



KIM
HIRSCHFELD-GADE

Created to Thrive

Featuring:



5 STEPS TO STOP DIETING

AND START LIVING
WITH FOOD FREEDOM

5 Steps to Stop Dieting and Start Living with Food Freedom

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This document is a source of information about food, nutrition, exercise, and the effects on the body. The information in this document should by no means be considered a substitute for advice from a physician, who should always be consulted before beginning any health program.

The information in this document has been carefully researched and all efforts have been made to ensure accuracy.

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Are you ready for a full Body-Mind-Lifestyle experience designed with one specific purpose - To empower and educate you to forever live with food freedom and permanently achieve your health goals?

How many times have you said, "I know what to do, but I'm not doing it"?

Have you ever been scared to eat carbs or think you need to restrict carbs to get leaner and healthier?

In life, to get something different, you have to do something different.

PFC3 is a one-of-a-kind global health movement focused on education first and centered on blood sugar balance.

Based on the foundation of eating a balance of proteins, fats and carbohydrates every 3 hours (hence PFC3), we have helped transform millions of people around the world in over 60 countries and six continents.



PFC3 is a complete Body-Mind-Lifestyle approach focused on the powerful concept of committing to just 1% a day....to see massive results that LAST.

Imagine showing up for yourself at just 1% a day....after 100 days, you'll reach 100%!

Winning with your health is all about starting where you are and you choosing to download this mini ebook was an amazing start!

Let's dive right into the 5 Steps to Stop Dieting and Start Living with Food Freedom... all of which are taken directly from our program, 100 Days of 1%!

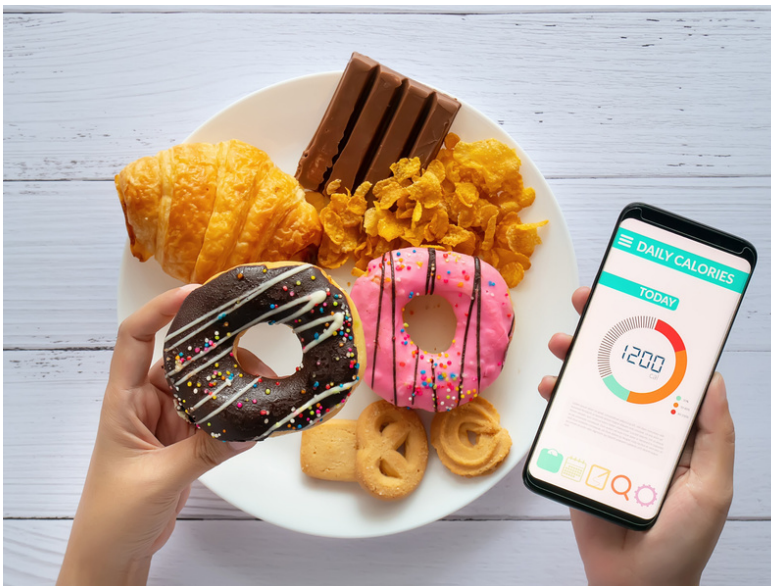
STEP 1: >>>>>>

UNDERSTANDING WHY DIETS FAIL

To get something different you have to do something different...so today we are going to redefine your journey by looking back at your past experiences and re-framing them from a perspective of failure to that of gratitude.

Gratitude because everything you have been through in the name of losing weight or loving your body brought you to this point where you can finally understand why it is that what you've tried for so long hasn't really been sustainable.

So let's first talk about why diets don't work for the long term and how very likely, little things that you think are "healthy habits" may actually be sabotaging your goals! Dieting is one of the worst things we can do for our bodies...



BUT FIRST, LET'S GET ON THE SAME PAGE ABOUT WHAT "DIETING" ACTUALLY IS.

Diets have convinced people to believe that if they simply take in fewer calories than they burn, they will lose weight. If you have ever counted a calorie or a point, you will know what I am talking about!

HERE'S THE THING, THAT WILL WORK... IN THE SHORT TERM.

It's why you have seen diets work at some point in your life. However, what is happening in our body is that we are reacting to the decreased food intake and letting go of a little bit of stored fat, but we are also burning muscle, which slows down our metabolism!

THIS IS WHY WE ARE CRANKY WHEN WE ARE ON A DIET, HAVE A LACK OF ENERGY, AND FEEL LIKE WE CRAVE FOOD EVEN MORE THAN BEFORE.

Even worse, because you are depriving your body of nutrients, your metabolism slows down and because of this, over time you can eat EXACTLY the same thing you were eating a few weeks ago, and suddenly start gaining weight again!

At first, your body will react to a diet and allow you to lose weight, but eventually, your body will start to slow down its metabolism to make up for the caloric deprivation and you have to start eating less and less to keep losing weight.

THAT IS WHY YOU HAVE FAILED AT DIETS OVER THE YEARS...IT WASN'T YOU...IT WAS THEM!



***LET'S TRY SOMETHING DIFFERENT...
THAT ACTUALLY WORKS.***

You have been led to believe that your past diets failed because YOU didn't have enough willpower. Turns out, the diets were the problem all along. After all, what thrives in a deficit? Now that you've found PFC3, you will be regularly fueling your body with exactly what it needs - and boosting your metabolism along the way!

Your body balances blood sugar levels on its own using hormones like insulin and glucagon, but you can make this so much easier by eating the right foods in the right combinations at the right frequency. This prevents the "blood sugar roller coaster" of spikes and crashes that wreaks havoc on your health. At PFC3, we eat all day with the goal of helping our bodies maintain stable blood sugar.



LOW BLOOD SUGAR

It's tempting to skip meals, whether it's because you are busy or just trying to "save calories" or "eat less than you burn."

But the truth is that when your blood sugar dips too low for too long, your body ends up burning energy from the most nutrient-dense source in your body... your muscles!

This slows your metabolism, keeps you from reaching your fitness goals, and kills your energy levels.

Add to that the fact that low blood sugar actually *encourages* your body to hold on to excess fat...and skipping meals is a recipe for disaster when it comes to your health!



"Saving calories" for an indulgent meal later is a classic "dieting" strategy that only sabotages your goals!

High Blood Sugar

When you have too many carbs at once, it causes the glucose levels in your blood to spike, which then triggers... guess what? Fat storage! (Not to mention the energy crash and cravings later.)

Over time, as your pancreas works hard to release enough insulin to handle all of these spikes, exhaustion sets in. This is called insulin resistance. Put enough stress on your pancreas, and you are at risk of developing Type II Diabetes as well as other metabolic diseases.

STEP 3 : >>>>>>

FUELING WITH THE PFC3 FORMULA

The long term, sustainable answer to nutrition is simple - we must go back to the basics and feed our bodies based on our *physiology*. Imagine using food to create hormonal balance rather than to lose weight. That's exactly what eating PFC3 is all about.

When we say "eating PFC3," we mean eating every three hours with the right combination of protein, fat, and carbohydrates - this balances your blood sugar, protects your muscle, and triggers your body to consistently release stored fat.

The three macronutrients - protein, fat, and carbs - were meant to be eaten TOGETHER in balanced proportions, which is why tracking your "macros" over the course of the whole day (instead of balancing each individual meal) doesn't work.

Eating protein affects the hormone *glucagon* (which raises your blood sugar), eating carbs affects the hormone *insulin* (which lowers your blood sugar), and eating fat slows down the rate of digestion by inhibiting the release of HCL (your stomach acid). The combination of these three nutrients in the right portions and intervals keeps your blood sugar balanced.

Portion size and frequency are important - you should be ready to eat before a meal (never starving), satisfied after a meal (not full), and ready to eat again about three hours later. This is a clear indication that your blood sugar is stable and your body is in balance. Every meal will be about the same size...so ditch the idea of traditional "snacking."

Eating **FAT** helps your body absorb vital nutrients, protects your organs, and slows down the rate of digestion.



Eating **PROTEIN** gives your body necessary amino acids it can't produce on its own, which aids in preserving and building muscle mass.



Eating **CARBOHYDRATES** gives you energy, fuels your brain and central nervous system, and supports mood stabilization.

STEP 4: >>>>>>

PREVENTING FOOD SELF-SABOTAGE

While we hope blood sugar stabilization is proving to be powerful for you, it's important to know WHY all of those things you have done in the past haven't worked for the long term and more importantly, the impact they have had on your body.

Our goal is that you NEVER go back to any dieting again, and part of that comes with KNOWING more about just how damaging diets are.

EATING LESS CALORIES

It's common for people to believe they need to take in less calories than they burn in order to lose weight. We have been taught that we have to do this in order to reach our goals. There is even a name for it - "caloric deprivation." However, when we deprive ourselves of certain nutrients, it's like running our car on fumes. In order for cars to run efficiently, we need to put high-quality gas in the tank, and keep it filled. The same is true of our bodies. If we deprive ourselves and allow our bodies to go into starvation mode, the fat they burn actually comes from our muscles...which is NOT where we want to lose it!

This is why we are cranky when we are on a diet, have a lack of energy, and feel like we are missing out on the foods we love. Even worse, because you are depriving your body of nutrients, your metabolism slows down, and the second you start to eat again, your body doesn't trust you to know when the next meal is coming, so your body holds onto it!



**All calories (or points) are not created equal!
250 calories of buttered popcorn isn't the
same as 250 calories of hard boiled eggs and
an apple.**



By counting calories or points, it assumes that nutrients are all the same, and that couldn't be further from the truth! Because our bodies require proteins, fats, and carbs at every meal in the right portions, at the right times, if you just count calories and don't take into consideration your combination of foods, you can easily start to gain weight, slow down your metabolism, impact gut health, and build up toxins.

In addition, because counting points or calories only allows us a certain amount each day, when we use up too many early in the day, we often feel like it's a "lost cause" and chalk up the entire day to a big flop. Any time we are dieting, we are bound to fail because that's how they were designed...and because it feels like WE did something wrong, we keep coming back for more!

ELIMINATING CARBS

It's amazing how something we love so much can be seen as so evil at the same time! We look at carbs as an indulgence, but have you ever figured out why you crave your carbs? Because your body needs them!

When we are on a low or no-carb diet, we are once again depriving our body of needed nutrients! Carbohydrates are an essential energy booster your body needs, so eliminating them is actually eliminating something that YOU REQUIRE.

When your body doesn't get carbs, it then has to adjust, and when it does, it actually slows down your metabolism and reduces energy. As with everything, hype excites people, but simply ask anyone about a Ketogenic diet and for how long have they been doing it. It's hard to find someone who has lived it consistently for over a year - especially women.

Quick fixes might give you an immediate result but will fail you long term because if it isn't sustainable, you won't stick with it, and then you will be back to where you started, or worse!

We do what feels comfortable

We decide to make a change

We take the steps to change

We start to feel good

This feels different

We feel uncomfortable

We question the changes we made

Our subconscious craves familiarity

THE CYCLE OF SELF-SABOTAGE

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STEP 5: >>>>>>

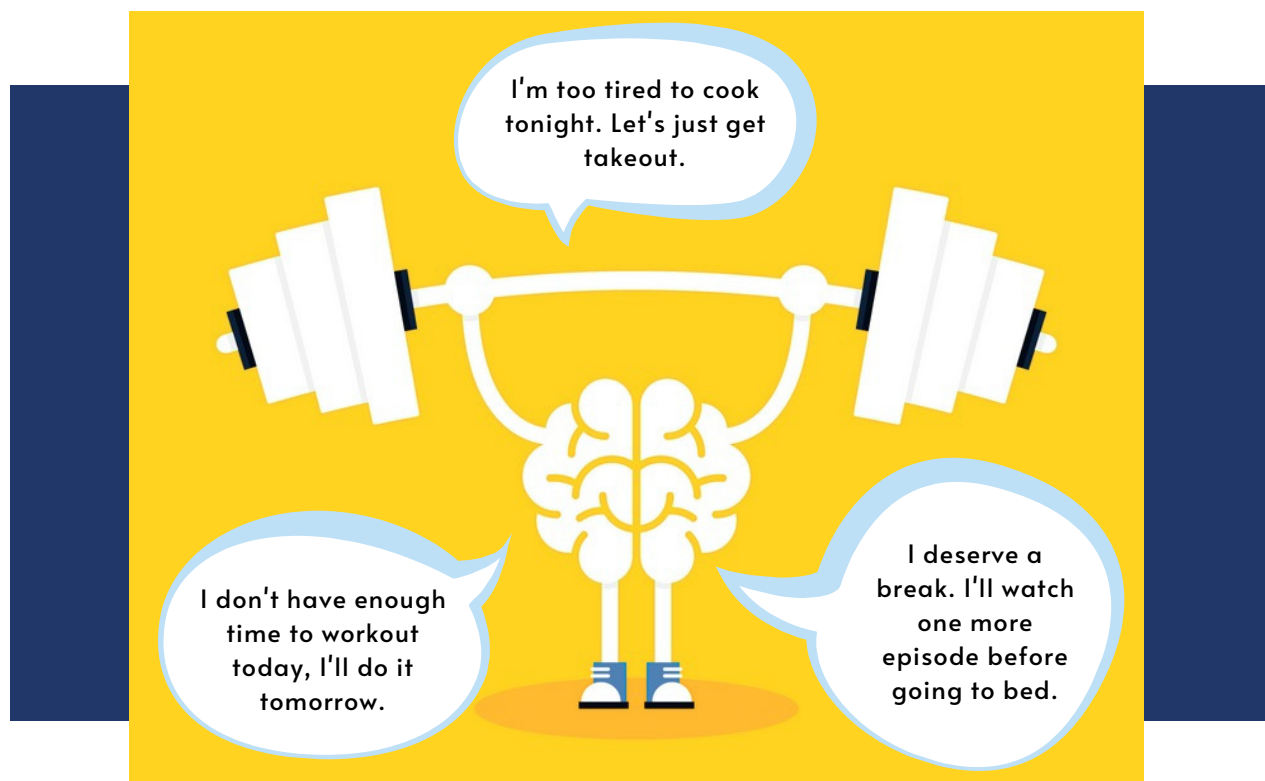
LIVING YOUR IDEAL WEEK

Believe it or not, teaching people how to eat is the EASY part of our jobs here at PFC3! The bigger challenge is helping you learn how to take a hold of your thoughts AND how to make this into a lifestyle that you can do forever!

This week we spent a lot of time reflecting on our identity. Today we are going to talk about some systems that MAY require you to slightly adjust your definition of what a healthy YOU does.

Routines are a big part of what we need to focus on, because until our 6 spinning plates get on autopilot, they will require a **“cognitive lift”**, which means we will have to think about them. This extra effort opens the door to us talking ourselves out of doing the things we intended to do!

When we are on autopilot, it doesn't mean we aren't aware of what we are doing, but it does mean that the decision to show up and do the “thing” is much, much easier. For instance, when you brush your teeth or take a shower, you probably don't negotiate that much with yourself. You just do it because you know you need to, and it's likely become a routine.



SET YOURSELF UP FOR SUCCESS

This feeling of routine is what has to happen with all the other elements of a balanced, healthy lifestyle. If exercise is always something that you have to fit into your life that feels hard or unenjoyable, you won't do it, and it will never become a routine.

If eating PFC3 is always a challenge because you don't have the right foods in the house or you don't feel like you have time to grocery shop, it will never become a part of who you are.

Instead, let's get ourselves into a plan that sets us up for success, that takes advantage of the 168 hours in a week we all have that we need to use more efficiently, and that gives us the ability to settle into a routine, so we can spend our cognitive load on things that really matter in this world!

That first starts with identifying your "ideal week."

The concept of an ideal week was first introduced by Michael Hyatt. It's similar to a budget, only instead of thinking about where you will spend your finances, you think about where and how you will spend your time.

When people think about developing their ideal week, they can feel overwhelmed, but it's actually a great tool. It creates a "roadmap" for what a week could and should look like.

You can re-write your ideal week when seasons of your life change, like from the school year to the summertime, when kids are around more, or when life gets chaotic and you feel like you don't have a handle on your time, your health, and your life.



Let's look at your ideal week...which is a 30,000 foot view of what your week could look like with your routines and responsibilities mapped out

Given your current life today, what would your week look like so you can do all the things you say you want to do?

Start with your "big rocks" of the most important things you know you need to do in your life.



When are you going to "ideally" workout each day?



When are you going to shower, do things around the house?



When do you work?



When do you sleep?



When do you have meetings or time with your friends or family?



When will you do your meal planning?
Grocery shopping?

Write out your ideal week. This will give you a road map to what your life could look like each week.

By looking at your week in this way, you can then have a plan for how you are going to be more intentional in establishing your week.

After you do this, are you set up to be that healthy person you said you wanted to be?

How can you adjust that definition of your healthy self now that you have a map for how your weeks should look consistently?

YOUR IDEAL WEEK IS YOUR ROADMAP FOR HOW TO MANAGE YOUR TIME EACH DAY.



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THESE 5 STEPS ARE THE BEGINNING OF YOUR MOST EPIC HEALTH ADVENTURE.

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It's easy to do something with your health for a moment in time, but harder to maintain consistency with the chaos and continual evolution of life.

The goal is to build off these 5 steps and maintain focus on 1% daily progress with a full immersion into winning strategize with your Body-Mind-Lifestyle.

Our 100 Days of 1% flagship program will provide you with the support, education, and motivation to truly become your own Nutrition Boss.

To continue learning...

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1percent to
jumpstart your
health by not
dieting and
eating carbs



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**KEEP CRUSHING
YOUR HEALTH AND
SEE YOU ON THE
ROAD TO
BECOMING YOUR
OWN NUTRITION
BOSS!**



ABOUT

MARK & CARRIE



PFC3 is the next evolution of the nutritional approach created by global nutritionist and NY Times Best Selling Author, Mark Macdonald, and his wife Abbi over 20 years ago.

Their unique method of stabilizing blood sugar and healing metabolism has already helped millions of people transform their relationship with food in over 60 countries and 6 continents.

Now, by partnering with world-renowned behavioral specialist, nutritionist, and award-winning educator, Carrie Lupoli, Mark and Abbi have built upon this foundation with an even deeper focus on mindset, lifestyle, and the power of 1% progress.

With their forces combined, Mark and Carrie have cracked the code to the Formula for Food Freedom—a complete blueprint for winning with your health that is rooted in the science of blood sugar balance, empowered by a robust education and support system, and centered on a daily immersion into Body-Mind-Lifestyle at 1% progress.



ABOUT Kim



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I feel fortunate to have the opportunity to share this forever and sustainable lifestyle with my family and friends- this is the LAST nutritional advice we will all EVER need!



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