

14-day eat real food

Hello And Nice To Meet You

Why Did We Create The 14 Day Eat Real Food Menu Plan

It's simple.

"Be the change you wish to see in the world" – Ghandi

I am so passionate about healthy eating that if you just take 14 days, eat real food, 5 times a day, you will notice a huge improvement in your energy level, your moods, your sleep, your health, even your waistline.

I want to start out on the right foot and be clear about one thing. Quick fixes don't work. Fad diets are proven to cause rebound weight gain. Cutting out entire macronutrients groups because it's the cool thing to do creates disease, depression and constipation.

Through the 14-Day Eat Real Food Plan and my on-going check-ins with you, I'll help you to find a real food lifestyle that you can maintain long term. By following this plan for just 14 days you will make small changes in your life and your families lives that add up to HUGE change, weight loss and unbelievable health.

You will receive regular emails from me with messages and an accountability check in. I'm investing in you 100% even if you don't feel like investing in yourself... yet.

At any point feel free to hit reply to the emails that are being sent with questions and I'll get back to you as soon as I can.

Here's what you get with our 14 Day Eat Real Food Fat Loss Plan:

- 14-Day Eat Real Food Meal Plan
- 14-Day Meal Plan Recipes
- Quick Food List And Portion Guide (children, teens, women and men)
- Grocery Shopping List

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Legal Stuff

Legal Disclaimer

The information presented in this plan is not intended as medical advice or as a substitute for medical counseling. The information should be used in conjunction with the guidance and care of your physician. Consult your physician before implementing any nutrition program or dietary changes you feel could be harmful to your health. If you choose not to obtain the consent of your physician and/or work with your physician throughout the duration of your time using the recommendations in this plan, you are agreeing to accept full responsibility for your actions.

You agree to accept full responsibility and release North Shore Nutrition from any injury or risk of injury because of any of the information contained in this plan. You expressly waive, relinquish and release any claim which you may have against North Shore Nutrition or its affiliates as a result of any future physical injury or illness incurred in connection with, or as a result of, the use or misuse of the information contained in this plan.

A Note About This Guide

Please keep an open mind when you read this. I ask that you think about how you feel versus what popular culture and the medical profession have to say.

Just because your doctor never told you to avoid certain foods doesn't make it okay for you to consume them. Just because your doctor never mentioned that your diseases, health symptoms and inability to lose weight could all be related to your food doesn't make it not true.

Doctors receive little to no nutrition training. It's possible they attend only 1 nutrition course throughout their entire medical training education. The nutrition course that is provided is centered around the biology and chemistry of food and has little if nothing to do with how food can improve your health or detract from it.

With that being said, my profession – alternative health practitioners, aren't really doing a much better job educating the public. Between the extreme cult like diets (Vegan and Paleo) to the 21-day detoxes and liquid diets we are leading people down a deep dark rabbit hole of confusion when it comes to guiding people to make good quality food choices from whole foods easily found at any grocery store.

The 14 Day Eat Real Food Meal plan was created to help ease your stress, confusion and guilt surrounding food and making nutritious choices for you and your family. Please take your time going through this guide. I've tried as best as I can to provide you with a credible guide that you can easily follow and implement right away.

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Ready, Set, Go

Make a commitment

Making a commitment to make small realistic changes does not have to be an all or nothing thing. In fact this is the opposite of what we would like you to do. Making a commitment to eat real food is about changing your relationship with food.

This means that you are someone who chooses health, vibrancy and nourishment. A pleasant side effect of this commitment is reduced risk of disease such as cancer, diabetes, heart disease and high cholesterol, as well as long last weight maintenance.

Food is nourishment for your body. Food should contribute to health – not detract from it.

Eat Real Food Pledge: Always make the best possible choices given your circumstances.

This means letting go of any and all excuses that arise either out of lack of planning or social situations. Just make the best possible choice based on your circumstances and you will be sticking with your commitment of eating real nourishing foods.

Since eating real food is not a diet there are no screw-ups, cheat days or reasons for the excuses. Sometimes you will feel inclined to veer from your commitment. That's cool. Just continue eating real food at your next meal or snack because that's what people who make a commitment to change and eat real foods do.

Imagine living a life where you can feel relaxed and at ease in any eating scenario?

What would that feel like for you...

Big reason WHY?

It's helpful for you to become clear on your big reason why...

Why do you want to make these changes in your life – why today?

Sticking to your commitment of eating real food and making the best possible choice given the circumstances becomes a no brainer when you are clear on your WHY.

Losing weight is a very strong motivator, no doubt about it. But what happens when you achieve your goal?

Then what?

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Ready, Set, Go

Think beyond the number on the scale... what's your real motivator?

- Family history of preventable disease
- Diagnosis of cancer, high blood pressure, high cholesterol, high blood sugar levels
- Feeling unwell, tired, sick, achy and too old for your real age
- Not happy with your body and embarrassed because you let yourself go
- Sick and tired of letting food cravings run your life and want to take back control

Whatever your big reason WHY is I suggest you write it out on a piece of paper. Carry that paper with you everywhere you go and look at it often. Share your big reason WHY with family and friends. Let your big reason why be a constant source of motivation for you.

Think to the future

Think about your future and what you want your new eat real food lifestyle to look like. What type of habits do you want to have? What type of foods do you enjoy? How do you feel about yourself?

Write all of these things down. It might feel uncomfortable or unattainable. That's ok. Write whatever comes to you.

We all have a vision for ourselves – the kind of life we want, the kind of people we want to be. The family who goes for a nightly bike ride instead of watching TV or the mom who gets up at 6am to go for a walk before the rest of her family is awake.

Write a vision for yourself to achieve over the next 14 days. Write it out as if you've already achieved it. It's helpful if you start your goal with the future date and I am feeling...

For example – It's (insert date – 14 days from today) and I am feeling happy. I put on my jeans today with ease and felt confident in my body. I am proud of myself that I committed to following the 14-day eat real food plan and now weigh X.

OR

It's (insert date – 14 days from today) and I am feeling happy and relaxed. My family and I have had 6 out of the 14 dinners together all sitting down at the table. I am proud that everyone in my family stuck to the plan as best they could.

Setting your standards so high by creating an unachievable goal is a waste of time and sets yourself up to fail. Make your goal realistic for you.

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Eat Real Food

Eat Real Food:

Eating a variety of foods that are as close to nature as possible and whenever possible avoiding processed foods, sugars and chemicals.

This is where we focus on explaining what real food actually is and what to look for when you are grocery shopping or eating on the run. We've included the most important points here but make sure to visit <http://www.northshorenutrition.ca> for real food updates.

Before we get into the exact components that make up real food lets go over some of the popular terms or catch phrases commonly used to define real food.

Listed below are a bunch of names... do you know which ones are used by marketing companies to trick you?

Keep reading so you can make sure you never get tricked again...

Clean Eating

Organic

Gluten Free

Natural

Free Range

Cage Free

Grain Fed

Non-GMO

Functional Foods

Healthy

No Sugar Added

Free From...

Eating real food does not mean removing entire food groups like carbohydrates for example. Whole grains and gluten free grains are an essential part of our daily diet. I go over the importance of carbohydrates and how you choose the best ones for you along with the other macronutrients in my nutrition programs.

It doesn't really matter what your goals are... they can be about weight loss, fitness or health related but until you give up dieting, eating fat free processed foods or looking for the next quick fix you will be unable to achieve your goals with any lasting success.

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This is where eating real food and living a real food lifestyle comes in. See, when you eat real food and make the best possible food choices given your circumstances you behave in a way that constantly moves you closer to your goals.

The guilt and negative self-talk disappears because you make your food choices with the awareness. Even if you choose to enjoy a slice of pizza, cupcake or diet soda every once in a while you no longer feel like a horrible person because it's a once off choice and you quickly return to eating real food.

No one is perfect 100% of the time.

You will be hard pressed to achieve your goals without making the switch over to eating real food. Your body craves nutrition and will keep sending you cravings and hunger signals until you satisfy the nutrition requirements you are lacking.

Ready to get started eating more real foods?

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Eat Real Food Follow Along Guide

*****Step # 1 Eat Real Food Kitchen Clean Out**

Make your kitchen clean out like a farewell party. Say your goodbyes to the foods you know and love. You will see them again one day soon but with much less frequency and yearning. Put it all in a garbage bag, tie it up and drag it to the curb. If you feel so inclined drop the garbage bag off at your nearest food shelter.

Step # 2 Prepare For The 14-Day Eat Real Food Plan

Start by reviewing the 14-Day Eat Real Food meal plan that comes with this guide. As part of the 14-Day Eat Real Food package you received a follow along meal plan with recipes.

Take 30 to 45 minutes and sit down with the other members of your household. Go over the next 14 days and ask if there are any foods that should substituted or recipe swaps made. Make notes on your grocery shopping list provided.

Making food swaps and recipes substitutions are ok as long as you stick to the eat real food guidelines we gave you.

If you have any questions with the 14-Day Eat Real Food meal plan and recipes feel free to contact me at northshorenutrition@shaw.ca.

Step # 3 Go Grocery Shopping

This step is pretty self explanatory, right? Take the grocery list with any food swaps or recipe substitutions you made and head out to your local grocery store.

We suggest that you schedule time to go grocery shopping two to three times over the course of the 14-Day Eat Real Food meal plan. Add some extra time after the shop to come home and prepare meals and snacks for the next couple of days.

Step # 4 Prepare For The Days Ahead

This is the step that usually trips people up. It's not a problem to go grocery shopping but the follow through of preparing the meals and snacks is usually lacking. The celery, broccoli and nuts just sit in the fridge for two weeks and then get thrown out.

Sound familiar?

Wash and cut up veggies and put in small ziplock bags or containers so they are easy to grab and go. Pre-wash fruit and put on a bowl on the counter. When it's in sight, we're more inclined to grab it and eat it. Measure out nuts and dried fruit too into small containers.

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Eat Real Food Follow Along Guide

Step # 5 Review Your Social Calendar And Plan Accordingly

Everyone is busy. We all have full lives where we are running from one activity to the next. Eating real food with a busy life can be easy if you plan and prepare accordingly.

Do schedule time in your week to make sure you have the real foods you need because it's part of your new lifestyle... not because you are on a diet.

Feel free to re-arrange the 14-Day Eat Real Food plan according to your daily activities. If Wednesday night is a busy night then maybe you make sandwiches so you can eat in the car.

In order for you to turn eating real food into a lifestyle you have to make it a priority.

Step # 6 Set A Date To Start And Stick To It

The last step is to pick a date and just start. Most people like to start new things on a Monday but since this is not a diet you can easily start any day of the week.

BIG TIP: If you fall off the wagon... just get right back on.

Have we mentioned this is not a diet?

If you end up having a not-so-real-food meal that's ok but instead of waiting until the next day or Monday to get back on plan resume the 14-Day Eat Real Food plan at the next snack or meal.

I am here to support and guide you in any way you need. Please reach out for help and email me and ask for some support if you need it.

Step # 7 Follow Through

We are all very good at starting things but sometimes lack the follow through. We recognize that making changes is hard. When you start to feel like you want to give up remember your big reason WHY and your goal.

Keep these thoughts top of mind. Allow yourself the freedom to feel whatever feelings you have. We hope that this time you take time to FEEL even if those feelings are uncomfortable instead of eating the feelings away.

Take a deep breath and follow through with your goals.

I'd love to hear about your success!

In good health,

Cheryl