

My Journey with Food

Hi, I'm Alex Everitt, I'm 40 years old, and I've had my own battles with food — battles that, at times, felt impossible to win. From not being able to stop eating, to sugar addiction, to cycles of under-eating followed by overconsuming, I chased what I thought was the "perfect lean body."

But behind the lean physique, I was struggling. I was abusing my body in subtle ways, wrapped up in guilt for indulging at all. As a personal trainer, I felt I should know better, and I punished myself mentally when I didn't. Looking back, I can see now that this was a psychological battle I was waging with myself — a battle I now understand many women face.

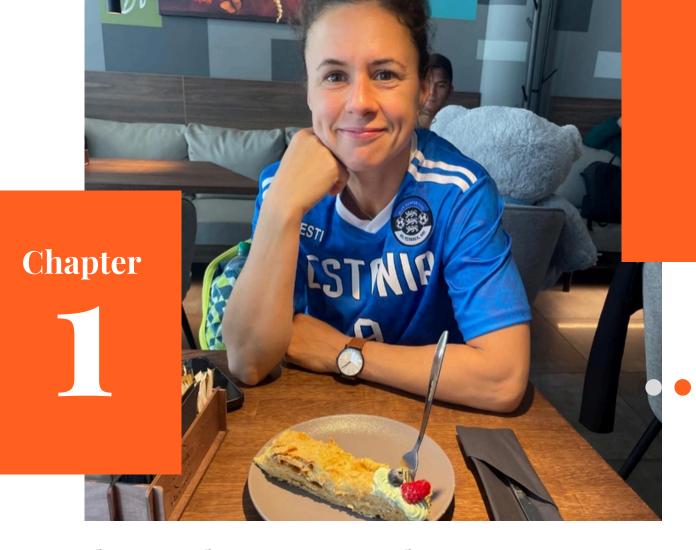


At that time, I was teaching multiple classes — spin, legs, bums and tums — working long hours, and training myself intensely. I was constantly thinking about food. No wonder — I was hungry, often physically and emotionally — but instead of nourishing myself, I made choices that didn't serve me.

Now, looking back, I wish I had approached my body with more balance — focusing not just on food, but also hydration, rest, and overall self-care. I understand now that food is never just fuel; it's emotional, habitual, and deeply tied to how we treat ourselves.

This guide is designed to help women like you — especially those who feel trapped in cycles of emotional or binge eating — to reframe your relationship with food, reduce guilt, and take small, actionable steps toward balance and freedom.

This is not about restriction. It's not about perfection. It's about awareness, understanding, and learning to make choices that truly serve you — body, mind, and soul.



Understanding Emotional & Binge Eating

What it is: Emotional eating is eating in response to feelings — not hunger. Many of us do it without realizing, using food to cope with stress, boredom, fatigue, loneliness, or celebration.

Common patterns:

- Eating to soothe stress
- Using food as reward or celebration
- Restricting during the day and over-consuming later
- Feeling guilt or shame after eating

Why it happens:

Your brain forms habits and associations around food. If you've repeatedly eaten to feel comforted or to distract yourself, your body starts expecting it. It's not weakness, it's biology and habit.

Mini Exercise

Identify Your Triggers:

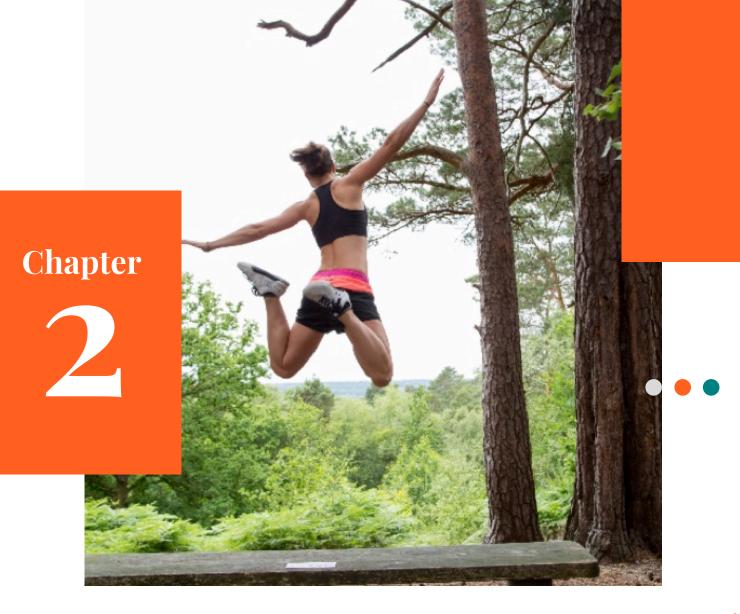
Write down the last 3 times you ate when you weren't physically hungry.

Note:

- 1. Situation:
- 2. Emotion:
- 3. Food choice:
- 4. How you felt afterwards:

Reflection: Do you notice patterns? Times, emotions, or settings that keep repeating.

Make a note somewhere to refer back to.



Mindset Shifts

Changing how you think about food is the first step to change.

Key shifts:

- **Behaviour** ≠ **Identity:** "I overeat sometimes" ≠ "I am a failure."
- Food is not good or bad: Avoid labelling.
- Pause & notice: Take 2–5 minutes to check in with yourself before eating. Ask, "Am I hungry or am I emotional?"
- Try drinking a glass of water. Sometimes we mistake hunger for thirst.

Mini Exercise

The Pause Practice

Next time you feel the urge to eat outside of hunger, pause and jot down:

- Emotion
- Urge strength (1–10)
- Chosen action
- Reflection afterward

Even noticing is a win!



Tools & Strategies

Emotional toolbox (non-food coping strategies):

- Deep breathing or meditation
- Journaling your feelings
- Short Walk or movement
- Call or text a friend
- Drink water or herbal tea
- Listen to music or read

Environment hacks:

- ✓ Keep high-risk foods less visible
- Stock easy, healthy snacks
- Plan treats mindfully instead of spontaneously



Use the table below daily to record your thoughts and feelings related to your triggers, emotions and responses around food. This will help you reflect on your daily experiences and identify what you've learned. Over time, these daily reflections will support meaningful progress in building healthy habits and daily routines.



REACTION	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
TRIGGER							
EMOTION							
RESPONSE OUTCOME							
WHAT I LEARNED							



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Week 2

REACTION	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
TRIGGER							
EMOTION							
RESPONSE OUTCOME							
WHAT I LEARNED							



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Week	4
WCCK	

REACTION	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
TRIGGER							
EMOTION							
RESPONSE OUTCOME							
WHAT I LEARNED							



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TRIGGER							
EMOTION							
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WHAT I LEARNED							



4-Week Reframing Plan

Week 1 - Awareness:

Track triggers, emotions, and eating episodes daily.

Reflect each night: "What triggered me today? How did I respond?" Maybe you can put notes into your phone or on a visual wall calendar to refer back.

Week 3 - Pattern Recognition

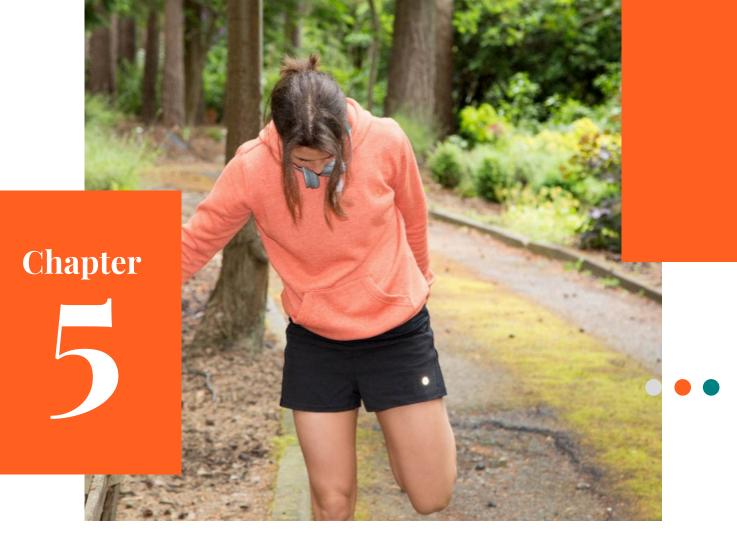
- Review your tracker and notice recurring triggers.
- Plan proactive strategies for highrisk moments l.e. chewing gum, drinking water or tea, taking deep breaths, going out into nature, talking to a friend, keep your hands busy.

Week 2 - Pause & Observe:

- Practice the 2–5 min pause before eating.
- Introduce 1 new coping strategy per day.

Week 4 - Mindset & Empowerment:

- Celebrate small wins
- Reinforce: "I am learning, not failing."
- Plan a self-reward system that doesn't involve food.



Tips from a Personal Trainer

- Movement is **fuel**, not punishment.
- Good nutrition satiates and should keep you **fuller** for **longer**
- Consistency in sleep, hydration, and routine supports better food choices.
- Strength training and cardio help **regulate** mood, energy, and appetite
- Remember: change is gradual. Small steps compound over time.

Conclusion: You Are Capable!

You are not your eating habits. You are capable of awareness, reflection, and change.

Every step toward understanding your patterns is a win. Every pause, every reflection, every choice counts. Be patient with yourself — your body, mind, and emotions are all learning too.

Affirmations to repeat daily:

"I am learning, not failing."

"Food is fuel, not guilt."

"Awareness is progress."

"I can meet my needs in multiple ways."

"I am capable of balance."

Closing Note: Your Journey Forward

Congratulations on taking the time to explore your relationship with food and invest in yourself. Change doesn't happen overnight, and that's okay — what matters is that you're building awareness, understanding your triggers, and taking small, consistent steps toward balance.

Remember: you are not your eating habits. You are a capable, strong, and resilient woman, learning to make choices that serve your body, mind, and emotions. Every pause, every reflection, every mindful decision is progress — no matter how small it feels.

Use the tools, exercises, and affirmations in this guide as your support system. Track your patterns, celebrate your wins, and treat yourself with patience and compassion. If you stumble, don't view it as failure — see it as valuable feedback that helps you learn and grow.

Your journey is unique, and you deserve to enjoy food, movement, and life without guilt or shame. Keep reflecting, keep practicing, and remember: balance is possible, and it starts with you.

Awareness is the first step.

Progress is the reward. And you are worthy of both.



Thank you for reading my eBook!

To continue following my work and gain more tips, information and guidance on movement health, be sure to check out my social media pages. I'd love to hear about your progress, so please feel free to drop me a DM and keep me posted.

Alex





