

The Good Life™

The official newsletter publication created, produced, and sent to you by Tiffany Crate, owner and director of [TLC Fitness Consulting](#).



Some people claim to be hopeless in the kitchen. They tell stories of the burnt casseroles, the undercooked pasta, the flopped cakes, the mushy lifeless vegetables, and the banana bread that's raw in the center. They claim to be disinterested, half-hearted, or just plain cursed. And the thing is, they're right—whatever they believe of themselves will continue to be true. It shouldn't be surprising that they keep getting the same results in their culinary escapades.

This is because the brain fights hard to be right, about anything and everything. Results don't happen serendipitously—they are merely the end product of a string of events called the *neurological pathway*, in which *thoughts* lead to *feelings*, which lead to *beliefs*, which lead to *behavior*, which ultimately leads to...*results!* Since it all starts with our thoughts, and no step in this pathway can be skipped, it is our very thoughts on which we ought to focus our attention. Tell everyone you are a terrible cook and you will be just that.

If you think, "Nothing I cook ever turns out" (thoughts) and feel like "This is a total waste of time" (feelings), then you will believe, "This soup, too, will be a disaster" (beliefs), so when it comes time to add the salt, you will absentmindedly use a tablespoon instead of a teaspoon (behavior), and what do you know? The soup turns out to be an over-salted disaster (results)!

Similarly, if you complain that you've never been able to stick with a workout regimen, you probably never will! A week into your new exercise routine, you've been flooding your brain with that message of failure, so it should be no surprise when you "mysteriously" catch a cold, fall behind on the job, and can't seem to find the time to work out anymore. God must get an entertaining kick out of these self-fulfilling prophecies we inflict on ourselves!

Once you decide to redirect your thoughts, it's amazing how a soufflé recipe—or a workout regimen—turns out just as it should.

In Pursuit of Excellence,

Tiffany Crate, M.S., C.P.T.

Master Fitness By Phone® Coach (773) 252-6511

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TLC News

Crate “Wow’s” the Crowd in San Diego, CA

Thousands of fitness professionals from around the world gathered this month in San Diego, California for the four-day annual IDEA World fitness conference. Tiffany Crate gave several presentations on fitness and lifestyle coaching skills.

While her topics included such titles as “Bridging the Gap From Trainer to Coach” and “Compliance Coaching for Profitability,” the lecture that meant the most to Tiffany was “Intuitive Eating Coaching,” which drew a ball room-full of fitness pros eager to help their clientele reclaim their power of choice after years of dieting misery.

A company called Healthy Learning had heard that Tiffany’s presentations are noteworthy, and so gained permission to film her two-hour lecture and make it into an educational DVD to be sold to health professionals worldwide. The presentation was a smash success, impelling a drove of fitness trainers to sign up for the 8-week Intuitive Eating certification course that Tiffany teaches to other fitness professionals through the Association of Fitness by Phone® Coaches.



Tiffany presented the UN-dieting concept in CA.

Evaluations from audience members confirmed that Tiffany’s professional speaking reputation had reached a new high. One participant exclaimed, “I teach public speaking and I plan to buy a copy of that DVD just to show my students an example of a superb speaker!” Said another, “I can’t wait to take the entire course.”

TLC Fitness Had Presence At Botanic Gardens

On June 9, 2007, TLC Fitness Consulting took part in the Chicago Botanic Gardens’ annual Wellness Day. In addition to having a booth at the expo, Tiffany Crate taught a Core Conditioning class on the outdoor terrace, overlooking the Great Basin lake.



The TLC Fitness booth was a busy spot!

“You *have* to come back again next year!” said coordinator Francesca Madden. “Everybody’s talking about what a great class you taught.”

Crate’s Intuitive Eating Article Published in PFP

A widely read fitness trade journal called *Personal Fitness Professional* asked Tiffany Crate to write an article about Intuitive Eating. Published in the May 2007 issue, her article is titled “The Power of Intuitive Eating: Eclipse the Diet Mentality.”

It is a meaty piece that describes how fitness trainers can unknowingly contribute to their clients’ food and weight issues, and provides tools for working with clients in a new, more effective way.

“Let’s face it,” writes Tiffany, “if diets worked long-term, everyone would be skinny! The bottom line is hunger always wins over willpower. And due to diets involving restriction and deprivation, they are, most likely, painful.”

She goes on to say, “Life is not a diet... since deprivation and restriction do not exist in the Intuitive Eating world, clients feel liberated... losing excess weight painlessly.”

TLC News, cont'd

The Good Life Recipes Published!

In time for the splendiferous Wellness Day at the Chicago Botanic Gardens, Tiffany published the first edition of her recipe creations. *The Good Life Recipe Book: Scrumptious Vegetarian Fare* is a must-have for any fan of the the recipes which have appeared in this newsletter over the years.



From appetizers to entrées to desserts— delicious!

“It makes a great gift for any happy cook, vegetarian or not,” advises the author. “In fact, meat-eaters often say they had no idea vegetarian food could be so good!”

The recipe book is available for \$15.00 directly through TLC Fitness Consulting.

Tiffany and Client Featured in Woman’s World

Woman’s World magazine, a weekly national publication typically found in grocery store check-out lanes, published a May 15, 2007 article about Tiffany’s client, Sue Cahill, who lost 32 pounds through Tiffany’s coaching.

In describing Sue’s background as a busy mother of four young children, the article portrayed her elation over using Tiffany’s Fitness By Phone® coaching program.

“Stuck at 160 pounds—30 pounds more than before she’d become a mom—Sue wondered if she’d ever be slim again,” the article said.

But armed with a Caltrac accelerometer, a heart rate monitor, and a special fitness diary form that she sent to Tiffany each week, Sue lost 10 of her excess pounds in just eight weeks! Six months into the coaching program, Sue had lost 32 pounds, going from a size 12 to a size 4, while her new, active lifestyle had become automatic to her.

When the article hit news shelves, emails began pouring in from people all over the country.

“It’s been over two months since the issue was on the streets, and I’m still getting inquiries from people,” says Tiffany. “There’s a big market out there, full of people who could benefit from my services, and since coaching sessions take place over the phone, I’m able to coach clients anyplace in the world. The national publicity has been terrific.”

Take a “Tropical TLC” Vacation This Autumn!

For years, Tiffany Crate, owner of TLC Fitness Consulting, has been traveling to five-star resorts in the Caribbean to teach fitness classes for a week at a time. Eventually, the thought occurred to her, *why not do the same thing with my own clients?*



Take a relaxing, active vacation in the tropics.

So last year, Tiffany headed to the Tamarindo area of Costa Rica to get the lay of the land and plan the details of the newest branch of her business, Tropical TLC! Imagine a laid-back atmosphere in a private home, complete with swimming pool, hiking, aquacize, body sculpting and cardio dance classes taught by Tiffany... throw in a zip-line canopy tour through the rain forest, some horseback riding on the beach, a trip to an active volcano, and delicious ethnic meals.

Keep a close watch for more information to come— Tiffany’s current clientele will have first dibs on securing a spot for the maiden voyage later this year!

Intuitive Eating

Classes are conducted via the phone. How convenient!

7-week series, August 9 - September 20, Thursdays, 1:15 - 2:15 pm, Central Time

Also known as “un-dieting,” Intuitive Eating emphasizes your control over what you eat and replaces the power of food as a dictator with your power as The Eater!

How many of the following statements sound like the words you say to yourself?

- I'll start tomorrow.
- From now on, I'm not going to eat _____.
- I've failed in the past, so why would it be different now?
- If it weren't for my _____, I could lose weight.
- If I am strict enough and hard enough on myself, maybe I'll change.
- There's just too much stress in my life for me to handle managing my weight right now.
- I deserve a little treat now and then.
- Life will be better when I lose weight.
- Well, there goes my diet, may as well give up.
- Other people make this difficult for me, it's hard to even try.
- I don't trust myself with food, so I have to keep dieting.

Who makes a good participant?

Anyone who is ready to stop dieting forever and regain the power that you relinquished when you were a small child. If you have tried your last “diet,” if you are fed up with living a lifestyle of deprivation and backlash binge-ing, and you have hit “dieting rock bottom,” then Intuitive Eating is for you.

Learning Objectives

- An exploration of the fears that cause you to defer to food, rather than turning to it for nourishment and enjoyment
- Positive support and encouraging experimentation
- An environment that makes it easier for you to be honest with yourself
- Introduction to and utilization of the Hunger Scale
- Implementation of self-directed actions, rather than actions externally dictated by others
- Learning and understanding the nutrition content of the main food categories and their satiation capacity (both physically and emotionally)
- Practicing the construction of balanced meals that fill you until it's time to eat again
- Figuring out how much food you actually need to achieve and maintain your natural weight
- Education on the physiology behind hunger, cravings, and contentment
- Learning to eat normal meals that honor you and make you feel good
- Weekly assignments that keep you involved in the journey toward permanent self-empowerment

Why is learning Intuitive Eating so necessary?

Because diets don't work! If they did, everyone would be skinny. If that diet of yours worked so well in the past, why do you have to do it again? People don't fail at diets... diets fail people.

What is a teleclass?

The teleclass series will consist of (6) 60-minute sessions on Thursday afternoons, from 1:15 - 2:15 pm, August 9, 16, 23, and 30, September 6, 13, and 20. A teleclass means you can be literally any place in the world and still attend class! You simply call a special telephone number at the designated class time and, voila, class is LIVE in session. The cost of placing the call is whatever your long-distance phone company charges you, although many people use their cell phone minutes to place the call. You'll love the convenience of learning from wherever you happen to be— no traffic to battle and no fear of arriving late to class. You could even take class while relaxing in your pajamas, if you wish!

Here's what people are saying about it...

“You have made a huge impact on my life with food. I have struggled with dieting for 18 years. I found your class and it was exactly what I needed. It was one of the BEST uses of my MONEY and TIME. When I put into practice what you taught, it paid big dividends. You have done me a huge service. If anyone is even considering taking your Intuitive Eating class, I would advise them to run, not walk, to sign up!

I am on my way to living a life free from stress over “what should I eat?” and “I don't know what to eat.” I thank you for your help, and I really appreciate the work you have done in putting together this course. It has been invaluable to me. I really cannot recommend it highly enough.”

— Vanessa, Attorney

“It's been an experience very different from any ‘diet’ that I have tried in the past. The Hunger Scale is extremely effective in assessing my hunger— I am able to efficiently space out my meals without feeling deprived. It's liberating to know there won't be another fad diet around the corner, waiting for me to fail at.”

— Angie Britt, Occupational Therapist

What does it cost? How do I register?

\$220.00 per person. Space is limited, so you must pre-register at your earliest convenience! tlcfitness.net—> Nutrition Consulting—> Intuitive Eating. Pay safely by credit card through Paypal. Then email tiffany@tlcfitness.net with your contact information.

Fun with Research

Researchers at the University of Illinois at Chicago's College of Nursing sought to describe midlife women's maintenance of walking following the intervention phase of a 24-week, home-based walking program.

Ninety women, 40-65 years, participated in the research study. The researchers first surveyed the women about their exercise history and found out that 50% of the study participants had dropped out of previous, solo attempts to exercise within 3-6 months of starting.

The women began a home-based walking program, using a heart rate monitor and an exercise log to track their adherence and progress. They also had regular phone coaching appointments with a research assistant (checking in to report how their walks were going). At baseline, 24 weeks, and 48 weeks, three things were measured: self-efficacy for overcoming barriers to exercise, maximal aerobic fitness, and percentage of body fat.

The study consisted of a 24-week intervention period during which time the subjects had regular phone contact with a research assistant, and another 24-week maintenance period, during which the subjects were instructed to continue on their own without regular phone check-ins.

Results: 80% of the women adhered to the walking program during the maintenance phase, completing 64% of the expected walks.

— Wilbur, J., Vassalo, A., Chandler, P., McDevitt, J., Miller, A.M. 2005. Midlife women's adherence to home-based walking during maintenance. *Nursing Health*, 54 (1): 33-40.

Expert's Commentary:

What is noteworthy here is that these women had previously been unsuccessful at adhering to a workout program. However, when armed with an activity monitor and an exercise log, and accountable to regular check-in appointments with a "coach" who wasn't even a fitness professional, these previous exercise drop-outs not only adhered to their walking program for a six-month coaching intervention, but maintained their routines *by themselves* for another six months. This is phenomenal!

Fitness By Phone® coaches provide far more value to our clients than an untrained research assistant can provide, and our results extend to strength-training programs, stretching routines, and eating habits.

Furthermore, this is just one of many studies conducted at numerous reputable institutions, and they all come up with similar results: phone coaching, combined with self-monitoring and self-documentation, instills high levels of self-efficacy in previously unsuccessful exercisers, leading to long-term maintenance of exercise habits.

— Tiffany Crate, M.S., Fitness & Lifestyle Coach
TLC Fitness Consulting, Chicago, IL

Delicious Quote

“The Sun, with all those planets revolving around it and dependent on it, can still ripen a bunch of grapes as if it had nothing else in the Universe to do.”

— Galileo, 1564 - 1642
astronomer and philosopher

Green Card Award

The “Green Card” is a very special award. The recipient of a Green Card has earned this distinction by exhibiting a commitment to exercise and good nutrition as a way of life, come rain or shine, happy times or stressful times, striving to meet the health and fitness goals that have been set, and modifying those goals when necessary. A Green Card recipient has a positive attitude, revels in the accomplishment of goals that were set, yet takes in stride the times when s/he has fallen short of meeting those goals because s/he knows that life throws curve balls sometimes and just because you go through a rough stretch doesn't mean you can't pick up tomorrow where you left off.

These characteristics make such a person a

joy to know and coach! Most importantly, the recipient of the coveted Green Card Award pursues excellence, lives life to the fullest, is grateful, and is genuinely interested in others' happiness.

I am proud and honored to present the July 2007 Green Card to...

Vanessa G.!

Congratulations, Vanessa! It is my privilege to know and work with you! Keep up your excellent habits. They will continue to serve you well.

Nutrition Bites

“Oh, shucks! You caught me eating.”

It never fails, it never fails... at many a social occasion, someone makes a remark such as, “Oh, I shouldn't be eating this around you,” or “Shoot! why did you have to walk in just as I was biting into this?” as though my profession as a lifestyle coach makes me some kind of food police. How ironic, considering that my mission is to show folks a better way of relating to food other than the harmful *dieter's mentality*.

The truth is, I *celebrate* the enjoyment of food and I *revel in* seeing anybody assume a relaxed disposition in an eating environment!

- Do you feel self-conscious about your food choices when in public?
- Are you secretive about your consumption of certain foods you deem to be off-limits?
- Do you beat yourself up with regret and guilt after eating foods you think are fattening?

As an Intuitive Eating Coach, I help individuals recognize that food is to be relished, not shunned; that restriction and deprivation habits are a primary cause of excess weight; and that there is no such thing as perfect eating habits, anyhow.

Anyone who has taken my Intuitive Eating

course understands that if you regard food as your enemy, as a dictator, or as a temptress of sorts, you will likely stay stuck in the land of overweight, deprivation, and backlash binge-eating. Before you know it, you'll be old and gray and wonder why you wasted large quantities of brain space obsessing over your eating habits or body image!

Responsive parenting, one of the tools taught in Intuitive Eating, is an essential element that can be learned by anybody, no matter how old you are, and regardless of whether you have children of your own. People who had responsive parents, or who naturally parent themselves in a responsive manner, tend to maintain a healthy body weight and feel good about their relationship with food.

People with a responsive parenting style tend to:

- be flexible in their approach to food
- set limits and boundaries in a loving way
- settle at and maintain their natural body weight

If you'd like to achieve this healthy, relaxed attitude toward food and lose excess weight, register for Intuitive Eating today: (773) 252-6511.

Fitness By Phone® — Just how does that work?

Intrigued by the concept of having a 24/7 fitness coach, activity monitors, and a fitness diary, but aren't clear on exactly how we do that?

In a nutshell, Fitness By Phone® can be summed up as a ten-step system:

1. Start wherever you are, fit or unfit.
2. You and I agree on a specific, regular, appointment time for your weekly phone coaching sessions.
3. You phone me at the designated time each week. Calls last about 25 minutes.
4. I teach you how to use your activity monitors and the Fitness Diary.
5. Together on the phone, we set up your exercise sessions for the upcoming week. We set specific exercise goals for you to achieve— type, duration, calories, and heart rate. We take into account what your week is going to be like and schedule rest days, as well.
6. You go through your week, completing your workouts, using the immediate, objective feedback of your HR monitor and Caltrac, and recording the data from your monitors onto your Fitness Diary.
7. If you have any questions, problems, or comments during the week, you can contact me via phone, email, or fax. I will get back to you right away and do “spot coaching” if necessary.
8. Several hours before your phone appointment, you fax or email me your Fitness Diary. I review and analyze it, crunch numbers, and prepare for our appointment.
9. You phone me at the designated time and we discuss your exercise week—where you met your goals, exceeded them, or fell below them. We discuss how the past week went, and set up the upcoming week's workouts, modifying and progressing your goals appropriately.
10. I do not scold, yell, or browbeat you. I am here to help you, teach you, motivate, and progress you.

Earn a FREE Consult with Tiffany!

Most everybody would like a little guidance and support with *something* in life:

- breaking the diet-binge cycle • setting up exercise goals • creating a menu plan •
- sculpting a particular area of the body • sprucing up & organizing your schedule •

The first person to email me a response to this offer with the subject line, “**I want your expertise**” will receive a complimentary 30-minute telephone consult. You must be a new client. If you are the first respondent, you will be notified by July 30 and your consult session will be scheduled.

Good luck!
tiffany@tlcfitness.net

Recipe Box

Cuban Sofrito Stew and Pasta

1 package whole wheat linguine pasta
8 oz. fresh mozzarella balls, small size

Sofrito

1 c. red bell pepper, chopped, seeds removed
1 c. green bell pepper, chopped, seeds removed
6 cloves garlic, minced
3 medium red tomatoes, chopped
1 Jalapeno pepper (3 in. x 1 in.), chopped, seeds removed
1.5 c. cilantro, chopped
1 c. white or yellow onion, chopped

Sofrito is to Cuban cuisine what marinara is to Italians. It can be made in large batches and kept in the freezer for later use. Sofrito is the key ingredient in my seitan stew! The quantities of vegetables listed should make one blender-full, or about 5 cups, of sofrito. However, you will only need 2.5 cups of sofrito for this recipe. Freeze the remainder in Zip-lock bags for later use.

Combine all ingredients in the blender or food processor, pulsing at first, and then using the “mince” function until the ingredients look evenly chopped. Do not over-blend into a puree!

Stew

32 oz. vegetable broth
2 c. water
1 tsp. salt
24 oz. seitan, cut into bite-sized pieces (high-protein part of wheat, it's in the frig section of health food grocers.)
2.5 c. sofrito (see recipe, above)
1 big bunch cilantro, tied tightly around the middle with cotton string
1 Tbsp. anchiote seeds (Easy to find in a Mexican grocery, they come in the same size bottle as spices do.)
1/2 c. olive oil
1 c. white or yellow onion, chopped

Combine the broth, water, salt, and seitan (pronounced “say-TAN”) in a large dutch oven pot and place over high heat without the lid. When it comes to a boil, reduce the heat to a hard simmer, add the sofrito, and cover with the lid slightly askew. Combine the anchiote seeds and olive oil in a frying pan over medium-low heat for about 5 minutes, allowing the seeds to color the oil red without sizzling. Pour the oil and seeds through a strainer and discard the seeds. Pour the (now red) oil back into the frying pan and add the onion, sautéing until tender, but not brown! Add the onions and all of the red oil to the stew pot. Toss the bunch of tied-up cilantro into the pot. Allow to simmer for about 45 minutes with the lid slightly askew. The seitan will be very tender, not tough.

Cook the pasta, strain and rinse it, and place 1.5-cup portions into individual bowls. When the stew is finished cooking, ladle generous portions of it over the bowls of pasta. Place 5 or 6 mozzarella balls on the top of each bowl and heat each bowl in the microwave or oven until the mozzarella is melted. Ready to serve— you'll need a fork *and* a spoon. If you have left-over stew, leave the bunched cilantro in it and store the whole pot in the refrigerator. It's even better the next day!

A velvety broth of **spicy** vegetables, tender chunks of seitan, and **silky bits** of onion is infused with the pungency of **cilantro...**
your mouth waters at the aroma!

Help Spread The Good Life to Others

Do you like The Good Life? Is there someone who you think would enjoy The Good Life, too? I invite you to share their email address with me and I'll send them a FREE subscription to The Good Life, compliments of YOU! I will never abuse their email address, sell it, or share it with anyone else.

Your Comments

Do you have a comment, a question, or perhaps a suggestion? I welcome your comments, so please email them to me at tiffany@tlcfitness.net.

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Fitness is Just A Phone Call Away!