

DISCOVER THE

10 STEPS

TO ELIMINATING
CRAVINGS SO
YOU'RE NEVER
HUNGRY
AGAIN!

Combating the cravings – tips and tricks that will help you control your cravings and STOP you reaching for the cookie jar, a chocolate bar, bag of chips or a glass of wine.



Brittany Fedun



If you are reading this report there is a good chance you want to make a major change in your life by combating your cravings!

Cravings are the number one enemy to any weight loss program, whether it is exercise regimes or calorie controlled diets. By getting your cravings under control you will have a far better chance of long-term weight loss success!

The good news is that curbing your cravings is 100% possible, and the better news is that it is not as tough as it sounds. Like most things, it is the first steps which are definitely the hardest and it is those steps I want to help you with.

This report includes some of my top tools for killing those cravings once and for all, as well as letting you in on some of the secrets that lie behind our cravings!

By reading this guide you will discover:

- 1 HOW TO GET CONTROL OF YOUR CRAVINGS**
- 2 A BETTER UNDERSTANDING OF WHAT DRIVES YOUR CRAVINGS**
- 3 SUPER SWAPS FOR OVERCOMING CRAVINGS**
- 4 10 TOP TRICKS TO KEEP YOUR CRAVINGS AT BAY**



Acceptance is the first step in controlling cravings. Acceptance that we all have them and that you are not alone; whether it is chocolate, soda, salty snacks or a glass of wine, cravings hit us all. Unfortunately they also seem to know when we are trying to lose weight too, and tend to hit hardest when we want to diet.

So what is the answer?

For most people it is giving in, succumbing to the cravings and allowing the can of Coke, bag of chips or favorite chocolate bar to win... however this doesn't have to be the case!

Combating cravings is possible, but to do this we need to first understand why we have cravings and what they are telling us. Secondly, we need to have a toolbox of tricks that will aid us when the cravings hit and help get them under control.

So what are our cravings trying to tell us?

Most cravings can be linked to a nutrient deficiency. They are our body's way of telling us it needs something. However, we often mistake what we really **need** with what we would really **like**. As with many things what we like is often not what we need.



Below are some of the most common cravings and the nutrient deficiency they are linked to:



Chocolate or Acidic Foods are often a symptom of a **MAGNESIUM** deficiency



Bread cravings are linked to an absence of **NITROGEN** in the diet



Soda or Oily Snacks are symptoms of a **CALCIUM** shortage



Salty Foods are (unsurprisingly) a symptom of a need for more **SODIUM**

By understanding what the cravings are telling us, we can take steps to manage them by giving our body what it needs. So next time a craving strikes try these simple food swaps:



Nuts, Seeds and Fruit



Lean Meat, Fish or Almonds



Mustard Seeds, Kale and Legumes



Lemon or Sea Salt

By combating your cravings you'll start to see fitness results and body changes VERY quickly.

Enjoy this report and if you have any questions simply reach out to me on Facebook via the links below.

Brittany

Brittany Fedun

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My Top Ten Tips

These are the tricks we suggest adding to your 'Controlling Cravings Tool Box', which will help you go head-to-head with even the most powerful cravings and win!

TIP #1 DRINK MORE WHAT...?

It's a fundamental human right, it covers the majority of our planet and it is the number one trick for keeping cravings at bay.

Water is the best way of drowning your cravings, especially those telling you that you need 'salty snacks'. Dehydration is a major craving contributor, so by ensuring you are taking on enough water, you are sure to cut the cravings. Even if you are well hydrated, we can still misinterpret the need for water with a need for food (in particular the foods we shouldn't be having!)



So our trick is to – MARK YOUR WATER BOTTLE WITH YOUR NAME and take it EVERYWHERE!

Then every time you experience a craving reach for the bottle and gulp down. That should be enough to keep those cravings at bay!

SIDE NOTE: Our requirements for water intake will vary widely depending on our activity levels, environment (heat), size and gender. A good baseline equation is to calculate this sum:

YOUR BODY WEIGHT IN POUNDS **x** **0.5** **=** **OUNCES OF WATER TO BE CONSUMED THROUGHOUT THE DAY**

EG: IF YOU WEIGHED 150LBS **⇒** **75** **OUNCES PER DAY**
YOU WOULD REQUIRE



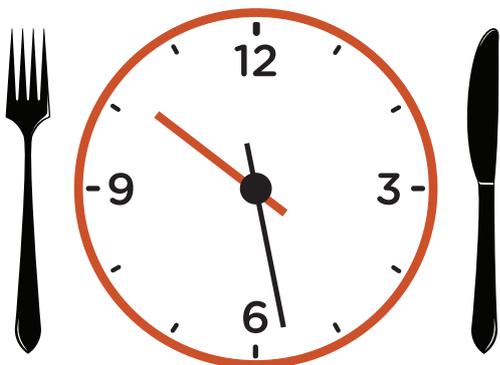
TIP #2 EAT MORE!

Sounds simply amazing but counterintuitive to weight loss, right? **WRONG!** You can snack more and lose weight. The secret is getting your snacks and the timings of these right!

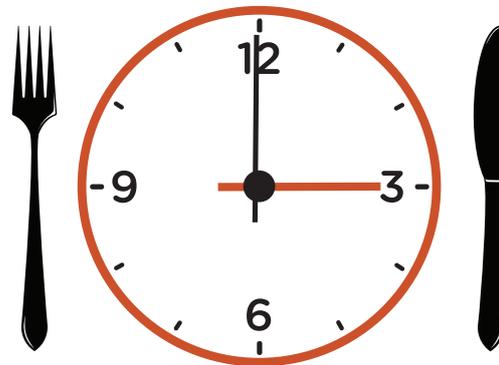
Avocados and nuts are high in healthy fats and make the perfect mid-morning snack. Grapefruit is renowned for its craving curbing powers and makes a great mid-afternoon replacement for that bag of chips or trip to the vending machine.

By providing your body with healthy, nutritious snacks before the cravings hit you are proactively keeping them at bay. What's more, you are actively providing your body with some of the key nutrients it needs to function at its best.

So get into the habit of healthy mid-morning and mid-afternoon snacking!



**MID-MORNING
SNACK**



**MID-AFTERNOON
SNACK**

TIP #3 WATCH THAT CLOCK!

When it comes to curbing cravings there is a magic time limit that should never be exceeded – **5 HOURS!**

Go beyond this and your blood sugar level drops and the cravings begin; keep topping up with healthy snacks every 3-4 hours and you keep those cravings behind bars.

So what to choose?

The golden rule is to try and keep snacks to 50 calories:

- 2 cups of plain popcorn
- 15 grapes
- Small orange
- 4 ounces of carrots
- One wedge of Laughing Cow Cheese

This is just a few of the 50 calorie possibilities. There are countless websites with lists of many more, including this great website:

<http://www.eatthis.com/best-snacks-with-50-calories-or-less>

THE GOLDEN RULE TRY AND KEEP SNACKS TO 50 CALORIES



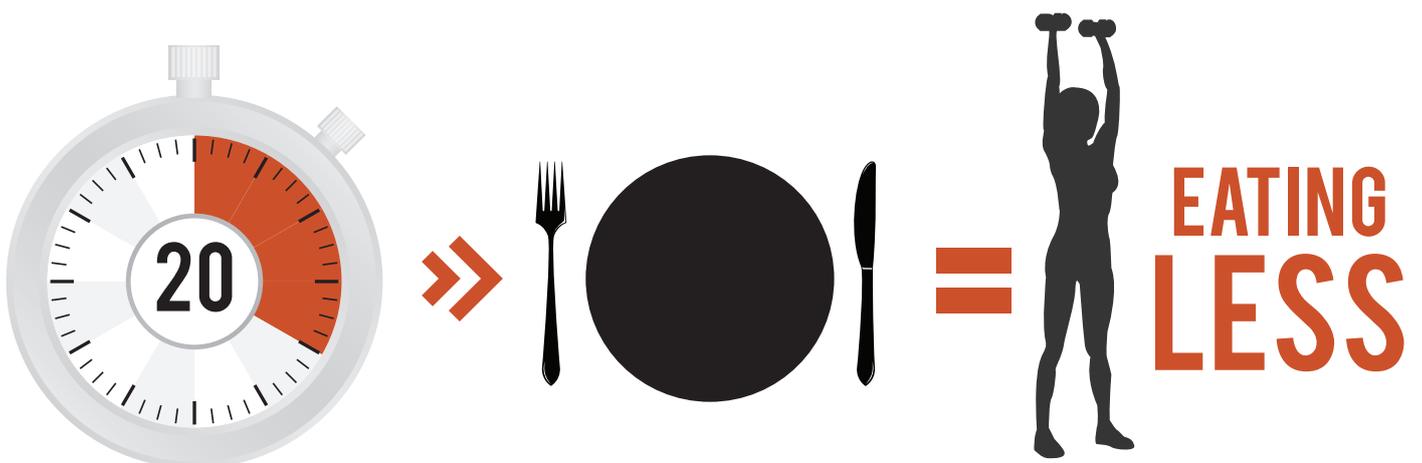
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TIP #4 KILLER CARDIO

Ignore the people who say exercise makes them more hungry; studies have shown one of the best appetite busters is a cardio workout.

It's true exercise does cause a ghrelin spike, (the hormone responsible for increased appetite), but this spike then causes a cascade of other hormones which cause your appetite to be reduced.

Countless studies have proved that by doing just 20 minutes of exercise before a meal results in women eating less than they would if they did nothing.





TIP #5 CONFRONT THE CAUSES

Sadly hunger is not what drives most of us to eat, it's other factors like:

BOREDOM
ANXIETY
NEED FOR COMFORT
LACK OF MOTIVATION

Food often becomes a substitute for other areas of our lives where we feel we are not fulfilled. Whether it is being cooped up indoors for too long, feeling unmotivated at work, being in an unfulfilling relationship, or simply the lack of exercise - all can result in strong cravings, especially for sweet foods.

By confronting the causes you can help kill the cravings, but it will require you being honest with yourself and looking objectively at the reasons really driving the cravings. Once you have identified the cause then you can start confronting it.



TIP #6 PROTEIN PUNCH

A protein-packed diet has many advantages:

- Uses more energy to digest so keeps our metabolism running, our energy levels up, and aids with digestion
- Keeps blood sugar levels stable
- Keeps hunger at bay by ensuring we remain feeling fuller for longer and thus prevent weight gain
- Builds muscle mass and is good for your bones
- Proteins are broken down into the main building blocks of the body's tissues and organs
- Hormone balancing and thus keeping our mood upbeat

Protein-packed diets stimulate the production of CCK, a natural appetite suppressant. So ensuring your diet is high in protein is key for both suppressing the cravings and aiding weight loss.

One thing to remember is not all protein sources are equal, so what should we be eating?

- Grass-fed beef, steaks (just stay clear of the excessively fatty cuts), turkey or even dried beef jerky
- Unprocessed dairy products, for example natural yogurt rather than flavored
- Pork chops and pork loin
- Eggs
- All fish are great sources of protein
- Chicken breasts are a great source of lean proteins



TIP #7 BRUSHING THE CRAVINGS AWAY

As simple as it might sound, brushing your teeth is one of the most simple and effective ways of keeping cravings at bay.

WHY?

Because everything tastes bad after cleaning your teeth... and more importantly, after you have spent five minutes brushing, flossing and then using mouthwash the last thing you will want is to dirty your mouth by snacking on a chocolate bar or soda.

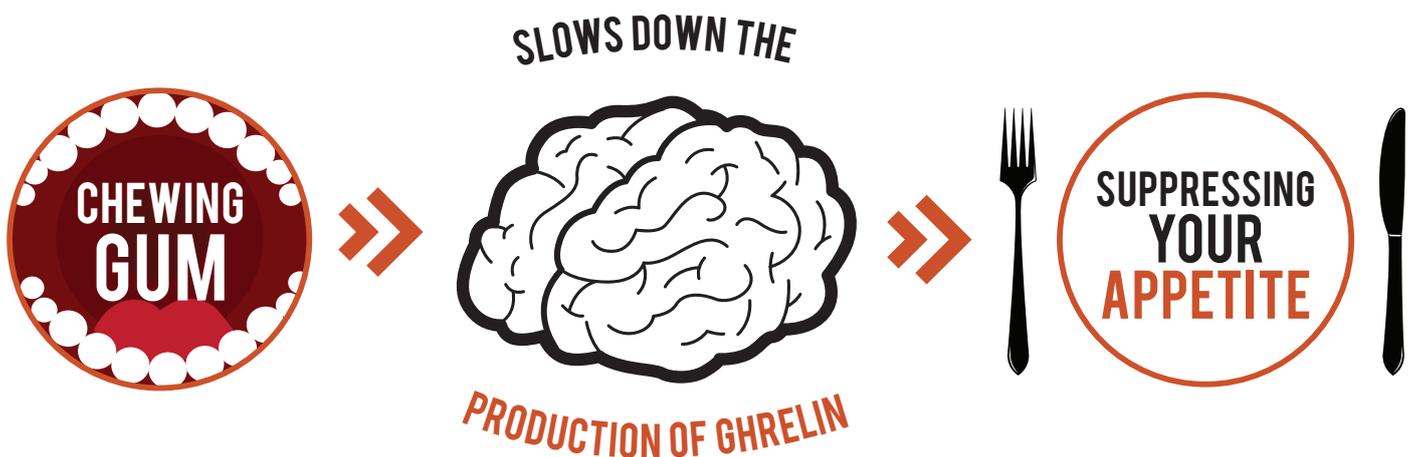
So keep a toothbrush and mini-tube of toothpaste close at hand and when you feel those cravings coming fight back with a really good clean of your teeth!



TIP #8 CHEW CHEW CHEW!

It's worth remembering that, 'one hour a day keeps the cravings away', or so the studies show!

The secret behind chewing gum is that it fools the brain into thinking you're eating. Your brain then slows down the production of ghrelin, suppressing your appetite.



THIS MAKES CHEWING GUM A GREAT SUBSTITUTE FOR ANY CRAVING, AS LONG AS IT IS SUGAR FREE!

TIP #9 GET MOTIVATED

Motivation is one of the best ways of combating cravings head on and there are several ways to do this.

Swapping your craving for a no calorie substitute is a great option, whether it's a long soak in the bath at the end of the day to reward you for going a day without soda, a new nail polish at the end of the month paid for by your vending machine change, or simply swapping your bag of chips for a magazine - no calorie swaps are a great way of keeping motivated.

Another motivation trick is to make a vision board, filled with pictures that represent where you want to be, so you can instantly see what you are aiming for. Vision boards can be placed on your phone, fridge or even in a desk drawer so they are on hand when the cravings hit.



VISION BOARD





TIP #10 SAY GOODBYE TO REFINED FOODS

White bread, pasta and sugar have become household essentials, but these refined foods are also some of the worst offenders when it comes to cravings.

One of the best ways to aid any diet is to say GOODBYE to refined food, but going cold turkey is often hard – just imagine a life without pasta... One of the best ways to break the cycle is to SWAP the refined versions for their wholegrain alternatives.



**WHEN IT COMES TO
CRAVINGS, SWAP THE
BREAD, SUGARY SNACKS
AND COMFORT STARCHES
FOR NUTS, BEANS, FRUIT
AND VEG.**





I hope you've enjoyed this EBook. If you're ready to transform your body and your life then I encourage you to head to our website:

WWW.ELITEFITNESSALLIANCE.COM

enter your details and we'll be in contact very soon!

In the meantime take a look at the results and reviews from people like you who train at **Elite Fitness Alliance**



KAREN

Special Education Teacher, Old Bridge, NJ

Hi my name is Karen, I'm a woman of a certain age... ok in my 60's, and I'd like to tell you about my road to good health with Brittany of ELITE Fitness Alliance. This experience has been very exciting for me. To see how Brittany has such a passion for health and exercise really motivates me! I love the high energy Brittany exudes. Brittany and her trainers watch over me, they know my weaknesses and modify exercises so I can get the full benefit of the movements. Even though I am a "woman of a certain age" I feel I can keep up with even the much younger members. The whole group of members are very encouraging, I feel as though I am part of a team. I can see the other trainers are of the same mindset, they are so eager to see us reaching for our very best selves. I tell many people that I came to this game a little late, but working out with ELITE has kept me feeling and looking healthier and younger! Thank you ELITE Fitness Alliance!



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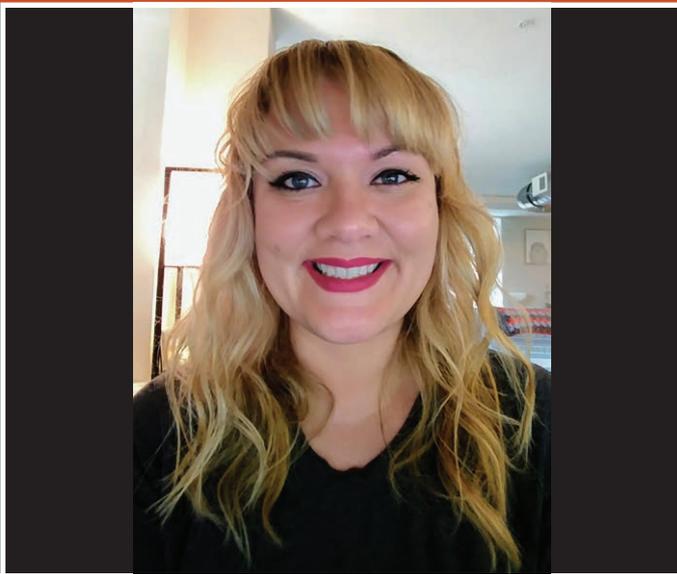
Bank Branch Manager, East Brunswick, NJ

I love working out with ELITE Fitness!!! Since joining I feel better physically and mentally. I have to say I was nervous about getting back to the gym but after speaking with Brittany I felt ELITE was the right choice for me. I felt welcomed from my very first visit and I really enjoy our workout sessions. Brittany is very knowledgeable and very supportive without being an aggressive trainer, she has a passion for what she does and is truly happy for your accomplishments.

I highly recommend joining ELITE Fitness Alliance!!!



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LAUREN

Support Analyst, Helmetta, NJ

Hey Everyone! My name is Lauren and I am a 34 year old young professional currently....like many of us.....trying to maintain a regular fitness routine during a State-wide lockdown order. Before COVID19, I was regularly hitting the gym 4-5 days a week. Once everything shut down, I felt totally lost and even fell off the wagon for about a week or 2.

Since I found myself struggling between balancing work and sticking to my fitness goals, I made the decision to sign up for virtual sessions with ELITE Fitness Alliance about 2 weeks into the state mandated stay at home order. These classes have been a lifesaver in terms of getting me back on track and keeping me focused during a time where it is so easy for all accountability to fly out the window. Virtual sessions are really convenient for me right now. I can log out of work, log in to ELITE's online portal, and I am ready for a full body workout within minutes!

ELITE's virtual classes still push me to my limits. The workouts are challenging, different every time, but still super fun! Exercises are demonstrated and explained in detail before they are attempted by the group. Plus, Brittany is an absolute pro when it comes making sure everyone is keeping proper form and she always has a modification on deck if anyone needs one. Knowing that she is still watching us VERY closely makes me work just as hard as if I were in a physical gym.....not just in my living room.

I ended up purchasing a monthly membership for unlimited virtual classes as it looks like we will be staying home just a little longer....I also wanted to take advantage of membership perks such as online class reservations, previews of upcoming workouts and the community app. I genuinely look forward to continuing my fitness journey with the ELITE Fitness Alliance team through quarantine and beyond!



ERIK

Accountant – New Brunswick, NJ

I was never much of the “trainer” type. I thought to myself that I could manage a good exercise routine on my own, follow a diet of “calories in/calories out” and go from there. However, I was inclined to work with Brittany and ELITE Fitness Alliance, and I was very surprised at the difference taking this extra step meant for my development. I consider myself an average athletic person, however within minutes of being with ELITE my whole perception and outlook of working out changed. I learned that it wasn't just about lifting a lot of weights or being conscious of the scale...the ELITE experience was really an all-inclusive, personally tailored look at both my overall health and my own fitness goals. The sessions were excellent; no two were the same and I really appreciated the attention that I got. The attitude was really inspiring too...not just from the instructors but from the other students as well. We really pushed each other, helped each other out, and motivated each other to keep doing better. And as if the workouts weren't enough, one of the biggest things I really gained from my time with ELITE was a much better understanding of the importance that nutrition played in my overall fitness. Having Brittany explain it to me really made it much easier for me to comprehend what I needed to do, and she really pushed me to be very conscious of my eating habits. It was a lot of hard work, but without a doubt I was able to achieve my goals and get in the best shape of my life. Those levels of commitment drove me to run my first ever marathon, something I thought I would never be able to accomplish. I was also able to complete two cycling tours in one weekend totaling 167 miles, and I really felt great doing it. I can't emphasize enough how great the experience has been with ELITE, and I highly recommend anyone looking for an amazing trainer to check them out. Thank you times a thousand to ELITE!



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ALLAN

Sales Representative, Old Bridge, NJ

My name is Allan. I like probably 90% of people out there believe we need to stay healthy and fit, however the truth is I need to be pushed and motivated. That's where Brittany and ELITE Fitness Alliance became part of my life. I was feeling sluggish and tired after doing chores around and outside the house and knew I needed to change how I felt in order to enjoy life.

ELITE offers fitness sessions that are geared to work all muscle groups providing me with complete body workouts. It's fun and never boring. I have been pushed to limits I didn't think I had or could ever have, going to a gym. It's hard but worth it, and when you're done you feel invigorated. I have definitely seen a change in my life regarding health and fitness. Today at nearly 63 years old, I feel I have more endurance and a more toned body than I had in my 30's and 40's. Case in point, years ago I had a heart procedure, and recently I made a yearly checkup well visit with my cardiologist and he was very pleased with my health. Not only did my cholesterol level drop 20 points but my blood pressure and heart rate were perfect. He said "Whatever you're doing keep doing"! Of course I gave ELITE the credit!

With Brittany and the other trainers at ELITE I'm not only directed into the appropriate exercises, I'm also assured my form is correct or corrected with the close attention they provide; which is a very important part of fitness and exercise. I look forward to every training session! When the corona virus hit and affected and changed our lives and schedules Brittany at ELITE Fitness Alliance was very proactive and immediately had a plan for all of us to continue with our workout sessions and goals by providing quality virtual sessions and motivated contact through email, so we could stay fit and healthy and not lose the progress we have all made.

ELITE Fitness Alliance..... You're the best!!
A big THANK YOU!



MICHAEL

Corporate Mergers and Acquisitions, East Brunswick, NJ

ELITE Fitness Alliance provides a mix of group training and personal training. I've participated in both, group and personal training. The group training was fun and I got a great workout. I always feared "the aggressive personal trainer." ELITE was fantastic; all trainers provided form corrections without being overbearing or aggressive.

After trying group fitness I dove into the personal training. I worked with Brittany from ELITE who helped me lose 40 pounds with a combination of exercise and healthy eating. She taught me how to properly work out and use equipment which has helped me keep the weight off over a year after completing the personal training program.

I strongly recommend ELITE Fitness Alliance to anyone who wants to improve their life and well-being.



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