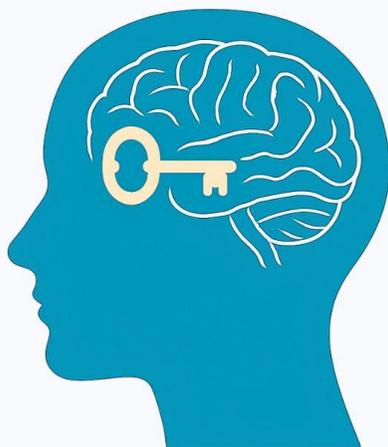


HOW YOUR SUBCONSCIOUS BLOCKS WEIGHT LOSS

*And What You Can Do
To Unblock It!*



www.foodcrazymind.com

MIND OVER MAYO

I was two weeks into my latest diet, and I knew just what I wanted: turkey on whole wheat with mustard.

I stepped up to the deli counter and said, “Turkey on whole wheat with mayo.”

I paused, shook my head, and tried again. “Turkey and lettuce with mayo... Wait! NO!”

The man behind the counter raised an eyebrow, glanced at the long line behind me, and tapped his watch.

I started over. “I’d like turkey on whole wheat with lettuce and mayo.”

To my horror, I couldn’t stop saying mayo.

Finally, I leaned over the counter, cupped my hands around my mouth and whispered, “I do NOT want mayonnaise.”

That was the moment I realized my subconscious mind was stronger than any diet or lifestyle plan.

And it was absolutely not on board with my goals!

THE POWER OF THE SUBCONSCIOUS MIND

The mind operates on two levels: the conscious and the subconscious mind. Together, they shape our perceptions and drive our behavior.

While the conscious mind handles logic, reason, and deliberate decision-making, the subconscious mind operates beneath the surface, in charge of habits, beliefs, emotions, and protective instincts. It works behind the scenes – fast, automatic, and often invisible.

Emotions and emotional memories, particularly highly charged ones, are stored in the subconscious mind, and they can surface at any time, to help or hinder us.

Understanding the subconscious is crucial for recognizing why we behave the way we do – and how past experiences and conditioning influence our present actions, often without our awareness.

The subconscious mind is often compared to a computer: handling vast amounts of information, making connections, and drawing conclusions much faster than the conscious mind ever could.

Like a computer, it runs background programs we don't see—and follows scripts we didn't consciously write, yet still live by.

Defense mechanisms like denial, avoidance, numbness, and repression are among the strategies the subconscious uses to save us from thoughts and emotions that feel too distressing.

But those same strategies can also lead to choices that are not in line with our best interests, and don't align with what we think we want.

In short, the subconscious mind exerts a profound influence, often surpassing conscious control. Acknowledging its presence and power is essential in making reasoned and intentional choices.

IS YOUR SUBCONSCIOUS MIND SABOTAGING YOU?

Do you:

- Find yourself eating sweets after you promised yourself you wouldn't?
- Lose weight only to overeat and gain it back again?
- Return to old habits as soon as new ones begin to show results?
- Spend hours making a food plan, only to stop following it at the first temptation?

If you're nodding along, feeling a mixture of recognition and frustration, you're not alone.

And once you understand what's happening beneath the surface, real change becomes possible.

YOU ARE NOT IN CONTROL

Think about times when your actions aren't in your best interest. You probably wonder what happened.

If there's something you want to achieve but you can't seem to follow through even though you know exactly what to do, there's a good chance your subconscious mind is in the way.

It plays tricks, convincing you one more serving won't hurt, or whispering that starting a healthy food plan right now is a terrible idea.

Instead of sending us out into the world to chase our dreams, the subconscious mind sends us into the kitchen to search for something sweet or salty.

Our desires can make no sense at all, like still wanting another bag of chips even though we already feel uncomfortable because the first bag was more than enough.

But when the subconscious sends messages, we obey—whether we agree or not, whether we’re aware or not, and even when those messages undermine what we really desire.

Do you constantly ask yourself:

- “Why did I eat that?”
- “How could I do that to myself?”
- “What was I thinking?”

Your struggle with food isn’t about willpower—it’s about the powerful, hidden messages from your subconscious mind.

Willpower is no match for a mind that’s trying to protect you. Your mind sends messages like:

- You deserve this, it’s been such a rough day.
- This will help you feel better.
- You can start tomorrow.
- Just a few bites won’t matter.

You don't intend to sabotage yourself, but a deeper part of you believes that food is the solution to any number of problems.

You constantly resist what you know is best for you, making healthy choices feel like a constant battle.

WHY IS YOUR SUBCONSCIOUS MIND SABOTAGING YOU?

Everything we do, we do for a reason. Though it may seem the opposite is true, the subconscious mind doesn't work against us. Instead, it sees a benefit and pushes us toward that benefit.

And the benefits may not be so obvious. For example, grabbing a piece of pie may actually be a way to bond with a friend. Having another slice of pizza might postpone heading back to the office, or polishing off a huge serving of mashed potatoes might make your grandmother happy.

Our conscious mind may not see them, but these hidden benefits are often the reasons we keep ourselves stuck. Psychologists call them "secondary gains."

The benefits your subconscious is after – the ones you need to uncover if you want to change the

messages your subconscious mind is sending – can be emotional, physical, financial, or social.

If you're using food to manage life, your subconscious doesn't see food as a problem—it sees it as a solution.

Try to get clear on when you use food to solve a problem, manage discomfort, or avoid emotional intensity.

Here are a few common examples of secondary gains:

- When I'm feeling sad or anxious, food calms me down.
- When I'm bored or confused, food is a distraction.
- Weight makes me feel less vulnerable.
- Food helps if I'm stressed and want to relax.
- I use food to maintain a status quo.
- I'm protecting someone else from hurt or discomfort.
- Overeating helps me avoid conflict.
- Staying stuck feels safer than changing.

HOW TO UNCOVER YOUR HIDDEN BLOCKS

When your behavior seems to go against what you really want, ask yourself:

- What benefit(s) do I get out of this choice?
- What problem do I really want to solve right now?

If you don't catch yourself in the moment, examine your behavior as soon as you become aware of it, and ask yourself:

- What benefit(s) did I get?
- Why would I choose to keep myself in this situation?
- What “good” comes from keeping myself here?

Stay away from self-criticism and judgment. Instead, look for the positive—or seemingly positive—reason behind your behavior.

Writing is one of the most powerful ways to confront your subconscious. Use a notebook or journal to explore your answers.

At first, you might notice only habits and knee-jerk reactions. But keep going. Use your behavior as a

IF YOU LOSE WEIGHT, WHAT ELSE WILL YOU LOSE?

One of the deepest fears is the fear of loss—because losing weight can mean losing more than just pounds.

Use the following examples as a starting point to help you uncover the losses you may be eating to avoid.

- Loss of Comfort
- Loss of Connection
- Loss of Self
- Loss of Safety
- Loss of Love

In your journal or notebook, describe the fears or losses you may be eating to avoid. You'll find a longer list of examples in *Food Crazy Mind*.

Imagine both the gains and the losses. Be aware that sometimes, our fears around change are more powerful than our desire for progress.

STOP SUBCONSCIOUS SABOTAGE

As you uncover your secondary gains, you'll understand the messages you've been getting from your subconscious, and how they may be blocking your weight loss.

If you ignore those messages, they'll just keep coming at you under the radar... and you'll stay stuck. You'll keep struggling and feel out of control when it comes to food.

While you may feel like you're failing in different ways, you're likely making the same mistake again and again: fighting your subconscious mind.

But consistent change becomes possible when you resolve the conflict between your subconscious mind and your conscious mind.

HOW DO I BRING MY SUBCONSCIOUS MIND INTO ALIGNMENT WITH MY CONSCIOUS MIND?

When you recognize your fears, losses, and secondary gains, you can change the script your subconscious mind is using.

Sometimes, awareness is enough. But often, you'll have to dig deeper. For each of the secondary gains and fears you identify, ask yourself the following questions:

- Is this a realistic concern?
- Is there a different way to avoid this loss, manage this feeling, or handle this situation?

- If what I'm afraid of does happen, what will I do? How will I manage?
- Is this worth giving up the benefits of a healthy relationship with food?

When you know what your subconscious mind is seeking, you can find different solutions. If you know the real 'why' behind your actions, you can make new, more effective choices.

In short, addressing the gains, losses, and fears behind your behavior gives you the power to remove subconscious blocks!

WHAT'S THE BEST WAY TO EXPOSE THE MESSAGES I'M GETTING FROM MY SUBCONSCIOUS MIND?

In my experience, keeping a journal is one of the most effective tools for personal exploration. Writing allows you to examine your thoughts, beliefs, and actions at your own pace and in your own way.

There's no wrong way to journal. Just start. Be honest. Be curious. Your answers will come. Take time to reflect and allow the process to shift your thinking.

Change begins with understanding. By working with your subconscious mind instead of against it, you can begin to make changes, not only in your relationship with food but in every area of your life.

The more you understand yourself, the more power you have to make lasting, compassionate choices.

READY TO GO DEEPER?

This guide is part of the *Food Crazy Mind* series, inspired by the book that helps you understand your eating patterns, calm food chaos, and rebuild self-trust through gentle self-inquiry.

Learn more about the book and related resources at FoodCrazyMind.com.

Continue your journey with the *Food Crazy Mind Eating Awareness Journals*, each designed to help you explore your thoughts, emotions, and eating patterns from a new perspective:

- [Eating Awareness Journal for Emotional Eaters](#): uncover emotional triggers and learn to meet your needs without food.
- [Eating Awareness Journal for Binge Eaters](#): identify what drives binge patterns so you can respond with awareness instead of guilt or self-criticism.
- [Food & Feelings Journal](#): explore the connection between what you eat and how you feel, bringing mindfulness to every meal.

For more free resources, printables, and mindful-eating inspiration, as well as links to the book and journals, visit FoodCrazyMind.com/start-here



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