

How Eat What You Want! Stop When You Want!  
Is Different  
From All Other Weight Loss Books

1. Sora's Weight Loss "Management" Program as taught in Eat What You Want! Stop When You Want! was created from a very different and unique perspective. Bernard Baruch said that, "Millions saw the apple fall but Newton was the one who asked why." Well, I also asked myself "why" about my weight challenge and here's how it happened!

One day, over 20 years ago, I found myself teaching the most challenging 4<sup>th</sup> grade class in East New York, Brooklyn and of course, I was also on one of my latest diets. Then while standing in front of these difficult kids, I asked myself, "Sora, how come you can manage these kids who walk, talk and make teaching extremely challenging but food which has no animate qualities you can't stop thinking about and you can't stop eating?" It didn't make any sense to me when I really thought about it and so I decided to stop dieting and to start journaling. I felt determined to find out why I thought about food all day, why diets don't work for me and could I find a way not to diet and become forever thin and healthy.

Well, as a result of that effort, I lost 25 pounds which I've kept off for over 20 years!

Then, as an educator, I knew that I wanted to create a program that would let other fed up dieters do the same thing as I had just done for myself. So I transferred my classroom "management" skills to food "management" skills and Sora's Weight Loss "Management" Program was born. *Sora's Weight Loss "Management" Program is a no diet, food-thought "management" program that lets you eat what you want, stop when you want and become forever thin and healthy all without having to diet!*

So who would think, that my ability to learn to manage an extremely difficult classroom situation would lead to my "own" self-healing, which would then enable me to create a no diet program to help others do the same.

I certainly didn't know that when I first started my journey in East New York, Brooklyn but indeed that part of my journey turned out to be one of the greatest gifts of my life!

2. Sora's Weight Loss "Management" Program as taught in Eat What You Want! Stop When You Want! defines the exact root cause of one's weight problem as being food-thought challenged.

The Program says that the reason that you have a weight problem is that you simply think more about food on average than a person without a weight problem and that's why you have a weight problem. That you have an overactive "food-thought" life or as I like to call it a food-thought "overweight" mind. There is no other weight loss program that says, "Hey, you think "too" much about food on average, let's find a way to get you to think less about food, therefore eat less and as a result become forever thin and healthy and you can do it *all without having to diet*.

Sora's Weight Loss "Management" Program does give you that choice.

3. Sora's Weight Loss "Management" Program as taught in Eat What You Want! Stop When You Want! lets you comfortably reduce the number of times on average that you'll want to think about food which is what The Program defines as the root cause of your weight problem.

There is no other weight loss program that will provide you with the opportunity to systematically reduce the number of times on average that you're going to want to think about food but Sora's Weight Loss "Management" Program does.

4. Sora's Weight Loss "Management" Program as taught in Eat What You Want! Stop When You Want! teaches you how to "manage" your food thought challenge in an easy and fun way. Before you can eat the food that you want, you have to ask yourself, "How much is enough?" and then you'll use either The "Green" Technique or The "Red" Technique to be able to consistently eat and stop yourself.

There is no other weight loss program that says, "OK, you can have the food that you want, (no diet) be able to consistently eat and stop yourself and you'll be able to reach your non-dieted, healthy weight loss goal in a time frame that's comfortable for you."

That Program just doesn't exist **but Sora's Weight Loss "Management" Program does!**

5. Sora's Weight Loss "Management" Program as taught in Eat What You Want! Stop When You Want! lets you reconnect with your body's inner "hunger" and "thirst" signals. This reconnection is a direct result of you getting bored with your extra food-thoughts. When you experience a non-littered food-thought mind you'll be able to wait longer and longer amounts of time to have more food and as a result, you'll be able to start listening more and more carefully to your body's inner "hunger" and "thirst" signals.

I don't know of any other weight loss program that lets inner "hunger" and "thirst" "signal" reconnection take place through reduced, food-thought repetition, producing a non-overweight, "food-thought" mind but Sora's Weight Loss "Management" Program does.

6. Sora's Weight Loss "Management" Program as taught in Eat What You Want! Stop When You Want! gives you the opportunity to make peace with your daily "food-thoughts." Once you learn that you can eat what you want and stop when you want and you "see" that you manage your "own" food-thoughts (and that they don't manage you) then you'll know that you have *that peaceful relationship with your food-thoughts*.

There is no other weight loss program on the market that allows you to make peace with your "daily" food-thoughts in this way because you're not taught The Program's two special eat and stop yourself techniques that are so unique to Sora's Weight Loss "Management" Program.

7. Sora's Weight Loss "Management" Program as taught in Eat What You Want! Stop When You Want! also lets you make peace with the "real" food that you want to eat. That's because in The Program you're able to eat any "real" food that you want and know that you can eat and stop yourself. Again, you're not battling your "real" food choices because now you're able to eat any "real" food that you want and know that you can stop yourself.

I don't know of any other weight loss "management" program that lets you do this but Sora's Weight Loss "Management" Program does.



8. Sora's Weight Loss "Management" Program as taught in Eat What You Want! Stop When You Want! lets you make peace with your "actual" weight problem. In Program, complete peace with your actual weight problem happens when you reach your non-dieted, weight loss goal. That's because when you reach your non-dieted weight loss goal, your non-overweight "food-thought" mind will be supporting your thinner body and there will be a true non-overweight, mind-body correspondence.

When that happens, you will have made peace with your "actual" weight problem because neither the food-thoughts in your mind or your weight problem will be running the show. There is no other weight loss program that lets you develop this non-overweight "food-thought" mind in direct correspondence with your thinner body but Sora's Weight Loss "Management" Program does.

9. Sora's Weight Loss "Management" Program as taught in Eat What You Want! Stop When You Want! is a short book, clearly written, fun and interactive. It rarely discusses any specific types of foods because in this Program food is viewed as the object of the challenge and not the actual cause. The only times that pictures of food are used in this book are as teaching aids to help you learn how to use your two special eat and stop yourself techniques!

I don't know of any other weight loss program that can boast a minimum discussion about food *in general* (a subject which the media bombards us with and yet two-thirds of Americans are either overweight or morbidly obese) except *Sora's Weight Loss "Management" Program*. **The program *only focuses on how to use your two eat and stop yourself techniques so that regardless of the food that you decide to eat, that you can eat and stop yourself.***