

REWARD OR ENTERTAINMENT



Your answers indicate that the primary drivers of your overeating are
Reward and/or Entertainment.

By identifying and understanding the central drivers of your overeating you can begin shifting the way you think about food, and begin feeling more empowered to take charge of your choices.

If reward or entertainment is driving your emotional eating it's likely that you experience one or more of the following:

- ___ Believe food is fun, and associate eating with relief from work.
- ___ Seek out food when you're bored or want to feel good.
- ___ Seek out food when your day has been long, or when you've been doing for others.
- ___ Are often preoccupied with food – what you want to eat and how you will get it.
- ___ Experience night time eating as precious “me time.”
- ___ Experience food as a primary source of pleasure in your life.
- ___ Eat as a way you make up for other needs that are unfulfilled.
- ___ Feel that you “give” more to others, say yes when you should say no, or people-please.

After reviewing the list above, take some time to think over ways that you might be using food for reward or entertainment and jot those down as well.





Here's How Eating Helps You Cope With The Need For Reward or Entertainment.

Eating for reasons of reward or entertainment is completely rational. Eating may be helping you in one or more of the following ways:

- ___ To quickly replenish when you're depleted
- ___ To distract from boredom and give yourself something interesting to do
- ___ As a socially acceptable way of giving to yourself
- ___ As a means of putting your body into a state of relaxation.

It's normal to relieve boredom or seek a reward through food. It is fun and entertaining to eat, and food is a socially acceptable distraction. When you are doing a lot for others and not taking care of your own needs, food is a quick way to replenish.



Here's The Downside

The distraction and fun of eating lasts only for a short while. Additionally, if you aren't making careful food choices you might not be giving your body the nutrients it needs to sustain balance and energy over the long term. And this will only lead to more reasons why you need to reward yourself with food.

If you are often bored, it's likely that eating is distracting you from considering what is missing in your life. If you often seek out food as a reward for how hard you've worked or how much you've done for others, it's likely that you are depleted and have other unmet needs. A part of you may believe that you should follow the lead of others without asserting your own needs.

You may also feel that you are letting yourself or others down if you assert boundaries. A part of you may even have forgotten what other options are available to you for distraction or reward.





Here's Something To Try

Each day find one non-food related thing that **brings you joy.**

Take a moment to think about the things you like to do. You might start by identifying your needs. Are you often tired? Incorporate a 20 minute nap into your day or an earlier relaxing bedtime ritual. Are you often bored? Try making a plan for an interesting outing. Are there any hobbies or talents that have fallen to the wayside over the years? Are there friends and loved ones you want to connect with?

Think back and try to identify points in your life when you did something fun. Where can you find little moments of joy? For example, did you love drawing as a child? Did you used to spend time just listening to music, with no distractions? Allow yourself to bring those moments of joy back into your life.

If you get stuck here, that's okay. Finding joy without food is actually a very challenging skill for emotional eaters. If you find that it's difficult to find joy without food that's only a sign that you could benefit from more support.

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You Are Not Alone



Carolyn often felt angry and frustrated. She felt drained at the end of every day and resented all the time and energy she dedicated to making other people happy. To make herself feel better, she would eat fast food throughout the day. It felt like her reward. As we worked together, Carolyn discovered that a lot of her frustration and dissatisfaction came from a place of confusion. She didn't know what she really wanted. She knew that fast food was supposed to be an indulgence, but when she really thought about it, she didn't really derive any pleasure from eating it.

As she continued to explore, she realized that she really wanted to pamper her body in other ways, such as manicures and massage, but the shame she felt about her weight was holding her back. With some guidance and support, Carolyn began to feel that she deserved a massage, regardless of her weight. She started to replace the habits that brought her the illusion of pleasure with activities that really made her feel good. Most importantly, she began to believe that she deserved to feel good.



Another woman, Lila, struggled with overeating at night. She would skip meals throughout the day, but once she was home, she would eat for pleasure. When we delved into Lila's day, she realized that she was always doing for others. She wanted people to accept her, so she did what she thought she "should" do. She didn't know she could have her own unique, valid voice, and she kept her desire to wear bright colors and start her own business a secret. Lila realized that she'd shut herself off from all of the things she really wanted to do because she was afraid others would judge or reject her.

When she was a child, Lila had been expressive and extroverted. She'd found joy in dancing and entertaining her family members. As Lila remembered all of the things that used to light her up, she decided to bring creativity back into her life. She began to express herself by changing her hair and wearing more colorful lipstick. She discovered that she could find happiness in being herself.



You, too, can discover a new understanding of your relationship with food. You will soon receive a free e-course that can help you learn more about emotionally-driven eating, and how you can shift your perspective, make positive changes and discover a new sense of confidence and control over your life.

Many people find that emotions of reward or entertainment are the primary driver of their unwanted emotional eating. However, all of us at some point experience the other drivers. For this reason, we will be sending you the other reports as well.

And to further help you understand your unwanted overeating we will also be sending you a free e-course via email. We hope that this course brings you more clarity on what is driving your eating.

