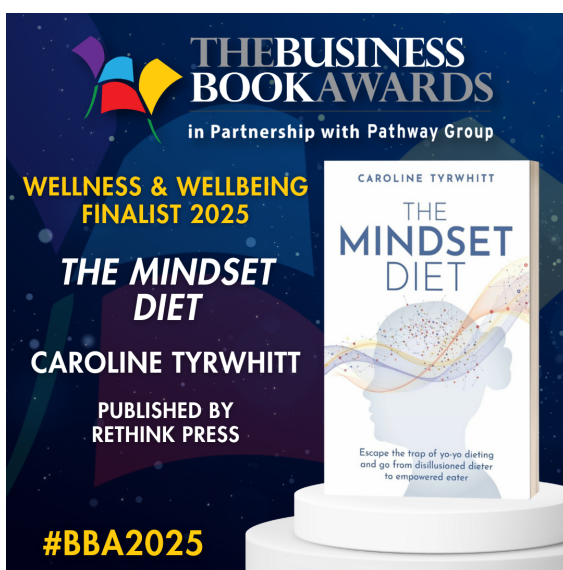


## LOCAL AUTHOR FINALIST FOR NATIONAL BOOK AWARD

### *The Mindset Diet* Shortlisted for The Business Book Awards 2025

Caroline Tyrwhitt is delighted to announce that her book, *The Mindset Diet*, has been shortlisted for **The Business Book Awards 2025**, an event that celebrates excellence in business publishing and recognises authors who are making an impact with their insight, innovation, and influence.



The 2025 shortlist was officially revealed during an evening celebration held at Pearson's prestigious head office in London, bringing together industry leaders, publishers, and authors to honour outstanding contributions to business literature.

*The Mindset Diet*, published by ReThink Press, has been recognised in the Wellness and Wellbeing category for challenging the short-term thinking of the "go on a diet" paradigm prevalent in the weight loss industry.

**Jacq Burns**, Head Judge of The Business Book Awards, commented: *"This year's shortlist showcases a diverse range of powerful ideas and practical tools for business leaders, entrepreneurs, and changemakers. Congratulations to this year's finalists. I look forward to celebrating with you all in September."*

Now in its eighth year, The Business Book Awards continues to spotlight titles that inform, inspire, and influence the world of business. Winners in each category—as well as the overall Business Book of the Year 2025—will be announced at the official awards ceremony on 10th September, where the business publishing community gathers to celebrate the best in the industry.

For more information about The Business Book Awards and the full 2025 shortlist, visit <https://www.businessbookawards.co.uk/>.



Caroline says, “I’m really proud of this recognition of *The Mindset Diet* as a business book. It changes the game of weight loss by helping individuals escape the socially conditioned treadmill of dieting and that cycle of momentarily feeling good, followed by disillusion and self-loathing. It shifts the blame from the individual whilst

empowering them to make real, lasting change.”

The timing of this book could not be more topical or more important with the prevalence of ‘skinny’ in social messaging. Even government is ‘weighing in’ on the issue, investing heavily in appetite suppressant injections given the link between obesity and both healthcare burden and economic activity.

This book is not a diet plan, neither is it a protocol, a fad, or a set of hacks dressed up as guidelines. All those tactics are about short-term gain. And whether deliberate or coincidental, they all feature a high rinse-and-repeat rate.

This book is a behaviour change tool that revolutionises mindset and the food relationship...with the welcome side effect of weight loss and sustainable, long-term healthier living and self-esteem.

Rooted in neuroscience, *The Mindset Diet* unlocks the mental patterns underpinning unhealthy or unhelpful relationships with food. It empowers the reader to reprogramme their limiting beliefs and assumptions, replacing them with new habits and behaviours that give them the health, lifestyle and resilience they want and deserve.

This book empowers, with sustainable solutions for both physical health and mental wellbeing, amplifying the symbiosis between the two.

-ENDS-

## Caroline's story

When she started to learn Neurolinguistic Programming (NLP) as a tool for helping students at the school where she was teaching, Caroline's life changed.

Her dieting story though started way earlier when she learned in her teens to 'go on a diet' as a way to control her body weight. That was her 'normal' that worked until she hit her forties. When 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, so 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.

She now has a balanced relationship with food and never 'goes on a diet'.

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Caroline is a best-selling author, a PCI accredited health coach and an NLP trainer. She is involved with Finchingfield's Freshwell Surgery Lo-Carb community whose aim is to help people reverse their diabetes.

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

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