

EB's Personal Fat Loss Over 40 Playbook

(Nutrition,
Movement, Mindset)
Not Your Prescription, But Mine



Background

At my heaviest, I weighed over 350 pounds. Despite being morbidly obese, I was constantly trying to lose weight. I was a chronic binge eater and near-constant emotional eater. I varied wildly between all-or-nothing extremes. When I finally tackled my illogical dieting mentality, I successfully lost over 130 pounds. My habits were transformed and I felt like a new person.

Flash forward several years. I had my first child in 2020, my second in 2021 and then identical twin girls in 2022. I also experienced the unexpected death of my first born and spent a few years in a hormonal fog of grief, back-to-back-to-back pregnancies, c-section recovery, nursing and sleep deprivation.

Having 4 children in less than 2.5 years left me carrying about 50 extra pounds. I thought for sure they'd come off easily while pumping around the clock for the twins (who spent over 3 months in the NICU) but *that wasn't my experience*. I lost the first 10 pounds over a handful of months and then my body made it pretty clear that *the game was now different*.

My body was different. It had been through a lot. My hormones were all over the map and sleep deprivation was probably putting it mildly. I felt pretty patient with the process and with my body, but at the same time, **I wanted to feel great again**. I wanted to feel good in my clothes. I wanted to take the extra burden off my joints. Most importantly, I wanted to be incredibly healthy and have tons of energy for my kiddos and my job.

So, I decided to dial in my consistency, establish some clear daily action items and **execute without negotiation**. Why? Because my life, my health, my energy and my longevity are worth it.

To learn more about my 130 pound weight loss journey prior to having kids, check out these episodes of the Primal Potential podcast.

[Episode 019](#)

[Episode 195](#)

60 Day Process

Caution:

This is not a prescription for your weight loss. This is a reflection of mine.

What works for me might not work for you. **It might not be appropriate for your baseline.** It might not align with what you're willing or unwilling to do. *This approach reflects a small deviation from my baseline with a very high degree of consistency.* You can make adjustments according to your own baseline: a small to moderate degree of change with the highest degree of consistency.

I selected my personal daily action items via a process I teach in The Consistency Course. It's a process that is based entirely on:

- Your baseline (the point you're starting from)
- Your goals
- Your endpoint ideal (this is from a behavioral ideal standpoint, not a weight target endpoint)
- Your readiness to change

The action items I've selected are a result of taking myself through that process. Some of you will look at my daily action items and call them "extreme" but that can only come from comparing my baseline, my history, my ideas and my willingness to change to yours. That's not helpful. I'm not sharing this so that you'll execute the same daily action items that I have. I want you to select your own daily action items based on your own unique process, taking into account the factors above.

A solid daily action item is one that reflects a small degree of improvement for you, feels like a slight behavioral stretch and it's something you're willing to do.

If you start thinking that my personal approach is extreme, please read this again and listen to episode 1170 of the Primal Potential podcast where I talk about the difference between consistency and perfection and share a little more about this process. This process is taught and coached inside The Consistency Course.

This process is very similar to the process I followed when losing over 130 pounds and I'll illuminate the few differences below.

In just 60 days I lost 22 pounds, which felt like incredible progress in light of my postpartum struggles and being over 40 years old.

My behaviors did not represent extreme change for me. The did, however, represent extreme consistency. That's a very important point of distinction. No matter how big or small your goal is, **you don't need extreme change. You need extreme consistency.**

“Daily” Action Items

- No sugar
- Golden rules of carbs and fat loss (episodes 1161 and 195 of the Primal Potential podcast)
- Prioritize protein (at least 130 grams protein daily)
- 10,000–15,000 steps per day (started with goal of 10K and increased to 15K daily at 30 days)
- Minimum 3 Strong Foundations workouts per week (this increased to 4 when SF started in January)
- Write my goals daily
- Red light & sauna daily

I thought it would be helpful for me to break down my consistency over these 60 days because **these weren't targets, they were commitments.** (Missed days of steps, red light and sauna were when I was away from home for a few days.)

No sugar*: **0 days missed**

Golden rules of carbs and fat loss: **0 days missed**

Prioritize protein: **3 days missed (stomach flu - fasted completely)**

10–15K steps: **4 days missed**

SF workouts: **0 days missed**

Write my goals by hand: **0 days missed**

Red light & sauna: **4 days missed**

The 22 pounds lost reflect my consistency and very little more.

When you have great consistency, you'll get great results. This is true in every pursuit - weight loss, fitness, parenting, finances, building a business...the key is consistency.

You might be wondering how this process differs from my process in my late 20s when I lost over 130 pounds. The biggest change is a greater degree of nutritional consistency. In my 20s, I indulged in sugar or more starch (think ice cream, chips at the Mexican restaurant, etc) every 2–3 weeks. Could I do that now and still get results? Probably! Here's why I don't: I don't want to spend the time or energy debating “should I indulge in this?”. My available energy and focus is different now. I have a 2-year-old and 1-year-old twins. I'm running a business and a non-profit, I'm the sole provider for our family and I'm a stay-at-home, work-from-home mom. That type of debate is a huge drain of energy and mental resources. Plus, then there's the increased effort of getting back to my daily action items after deviating. It's easier to remain locked in.

Furthermore, **the indulgences I entertained more regularly in my 20s are energy vampires.** When I have more starch or more sugar, I have less energy. I am less able to focus. My mood suffers. It's easier, on every level, to stop entertaining every opportunity for indulgence.



It's important to note that I indulged more regularly then because I wasn't yet ready for the degree of consistency that works for me now. In my 40s, I'm further along in my mindset, further along in my understanding of health and nutrition, and being older has me placing a higher value on factors beyond weight loss and food as pleasure like longevity, immunity and energy.

Another difference is the walking. Though I ate in a similar way when losing 130 pounds, I didn't emphasize daily walking and movement beyond workouts. Though walking certainly helps stabilize blood sugar (a key to sustainable fat loss) and burns a few calories, the reason I emphasize it now is primarily because it's a huge energy-boost for me. The more I move, the more blood and oxygen circulates throughout my body. That increases my energy more meaningfully than a nap, improves my mood and helps me focus. The more walking the better! Even as I write this, I'm slowly walking on my treadmill.

Lastly, I didn't have a sauna or a red light when I lost over 130 pounds so those weren't part of my protocol. I don't consider them to be primary drivers of fat loss. However, for me they are tools for increasing energy, facilitating detoxification and reducing inflammation, which are all factors related to fat loss.

*No sugar raises a lot of questions. After all, tomatoes have sugar! As you can see from my sample days, I had some fruit on some days. That's not what "no sugar" means to me (but you can decide your own parameters). I don't use condiments that include sugar. I don't consume baked goods or protein bars with sugar. But I do include a little bit of fruit here or there.



Mindset

My goal is consistency. My goal doesn't include making exceptions every weekend or date night. I know for sure that consistency is easier than inconsistency. You're either the kind of person who looks for a way or you're the kind of person who looks for a way out. I've been both. I spent most of my life justifying inconsistency.

A hard day at work was all I needed to give myself permission to fill my body with too much sugar and starch.

A headache, stomach ache, fight with my partner, date night, special occasion – sure! What the heck! Why not? Every few days, often more frequently, I grabbed a reason to depart from my commitments. Someone bringing donuts to work was more than enough reason to put my longing for health on the back burner.

It was a really hard way to live. To be honest, I often felt like I was a victim of my circumstances. I convinced myself it wasn't fair and my work stress, co-workers, hormones and husband were all making it harder to reach my goals.

Though I had convinced myself, it didn't make it true. It wasn't true.

It wasn't my work stress. It wasn't the coworker bringing donuts. It wasn't my husband's date night suggestion. It wasn't the treats he brought into the house. It wasn't the frequency of the holidays or all the get-togethers.

It was me using all those things as a reason to not uphold any personal standard or boundary around my health.

Things are different now solely because I tirelessly worked to change my perspectives around stress, work, health, food, holidays and social events.

I look for a way instead of a way out. I still love food. It's still very important that I enjoy food. Fortunately, I've learned that I can enjoy food and pursue my goals at the same time. For example, I want to have a special Super Bowl snack so I ask myself, "What could I make that feels indulgent and still aligns with my goals and standards?"

Immediately, options come to mind. If they don't for you, do a little digging. I could make a charcuterie board or do a cheese fondue with veggies and fruit. I could make sweet potato nachos, jalapeno poppers or bacon wrapped anything. We're having a date night tonight (somewhere over 80 days of unquestioned consistency) and I've decided ahead of time on filet mignon with a side of veggies.

Getting 15K steps daily in the dead of winter as a stay-at-home-work-from-home mom and the sole provider for my family takes creative thinking and strategy. Instead of telling myself it isn't possible because the kids didn't nap, I challenge myself to look for every way to make it easier to execute.

- ⦿ I get up before my kids and walk on the treadmill while doing some work to get in as many steps as possible before they wake
- ⦿ I pace around the yard when they're playing instead of sitting in a chair
- ⦿ When my 2-year-old asks me to chase him around the kitchen island I say "yes!"
- ⦿ Unless I'm recording, I'm almost always walking while I work via my treadmill desk

I remind myself that I want to feel amazing more than I want a cocktail. I want to feel amazing more than I want to snack on my kids' graham crackers. **I want to have solid, reliable habits and I see moments of temptation as opportunities to strengthen those patterns.**

Here's one critical thing I've learned: you know those uncomfortable moments when you really want to give in and make an exception? **That discomfort is what opportunity feels like.** Specifically, it's what the opportunity for growth and improvement feels like. Every moment when I want to throw in the towel or make an exception I remind myself that I'm in a key opportunity zone. If I push through that uncomfortable feeling just one more time and uphold my personal standards, I've made myself a little bit better and a little bit stronger.

The next time you really want to have the cookie, the wine or hit the snooze button, imagine that you're at a fork in the road. You can grow or you can fortify the very habit you're wanting to overcome. Every one of those moments is a key opportunity.

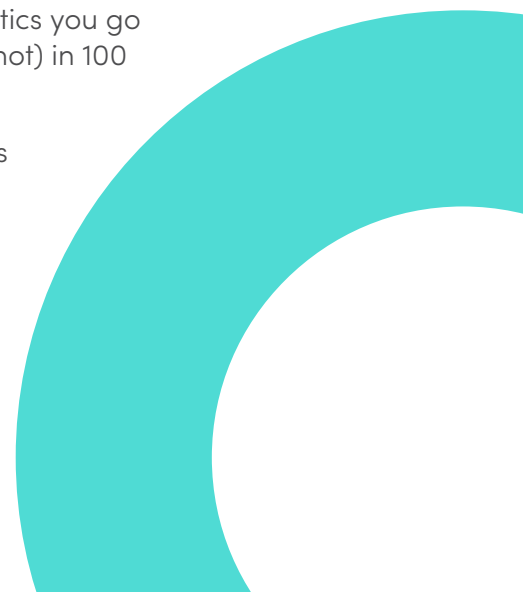
Here's the last mindset key I want to share with you:

Consistency is truly easier than inconsistency.

You don't even know how draining it is to constantly be on again and off again, to go through the daily "should I or shouldn't I" and have to continuously wrestle yourself back on track. You don't even know how draining it is because it's your norm. Maybe you haven't ever experienced how freeing and satisfying true consistency is.

It's not the improved behaviors that are so hard. It's the mental gymnastics you go through in litigating and re-litigating if you're going to choose them (or not) in 100 situations each day!

When you want to give up, that is the very opportunity for growth. That is when your follow through matters most!



Sample Days

I thought it would be helpful to share what a couple days of eating look like for me. Please note - these aren't magical fat loss foods. These food choices reflect my personal preferences, my family's preferences as well as the time and effort I'm willing to put into cooking (which is minimal).

Sample Day 1

Breakfast: greek yogurt with protein powder

Lunch: cabbage salad bowl (cabbage, ½ avocado, 2 over medium eggs, leftover grilled chicken, salt)

Dinner: Taco salad (ground beef, guacamole, cauliflower rice, grilled chicken, salsa, shredded cheese)

Sample Day 2

Breakfast 1: protein smoothie

Breakfast 2: 2 scrambled eggs, ground turkey, shredded cabbage

Lunch: Cod, strawberries, cauliflower rice

Dinner: pork tenderloin, mustard cream sauce, broccoli, cauliflower

Sample Day 3

Breakfast: cabbage salad bowl + greek yogurt

Lunch: cauliflower rice burrito bowl with guacamole, ground chicken & ground beef

Dinner: Fire roasted chicken wings + protein smoothie

Sample Day 4

Breakfast: 4 eggs, 1 slice bacon & greek yogurt

Lunch: brussels sprouts and salmon

Dinner: steak, broccoli & apple

Sample Day 5

Breakfast: greek yogurt with protein powder

Lunch: salad with leftover steak and sweet potato

Dinner: Turmeric ginger chicken over cauliflower rice



What About Eating Out?

Here are some of my go-to choices if we're eating out. I do make an effort to cook most of our meals at home.

- Chicken or steak kabobs with salad
- Burger without the bun and veggies
- Steak and salad
- Fish and veggies
- Carne asada hold the rice and beans

I also feel like the appetizer menus offer a lot of good selections.

- Shrimp cocktail
- Oysters
- Bacon wrapped scallops
- Wings (not fried and no sugary sauces)
- Lamb lollipops
- Chicken satay

For those interested, let me show you what an average day looks like from the time I wake up until the time I go to bed.

5am: wakeup/water with electrolytes

5:00-6:30 work

6:30 - 7 get ready for workout

7:00-7:45 workout

8:00-9:00 breakfast with kids + coffee

9:00 - 12:30 work while walking on treadmill, using red light and sauna

12:30 - 1:00 lunch

1:00-4:30 play with kids

4:30-5:00 cook dinner

5:00-5:45 dinner with family

5:45 - 8:00 family time

8:00 - 9:15 work

9:30 bed



What Now?

So, am I done? No.

I'm well over 90 days into my routine and my results continue to accelerate. Not only am I closer (than ever) to what feels like my goal weight, I'm feeling stronger than I ever have, my energy is amazing and my cravings are at an all time low. Make sure to tune into the Primal Potential podcast to hear more about the evolution of my goals and my process.

But what about YOU?

The most valuable skill you can build, regardless of your goal, is the skill of consistency.

If you are still in a pattern of making and accepting excuses, I'd love for you to join me in The Consistency Course (TCC).

TCC offers hundreds of tools and resources to help you overcome your tendency to make and accept excuses. It simplifies the often overwhelming process of creating change and provides real-time coaching. Stop trying to do it alone.

[Join The Consistency Course today](#)

Resources

[Portable, wireless red light](#) - use code elizabethbenton at checkout to save \$260

Want to learn more? Listen to episode 1163 of the Primal Potential podcast

[Infrared sauna](#)

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[Electrolytes](#)

Recommended Episodes

195: Golden Rules of Carbs & Fat Loss

019: What Paying off Debt Taught Me About Weight Loss

EB's favorite protein powders

[GBX Protein](#) (use code BENTON at checkout to save \$10 on your first order)

[Whey Isolate](#) (use code BENTON at checkout to save \$10 on your first order)

[Strong Foundations](#)

[The Consistency Course](#)

