

**SOUND CHANGES™**  
**“How to be Your Own Weight Loss Coach”**  
**5 Ways listening to audio technology can enhance your success!**  
**By Ellen Simon, M.S., M. Ed., LPC**  
**[www.imadulation.com](http://www.imadulation.com)**

What if you carried your very own personal weight loss coach around wherever you went? A coach to guide you, to inspire you, to keep you on track? How would it feel to know that the best personal weight loss coach is inside YOU! How great would it feel to know that you can count on yourself to make the best decisions that lead to your healthy weight and wellbeing? The good news is you can cultivate and grow this inner coach by using the power of sound to positively influence your mind and ultimately your choices. Many individuals who struggle with a weight issue will say that stress is the number one reason to overeat or to eat when no physiological hunger is present. Another major reason to overeat or eat foods that contribute to overweight is emotional eating. So how powerful would it feel to be able to manage your moods and feelings without using food?

How you may ask, can listening to an audio recording accomplish these goals?

1. Stress relief. It is well known that guided imagery has the effect of creating feelings of calm and well being and of interrupting the stress response which can contribute to overeating.
2. Goal strengthening. When created with specific goals, listening to a pre-recorded audio recording can help increase your personal success.
3. Brainwave enhancement. When you listen to guided imagery especially when combined with binaural audio, your brain waves slow to the relaxing frequencies of alpha and theta. When these brain waves are dominant, your experience is of peace and well being and you naturally begin to make choices that are aligned with what is really really good for you.
4. Mental flexibility. Regular listening serves to in effect, re-program the hard drive of your mind. If you imagine your brain like a computer, you really can update and keep it in optimal condition! Listening to guided imagery audio programs can serve to overwrite old beliefs that are no longer working. Perhaps those beliefs worked when you were a child but as an adult, they are obstacles to your success.
5. Letting go. When you engage in the practice of regular listening, you naturally let go of emotional and behavioral patterns that cause you upset . Listening regularly to sound technology helps you to have the power to choose your emotions and behaviors.

Ultimately the more you listen the more your own inner guidance strengthens and as you hear those positive whispers in your ear, saying “great job” “let’ go exercise”, “say no to sugar’ etc etc, you become your own best weight loss coach.

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Ellen Simon is a nationally recognized expert in the field of mind body health. Ellen's unique brands of audio programs are in use in hospitals and health care facilities across the country. Ellen is the author of over 25 titles. This article is adapted from Food for Thought®, a 6 audio CD set. For more information visit [www.imadulation.com](http://www.imadulation.com).