercise a poor diet anymore. Our bodies are so much more sensitive to stress, we need more sleep, and food quality makes a HUGE impact on how we feel.

Carbs (or typically with a low-carb diet, we're talking about starch & sugars) give us energy. Our brain uses glucose to think, and our muscles use glucose to move. Our brain doesn't have a glucose storage system like our muscles do. So, it draws on the glucose traveling around in our blood as it's energy source. If we dip below the amount of glucose in our blood that our brain needs (which is different for everyone), we just don't think right. It's like we've taken cold medicine; our thoughts tend to get foggy, and we can't express our ideas as thoroughly.

Why it's not for everybody

Between protein, fat, and carbohydrate, carbohydrates are the only macro-nutrient that we don't need to survive. Our body can make glucose from stored protein through a process called gluconeogenesis. But that doesn't mean that we should force our body to do that. All it means is that if we were stranded on a desert island with an unlimited supply of fish, that we wouldn't die. We might not enjoy it, but we wouldn't die.

As we age, we become so much more sensitive to the stresses that we put on our body: lack of sleep, less than stellar nutrition, and all too often, the pace at which we are living our lives. Chronic stress can lead to adrenal fatigue, because of all of the excess adrenaline that the adrenal glands are secreting: they just burn out.

Not giving our body the proper nutrition that it needs, is another avenue of stress.

When our body is stressed out, either through exercising too much, not eating enough, or even through work, relationships, or family issues, it doesn't have the resources to function properly. It starts working in scarcity mode, holding on to all of the resources (fat), that it can!

What to do instead

There's a threshold known as the starch tipping point. The starch tipping point is the amount of starch (carbohydrate) that your body needs in order to think and move properly, but not so much that you don't lose the weight that you desire.

Why this process can be tricky is that not all starches are equal. Our body will react to 100 grams of wheat very differently than 100 grams of sweet potato or squash.

When you know what your starch tipping point is, you enter a mode of eating where managing your weight becomes effortless.

One of the goals of the Bye-Bye Belly Blueprint is to find your unique eating formula so that you don't have to struggle with going low carb, feeling crappy, and then eating every baked good you lay your eyes on.

Enrollment for the Bye-Bye Belly Blueprint is open[INSERT YOUR AFFILIATE LINK HERE]. The program will only open a few times a year, and that time is now. You can read all about the details about it here (program start date is Monday, September 11th), and I am only admitting a limited number of folks. This is an 8 week online coaching program, where we will work on increasing your energy and quality of sleep, decrease your hunger and cravings, and as a bonus, you'll lose inches in your mid-section.

Join the Bye-Bye Belly Blueprint here. [INSERT YOUR AFFILIATE LINK HERE].

Enrollment closes Friday night at midnight. Spots are limited!

As always, let me know if you have any questions, but there's also an in-depth FAQ question here.

====> **All the details here [affiliate sales page link]**

Remember, the program closes this Friday so grab your spot ASAP!

Looking forward to working with you! Email me [mailto:info@elizabethsherman.com] with any questions!

Xo,

Eliz

Email 2 – Wednesday September 6th, 2017

TITLE: **It's not easy, but you can do it.**

Hi ,

When we have goals to lose weight or get in shape, we have an idea in our head about what that means. How are we going to feel different than we do now? Or How is our life going to be different once we lose the weight than it is now? What will our relationships look like?

Why do we think that losing weight is going to cure all of our problems?

Right?

It's like, once we get to the weight that we were, when we graduated college, all of a sudden, we're going to hear angels singing, and our life will suddenly be featured on an episode of "Leave it to Beaver".

Okay - maybe not. But we do get this idea that things are going to fall into place.

I'm not really a tough love kind of girl, but (okay, I lie. I am.) the truth is that our body, weight loss, and how we feel, works the opposite way.

Let me explain.

It's pretty universal that when a client comes to me for help, that after a certain age, we no longer want to lose weight for the appearance factor. Hey! Don't get me wrong - looking great is awesome! But I rarely get anyone over the age of 30 who wants a 6-pack. After 40, vanity goals are usually about wanting to fit in our clothes. And fitting into your clothes isn't a superficial goal. It's a really valid goal.

But we generally have ideas about how we want to feel. We want to have loads of energy. We don't want to feel stressed out all the time. We want to be free from feeling that our hunger and cravings are controlling us, and sleep! SLEEP! How we long to feel rested in the morning!

btw - television shows where folks wake up at 6 am & the sun is up - where is that place?

Sleep, mood, energy, cravings and hunger - they're all biofeedback tools that our body is giving us.

We think that once we lose the weight, that all of these aspects of the way we feel are automatically going to fall in place.

The truth is that ONLY once we get these biofeedback marker to even out, will our body be able to efficiently lose weight.

Mostly, it starts with sleep. Getting control over our sleep and stress will definitely influence our stress levels,, and in turn our cravings and hunger levels. But the foods we eat, and in what quantities have a huge influence over how we feel - sometimes even for a few days later!

And as I've written about before, too many starches, and we're left feeling lethargic. Too few, and we get brain fog and feel like weak zombies. There's a threshold where we can feel fantastic, energized and also get great sleep. The solution is to find the right combination for you. And once you find your unique formula, everything else falls in place.

I know this because it happened to me.

This isn't fun stuff. It's so much easier to pick up a book, and follow the recipes and 'the plan'.

But it doesn't work. Because you're not on 'the plan' anymore.

You will constantly be assessing your mood, your level of satisfaction and fullness.

You will be watching yourself and practicing mindfulness.

All of this stuff only you can do.

But here's what I will do for you (in the Bye-Bye Belly Blueprint which closes for enrollment tonight):
[INSERT AFFILIATE LINK

I will lead you in the right direction to begin assessing these things. You'll have starting points and then I will help you go from there. I will use all my knowledge, experience, skills and strategies to help you create (not find! Because it's not "out there") the perfect approach for you.

Nutrition and exercise is often overwhelming: just tell me what to do!

But by telling you exactly what to eat I would be making the problem worse. I would be delaying your ability to succeed. I would be siding with the 7-day detoxes and 14-day cleanses and 21-day jump starts.

And so, the Bye-Bye Belly Blueprint begins on Monday. And if this autonomy and introspective journey appeals to you (or maybe you are—like I was—just sick and tired of following rules 24/7, things I couldn't even do!), then join us.

The goal is to buckle down for 8 weeks in order to reap the long-term benefits. I guess not a novel concept—delayed gratification—but it's certainly not a sexy one. Lol.

So, I want to share the curriculum with you so you know exactly what you are getting into. It might be for you, it might not. Totally fine either way.

Here you go, the Bye-Bye Belly Blueprint:

- Phase 1 – Elimination
 - Eating Slowly to ease digestion
 - Eat to 80% full
- Phase 2 – Reintroduction
 - Is your HEC in Check?
 - Take 5 minutes
 - Planning to Win
- Phase 3 – Experimentation
 - Shape the Path
 - The Eat/Stress/Sleep Cycle
- Takeaways and Roundups (3 Daily Nutritional Commitments)

This is in addition to the dozens of videos, lessons and personal work assignments. But don't worry about being overwhelmed—I will be right there with you to walk you through the entire process in bite-sized chunks so that you can actually implement.

I won't be doing the work for you. I won't be giving you meal plans to follow. I won't be giving you hard and fast yesses and nos. And I won't be trying to "keep you in line" or tell you have to do anything.

I will, however, be challenging you to think for yourself, to do the toughest, bravest work, the things that the 7-day detoxers aren't ready for yet.

And I will guide you to creating what will work for you, for the final time.

The Bye-Bye Belly Blueprint closes Friday at midnight CST.

You can enroll right here. [INSERT AFFILIATE LINK]

<3

Elizabeth

Email 3 – Friday September 8th, 2017

TITLE: Bye-Bye Belly Blueprint Closes Tonight!

Hi ,

I wanted to send you one last reminder that the Bye-Bye Belly Blueprint 8 week coaching program enrollment closes at midnight tonight, CST.

You can get all the details here. [INSERT AFFILIATE LINK].

This email is not to convince you to register.

I'm actually not in the business of convincing, because honestly, I want all of my clients to be successful, and if you're not ready, you're not going to be successful. I don't want you to take that lightly. I don't want Bye-Bye Belly to be an impulse purchase because you are like, "Yeah, maybe Elizabeth will be the one with the plan!"

Because I'm not the one with the plan. You are.

This program is going to take a lot of work on your part, and I am going to be challenging you lots along the way. I'll be asking you to try things, assess, re-adjust and try again. We are going to create the perfect way of eating and exercising for you, but it won't be easy (but of course, in the long run it will be a ton easier than jumping from plan to plan!).

And if your mind isn't right for that, then you aren't ready.

Which is totally fine, no judgment, but in the interest of bringing in the most leveled up group of folks into Bye-Bye Belly, I want to make sure we are all being super self-aware and discerning.

If you are on the fence, please don't enroll. This program isn't a meal plan or off-the-shelf program. It's an education IN YOU. Which will require patience, practice and on-going learning.

And so, this email is not to convince you but instead a nudge for those who have been putting it off all week and need a little reminder.

Here it is:

Register for the Bye-Bye Belly Blueprint here [INSERT AFFILIATE LINK]. If you need a refresher on what is included in the program, you can get that here. [INSERT AFFILIATE LINK]

If you have any lingering questions, let me know!

<3

Elizabeth