

New Book Launch. Instant No.1 Bestseller in multiple categories:

The Mindset Diet:

Escape the Trap of Yo-Yo Dieting and go from disillusioned dieter to empowered eater



The Mindset Diet (published by Rethink Press) was released on February 1st the day the average woman would give up on her new year's resolution to lose weight.

It's a book in which Caroline challenges the myth that dieting works and helps women escape the 'go-on-a-diet' thinking paradigm. The book was born of her own experience of yo-yo dieting and then discovering a way to lose weight and keep it off. *The Mindset Diet* includes practical guidance, self-coaching activities and highly relatable stories from Caroline's own journey and from clients, which make it an easy, engaging and enjoyable read.

<https://rethinkpress.com/books/the-mindset-diet/>

Author Caroline Tyrwhitt says, "If we listen to our intuition, we're all likely deep down inside to know that dieting doesn't work. Yet we're so programmed with the go-on-a-diet thinking paradigm that we're afraid not to do so. When our body feels out of control, we desperately try the latest dieting fad only to end up with the same results.

I'll show you how you have come to this place of not trusting your own judgement and give you an alternative way of thinking about your relationship with food. Then you can stop going on a diet."

Caroline is available to write first person pieces, guest blogs, articles and interviews on any of the following topics:

- Why dieting isn't the solution
- Triggered hunger versus real hunger
- Internal influences on our eating, for example, values and beliefs, thought patterns
- How language impacts eating behaviours
- Why it's not about willpower
- The importance of compassion rather than criticism

Caroline's story started when she started to learn Neurolinguistic Programming (NLP) as a tool for helping students at the school she was teaching at.

Her dieting story though started way younger when she learned to 'go on a diet' as a way to control her body weight. That was her normal that worked perfectly well until she hit her forties. As a tired teacher leader she had no motivation to go on a diet that would make her feel hungry and grumpy while teaching teenagers. She ended up going from a size 8 to a size 18.

It was when she started learning NLP that she discovered an easier way to lose weight — by changing her thinking. By building her self-awareness, she realised that when she went to make a coffee at the end of the each day, she would see the cake by the kettle and think 'that

will make me feel better'. Using the NLP 'Swish' technique she changed that thinking to 'maybe later'. That change led to a weight loss of 15 pounds over 6 months. No deprivation,

As she learned other techniques and applied them and then started researching other mindset tools and researching other influences on weight, she made other changes losing 55 pounds over a few years. That was three years ago.

She now has a balanced relationship with food and does not go on a diet.

-ENDS-

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Notes to editors:

Caroline Tyrwhitt before and after



Caroline is a best-selling author, health coach and NLP trainer

She is originally from Watford, lived in Toronto for 10 years and now lives near Braintree, North Essex.

Press copies of the book available on request. Photos also available.

<https://www.freetobenlp.co.uk/the-mindset-diet-book>