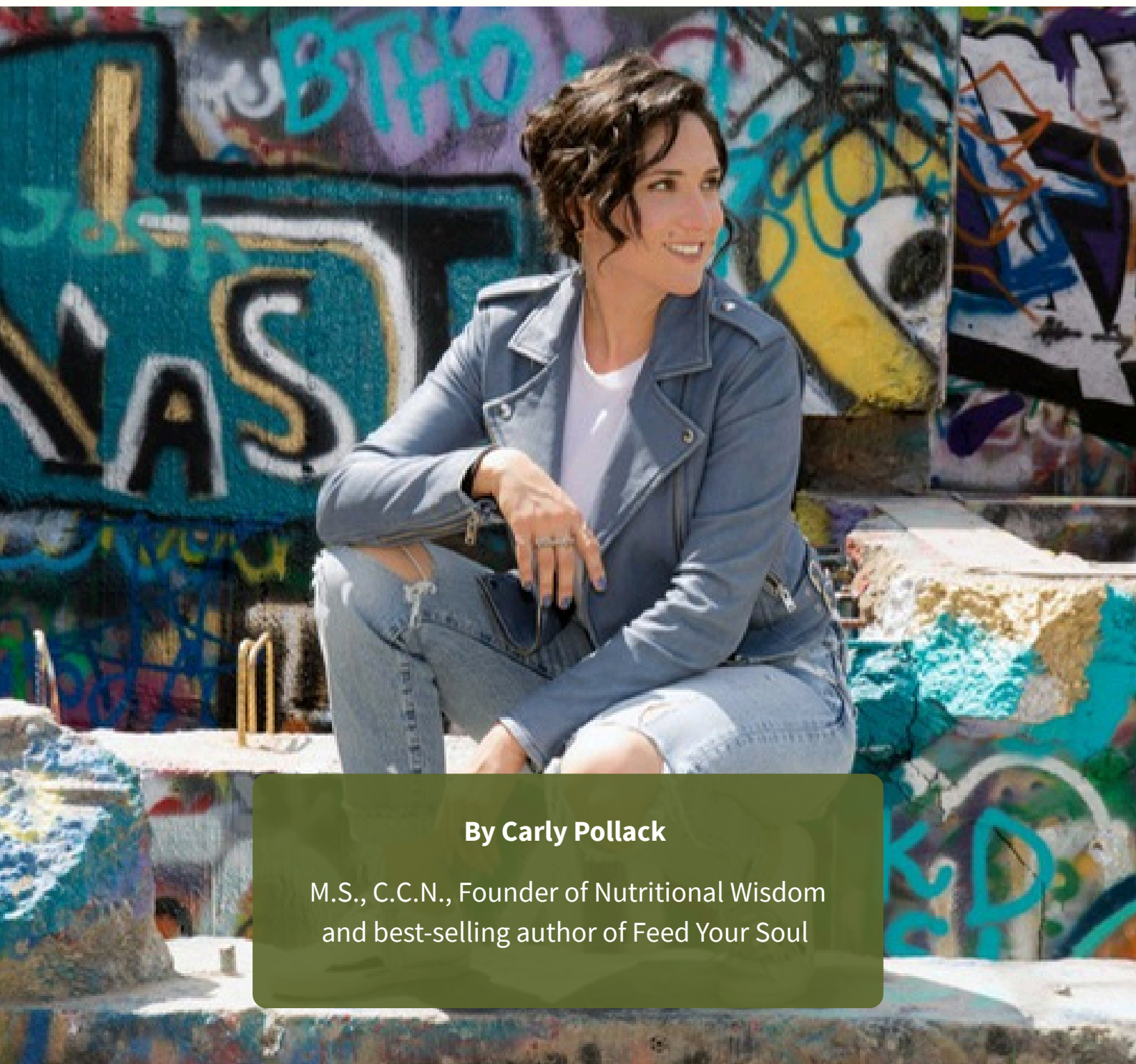




End Emotional Eating

A no-BS starter guide to lasting weight
loss and peace with food



By Carly Pollack

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and best-selling author of Feed Your Soul

WELCOME, I'M GLAD YOU'RE HERE.

I'm here to help you find something better than fad diets, 30-day cleanses, and the tired “eat less, exercise more” mantra.

I want you to set aside everything you think you know about weight loss and your body. Let this be a different conversation, one that starts with self-respect and ends with freedom.

I didn't get here overnight. It took me ten years to lose the weight I could have dropped in three months, because I had to unlearn the shame, the all-or-nothing swings, and the voice in my head that thought cruelty was productive. Slowly, with kindness and real strategy, I lost the weight and kept it off. Now I can see why it happened the way it did: so I could teach you the easier way.

This guide is your first step toward permanent change. Consider it your orientation to mind and body freedom.

You're already on the path. Let's go.

Xoxo,

Carly



Permanent weight loss starts with respect for the person in the mirror.

LETTING GO OF DIETING

The Monday Hangover

I used to wake up on Mondays feeling wrecked: head foggy, stomach sour, body buzzing with regret. Not from alcohol. From food.



Monday through Thursday I was a model dieter. I counted, measured, and negotiated with myself until the weekend arrived. Then I broke out of “food prison” and went all in. By Sunday night: guilt, anxiety, and a promise to repent for my food mistakes.

It didn’t matter which diet I tried or what workout I did. I kept ending up in the same place: exhausted, frustrated, and stuck.

Mindset Reframe

You didn’t fail diets. Diets failed you. Any plan that requires perfection guarantees a rebound.

“

“If you go on a diet, the next step is going off it.”

THE SHIFT

What Finally Changed

It wasn't an overnight epiphany. It was a slow unfolding: less punishment, more curiosity. Less "be good," more "be honest." And a simple realization:

If focusing on diet and exercise wasn't working, I had to focus on the driver—my mindset.



Ask yourself three questions:

- ✔ Am I ready to make peace with my body?
- ✔ Am I willing to release the behaviors that aren't serving me?
- ✔ Am I open to seeing my weight as a teacher, not a tormentor?

Your New Mantra

“

I'm worth it. My actions will match my intentions.

CONSCIOUS EATING, CONSCIOUS BEING

There's a voice beneath the noise of the mind. It's quieter, kinder, and wiser, and it's the one qualified to guide your choices. You strengthen that voice by practicing awareness all day long, not only at the table.

The way we do anything is the way we do everything. If you rush, numb, and multitask your way through life, you'll eat that way too. When you practice presence with food, presence shows up everywhere else: work, relationships, sleep, and stress.



You don't have to live on a mountaintop to be a conscious eater. You'll drift in and out of awareness. The skill is not "stay perfect," it's "return quickly."

“

“Success isn't never drifting. It's how quickly you come back.”

Try This

Before you eat, pause for three breaths. Name your current emotion. Set an intention: How do I want to feel after this meal?

THE PRACTICE (WHY SLOWING DOWN WINS)

I learned to drive in New York. Translation: fast and aggressive. An ex once put spare change in my car door to prove a point: the clinking got louder every time I sped up and slammed the brakes. He read me a stat: speeding barely gets you there faster. All that stress for a few minutes. His little game and the lesson that followed always stuck with me.

Same with food. Racing doesn't help. You can get the exact same "result" with less pain if you slow down, notice, and choose.

Ready for guidelines that actually work in real life? Let's make this practical.



““

“Hustle less. Notice more. That’s where the change happens.”

PRACTICE GUIDELINES — PART 1

Eat only when you're physically hungry.

Ask: Am I physically hungry or emotionally seeking? If it's emotions, identify the need. Is it comfort, rest, pause, or pleasure? Try to meet it without food. If you want the treat but aren't hungry, save it without guilt for when hunger returns.



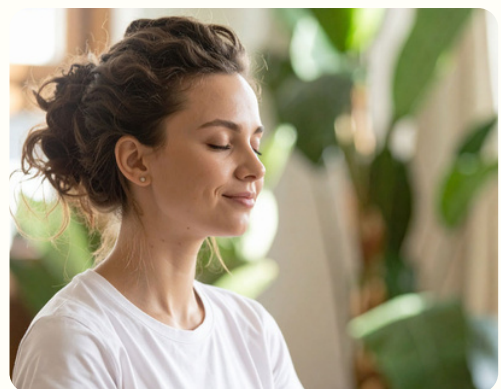
Pattern interrupt at the table.

If you want to keep eating after you're full, change your physiology. Stand up, hit the restroom, step outside, ask for a to-go box. Remind yourself: the restaurant and that meal is not going extinct! It will still exist tomorrow.



Close your eyes to check in.

If you're not sure whether you're hungry, you're not hungry. Close your eyes to quiet the noise. Physical hunger speaks clearly: empty, twisting stomach, irritability, desire for a real meal—not a cookie.



Reward Upgrade

Keep the celebration, change the currency: a walk outside, a yoga class, a new playlist, a ten-minute stretch, a long shower, a funny podcast.

PRACTICE GUIDELINES — PART 2



Center before you eat.

Three slow breaths. Name how you feel. Choose how you want to feel after. Clear the leftover stress from your last meeting before bringing it to the plate.



Eat and do nothing else.

When you eat, eat. Phone down. TV off. Be with your food. When you're done, move away from food cues. Ask for your plate to be cleared, step outside, go brush and floss!



Love foods that love you back.

Gluten and dairy don't love me. I made peace with that. In New York, I'll savor a slice. In Italy, a gelato. At home on a random Friday, I honor my body. You don't need 100% rules. You need loving boundaries that reduce consequences.

“

Freedom isn't eating everything. It's not needing to.”

PRACTICE GUIDELINES — PART 3

Eat like a food critic.

Taste fully. Texture, temperature, aroma, seasoning. If you only taste one-tenth of your food, you'll need ten times as much to feel satisfied. More joy from less food.



Pause halfway.

Leptin, your fullness hormone, is slow. Give it time to signal. Halfway through, put your fork down for five minutes. If you're still hungry, keep going. If not, enjoy being done. Use the abundance mantra: There's always more.



You bite it, you write it.

Not calories. Awareness. Jot down what you ate and how you felt right after, then two hours later. Patterns will jump off the page. This is non-judgmental data, not punishment.



Journal Prompt

What did I really need in the moment I reached for food? If I could rewind ten minutes, what would I try instead?

ROUTINES THAT STEADY YOU

Morning anchor

Five to fifteen minutes of something that brings you into your body: meditation, gentle movement, journaling. The most important morning practice is to visualize yourself eating slowly and healthfully throughout the day and stopping when it feels good.

Evening anchor

Ten minutes of tech-off quiet. Write three wins from the day, including one food win. Decide your breakfast now. The next day starts tonight.

A note on digestion

Your gut is your guide. If you struggle with bloating, brain fog, acne, or constipation, try two weeks without sugar, alcohol, gluten, dairy, and processed snacks. Reintroduce one at a time and listen for feedback.





“Your body speaks in symptoms. Learn its language.”

WHERE TO GO FROM HERE

You’ve started rewiring. Ready for a structure that keeps you steady?

Three Sessions, One On One With Carly

The Wellness Starter Program is where we work together directly. Over three coaching sessions we find the root causes behind your health struggles, build nutrition and lifestyle strategies made for you, and shift the mindset that keeps pulling you back into old patterns.

PROOF IT WORKS

“She doesn't hand out quick fixes. She teaches tools that create lasting change.”

— Kelsey B.

“My intuitive eating voice is getting stronger every day.”

— Jackie H.

“After 7 years of no answers,
coaching brought my cycle
back, then my daughter.”

— Jennifer L.

“Carly helped me turn the voice
in my head from a fight into a
loving negotiation.”

— Courtney H.

“Clear, simple, powerful. No
overwhelm—just change.”

— Ann J.

You deserve to feel good. Let's make that your new normal.

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