



# Reverse Approach

7 Simple Habits That Helped Me Find Peace and Lose 130 lbs for Good Without Dieting!

*By Mordechai Wiener*



This is a very short and simple book to get you started. A book that's made up of seven questions. If you answer yes to all of those questions, you are ready to go on a journey to take a whole lot of weight off and keep it off.

*Before we even start, let's get one thing straight*

*This is NOT a diet.*

The idea behind The Reverse Approach is to go in the opposite direction of all the diet books out there that ask you to make drastic changes to lose weight.

You probably know from your own experience what happens. **Ninety-five percent of diets just don't work.** You make huge sacrifices to take the pounds off, and for a while you may lose some weight. But over time, you return to the old patterns, gain back the weight, or even worse, put on more pounds than you lost and find yourself heavier than you were when you started the diet.

The seven questions I'm going to ask you will lead you to create different habits. When you follow these habits over a long period of time, and add other healthy habits to them, you will find your weight dropping off and staying off.

*I know this because of my own experience. I used to be 330 pounds. Now I am less than 200.*

I also know The Reverse Approach works because of a lot of other people's experiences. I've spent a great deal of time interviewing people who once were severely obese, but **turned their lives around** and **lost huge amounts of weight.** I was curious about how they did it. Over and over again, I've observed that it's the simple changes which turned into habits that made all the difference.

**You can have the same experience.** All you have to do is say yes to these next seven questions. Let me say up front that I am not a doctor, and the information under each question is not intended as medical advice. If you suffer from any medical conditions and/or take medications, please check with your doctor before doing anything new. But I'm not asking you to do anything extreme. These questions lead to easy steps that have been proven to remove weight and keep it off. They've worked for me. They've worked for many others. Here's the best way to get started.

# How to use this eBook for best results

One step in the right direction, over many days, takes you to a completely different place. Making one small change at a time is enough to achieve long-lasting results. And that's what I recommend you do with this book. Select the change that seems easiest for you to commit to doing, until it becomes part of who you are.

**Do that one thing every day**, no-matter-what, even if you are terrible at it. Then celebrate your success each day. Celebrating helps you build confidence and momentum, making the next habit easier to embrace. It also elevates your mood and boosts happy chemicals in your brain.

Please **don't try to adopt ALL of the habits** I suggest. It will just stress you out and backfire. I've provided a variety of strategies that worked well for me, but honor your own uniqueness and let it be as easy and enjoyable as possible.

Feel free to **tweak my ideas** to suit your own style, and still get plenty of benefits. And be sure you understand the reasons for why I did certain things in specific ways. This way, your tweaks will still be effective for you.

I encourage you to **read the whole book first**, before deciding where to begin. Some of my ideas are going to seem impossible for you. Others will seem easy, maybe even fun or enjoyable. It's important to build self-trust and self-acceptance, by starting with the one (or two) that seems easiest to commit to and/or most enjoyable to do.

At the end of this book, there is a link to a habit tracker. I encourage you to use this tool so I can support you on your journey. You can also find me on Instagram under Mr.Mordechai. **Now, let's get to those seven questions.**

**QUESTION # 1**

# Can you drink 16 ounces of bottled or pure water each day?

Most weight-loss coaches will ask you to cut out all sugary drinks. That's a great tactic that's smart to follow. But I'm simply asking you to begin this journey by drinking one more 16-ounce glass or bottle of pure water than you normally would drink each day.



*Can you do this?*

If you can, you will lose weight and keep it off.

If you want to take this a small step further, try drinking 16 ounces of water **soon after you awake in the morning**. After eight hours of sleep (hopefully), your body will be somewhat dehydrated, and will be very grateful for the water. The water will also help you wake up (without calories and caffeine), get things moving, and make healthy habits easier all day long.

If you establish strong hydration habits, over time, **a cascade of happy side-effects** will support you on your weight-loss journey. That's because pure water hydrates you, keeping nutrients flowing freely through your body, clear thoughts flowing through your mind, and waste flowing out of your body. Starting with an extra 16 ounces of water per day will help energize you and fill you up.

*It will also reduce your cravings for sugary drinks and foods.*

How? Well, have you ever noticed that when you feel happy and calm, you are less likely to crave comfort food? You don't crave comfort when you're already comfy, right?

Maybe that's why a study at the [University of Illinois at Urbana-Champaign](#), found that people who drank three extra cups of water a day effortlessly cut an average of 205 calories daily! That amounts to an extra pound of weight lost every 17 days. That adds up to a **loss of 21 and a half pounds in a year**. Just by drinking three extra cups of water!

*I drink half my body weight in ounces of water every day.*

It's a key ingredient to The Reverse Approach. If half your body weight in ounces feels reasonable to you, you can start now. But I don't want to push you too quickly. This is a healthy goal to work toward. Please, start with a quantity that feels easy for you. **Don't add stress to your life**. Just begin by drinking 16 ounces of water more than you normally do every day. When you feel up to it, increase the number of ounces from there.

Here are **seven ideas for establishing drinking habits** that improve hydration:

1. Make sure **when you leave your house** you fill up a bottle of water.
2. Always have **water in your car**.
3. Make sure there's easy access to pure water on the job.
4. **Put water everywhere**, so you always have reminders to drink it.
5. Drink a glass of water about 15 minutes **before each meal**. You'll eat less and your digestive enzymes won't get diluted (as they do when "washing food down").
6. **Challenge your friends** to a fun competition on an app like "Spar". You could even earn money rewards!
7. **Drink an extra eight ounces** of water after every eight ounces of soda, juice, coffee, cocktail, beer, wine, or other sweetened beverage you drink.

## QUESTION # 2

Can you put on a pair of sneakers and  
**go for a walk around the block?**

Most personal trainers will ask you to go to a gym 3-5 times per week, for 30-45 minutes of cardio exercise and/or 30-45 minutes of weight-bearing exercise.

I'm simply asking you to put your sneakers on and go out for a walk around the block. Then do it again the next day. And the next.





## *Can you do this?*

If you can, you will lose weight and keep it off.

**Here's why this works:** Exercising your body feels good when you do something enjoyable and at the right pace. And [research](#) shows that the more we find satisfaction in the activity, the more likely it is to become a habit. So focus on something that's easy and do it consistently. Your results will be better if you enjoy it, because you'll be able to keep it up on a regular basis instead of getting burnt out on painful workouts that make you miserable.

Plus, getting out in the fresh air is a blessing in itself for many reasons. Walking at a good pace is known as one of the best forms of exercise there is. Is more walking better? Absolutely. **But the key to success is building new habits.** And the best way to succeed at that, is making it easy and taking it one step at a time.

I started my own weight-loss journey by putting on my sneakers and walking around the block. **That turned into a power walk.** Seven years later, jogging around the block is still one of my favorite habits. And most days now I also end up working out at the gym.

Here are some **ideas, tips and options** as you move forward:

1. **Put your sneakers** next to your bed at night, so you can put them on right away, when you wake up, and get out the door. This will set you up for a successful day.
2. **Park your car** 5-10 minutes from your house.
3. **Walk to the gym** and walk back.
4. **Follow an exercise or yoga video** from youtube to explore different forms of exercise. The more you add over time, the healthier you are going to be.

### QUESTION # 3

Can you add one serving of fresh vegetables to each meal you eat?

Most weight-loss programs ask you to restrict or eliminate the foods you love. For now, I'm simply asking you to add one serving of vegetables to each meal you plan on eating.



*Can you do this?*

If you can, you will lose weight and keep it off.



**Here's why this works:** Most vegetables are super low in calories, high in fiber, and loaded with vitamins and minerals. Your body needs these nutrients and will try to keep eating until it gets them. By simply **adding more veggies to what you already eat**, you won't feel restricted, and you'll be getting more of what your body needs.

Besides, subtracting what you enjoy eating feels like punishment, right? So you're subconsciously waiting for that to be over, and it's not sustainable. Allowing yourself to have what you want, while focusing **on simply adding veggies**, will improve the way you feel physically and emotionally.

*Eventually, you will crave more healthy foods.*

Taste buds have habits too. And they can change! You simply have to take charge of them, so they don't rule your life.

**I started by adding a portion of vegetables to every meal.** Then I replaced one meal a week with only my favorite veggies. Then I tried other vegetables and increased the frequency of veggie-only meals until it was once a day. Taste preferences change all the time.

Here are some ideas to make this as easy as possible:

- 1. Cut up some fresh veggies**, early in the week, so they'll be ready to eat with any meal.
- 2. Order veggies** or a green salad as an add-on to your meal at a restaurant. Eat the salad First.
- 3. Serve whatever food** you're planning to eat on a bed of fresh baby spinach, arugula or dark green lettuce (romaine, spring mix, etc.). Even a cheeseburger goes great on a bed of greens, eliminating the need for a bun!

4. **If you're going out to eat**, choose a place that has healthy options you like.
5. **If you're going to someone's house**, don't go too hungry, and bring some veggies or a healthy dish you can share with everyone
6. **Instead of feeling ashamed** about eating a "cheat meal or snack," celebrate it, do it with friends, light some candles. Once you've decided to eat it, at least get optimum satisfaction, instead of indulging in guilt - which makes you more likely to punish yourself with more unhealthy stuff.

#### QUESTION # 4

Can you be mindful for one minute every day?

Many weight-loss gurus will tell you to meditate for 20 minutes twice a day. I'm just asking you to be mindful for 60 seconds every day.



*Can you do this?*

If you can, you will lose weight and keep it off.

**This really worked for me.** When you wake up in the morning, close your eyes and visualize the body you want. Now imagine how it feels to be in your future body. Hold that vision and feeling while you smile, breathe a deep sigh of relief, and let the feeling of gratitude fill you with the next slow deep breath... and three more.

*That should take about 60 seconds! For right now, that's all you are being asked to do.*

**Here's why this works:** The subconscious mind thinks in pictures, not words. Maybe that's why a picture is worth a thousand words? I don't know. But I do know that we can use the power of imagery to motivate the subconscious, which has the most influence over our behavior.

When you envision the body you want and let yourself indulge in the enjoyable feeling of gratitude - as if you already have it - your subconscious mind will begin instigating behavior that's more aligned with that vision. **The new version of you will soon start to seem more within reach**, making it even easier to make overall daily choices aligned with the new you.

The ultimate key to creating the life you want, in the body you want, is having the ability to focus your mind, manage your thoughts and feelings, and choose your behaviors. How healthy you are, including how much you weigh, all boils down to a long series of small choices that you make for yourself - every single day.

Here are more ideas for developing **the power of your mind** to help:

- 1. Find a picture of your ideal body type.** Take a headshot of yourself and photoshop it onto the body you want. Use this picture to start your morning.

2. **Look into meditation.** Meditation develops your ability to manage your own mind, your sense of focus, your thoughts and feelings. Look into using an app like Headspace or Calm.
3. **Put your fork down after each bite.** This way, you stay aware of what you're eating, slowing down to enjoy it more (unless it's low quality food that really doesn't taste good). Eventually, you may want to eat higher quality food that tastes better! I've found the more I think about what I'm eating, the more positive choices I make. You will, too.

### QUESTION # 5

Can you write down what you eat and drink every day?

Many dietitians and nutritionists want you to be very disciplined and vigilant about what you put in your body each day. I'm just asking you to keep track of what you eat and drink by writing it down or entering it into an app.



*Can you do this?*

If you can, you will lose weight and keep it off.

**Here's why this works:** When you track what you eat, you are bringing the conscious mind more fully into the game. Knowing what you're putting in your body can make every decision about what you eat more intentional.

*It becomes much easier to make choices you're proud of.*

Food has a great impact on the brain and body. Another benefit of keeping a food journal is you can always look back and identify how different foods make you feel... energetic vs tired, bloated vs satisfied, irritated vs relaxed, etc. You can even take charge of your moods, all of which are affected by the food you eat.

Getting more in touch with how different foods affect how you feel, can also help you identify allergies and sensitivities, making a **big difference in your overall health and well-being**.

In fact, self-monitoring -- including tracking food intake -- has been supported by [research](#) as one strategy linked with weight management, including maintenance of weight loss.

Here are some ideas and options for incorporating this idea into your lifestyle:

- 1. Apps are available to help you** take inventory of everything you eat, as you eat it. They even track nutritional value, calories, carbs, fats, protein, etc. Two popular ones are myfitnesspal and "Loselt". For extra fun and motivation to stay on track, you can add friends to follow, and support each other's progress. Or just keep your journal completely private if you prefer.
- 2. If you don't like apps**, keep a sturdy notebook with you and just start writing down all your choices.



3. **Track your weight once a month.** While it's important to track what you put in your body every day, it is usually counter-productive to weigh yourself every day. Use the scale only as a check-in, once per month (bi-weekly if you really can't wait 30 days) and write it into your journal.
4. **And last, please beware** of the habit of beating yourself up when you go off track. As long as you pay attention to what you're eating, you are much more likely to begin eating in healthier ways over time. Shame and guilt really just lead to more bingeing and junk food.

*Commit to “no judgments and no shame”.*

#### QUESTION # 6

Can you be grateful for all the good you have in your life?

Some weight-loss programs ask you to check your weight each day. I'd rather ask you to practice gratitude each day.

You don't really need a daily reminder of what you weigh.

Letting your weight dictate how you feel, only adds to your stress, which causes belly-fat via cortisol. Shifting your focus off your weight and onto anything you are grateful for, will lead to faster results.



## *Can you do this?*

If you can, you will lose weight and keep it off.

**Here's why this works:** The aspect of your mind that has the most influence on your behavior is the subconscious. When you practice gratitude on a regular basis, your mind and brain are being trained to look for more things of which to be grateful.

*It's an upward spiral that helps you in every aspect of your life, including weight loss.*

Feeling grateful also increases **the release of happy chemicals in your brain** (like dopamine) and reduces stress hormones (like cortisol). By focusing the mind on what you want more of, you are flooding your body with the kinds of feelings you want.

I'm really grateful for this easy-to-read [Psychology Today article](#), in which Dr. Alex Korb explains the results of four studies demonstrating that gratitude can help you exercise more, sleep better and be happier.

Here are some ideas:

- 1. Keep a notepad and pen by your bed.** When you wake up or go to sleep, take a moment to write down three things for which you are grateful. Try to come up with at least one new thing each time rather than repeating the same three.
- 2. Use apps such as “Gratitude Happiness Journal”** or “Happify” and start tracking things on there.
- 3. Open a digital notepad** on your phone and start a daily rolling list by writing down 2 or 3 things you appreciate about yourself or your day. Then refer to it any time you feel defeated or depressed.
- 4. Write down two successes you had that day.** Even if it’s just the fact that you got dressed in the morning... anything that you can feel good about is good enough to celebrate. This will become much easier with time and practice. It’s like exercising a muscle.
- 5. Take a moment before eating or drinking** anything to close your eyes and bring up a feeling of gratitude for the fact that you have food and clean water any time you want it. This also sets you up for enjoying the food more.

## QUESTION # 7

# Can you try to get 7-9 hours of uninterrupted sleep?

Most experts may not even recognize the importance of sleep in the weight-loss equation, but this has been crucial for me.

Studies show that it has an enormous impact. So I’m asking you to take just one step toward getting 7-9 hours of uninterrupted sleep.



## *Can you do this?*

If you can, you will lose weight and keep it off.

**Here's why this works:** when you get a good 7 - 9 hours of deep sleep, important organs and systems get treated to a “pit stop” at various times throughout the night. What happens when a race car doesn't get regular pit stops? It runs out of gas or oil, and loses the race.

It's also important to realize that these pit stops require energy, and that translates into burning calories while you sleep! **The more you weigh, the more you burn each hour of deep REM sleep!** Normally, about 0.42 calories are burned per hour, for every pound of weight. So a 300 lb. person burns about 126 calories per hour.

Getting a good night's sleep (or not) also affects your body and mind in many other ways that can impact your ability to lose weight. Many studies have shown that sleep deprivation affects the decision-making process, brain health, hormone balance, emotional and physical resilience, immune system, overall mood, patience, will-power, and more.

**The most important “sleep number”** is how many hours of sleep you get.

The [National Sleep Foundation](#) recommends that adults age 18 to 64 get approximately 7-9 hours of sleep each night. Younger people need more sleep (as much as 11 or 12 hours for children), because their brains are being formed. Older people sometimes need more or less, depending on their health.

Getting 8 hours has been the right number for me. I've created a night time "stack" (not to be confused with "snack") of habits that help me sleep well.

Here's how my evenings go:

- 1. My eating stops 3 hours before bedtime.** You will get a more restful night of sleep if digestion is not on your body's priority list. Without food in your digestive tract, your body will be able to focus on burning the day's calories instead of burning what you just ate.
- 2. Electronics are turned off** at least 1 hour before bed.
- 3. Lights are dimmed** or off about an hour before bed. The sleep hormone, melatonin, is ruled by light... and loves the dark!
- 4. The thermostat is turned down.** I like 69 degrees. You may prefer it even cooler, depending on the climate you live in and your sleep style.
- 5. A warm shower (or bath) with candles for light** calms my mind and relaxes my body. The body's cool-down process boosts melatonin and helps me drift off.
- 6. Tech devices are kept in a different room** all night long. Using a regular low-tech, analog alarm clock is much better than having my phone or digital clock near me for many reasons, including light output and cellular waves affecting my energy field.
- 7. All light is eliminated in my bedroom.** I just close my blackout curtains. For a more immediate (and cheaper) solution, you could get room-darkening shades/blinds and/or wear an eye-mask. Even when closed, your eyes' melatonin receptors can detect small amounts of light, keeping you from that deep sleep we all love (and need) so much.



# This is not the end.

## **This is your new start.**

My mom told me her grandmother was "a short fat lady" who died in her 40's, probably from a heart attack. My maternal grandma also struggled, watching her weight like crazy. My mom was almost 500 pounds. My grandma took my mother to Weight Watchers with her, and my mom took me with her, starting at 9 years old!

Patterns of habitual behavior are passed down through the generations. So it's important to realize that **it's not your fault and stop blaming yourself**. At the same time, only some of it is a matter of genetics. So you can empower yourself to create new habits of thinking and eating that will result in a sustainable healthy weight.

*It's true that taking responsibility for changing habits can be tough.*

But it's not nearly as tough as dealing with the painful consequences of self-defeating habits and behaviors. And the longer those pile up, the more difficult it can be to reverse the downward spiral.

My intent with this book is to make it as easy as possible for you to **create an upward spiral of self-empowerment**. In addition to my own experience, science supports the fact that easy, gradual changes, practiced consistently, lead to long-term success for many people.

## Next Steps...



I encourage you to **use this habit tracker** [click here](#) so I can support you on your journey.



[Connect with me on Instagram](#)

*There's an old Chinese proverb that says: The journey of a thousand miles begins with a single step.*

Your weight-loss journey begins with the creation of one healthy habit. Start with one, and then we'll begin adding. The more healthy habits you add, the more weight you'll lose. It's that simple. **This is just a first step, more to come...**



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