

# HOW YOU CAN SMASH YOUR WEIGHT LOSS GOALS

**Without  
Crash  
Dieting!**

MARTIN & MARION SHIRHAN



**“It’s brilliant. I don’t feel like I’m on a diet. I can eat whatever I choose – it’s just making the right choices.”**

*Sarah Jayne Hart*

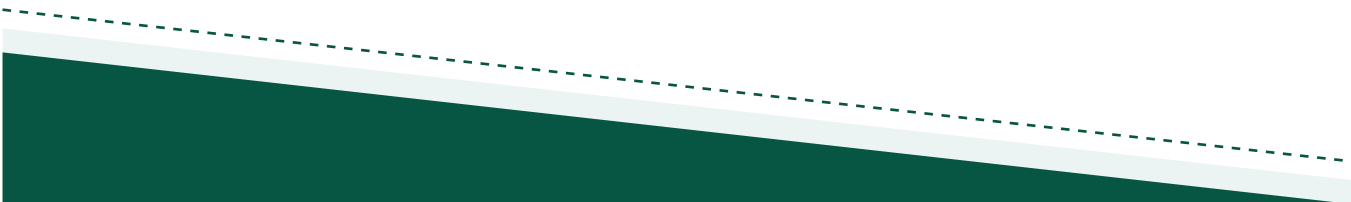
weight loss 144lb (65kg) with GMBand  
As featured by world media

---

# How You Can Smash Your Weight Loss Goals Without Crash Dieting

---

## Contents



Sad, Tired and Angry .....	Page 4
“Crash” Dieting: it’s All In The Name .....	Page 6
The Surgical Gastric Band In Practice .....	Page 7
The Bread Roll Test .....	Page 8
Separating The “Needs” From The “Wants” .....	Page 10
Hitting Pause .....	Page 12
The Art Of Self-Questioning: Why? What? When? .....	Page 13
Motivation, Motivation, Motivation .....	Page 15
Will It Work? .....	Page 17
What Next? .....	Page 18
Find Out More .....	Page 19

# Sad, Tired and Angry

Over the last few years we have worked with hundreds of people who have visited our clinic in Fuengirola, Spain. Each of them arrived with their own goals and targets related to their weight loss. Some have wanted to lose weight for a

specific life event like a wedding day, whereas others have just come to the conclusion that enough is enough; that now is the time to shed the excess pounds and the negative impact these pounds are having on their quality of life.

One thing that binds all these individuals together is their emotions when they arrive at the clinic. Most are sad, many are tired and some are angry. First, let me break down each of these emotions:

**Sad** – It is no secret that the feeling of carrying too much weight can be emotionally debilitating. People may compare themselves negatively to their peers, feel that their weight issues have always held them back and may feel stuck in a rut because of it.

**Tired** – Many of the people that come for the GMBand have tried various weight loss programmes and “diet plans” before, but rarely have they seen the desired long-term results. They are tired of trying, tired of consciously having to alter their lifestyle to meet their goals and tired of the vicious cycle that goes hand in hand with yo-yo dieting.

**Angry** – The fact of the matter is that a lot of those who come to our clinic have

already spent thousands and thousands of pounds on diet plans and weight loss fads. They have not seen the long-term results they expected and are fed up with feeling like they are throwing their money away on expensive, faddy treatments that fail to provide any long-term results.





Constant yo-yo dieting can be completely soul destroying, and it is no surprise that the vast majority of people eventually give up. The reason simple dieting doesn't work is that it doesn't get to the root of the issue. You crash diet because you **want** to lose weight, but this doesn't necessarily mean there is an engrained **need** to make it happen.

Knowing you need to lose weight might be getting you down, but once you meet your target, keeping that excess weight off is going to mean consciously limiting what you eat and drink for the rest of your life. It is a myth that just being slim is enough to make you happy. The majority of the people that come to our clinic enjoy good food, good drink and the finer things in life. These are the things that make them happy.

So, what if there was a solution that fundamentally changed your relationship with food? That enabled you to smash your weight loss goals while not requiring you to make a conscious step-change in your lifestyle? That was a permanent solution, that didn't mean continuous effort and constant monetary investment?

That is exactly what the Gastric Mind Band does. By changing the way you think about food, you can smash your goals without compromising on quality of life.

The Gastric Mind Band process is complex and was developed by us here in Spain over a number of years. The programme itself is spread over 4 days, with a minimum of 16 contact hours spent with a therapist. The true results of the Gastric Mind Band **cannot** be replicated by reading a book, **not even this one**. However, what this book **will** do is introduce you to a couple of the tools we use to help clients not only reach their goals, but **smash** them.

The particular tool we are going to focus on is a key stepping stone on the route to changing your own relationship with food. This tool is the difference between ordering regular or supersize. **This tool is re-programming your brain to flip your "wants" into your "needs"**.



# "Crash" Dieting: It's All In The Name

Your body is a finely tuned machine. In order to perform to its full potential, it needs to be looked after and managed correctly. Compare this to a brand new, high-powered computer that you use day in day out for the same essential tasks. If you were to take away a bit of the processing power every day while still maintaining the same level of activity, gradually the computer would get slower and slower. Eventually, it wouldn't be able to cope. It would **crash**.



Exactly the same thing happens to your body. The more and more you limit your calorie intake, the tougher every day tasks will become which will negatively affect your quality of life. Sure, a balanced diet is important, but going from consuming too many calories to too few overnight will send your body into a state of shock. In this respect, **crash dieting truly lives up to its name**.

When you set out to lose weight, you are setting out to improve your quality of life. By constantly subscribing to crash diets you are actually doing the very opposite. If you are a food lover, you are going to get no enjoyment whatsoever from living on a strict calorie controlled diet that denies you all the food you enjoy. It's just going to make your food cravings worse and you will hate every minute. Dieting is synonymous with depriving yourself, and it's well-known that deprivation simply creates an even stronger desire!

Of course, creating this desire is actually the point of crash dieting. What happens if you take away the "r" in crash dieting? **That's right: "Cash Dieting"**. Weight loss is a huge industry, and an extremely successful one at that. Just think about all the weight loss products you encounter on a daily basis. There are countless books, CDs, supplements, seminars, webinars and events. These all promise to give you the instant success that you crave, knowing full well that it will work for a time, before you invariably relapse and come back to buy something else.

I'll be completely honest with you; it's unlikely that this book alone is going to change your life. While I hope this book **will** set you on the path to changing your attitude to weight loss, you're not going to wake up tomorrow morning 70 pounds lighter, even if it does help you to change your mindset. Changing your relationship with food – which really is the only way to go if you are going to maintain your optimum weight – needs full buy-in from you and won't happen overnight. **You need to turn those "wants" into "needs", whereas all crash dieting does is turn those "wants" into "want mores"**.

# The Surgical Gastric Band In Practice

Physical gastric band surgery is a big deal. **It is highly invasive and complications are common – occurring in up to 26% of cases.** While a mortality rate of 0.1% seems low, it is still a fairly substantial risk when you think about it. What's more, when done privately the surgical gastric band can cost **upwards of £8,000**, and there is often a long wait time and substantial recovery involved.

Sure, the surgical gastric band really can be successful. You are probably familiar with public figures like Fern Britton who have had the surgical gastric band fitted and rave about the results, and there is no shortage of glowing case studies online. However, getting the gastric band fitted and maintaining your optimum weight requires making a significant step-change in your lifestyle. You will have to become a grazer, living on small, regular portions of food in order to maintain your optimum weight. Christmas and holidays will never be quite the same again!

Furthermore, the long-term results with the surgical gastric band are anything but guaranteed. If your lifestyle doesn't fall into step with the conditions the band imposes on your body, eventually you will just undo all the hard work of your surgeon. Your stomach is an extremely smart organ and if you start to enlarge your portion sizes after having the band fitted, it will simply stretch in order to hold this excess food.

This can markedly reduce your weight loss and in some cases the band may have to be deflated for a period of time, or even removed completely. You won't get refunded for this and it will just be a case of "tough luck". **The investment in the surgery and all the hard work you have put into the post-op rehab and maintaining the tough diet required will simply go out of the window.** Obviously this only happens in the minority of cases but it remains a very real possibility. In any case, why take the risk?

The fundamental issue with the surgical gastric band, however, is it doesn't actually change the way you think about food. Like crash dieting, the cravings won't disappear and you will still be tempted by everything you were before. Sure, you may lose the weight due to the physical constraints the surgical gastric band places upon your body, but will this necessarily improve your quality of life?

The reason these cravings remain is because at no point does the surgical gastric band turn those wants into needs. It is a physical solution and works by restricting your stomach capacity, but still requires a great deal of willpower to succeed. In short, although the surgical gastric band is pitched as an alternative to yo-yo dieting, **in reality you will be on a diet for the rest of your life.**

# The Bread Roll Test

**If you asked 1,000 people whether they eat a bread roll before dinner every night at home, I guarantee that 999 would say no.** Why is it, then, that whenever you go to a restaurant and a bread roll is placed in front of you, you eat it whilst browsing through the menu without really giving it a second thought? You didn't order the bread roll, it's not what you came to the restaurant to eat, and you will probably end up paying handsomely for it when it comes to settling the bill.



Sure, it's an age-old trick employed by restaurants simply as an easy way to eke a little more money out of you, but what does this tell you about the way we consume food? You didn't need the bread roll. In fact, it didn't cross your mind when you walked into the restaurant. However, when it was put in front of you, suddenly out of nowhere appeared the want.

What's more, once you consume the bread roll your appetite for carbohydrates will have been piqued. You're more likely to order those extra chips with your meal and indulge in that uber-decadent sticky toffee pudding when it comes to dessert, all because of the bread roll trigger.

What, then, if when that bread roll was placed in front of you, rather than simply picking it up, smothering it in butter and eating it, you paused, thought about the consequences, then decided to leave it. You'd probably eat a more balanced meal. You wouldn't feel the need to order extra chips and you certainly wouldn't be as tempted by the sticky toffee pudding, no matter how good it looked.

Yet you wouldn't leave the restaurant feeling any less satisfied than if you had eaten the bread roll in the first place. **You have still enjoyed a lovely meal out with some great company, you still feel full but, crucially, you haven't over-eaten.**

This in a nutshell is what turning **"want"** into **"need"** is all about. It's not about consciously limiting what you eat or ruining your enjoyment of food, rather changing the way your subconscious reacts when presented with a stick or twist choice.



# Weight Management For Life...



# Separating The “Needs” From The “Wants”

Let's be frank for a second. Gastric Mind Band isn't a magic formula that will enable you to lose weight while maintaining the same poor eating habits you have had before. **However, there is an absolute difference between crash dieting and maintaining a balanced diet.**



I wouldn't begrudge anyone the odd few squares of chocolate to get you through a long afternoon at work, but it's when those few pieces turn into a whole bar, or even two bars a day that we get the issue. If you can limit yourself to just a few squares, you will get your chocolate fix and the blood-sugar boost it brings, but you won't suffer the unwanted consequences on your weight. Those first few squares of chocolate are what you **need** to get you through the tough afternoon, the rest of the bar is what you **want** to eat because of the enjoyment and comfort it brings.

I'll say this again: your body **needs** calories in order to function properly and maintain a healthy muscle/fat balance. This in a nutshell is why crash dieting is so ineffective. By strictly limiting your calorie intake, you send your body into a state of confusion and it

goes into survival mode. Your productivity will decrease as your body focuses on keeping the essentials functioning. This is sustainable for a while, but is anything but healthy – especially if you are constantly turning your dieting off and on again.

What's more, as soon as the diet comes to an end and you have met whatever weight loss goal you wanted to achieve, what happens? You just go back to the same eating habits you had before, and soon pounds will start to pile back on again. You do this because the **wants** are still there. The whole time you are crash dieting, you crave the foods you can no longer eat and as soon as you hit your target the first thing you do is treat yourself. **You don't need to do this, but all you have actually changed is your food intake, not the way you think about food itself.**

When it comes to losing weight, extreme dieting is not the best way to go. Sure, you might lose weight initially but any success will be temporary. This links back to one of the things I mentioned at the very start of this guide: tiredness. So many people are tired of yo-yo dieting, exhausted by the effort of crash dieting and completely fed up with not being able to keep the weight they lose from coming back again.

Separating the needs from the wants doesn't mean crash dieting. By re-programming your brain to flip the two over, you will meet your weight loss goals without consciously changing your eating habits. As I mentioned earlier, this isn't going to happen overnight and it isn't a quick fix that you can do yourself after reading this book, but what you can start to do is consciously separate the food you **need** to eat from the food you **want** to eat. You might be surprised at what you find when you put some thought into it.

Of course, you can't spend the rest of your life agonising over this kind of choice, so what the Gastric Mind Band does is make it a subconscious decision. When you hear "do you **want** extra fries with that?" for example, what you will actually hear is "do you **need** extra fries with that?"



Sarah Jayne Hart



# Hitting Pause

One of the cornerstones of Gastric Mind Band's groundbreaking weight loss therapy is what we call **Pause Button Therapy**. This form of therapy has proved extremely effective for our clients, and we're so proud of it that we even wrote a book dedicated to the development of the therapy and how to implement it, which you can purchase by clicking [here](#).



The principal behind it is simple, but it can be so, so effective. Imagine yourself sat on the sofa after a long day's work. You've just got in, but it's not quite time for dinner yet. In front of you on the coffee table is an open packet of digestive biscuits. It's been a tough day, you're peckish and they're proving hard to resist. You dive in, you take one, two, three, four biscuits before the packet is nearly empty. **You have a couple of minute's satisfaction before the feeling of guilt for having eaten the biscuits overcomes you, and you begin to wonder why, why, why did I do that?**

Now put yourself in the same situation. It's been a long day at work, the biscuits are there and you're tempted. Instead of diving straight in and finishing off the packet, take a deep breath and stop. Hit your physical pause button, freeze frame and then run through the whole scenario in your head as if you had eaten the biscuits. Go through it all, including the feeling of instant gratification eating the biscuits will give you, **then fast-forward 5 minutes to the guilt, remorse and self loathing** that comes after you eat something you know you really shouldn't have.

It's as if you're watching a film of yourself acting out your life and you are the director. You have two endings to choose from: the one with the instant gratification followed by remorse when you eat the biscuits, or the second option resulting in the feeling of happiness when you know you have defeated your craving and you can move on in satisfaction. Hopefully, the second option is the one you will choose and you can stop your craving in its tracks.

Your Pause Button will only really be effective if you have already distinguished those **needs** and **wants**. If you genuinely think you need to eat the biscuits to achieve fulfillment, you will probably just eat them anyway. However, if you are already aware that the biscuits are something that you want – something that you really don't need to eat – the Pause Button will stop you in your tracks before you are tempted into making a mistake.



# The Art of Self-Questioning: Why? What? When?

The key to flipping your needs and wants is being prepared to ask yourself some frank questions, and in turn giving yourself some honest answers. We've already spoken about distinguishing your needs from your wants, and in order to achieve this a bit of self-questioning certainly doesn't go amiss.

The 3 key questions you need to ask yourself when entering into any weight loss programme - Gastric Mind Band included - are:

1. **Why do I need to lose weight?**
2. **What is my weight loss goal?**
3. **When do I stop eating?**

You should ask yourself each of these questions at the very least **before** you start trying to lose weight to give yourself a firm grounding and starting point, give yourself a clear target to work towards and, crucially, give yourself some motivation.

So, why are these questions so important, and why should you ask them to **yourself**?

The first question on that short list is probably the most important of them all. You're probably thinking the answer to **"Why do I need to lose weight?"** is simple. The answer is "because I want to be slim". Well yes, to an extent, but that doesn't go deep enough. **Why** do you want to be slim? **Can you perceive a significant improvement in quality of life from being slim? Do you want to lose weight for a specific event, like a wedding or a holiday? Does being overweight make you feel self-conscious?**

Furthermore, note the use of **"need"**, which we've already touched upon and will talk about again later. Just as it is so important to flip your wants into needs when making choices about food, it is crucial to have a defined need when you are looking to lose weight. Wanting to lose weight simply isn't enough. It will never stand up in court.

Your need to lose weight should be tied into your **weight loss goal**. Always have something tangible to aim for, whether this is a target weight, an old photo or a dress you want to fit into. Anything vague here just won't cut the mustard. When a client first comes to the Gastric Mind Band clinic here in Spain, one of the first things we do is take them through our forensic questionnaire, with one of the key outcomes being to identify and clarify their real goals.



Ask yourself the question **“What is my weight loss goal?”** Go on, do it now, and make sure your answer is honest, concrete and tangible. Treat that goal like a picture on the wall. Giving yourself something to work towards is the most effective form of motivation, again something we will go into in more detail later. It is one of the simplest things to achieve, but can be your most powerful tool on your journey to sustainable weight loss.

Now we get to the final question: **“When do I stop eating?”** Let’s break this down; you have your need, you have your target, now you need your method. You know how to separate your needs from your wants, and this is going to be the very foundation of your weight loss.

As part of changing your relationship with food, you need to alter your perception of being full. Often, a bigger person will eat and eat and eat until they are fit to burst. **A**

**person with a different relationship with food, however, will eat until they are satisfied and then stop.** Try going out for a brisk walk before dinner, eating and then going out for the same walk afterwards. Food is supposed to energise you, and after an average meal you should be ready to go with a spring in your step. If you feel heavy, lethargic and weighed down by your meal, chances are you have overeaten and gone past the point of healthy fullness.

Think of this as a **Fullness Scale**, and try applying it every time you sit down to eat a meal. If you know you are somebody who struggles with overeating, try eating until you are 80% full and then stopping. This is easier said than done, so try using a notebook to help you out. Every time you have a couple of forkfuls, mark yourself on a scale of 1-10 in terms of fullness. The idea is to get to 7 or 8 out of 10 then stop. This can be tricky to get the hang of, but until you give it a try it is almost impossible to gauge how full you **actually** are.

All of these techniques link back to changing your relationship with food, to flipping your **wants** into **needs**. The Gastric Mind Band is **not** a diet plan and as this book makes clear, crash dieting is the **last** thing you want to do if you are hoping to lose weight sustainably. However, you do need to test yourself, discipline your own eating habits and have the will to change your relationship with food. It is well worth it, as this could change your life.

# Motivation, Motivation, Motivation

In order to test yourself, you need to be fully motivated. Motivation is just as important – if not more so – as limiting your calories, yet is talked about as a weight loss tool nowhere near enough. It is often said that the feeling of being slim is motivation enough to lose weight, but this really isn't the case. However you choose to meet your weight loss goals, it is up to you to see the process through. **You are just as important as the fork in the road you choose to take.**

A lot of us struggle with self-motivation. Indeed, just think about some of the diets you have tried out in the past. Did you genuinely think it would succeed, or was it more a case of "I'll give it a try, but I'm not banking on it"? This attitude is extremely difficult to escape from, but unless you really **believe** you are going to smash your targets, it's just not going to happen. It is extremely difficult to fully buy in to faddy diet plans and crash diets, which is why they are often doomed to failure. You take them up because you are told they will help you or because you are swayed by a persuasive marketing campaign, but this doesn't necessarily guarantee personal buy-in.

## Try, Could and Should

These are the three most dangerous words when it comes to losing weight, and **they need to be eliminated from your vocabulary** if you are going to smash your weight loss goals. I'm going to give you three examples using these words, which will emphasise just how counter-productive negative thinking can be. Imagine you have just read this book, and you are talking about it to a friend:

**"There were some great ideas, I think I might give it a try"**

You're already positioning yourself on the fence. You're not actually committing to anything; you're just saying that you're willing to give it a try. This sort of outlook suggests you don't necessarily have any faith in what you're doing, and you're already preparing for potential failure. Unless you are fully committed to any weight loss programme, it simply won't succeed. Rather than saying you are going to "give it a try", change your outlook.

**Ask yourself the question "am I going to succeed?" If the answer is a firm "yes I am", the results are far more likely to follow.**



### **"I've been thinking about this, I could give it a go"**

This is yet another exercise in fence sitting. Ask yourself, can you keep this up for a month? If you answer "yes I could", ask yourself again. The answer should be **"yes I can"**. Motivation is all about being comfortable with yourself and having a productive internal dialogue. Turn those "coulds" into "cans" and you will start to see a real difference.

### **"This really sounds like something I should try"**

Should is a fascinating word. Its use implies that you appreciate that you need to make a change, but still doesn't necessarily mean that you are willing to commit to anything. Maybe you should lose weight. Maybe you should change the way you think about food. What use is this, though, if you are not following it through? How about this: you need to lose weight; **you need to change the way you think about food**. I am not trying to force your hand here, but if you are reading this book you have probably thought at some point "I should be trying something to lose weight". Turn the **"should"** into a **"need"**, and there you go. The **"need"** is your motivation.

### **Will, Can and Need**

These are going to be your key words when it comes to self-motivation. We've already tried them in context, but let's build on that to show just how effective they can be as trigger words. Imagine you have just finished reading this book, and you're talking about it to a friend:

### **"There were some great ideas, and I will use them"**

Immediately, how much more power does this statement have? You are setting yourself a target, and if you don't end up following through, the only person you will be letting down is yourself. If you struggle with self-motivation, it is highly likely that deep down you are terrified of letting yourself down and avoid this at any cost. By forcing yourself to use the word "will", you risk letting yourself down if you don't follow your own advice. You cannot beat this when it comes to motivation.

### **"I've been thinking about this, and I can do it"**

There is nothing about weight loss that you cannot do if you put your mind to it. Sure, you could change your relationship with food and you could lose weight, just like you can change your relationship with food and as a result you **can** smash your weight loss goals. Which of these has more impact?

### **"This really sounds like something I need"**

You shouldn't enter into any weight loss programme unless you yourself are fully convinced that it is something you need to do. Quality of life is not something that can be negated to "should". You wouldn't say "I should improve my quality of life", would you? It would be "I need to improve my quality of life". You undertake a weight loss programme simply to improve your quality of life, so it should be something you **need** to do. Give yourself some urgency – again this breeds motivation, which in turn drives results.



# Will It Work?

There is no overnight formula to smashing your weight loss goals. The Gastric Mind Band does not profess to provide one, and anything that does is lying to you. **However, with the correct application and a good dollop of willpower there is no doubt that you can use these techniques not just to achieve your weight loss goals, but smash them out of the park.**

The Gastric Mind Band itself has its roots in hypnotherapy. Martin and Marion Shirran, who wrote this book and developed the Gastric Mind Band together, first had a brainwave after they had successfully hypnotised a client to stop smoking. Following the treatment, she jokingly asked if Martin and Marion could “hypnotise her slim”, a throwaway comment that switched on a light bulb, that in turn became a defining moment in the world of weight loss.

This was back in 2007, and after two years of constant research and development, the Gastric Mind Band was born. Throughout the development, Martin and Marion tested the process themselves and **Martin actually ended up 81lb (37kg) lighter than he had been before.** Martin, a self-confessed lover of the finer things in life, had always struggled with his weight, and this was the solution he craved.

Buoyed by this success, Martin and Marion launched their treatment to the wider world and to date they themselves have successfully treated hundreds of clients from all walks of life, while their team of licensed Gastric Mind Band therapists operates across the world. It is important to bear in mind that, while you might be aware of a few similar sounding weight loss treatments, **the Gastric Mind Band was the first of its kind and certainly not a pale imitation.**

Over 600 Clients  
Already Treated...



# What Next?

From here on in, the choice is yours. Hopefully this short book will have brought home to you that crash dieting really isn't the way to go if you want to smash your weight loss goals and keep that weight off permanently. However, if you do want to do what's needed to fundamentally change your relationship with food and achieve long-lasting success, using some of the tools outlined here is a great way to start.

Let's get this clear now: the Gastric Mind Band is **not** a diet. Dieting alone rarely works because it fails to address the often complex emotional relationship overweight people can have with food, whereas the Gastric Mind Band does. Furthermore, after dieting most people simply return to their "normal" eating habits, which for a majority of overweight people is the reason they needed to diet in the first place. With the Gastric Mind Band, you will end up with a **new normal** – a relationship with food that keeps you slim while never compromising the level to which you enjoy food.

Flipping over your **needs** and your **wants** is the first step you need to take on the road to developing your new relationship with food, but it will not work unless you have the following three things:

- A defined **need** to lose weight
- A clear **goal** to aim for
- A **process** for achieving this

Keep these three things in mind, and motivate yourself. At the end of the day, it is down to you whether weight loss is important enough to you to make the changes required. If it isn't, you should probably just stick to crash dieting. I will leave you with this:

**// As long as whatever you want to accomplish is realistic, achievable and important enough to you, then there is no reason why you can't make it happen – the only thing stopping you is yourself! //**

# This Is Not A Substitute!

The Gastric Mind Band programme takes place over a minimum of 16 contact hours with a trained therapist, spread over 4 days. Each treatment is tailored to you and you alone, a detail that is absolutely crucial if you are going to smash your weight loss goals. This book – or any book for that matter – will **not** magically make you lose 20lb overnight, but what it **will** do is start to change the way you think about food; **a giant leap in the right direction.**

To find out more about how the Gastric Mind Band could help you or book an appointment, call 0034 951 311 951 or email [mail@gmband.com](mailto:mail@gmband.com). As the original minds behind this kind of weight loss treatment, there is no one better placed than Martin and Marion Shirran to help you smash your weight loss goals.

## Over to you!



Katie Drew



[www.gmband.com](http://www.gmband.com)

Elite Clinics, Calle España 1,  
Edificio Buendia 1, Office 3A, Fuengirola,  
29640, Malaga, Spain

**Phone: +34 951 311 591**

Email: [mail@gmband.com](mailto:mail@gmband.com)