

Am I Hungry? E-Newsletter June/July 2009

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<http://www.amihungry.com/pdf/newsletter-07-09.pdf>



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Enjoy our *Eat What You Love* video book trailer – and pass it on!

Need a little inspiration? Take just 80 seconds to watch our new *Eat What You Love* video. If you feel inspired, take a couple of seconds to forward this link to all of your friends!

<http://www.youtube.com/watch?v=pl37UIVhAAg>

Top 10 Things You’ll Probably Never Hear an Instinctive Eater Say

By Michelle May, M.D.

Maybe you’ve heard phrases like instinctive eating, intuitive eating, or normal eating to describe someone who manages their weight effortlessly. Just how do you recognize this increasingly rare individual? One way is to listen to what they say—and *don’t* say.

Here are the Top 10 things you’ll probably never hear them say...

10. I think I’ll have a pizza. I deserve it!
9. I can’t eat there; they don’t have anything I’m allowed to have on my diet.
8. I’m totally stuffed! But since I’ve already blown it, we might as well stop for ice cream on the way home.
7. Thanks for making me a birthday cake, but unfortunately, I’m all out of points for the day.
6. One more trip up to the buffet and I’ll have eaten my twelve dollars and ninety nine cents worth.
5. Hey, the calorie counter on this treadmill is broken! How am I supposed to know when I’m done exercising?
4. My boss is such a jerk. I’ll show him! I’ll eat an entire bag of Doritos all by myself!
3. I’ve been craving a piece of cheesecake all weekend. I wonder if I could make a healthy substitute by stirring some Stevia into 2 teaspoons of fat-free cream cheese and spreading it on a rice cake?
2. OMG! I was supposed to eat 17 minutes ago!

And the number one thing you’ll never hear an instinctive eater say...

1. I’m on Day 3 of the new Bahamas Cruise Diet.
Phase 1 (14 days): I’m-gonna-fit-into-this-bathing-suit-if-it-kills-me Starvation
Phase 2 (8 days): Order-as-many-entrées-as-you-want-followed-by-a-show-then-belly-up-to-the-

Midnight-Chocolate-Buffer Binge

Phase 3 (2 days): I've-gotta-lose-the-eight-pounds-I-gained-on-my-cruise Starvation

Maintenance Phase: What-the-hell!-We're-not-going-on-another-cruise-until 2013.

Alright, I'm exaggerating a bit here but you get the point. People who eat instinctively don't usually diet, but that *doesn't* mean they eat perfectly. They occasionally eat for pleasure or convenience even if they aren't hungry. The difference is that they are less likely to struggle with frequent emotional eating or mindless eating. Instead, they trust their instincts to let them know when, what, and how much to eat.

We were all born to eat instinctively—just imagine a young child saying any of those ten things! For countless reasons, many people “forget” how to use their own internal cues of hunger and satiety to guide their eating. They eat when they're sad, mad, glad, bored, or stressed. They eat because they paid for it or because it's free. As a result they gain weight, but instead of going back to instinctive eating, they go on a diet, driving them even further from their own ability to know what their body really need.



The good news is that you CAN relearn to trust yourself to eat without deprivation, guilt, or bingeing. While it may seem too good to be true, we've worked with countless people who have done exactly that—and you can too!

Eat Mindfully. Live Vibrantly!

Michelle May, M.D.

HELP US MAKE ROOM – AND GET GREAT DEALS ON BOOKS AND DVDs!

We are having an inventory reduction sale to make room for *Eat What You Love* which arrives in October. This is your opportunity to pick up a copy of *Am I Hungry? What to Do When Diets Don't Work*, purchase a printed workbook (first time these have ever been available to the public!), or finally invest in yourself with your own set of *Am I Hungry?® Workshop* DVDs.

Am I Hungry?® What to Do When Diets Don't Work (\$15.95) – now just \$10! <http://bit.ly/ZqylF>
Don't miss this great opportunity to pick up a few extra copies for friends, family, patients, and clients.

Am I Hungry? Workbook and Awareness Journal – \$19.95 (INCLUDING shipping and handling)
While supplies last ONLY – you've asked us for the print journal so for a very limited time, we are making this item available to the general public. <http://bit.ly/PMqDh>

Stop Dieting, Start Living DVD Set: 8 Workshops with Workbook (\$397) Save \$250! Now only \$147
You'll love these entertaining, eye-opening DVDs with founder Michelle May MD and actual participants. <http://bit.ly/CuWdq>

DR. MAY'S FALL *EAT WHAT YOU LOVE* SPEAKING AND MEDIA TOUR

We are celebrating the launch of *Eat What You Love, Love What You Eat* with a multi-city speaking and media tour. Check out our schedule so far: <http://michellemaymd.com/speaking-calendar.shtml>.

We are still adding dates so if you would like Dr. May to speak to your group during one of these stops or add trip to your area, please send an email to Training@AmIHungry.com. Tell us about your group (or groups) that need to hear her inspiring message. We will contact you to explore opportunities to create a memorable, meaningful event! Great audiences for Michelle include:

- Corporations
- Associations (medical, food industry, and any that offer personal development for members)
- Hospitals, medical centers, health insurance companies (CME available)
- Medical meetings (CME available)
- Women's conferences
- Community-wide wellness events
- Spas and Wellness Centers
- Colleges
- Churches
- Charity/Foundation Fundraisers
- Bariatric support groups
- ANY group that needs a positive and practical approach to a healthier lifestyle

To view a demo video and preview keynote and workshop topics, please visit www.MichelleMayMD.com.

Speaking and Media Tour Sponsorships are available for companies wishing to promote a mindful eating message to their target market! Contact us at Training@AmIHungry.com to discuss sponsorship packages.

AM I HUNGRY?® WORKSHOPS AND EVENTS...

Practice What You Preach and Preach What You Practice

Am I Hungry?® Workshop for Health Care Professionals

Thursdays, July 9th through August 27th

5:30-7:00 pm Pacific (6:30-8:00 MST, 7:30-9:00 CST, 8:30-10:00 EST)

(All sessions will be recorded in case you have to miss one or are unable to attend live.)

Includes eight 90 minute interactive sessions facilitated by me; a copy *Am I Hungry?; Eat Mindfully Live Vibrantly Workbook*; password access to our Participant Portal www.AmIHungry.net; daily brief Mindful Moment email, weekly workshop summary email; other tools; and continuing education credits
Registration is \$340; reserve your place: <http://bit.ly/oUEIz>

Next Am I Hungry?® Facilitator Training and Licensing begins August 25th

Register or download the complete information packet at <http://www.amihungry.com/facilitator-training.shtml>.

Congratulations to our Spring Am I Hungry?® Facilitator Training Graduates!

To find a facilitator or workshop near you, please visit <http://www.amihungry.com/weight-management-workshops.shtml>

Michelle May MD Presentation Calendar

<http://michellemaymd.com/speaking-calendar.shtml>

Activate your complimentary subscription to have this Am I Hungry?® E-news delivered to your email once a month and you'll receive a free download of "101 Things to Do Besides Eat" - Subscribe or read past issues: <http://amihungry.com/enews.shtml>.