

Struggle to diet
because you get
hungry all the
time?



I can't diet, because I get hungry all the time!

For many people, hunger is the biggest problem and obstacle to losing weight. Being hungry is no fun, obviously, and we're naturally inclined to avoid it.

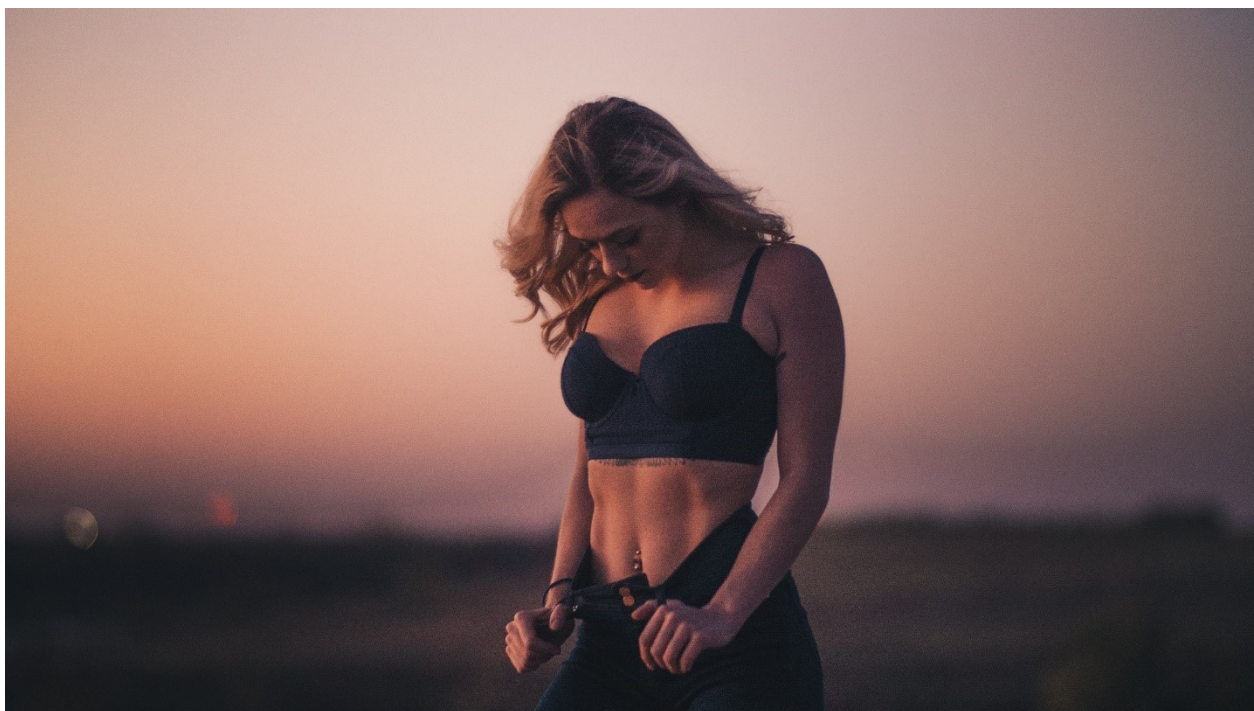
If hunger is a problem for you, I have great news. You don't need to be hungry to lose weight. Ever!

In this guide I'm going to give you eight secrets to beating hunger, along with simple and actionable strategies to help you win those hunger games every time.

Just before we get into it, I want to keep this guide bite-sized (excuse the pun), so I'm not going into much detail on any of these. If this information clicks with you, and you want to learn step-by-step method for transforming your body composition and getting the body you've always wanted, I've got you covered. Check out my **Body Transformation Blueprint** digital course over at:

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What actually is hunger, anyway?

Our appetite and natural drive to eat (and to stop), is regulated primarily by three hormones: insulin, leptin, and ghrelin.

Insulin is released in response to the rise in blood sugar that occurs after we eat. Insulin's job is to transport the glucose and other nutrients out of our blood and into our cells, to be processed and utilised there.

Several hours after eating, having completed its work, the level of insulin in our blood returns to baseline. Ghrelin starts to increase around that time, signalling to the brain that it's time to eat again.

As you consume your next meal, leptin is released. Leptin has generally the opposite effect to ghrelin, and contributes to the sensation of satiety or fullness, which prompts us to stop eating.

And around the cycle goes.

When we're dieting, we're generally in a caloric deficit (or at least we need to be if we're expecting any results). In such a calorie-restricted state, ghrelin levels become generally elevated while leptin declines. The more weight we lose, the further leptin subsides.

The key take-away here is that dieting has a biological basis for making us feel hungrier.

Should you expect to be hungry when you're dieting, then?

You might assume from all that, that being hungry is just a pre-requisite for dieting and weight loss. You'll be able to find many sources that agree with that sentiment, but it's not true. **You don't need to be hungry to lose weight.**

Earlier I outlined why hunger is a bigger challenge when you're dieting. However, it is far from unbeatable. It just takes a bit more effort, along with some of the techniques that you're about to learn.

My honest opinion, based on science and experience, is that most people can absolutely lose weight, sustainably, without ever being hungry. Now in reality you may experience the occasional pang of hunger, but know that losing weight can be a genuinely positive and enjoyable experience.

There are many ways to successfully beat back hunger, even when dieting, and in this guide I share eight of my best tips with you.

Eight secrets to beating hunger while dieting

1. Eat enough calories

This might seem like a surprising assertion to lead out with. The primary driver of weight loss is an extended caloric deficit, after all. That is, to lose weight you need to eat fewer calories than you burn, each day on average.

It may seem logical to assume then, that the greater the caloric deficit the better. But this isn't always the case. To successfully and sustainably lose weight, you must be a bit selective about the size of that deficit.

There are many online calculators which will work out your average daily calorie burn with enough accuracy. When setting up your daily calorie consumption goals, you would aim to consume fewer than that daily baseline amount, in order to lose weight.

The point here is that you can choose between an aggressive deficit, or a more conservative one. An aggressive deficit might be, say, 40% - meaning that you're consuming 40% fewer calories than your average daily burn rate. An example of a more conservative deficit might be around 10%.

A reasonable calorie deficit to aim for is 15 to 20%. It's not at all crazy to go down to a 25% or 30% deficit – that won't damage your metabolism or put you in 'starvation mode' like you might have heard or read. But if you're hungry all the time, you should consider dialling back your deficit and reintroducing some more calories again.

You may find that as you implement some of the other strategies in this guide, you can then gradually widen your deficit again.

2. Eat more protein

Research has definitively proven that a diet high in protein results in a general reduction in appetite. Protein tends to be the most satiating of the macronutrients, so a high protein meal will fill you up faster and take longer to digest, keeping you feeling fuller for longer.

Aim to get about a third of your daily calories from protein, and try to eat some protein as part of every meal as well as any snacks you might have.

Protein has many other benefits including blood glucose stabilisation, and preservation of lean muscle mass, which are very important when dieting.

Good choices include chicken breast, turkey, pork, lean beef, cottage cheese, eggs, Greek yoghurt, nuts such as almonds pistachios and cashews, lentils, tofu, and tuna.

3. Avoid high-GI foods

Carbs, in and of themselves, are not your enemy. However if you're struggling with hunger, you should avoid food or drinks that are high in simple carbohydrates.

Research has shown that high-GI foods are less satiating, leaving you coming back for more, and much sooner than you want to be. This is because high-GI foods such as white bread and sugars cause blood sugar spikes followed by crashes. These peaks and troughs in turn trigger cravings and hunger.

4. Eat mindfully

Mindfulness is becoming mainstream, and with good reason. Studies show that eating more slowly reduces the amount of food it takes to feel satisfied. It also improves digestion and reminds us to enjoy our food more.

Here are a few tips on how to reap the many benefits of mindful eating. They all amount to paying attention, in some form or other:

- ◇ **Listen to your body.** When you first notice that you're hungry, take a moment to become aware of the sensation. Think about the signals you're receiving and interpreting as hunger. This exercise can help you establish a better connection between your hunger and what you're actually hungry for.
- ◇ **Don't eat to a habitual time-based regimen.** Eat when you're hungry and stop eating when you're full - or a little before then if possible (to give the ghrelin a chance to catch up).
- ◇ **Savour your food.** Whether it's a big healthy meal or a small sinful snack, don't just chuck it down your throat. Eat slowly, savour each bit, feel all the sensations of flavour, texture, temperature, and smell. Don't take the food for granted. Experience the joy that comes with fuelling the amazing machine that is your body. Particularly if you're eating something you figure you shouldn't be eating, cultivate a strong sense of gratitude rather than of guilt.
- ◇ **Don't multi-task.** It will be much more difficult to follow the previous step if you're eating while watching TV, reading emails, or on social

media. Try not to eat lunch at your work desk. Whenever possible, make your meals a date between you and your food.

5. Get enough sleep

Science is increasingly discovering that sleeping and eating are deeply entwined. I won't go into the detail of neuropeptides and MRI studies here, although it is all quite interesting. All you need to know is that sleep has many powerful effects on how - and how much - we eat.

Insufficient sleep messes with the key appetite hormones we discussed earlier; makes junk food more tempting; erodes your will power and impulse control; increases the urge to eat fatty and high-calorie foods; leads to higher calorie consumption in general; and causes weight gain. The key symptom we're interested in here is the extra appetite that it brings on.

Here are some ways to get more and better sleep:

- ◇ **Set a regular bedtime.** Most of us already set an alarm to get up in the morning, but you should try setting one for going to bed at night as well. This is just as important on weekends. Consistency is the key.
- ◇ **Have a warm bath before bed.** Adding lavender will help you relax.
- ◇ **Black out your room.** Studies have revealed that even a tiny amount of light can affect sleep.
- ◇ **Turn your thermostat down.** We sleep best at a room temperature of 60 to 67 degrees Fahrenheit (16 to 19 degrees Celsius).
- ◇ **Don't drink alcohol immediately before bed.** Alcohol can sometimes help you get to sleep, but it reduces the quality and duration of your sleep.
- ◇ **Avoid caffeine,** obviously. For most of us, caffeine lasts for several hours in our bodies. Consider having no caffeine after about 3pm.
- ◇ **Supplements** such as magnesium, melatonin (more is not better), L-theanine, 5-HTP, GABA (those last two go well together), valerian, and chamomile tea can all help.

- ◇ **Avoid screen time in the last hour before bed.** Reading an actual physical book is a much better option.
- ◇ **Try box breathing:** breathe in slowly for a count of four, hold your breath for a count of four, breath out for a count of four, and hold again (lungs empty) for a final count of four. Repeat this exercise a few times.

6. Eat high-fibre, nutrient-dense foods

This recommendation is actually based on maths.

To lose weight you must be in a calorie deficit – that is, consuming fewer calories than you burn. In this scenario you're basically eating within a daily calorie budget. If you 'spend' that budget on calorie-dense and nutritionally bankrupt foods like crisps, donuts and soft drink, you will not be eating a large volume of food. The caloric cost of those foods is high, so you can't 'afford' a large quantity of it.

Your calorie budget already has some constraints, such as the prioritisation of protein; the need to have at least moderate amounts of healthy fats (see the next recommendation); and many people will not want to skimp on carbs.

Since your caloric budget will be allocated to those things first, the foods you eat with what remains of your calorie budget, really need to represent great value from a calorie and micronutrient perspective. Otherwise you're going to be hungry.

The simplest way to implement this suggestion is to round out your diet with as much salad and veggies as you can find. Prefer high-fibre, low-starch veggies, and green leafies.

Below is a list of foods that will fill your stomach with goodness, without tapping out your calorie budget. In fact, most of these foods will barely make a dent in your caloric intake, so just eat your fill!

Broccoli, cauliflower, cabbage, lettuce, tomatoes, Brussel sprouts, cucumber, celery, carrots and tomatoes, spinach leaves, anything green and leafy.

Another simple guideline to keep in mind: food from your fridge is more likely to tick this box, while food from your pantry is far more less likely to.

7. Don't cut out fats completely

Gram for gram, fat contains more than twice the calories of protein and carbohydrate. So obviously you need to be careful with your intake, but don't make the mistake of cutting it out completely. Very low-fat diets have been popular over the decades, but they will tend to leave you hungry.

High-quality fats are awesome for you, in limited amounts and within your calorie budget. Energy balance trumps all else, but within those guard rails you should be looking to eat food containing healthy (mostly unsaturated) oils.

One particular unsaturated fat called *oleic acid* suppresses hunger. Foods containing oleic acid are converted into a substance that sends appetite-suppressing signals to your brain, leading you to feel full.

Good choices here include avocado, nuts and seeds, eggs, fatty fish like salmon and tuna, tofu, olives and extra virgin olive oil, canola, and dark chocolate (yes!).

8. Drink lots of water

Studies have demonstrated that drinking a couple of glasses of water with your meal increases satiety. It is also the case that your body can easily confuse thirst signals with hunger signals, leading you to feel hungry even though you're actually thirsty.

Whenever you feel hungry, try having a big glass of cold water then wait 15-20 minutes and see if you feel any better. Even if you still feel compelled to eat a meal or snack, you'll likely find that you need to eat less than you would have otherwise. Double down with another glass of water with your food, to increase the effect.

Sometimes we snack and graze out of habit. If this is you, try the glass of cold water trick in the place of your usual snack. Just getting out of your chair and doing something with your hands can sometimes do the trick.

Water is also really *really* good for you, in so many ways.



There you have it! Eight reasons that can explain why you're hungry all the time, and a bunch of actionable strategies to combat the situation.

Do you want to learn the step-by-step method for feeling good, looking great, and getting the body you've always wanted?

The [Body Transformation Blueprint](#) digital course is your complete body recomposition solution. Inside the 10 modules of video lessons you'll learn all about energy balance, macronutrients, what the diets that work all have in common, and what will work for you. You'll learn which supplements are worth your money (spoiler: most aren't worth a red cent), and you'll bust a bunch of diet and exercise myths.

You'll learn that you don't need to spend hours pounding the pavement, navigating complicated gym equipment, taking a bunch of pills, missing out on the foods you love, or going hungry.

You can transform yourself! All you need is information, motivation, and the right kind of support. Exactly what this digital course gives you! Click the link above to get yourself enrolled, and don't forget your 30% discount code EBOOK.

You've got this!