

STAY BEAUTIFUL

Enjoy food
freedom and feel
absolutely amazing
with a new eating
solution that's easy
and effective.

RHODA LUCAS

Mother, Dietician and
Fitness Model



Rhoda XX

BEFORE WE GET STARTED

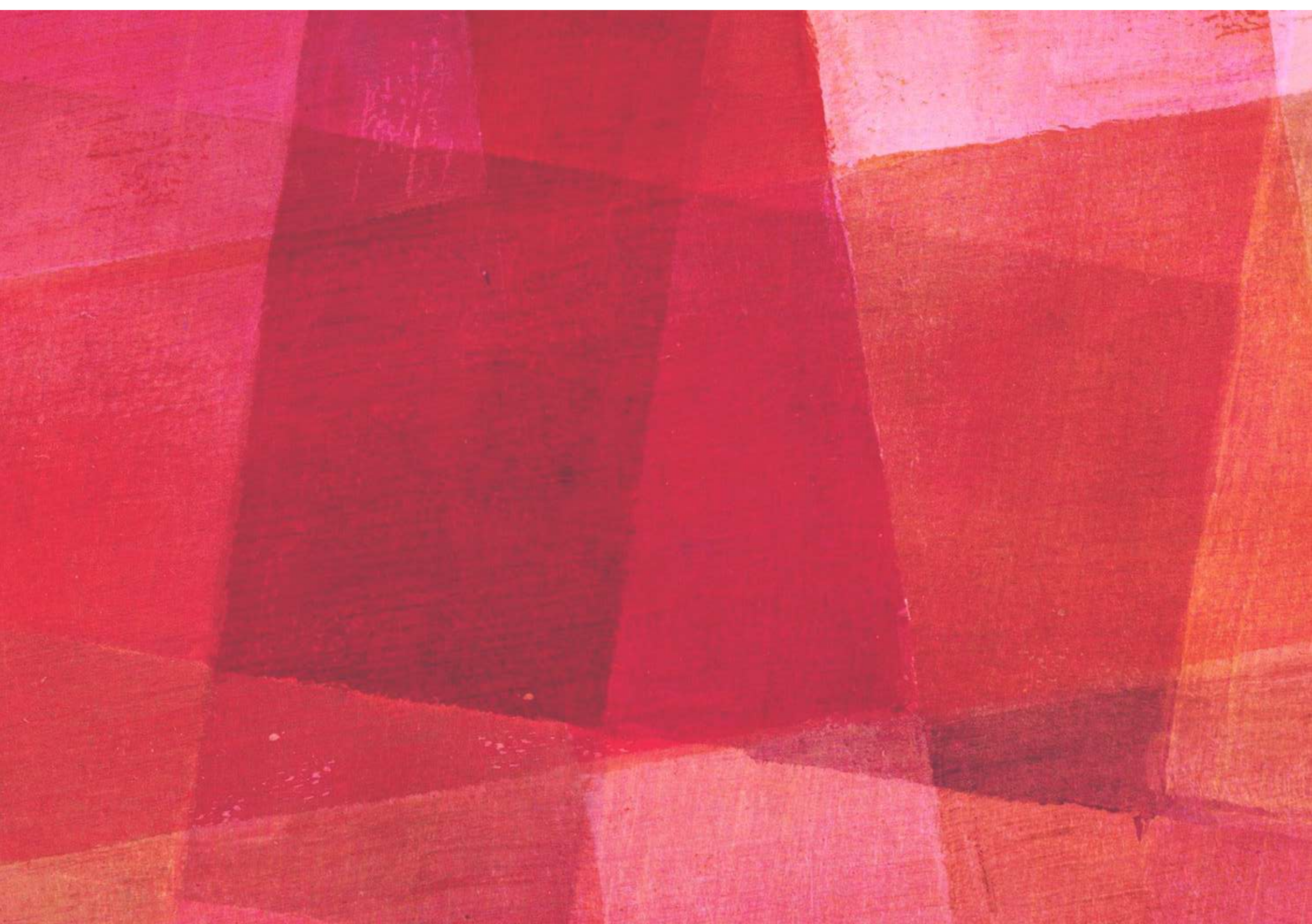
The way we help women is through our program called The Elegant Eating Solution. And as a new subscriber, I'd love to help you and give you a very special offer.

**LEARN MORE ABOUT THE
ELEGANT EATING SOLUTION
HERE**

*“I set out to feel
good about
myself. I didn’t
set out to lead
women on the
same journey...
and yet here we
are together”*



**SO, HOW DID WE GET
HERE?**



I DIDN'T KNOW WHAT MY 'THING' WAS

Have you ever felt like you just don't know what your 'thing' is?

That was me.

Other people seemed to have unique passions and useful skills ... and yet my passion was my husband and kids and my skills, were ... well, they were just ordinary, everyday skills.

I was a dietitian, sure. But what did that mean?

I specialised in food, nutrition and exercise like many other people. What made me different? What was my purpose and passion in life?



DON'T QUIT. SUFFER NOW
AND LIVE
THE REST OF YOUR LIFE AS A
CHAMPION

To tell the truth, being a dietitian is hard work.

The facts and figures you can ‘know’ are never ending ... which means the list of things you can forget are getting longer and longer.

There are more scientific papers coming out about nutrition than any one person could ever keep up with.

But I’ve tried. I am one of ‘those’ people.

I won the Professors Prize in Nutrition from Deakin University for being the ‘most academically able’.

It was great recognition, but what did it mean?

How did it apply to other people's lives.

My experience as a dietician was rather challenging. It doesn't matter how much you 'know' if you can't help people 'change'.

I've realised that being able to help people 'change' is far more valuable than being a walking encyclopaedia.

So, helping people change is something I've had to become expert at ... because helping you change is the most important part of this manifesto.

I have always been into exercise.

I used to do hours of aerobic cardio and loved it. Often it was classes in the gym like step and pump. I'm an ectomorph ... which means I've got a naturally small frame.

Throughout my life, friends and strangers have felt entirely comfortable exclaiming:

“OMG ... you're sooooo skinny ... please eat some food!”

“OMG ... you're sooooo skinny ... please eat some food!”

As a self conscious young woman, these comments didn't make me feel good.

It's unacceptable to comment on someones figure if they are overweight ... yet if they appear skinny, it's open season.

The fact is, even a 'skinny' person can have too much body fat, weak muscles and cellulite ... but more on that later.

So fast forward to my early 30's ... I stayed in nutrition but shifted into sales, and it turns out I loved it.

We then had kids and I wanted to be at home with them during the early years.

We were doing crazy stuff financially. Nic had two practices and was lecturing at University.

He was away from home 6 days a week.

We had also joined the property investing bandwagon and had properties all over the place ... and with that came massive debt.

With all this going on, I let my fitness and my body go.

I've spoken to many moms who have found themselves in the same situation.

One year turned into 10 and before I knew it I was 40.

“Fast forward to my early 30's, then one year turned into 10 and before I knew it I was 40.”

My diet was ‘clean’ ... but I was unfit.

I didn’t like what I saw in the mirror.

Sure, I could put on a dress and look ‘slim’, but all it took was a look in the mirror when I stepped out of the shower and I knew what I had let happen.

- I didn’t look strong.
- I had let my fitness fade.
- I had let my health fade.
- I had let myself fade.
- I was not taking care of myself.
- And I was definitely not THRIVING.

You'd think that you'd remember the day you gave up on yourself ... but I don't.

It just happened over time.

I could see into the future and what I saw scared me.

I would end up, thin, fragile, bent over and unable to participate in life.

That might sound dramatic, but just take a look at most 'elderly' women and you know exactly what I mean.

The years pass by so quickly that 40 will turn into 50 and 60 and before you know it you're facing 70.

LIFE STAGES

OLD PROGRESSION

NEW PROGRESSION

AGE

1

40

60+

RHODA LUCAS

RIPPEDELEGANCE[™]
with Rhoda Lucas



This caused me to feel anxious and panicky. For the first time in my life I began to feel out of control.

Now, before you think I was being a drama queen ... it will help to understand the context.

I was sleep deprived. I hadn't had more than 3-4 hours uninterrupted sleep per night for over 6 years.

I know many parents find themselves in this situation, and it is debilitating.

The science of chronic sleep deprivation shows that you are more prone to illness, depression, and anxiety.

In addition to this, my son developed epilepsy.

There was no 'reason' for it, but they said it was likely developed in 'the womb'.

I was full of guilt. It was 'my' womb. I was responsible for this.

If you've ever seen your child unconscious and unable to be brought back, you'll know what we went through.

We had so many hospital visits ... where his seizures lasted for too long.

Each time the neurologists and paediatricians injected different drugs to find one that would bring him out of the seizure ... it was the worst experience I have ever had.

Now, before finishing this story, I wanted to let you know the good news ... which is that at the time of writing, Harley is seizure free and living a full, normal life.

I love this simple iPhone snap.

In this photo, we were posing as a family just after I'd placed 3rd in my Division at the Nationals for Muscle Mania on the Gold Coast, Australia.

Everyone was there cheering me on ... and this was the event that qualified me for the world championships in Las Vegas.



Back to the story, it was about this time that I developed tingling in my left arm. We were holidaying at a resort and it just started.

At first we thought I'd just slept on my arm, or pulled it while playing with the kids in the pool.

But when we got home it persisted. I started a secret life of 'google searches'.

I looked up 'tingling' and found it was a common symptom of multiple sclerosis.

This started what would be the worst 9 months of my life.

I had one medical test after the other.

I developed other symptoms. Headaches. Stiff jaw. Visual disturbance. Vertigo (feeling off balance and dizzy).

Blood tests. X-rays. Brain scans. Biopsies. 4 different specialists.

None of them agreeing with each other, or knowing what was wrong with me. The point of this story is that I was really scared.

I was scared I had an untreatable disease.

I was scared I would die and leave my children without their mother.

This very thing had happened to friends of mine, so the thought wasn't unrealistic.

I wasn't sleeping. I was having heart palpitations.

And yet I was keeping up appearances. I even won an international sales award during this time.

I hadn't slept much. My heart palpitations kept waking me up.

I asked Nic to take me to the Emergency Unit.

I was taken in and when the doctor arrived, she was calm and kind.

She said that she'd been over everything.

Every test.

Every symptom.

And because there was ‘nothing’ wrong with me, she wondered if I was actually suffering with anxiety.

At first, I resisted this idea.

These symptoms were NOT in my mind. They were very real.

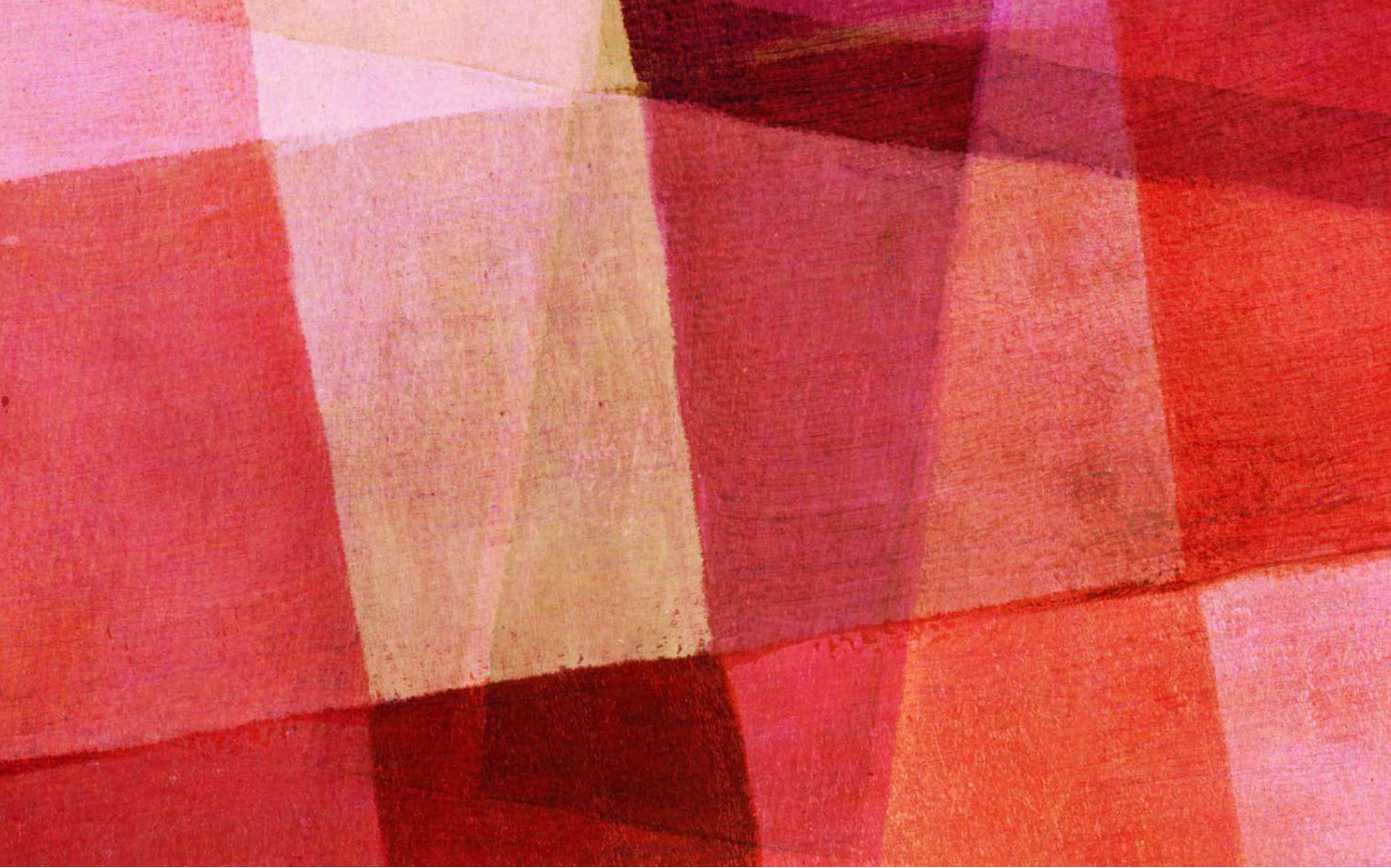
The ECG showed the extra heart beats.

I looked at Nic and he smiled and reassured me ... I was finally ready to listen.

I no longer needed to prove that there was something wrong ... I just wanted to feel good again.

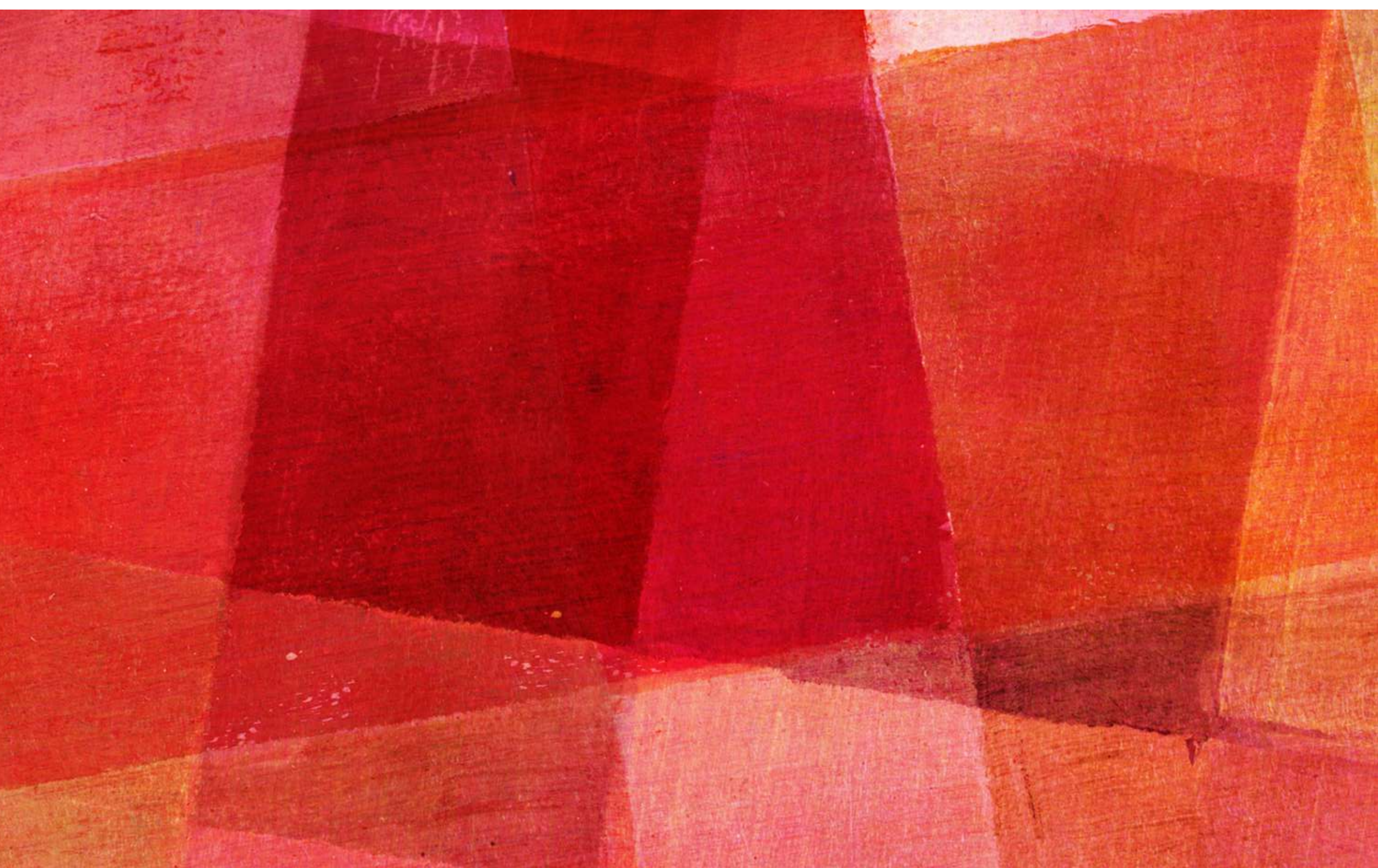
And this was my moment.

This was the moment I said “enough is enough”.



THE MOMENT IT ALL TURNED AROUND

We all need that moment when we ‘wake up’



This was the moment I said:

“I’m sick and tired of just coping ... I don’t want to be just healthy ... I want to be **STRONG!** I want to be **FIT!** I want to **THRIVE!** I want to be in the best possible shape I can be for my life ... mentally and physically.”

This one decision opened the door to a life so amazing that I sometimes catch myself ... and notice how far I’ve come.

I notice that I’ve grown far beyond what I used to think was possible. I notice that my potential seems to be increasing.

I now ‘know my thing’ and I’m doing it.

If you've heard my story, you know that not only did I make it back to 'health' ... but I went way past health and made it to 'fit'.

And one of the outcomes of this was my decision to compete in natural body building competitions.

I made it from novice, all the way to the Fitness America World Championships in Las Vegas.

I know it sounds weird to some people.

Why would a woman now in her 40's ... a Mum with two kids ... decide to start competing in body building competitions in a bikini?

Believe me ... it was the last thing I would 'normally' do.

But ... if you think about it in the context of my story ... it all makes sense.

It all started in that doctors office when I said goodbye to a life that was out of control.

It all started when I took responsibility for my situation and made the decision to focus on getting well.

I decided to start with my fitness because it was something practical I could do.

It started when I let go of fear and the confidence started happening.



 **DALLAS OLSEN**
DIGITAL | PHOTOGRAPHY | VIDEO

SO, WHAT'S ALL THIS GOT TO DO WITH YOU?

Read on ...



This started out as the most important personal journey of my life.

And as I lived this journey it began to attract other women who wanted to be on that same journey.

For the first time in my life I was making a significant contribution to other peoples lives ... not through knowledge, but through living by example.

And I realised again that ...

All the knowledge in the world
hasn't stopped the obesity
epidemic.

It hasn't stopped the anxiety and
depression.

It hasn't helped women step into
their full power.

In fact, knowledge isn't power at
all. Knowledge is like a dream.

When you have knowledge you
feel like you've done something
... but you haven't ... the power
is in the action you take.

So I felt compelled to help women take action ... to get their own version of results? If I could do that for you ...

- you'd stop coping and start thriving
- you'd lose the complexity and enjoy the simplicity
- you'd have a strong, lean body that looks fantastic and that functions in an optimal way

And most of all, you'd be able to use your health as the method to take control in every area of your life ... your relationships, spirituality ... your career, business and finances.

ELEGANCE

As I began to think and write about this new life I'd created ... I kept coming up with one word:

“Elegance.

First, elegance means ingeniously simple.

Simplicity is what I found for my life ... for my food, my workouts, my relationships, and my business.

It has to be effective and simple ... otherwise it just isn't going to happen.

Second, elegance means stylish and graceful.

This is exactly what I wanted to be as a woman.

It's a celebration of simplicity that works, of having a strong body, and remaining stylish, graceful and elegant in the process.

**IN THE NEXT SECTION OF
THIS MANIFESTO, I AM
GOING TO SHARE WITH
YOU THE CORE
FEATURES OF THIS
ELEGANT SOLUTION ...
WHAT IT IS AND HOW TO
ACHIEVE IT.**

**AFTER YOU'VE READ
WHAT IT'S ABOUT ... I'D
LOVE TO HELP YOU ON
YOUR JOURNEY.**



ELEGANT EATING SOLUTION

When I started as a fitness model, most of the women were following diets that were unsafe, unsustainable and unscientific.

By diving into the latest research from Europe, I found an approach that was **safe, sustainable and scientific.**

So, I went against the crowd and got results that were so good that I recommend this way of eating for **EVERY WOMAN.**

**LEARN MORE ABOUT THE ELEGANT
EATING SOLUTION NOW**

*NOTE: THIS SPECIAL OFFER IS LIMITED TO NEW
SUBSCRIBERS AND IS ONLY AVAILABLE FOR A SHORT TIME*

1 – ONE – UNO – UN

A Fit Body

Your fitness is more than how much you weigh, how fast you can run a mile, or how long you can jump up and down.

Fitness is also about your power, strength, flexibility, balance, and agility.

You only develop these qualities by practicing them, which means your long term fitness routine needs to be planned around this practice.

Health and fitness are not the same thing, but they are part of the same continuum.

Most people will report that they are healthy when they are free of any symptoms of disease ... and yet they might also be quite unfit.

I see fitness as super-health.

Total fitness, or super-health, is when every single aspect of your life is optimised ... physically, mentally, emotionally and spiritually.

The composition of your body is a critical part of your fitness.

That's because the composition of your body has a direct impact on how you feel, how you function, and whether you're developing disease, or not.

To make a dramatic point ... if your body has too many carcinogens, you may be more susceptible to cancer.

If your body, and in particular your blood, has too much sugar, you may be susceptible to diabetes.

If your body has too much fat, your organs will suffer.

If your body doesn't have enough calcium, your bones will become weak and fracture.

So, you see, the things in your body are essential to your health and fitness ... and impact how you age.

You can go off for all sorts of lab tests, bone density tests, hair analysis, blood analysis ... and yet there is one key indicator of your body composition that you can see and feel everyday

... and that's having strong and defined muscles.

Being toned is a result of your body fat percentage and lean muscle mass ... so let's go over these.

Body Fat Percentage

Your body fat percentage is how much fat you have in your body as a percentage of your total weight.

Your total weight includes your bones, muscles, brain and everything else. That's why the generic term 'weight loss' isn't that useful.

Most women who want to 'lose weight' actually need to gain lean muscle and reduce their body fat percentage.

People oversimplify the idea of weight loss and think it's like a bank account.

That if they put more money in the account than they take out, that the account will get fat with money.

They also think that if they want the account to get skinny, that they

(1) have to take lots of money from the account (like exercise) and

(2) stop putting money into the account (like dieting).

Based on this idea they

- (1) do lots and lots of exercise and
- (2) stop putting food in their mouths by restricting their calories on a 'diet'.

Calorie restricted diets do not help people lose weight in the long run.

They might help you 'drop a dress size' ... but then they cause you to gain 2 dress sizes once you stop the diet.

A woman who doesn't exercise needs about 1400 calories per day, so this is the absolute minimum you should eat.

But if you are exercising you definitely need more.

If you drop your calories below your Resting Metabolic Rate (which is how many calories you need just to lie down all day) your body will reduce its metabolic activity to preserve energy.

The end result is that you will burn fewer calories.

How much more calories you need to eat will depend on things such as your goals, the extent of your training, your genetics and current body composition.

Calorie restriction also raises the stress hormone cortisol ... and this hormone actually causes more fat storage particularly in the tummy area.

So, I think you and I are past the ‘crash diet’, ‘drop a dress size’ approach to weight loss ... aren’t we?

Been there ... done that ... no more?

And besides, there is a much, much better way to approach your ideal body ... an approach that is enjoyable, effective and sustainable for life.

So, let’s get this straight. Your body weight is NOT like a bank account ... it’s more like an entire economy.

And in any economy, there are multiple forces that have an impact on the size of your bank account.

For example, burning fat doesn't just happen because you starve yourself or exercise like crazy.

Burning fat is a complicated process that is driven by your hormones and resting metabolic rate (RMR).



So, unless you understand these, then fiddling about with your diet and exercise is like trying to manipulate the economy without knowing how the economy works.

For example, to burn fat you need to create a calorie deficit. To gain muscle you need to be in a calorie surplus.

It's also vital to understand how your body uses protein, fats and carbohydrates ... the so called 'macro-nutrients'. Knowing your unique macros is essential to losing body fat.

So many people don't understand their own macronutrient requirements and therefore tend to eat way more than their body needs and this can influence the body to store fat ... lots and lots of fat.

Your body needs a certain amount of macronutrients each day,.

Macronutrients are protein, carbohydrate and fats. You need to know how much your body needs to lose or gain weight (muscle weight being the best kind of weight to gain).

This is where Elegant Eating has changed my life. I know how much my body needs each day to meet my goals and what foods I need to eat.

I can fit in that cinnamon scroll or donut if I want to because I know it fits into my macronutrient needs.

Many women are frustrated because they don't understand these key concepts or how to apply them.

Their weight goes up and down and up and down ... but very often just up.

So, what can be done?

As well as diet the other KEY way to manipulate your body economy and improve your body composition is through resistance training ... in other words lifting weights.

Let me say that again for emphasis.

Lifting Weights

Becoming healthy on the outside all starts with massive improvements that happen on the inside ... and that is the reason we want to gain some muscle through lifting weights ... because we want to be awesome on the inside and outside!

When you lift weights, you stimulate phenomenal changes to occur in your muscles at a cellular and genetic level.

These changes improve how you metabolise your key nutrients such as sugar and fat.

And by also increasing the size of your muscles, you increase your resting metabolic rate ... which means that even when you're not exercising, you're burning more fat than if you had less muscle.

If lifting weights is not your thing then that's ok, find some form of exercise you enjoy and just do it.

You can still lose body fat by paying attention to your diet and taking 3 brisk walks a week.

You just need to be in an energy deficit.

Many women have a body fat percentage 25% or over.

Think about this.

- 25% body fat = no muscle definition
- 22% body fat = very little muscle definition
- 18% body fat = some muscle definition
- 16% body fat = looking fit and healthy with good muscle definition
- 12% body fat = significant muscle definition
- 10% body fat = extreme muscle definition

When I first started back training, I weighed just 51KG and was a size 8, but my body fat percentage was 23%.

I had very little muscle development and no muscle definition.

I was not strong.

So, my task was to

(1) lose body fat and

(2) gain lean muscle ... and by doing that my overall body fat percentage would reduce even though I would actually be 'gaining weight'.

In 5 months I went from 51KG to 56KG and dropped my body fat percentage from 23% to 18%.

I had to eat far more than I was used to eating ... and I really want to emphasise that.

I dropped body fat percentage and increased lean muscle by increasing my calorie intake.

In fact, the moment I started skipping meals, I would begin to lose lean muscle and it would show on the scales.

Now, keep in mind that the reason I was watching the scales and diet so much was that I was preparing for my first fitness model competition.

In order to compete I knew I needed to weigh in at about 56KG with around 16-18% body fat.

Learning to manipulate your body economy is a combination of specific information tailored to you ... things like what to eat, how much to eat, and when to eat it.

But I guarantee that your mind is the place that you get your victory. It all comes from within you.

“Being strong and healthy starts with your mind, then your bio-chemistry, and then your external appearance. It’s all an inside job.” ~ Rhoda Lucas



2 – TWO – DUO – DU



Food and Water

As a teenager, I couldn't get my head out of diet magazines. I loved eating well and I loved nutrition.

It's no wonder I did a BSc in Nutrition, a Masters in Nutrition and Dietetics ... and have invested my entire career in the fitness and health industry.

I also grew up with super models, Christy Turlington, Elle McPherson and Helena Christensen.

I wanted to be like them.

I remember when I was about 16, I caught a bus to a strange suburb, walked the streets until I found the building I was looking for, and went up the stairs.

It was a modelling agency.

I don't know quite what I was expecting ... but I didn't get it.

I was hot and sweaty after my journey. I stated my purpose for being there ... "I wanted to be a model".

The receptionist sighed and might have even rolled her eyes. She asked for my 'portfolio' ... I didn't even know what a portfolio was. She said they couldn't help.

I was so embarrassed and felt so stupid.

I'd spent months investing my imagination in 'being a model'.

I'd spent weeks plucking up the courage to go. I'd spent hours on the bus getting to this place ... and I was out of the door and down the stairs within 5 minutes.

I cried most of the way home.

I didn't tell anyone.

This one short experience lasted with me a long time.

I had no knowledge about what I wanted to do, I didn't know to seek mentors to help me.

But today I do things very differently.

I made the decision to enter competitive body building in the fitness model category.

I let go of any embarrassment and in-confidence that I'd been carrying around with me.

I decided to seek out coaches and mentors to help get me there.

It was a physical, mental and financial commitment but I achieved my goal, which was to walk out on stage being in the best shape I could be ... physically and mentally.

Instead of hiding and holding back ... which I'd done for years ... I decided to accept myself enough to walk out and pose on that stage.

Some people might think competing is all about vanity ... whereas for me it was the opposite.

Walking on that stage ... whether I placed in the competition or not ... was an act of personal power.

It was proof that I had stopped judging myself so harshly.

It was proof that I loved and accepted myself so much so that I was comfortable putting myself ... my body ... under that sort of detailed scrutiny.

So, what's all this got to do with food and water?

Your fitness is a mirror of what you eat and drink. Exercise is essential, but it's the food that counts for most of how you are able to show up in life.

If you're a woman, you'll know that we sometimes eat for reasons that have nothing to do with nutrition.

And sometimes we starve
ourselves, again, for reasons that
have nothing to do with
nutrition.

Food is our companion, our
enemy, our comfort and our
anxiety.

Food is our pleasure and our
pain.

And yet food isn't any of these
things.



The Elegant Eating Solution isn't about developing a positive relationship with food.

It's about understanding that we don't need to have a 'positive' relationship with food at all.

By striving to have a 'positive' relationship with food we have to resist a 'negative' relationship with food.

And as the Zen saying goes, 'what we resist, persists'.

When we escape our 'relationship' perspective about food, we can see food for what it is.

Food is there to fuel our amazing lives.

Some food is better at nourishing us than other food.

Some types of foods are better for everyone ... other types of food are better for some, but not others.

For example, if you're not gluten sensitive, then being gluten free isn't essential.

Or, if you've got diagnosed coeliac disease, then having a gluten free diet IS essential.

We choose the food we put into our bodies, and when we have internal certainty about who we are, we don't need to eat for pleasure, or starve for guilt, just to feel good about ourselves.

And for all you 'foodies' out there ... of course, food is also something delicious that we enjoy eating.

The sheer creativity, beautiful presentation, and incredible combination of flavours that some people are able to produce make food one of the greatest pleasures in life.

I now enjoy all of that much more than I ever did before. I enjoy it because I follow my elegant eating solution.



For one thing, the healthy options available these days are amazing.

And because I'm fit ... not just healthy ... even if I were to have a lemon tart drizzled in cream and chocolate sauce ... my internal furnace just burns it up.

That's why I don't use words like 'guilt-free' ...

I don't feel guilty about any of the food I choose to eat, so I don't need 'guilt free' foods.

I'm choosing it, so I celebrate that choice.

I also don't endorse the whole idea of a 'cheat' day. People cheat on tests, their spouse, their taxes ... but why set up a 'diet' that you feel the need to 'cheat' on.

Totally not the Elegant Eating way.

We don't have 'cheat days' with the Elegant Eating Solution.

Each day you can allow yourself a 'treat' food if you like, if that's how you see it.

You can easily incorporate a donut for example into your day and still hit all your nutrient requirements. Of course you may decide to eat something more filling, packed with more nutrients, but that's up to you.

My journey has enabled me to enjoy food more than I ever did when I was 'dieting'.

With Elegant Eating you know exactly how much protein, carbohydrate and fat your body needs and you eat to these amounts.

I eat clean and I also have chocolate, cinnamon scrolls and donuts as long as they fit into my daily macros.

3 - THREE - TRE - TRIOS



It's Not Your Fault

If there is ONE thing I'd love you to really get from this book it would be this.

Fault is part of a duality ... with 'faultless' at one end and being 'at fault' at the other.

It's a struggle that so many of us go through ... bouncing back and forth between the two.

We desperately try to be the one who isn't at fault ... and yet feel so flawed and guilty for not being the women we think we are supposed to be.

Life gets in the way, and you bounce around between feeling like the best person in the world to the worst person in the world ... or lost somewhere in between.

There are so many things that have led you to this place in your life. Things that you have chosen. Things that have happened to you.

Most of the time, women blame themselves for their lack of willpower or self-control.

They're busy blaming themselves for their weight, diet, relationships, business or career problems.

So, can I let you in on a secret?

There is a strong invisible current all around you ... pushing you in directions that you do not want to go.

And as long as you can't see that current ... you can't understand why things aren't easy or going in the direction you want them to go.

And so instead, you blame what you do see ... even though it might NOT be why things are the way they are.

When my eyes were opened to the invisible current ... I was amazed.

I had no idea about the invisible power I was battling against.

No wonder I felt so exhausted.

No wonder I felt like a failure and I would try and try and not get anywhere.

It wasn't my 'lack' of willpower or self-control. It wasn't my 'fault'.

And yet once I understood the strong invisible current, I certainly saw that it was my responsibility to change.

So, what is this strong invisible current?

There are three main currents swirling around and within you.

1. Your non-conscious mind

There's no way you can consciously think about all the decisions you have to make each and every day.

And so our brains have evolved to make life easy by making those decisions for us ... automatically ... without us having to think.

These automatic processes affect us deeply and can have a great impact on the direction of our lives.

Did you know that women tend to behave according to the stereotypes they believe about themselves?

For example, in a series of studies performed at MIT, groups of Asian, female business graduates were invited to take a basic science test.

Before the test, half were asked to write a short story about what it was like to be a woman. The other half were asked to write a short story about what it was like to be Asian.

They then completed the science test.

Here's what happened ... consistently.

Being pre-framed with a story about one or the other had an impact on how well they performed in the test.

This is a great example of the strong invisible current ... where test results are influenced simply by the story you have in your mind!

Whats the story in your mind?

If you were assigned to write a story about what it was like to be a woman, you would score lower on the test.

But, if you were assigned to write a story about what it was to be Asian, you would score higher on the test.

These women were falling into line with the stereotypes that 'women aren't great at science' but that 'Asians are great at science'.

How many things have happened in your life that were affected by the stereotypes you have about who you are and what that means?

We know from scientific studies that the non-conscious mind influences the career you choose ... the car you drive ... the food you eat ... the exercise you do ... the men you date and marry ... the way you parent ... the way you dress ... and so much more.

And on the one hand, that's great for efficiency ... on the other hand, it's a bit scary ... because what if these decisions aren't serving you.

What if these decisions and behaviours aren't in alignment with the future you want for yourself?

I'm not suggesting you will ever control all your automatic decisions.

Yet by becoming aware of how and why you make decisions, you have more control and you get more of what you want ... with more ease and less struggle.

Following the Elegant Eating Solution women have more awareness of their automatic decisions.

They know what triggers their emotions, desires, and fears. This awareness isn't esoteric or lofty ... in fact it's very practical and empowering.

2. Your Social Influence

Imagine a woman ... we'll call her Lynette.

Lynette is overweight and it's a problem. Her cholesterol is too high and her doctor mentioned the word 'pre-diabetic'.

She doesn't exercise regularly, and knows that she should.

She doesn't know why she stopped exercising or when she decided to give up on her health ... but she's finally ready to take this seriously and so she joins a gym.

Her husband is also overweight and makes a joke about her gym membership.

He says it's just going to be a monthly payment for a gym membership she won't use ... just like the cross trainer she bought on the home shopping network that's gathering dust under the bed.

But this time Lynette is defiant.

She convinces her best friend, Jess, to join the gym with her. She knows that the support and commitment will mean that, this time, she will succeed.

Three months goes by and she's been going to the gym with Jess 3 times per week.

Lynette feels better, but doesn't really notice much change in her body. She's due for her checkup with the doctor, and she comes out of her appointment devastated.

Her cholesterol hasn't shifted.

She hasn't lost any weight.

It's just as bad as before. She feels like an utter failure ...

embarrassed and ashamed to go home because she knows she'll face ridicule.

She just can't understand it, and so she blames the only thing she knows to blame ... herself.

She gives up.

Why bother going to the gym?

She just gets home late 3 times a week, arriving home to kids who haven't eaten dinner yet, and who then go to bed late and are tired in the morning.

“What's the point of it all” she thinks to herself.

“This must just be me.”

And the emotional pain gets buried deep inside along with the other painful memories from other presumed personal failures.

But what Lynette didn't notice was the effect that her friend, Jess, had on her.

Jess was going through a hard time with her husband and used the gym sessions as a time to talk about her problems.

Lynette didn't notice that even though she was at the gym for an hour, she spent about 40 minutes talking with Jess.

She also didn't notice that Jess wasn't really into working out very hard.

In fact, for the 20 minutes that they did exercise, the work out was very light.

It felt like they'd been at the gym for an hour ... but the time they actually spent working out was completely ineffective.

This isn't about blaming Jess at all... but it does help to explain why Lynette spent three months committed to a gym program and yet ended up with no results.

It was great Lynette was able to be there for her friend ... but it just wasn't helping her own health goals.

This shows us that we are significantly impacted by our social structure ... much more than we realise.

And because Lynette didn't realise that Jess was having this impact on her, she instead blamed herself for failure ... for lack of willpower ... and she retreated into a state of what they call 'learned helplessness'.

This is awful!

And even though these characters are fictional ... this story is happening in gyms all over the country.

Imagine instead if Lynette had hired a coach who knew how to pull her forward ... who made sure she had an effective training session each time?

That three month checkup would have been so very, very different.

She could have met Jess outside the gym to lend a listening ear.

Lynette would have walked out of that doctors appointment with her head held high ... with a feeling of hope and buoyancy that she almost didn't recognise.

She would have arrived home with a new level of confidence and certainty about who she was and where she was going with her life.

And the effect would have spread through her family, to her husband and to her children.

3. Your environment

The influence your environment has on your mood, thoughts, energy, tolerance and creativity ... is massive.

And yet, environmental influence is often the most over-looked reason for why things are the way they are.

Feeling frustrated and angry at the kids?

Maybe your fridge is untidy and the temperature in your home is always turned down too low ... so you're always feeling slightly too cold.

Feeling stressed at work?

Maybe the 24 hour news playing in the background reporting all the doom and gloom is triggering your brains anxiety pathways?

Feel like a failure because you don't like going to the gym?

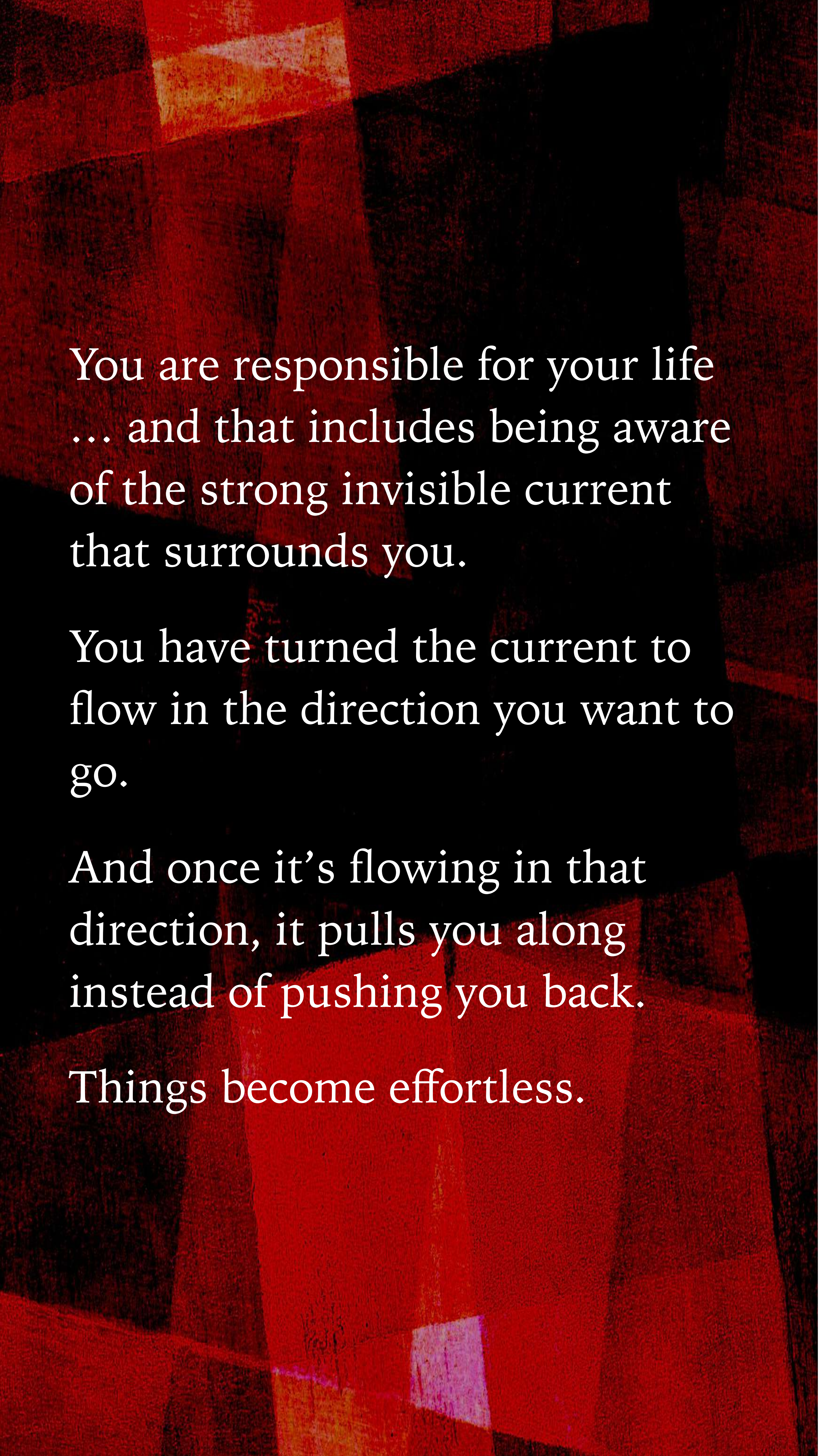
Maybe every time you go, it's a battle just to find a park, so by the time you get inside the gym, you're already frustrated and just want to get home?

Or maybe its cold and you don't want to go outside and get in the car and drive to the gym after work.

Maybe its just that you can't find what you want to wear because the laundry hasn't been done.

There are so many environmental influences that can affect you ... which is why it's important to do an audit.

Just by becoming aware of these influences you can change things and make life easier.



You are responsible for your life
... and that includes being aware
of the strong invisible current
that surrounds you.

You have turned the current to
flow in the direction you want to
go.

And once it's flowing in that
direction, it pulls you along
instead of pushing you back.

Things become effortless.

4 – FOUR – QUATTRO –
QUATRE



Simple Results

Once you're aware of the invisible current, you don't have to waste all that effort and energy pushing against it.

Things become easier.

Instead of complicated recipes and even more complicated exercise programs, you find pleasure in the simple things.

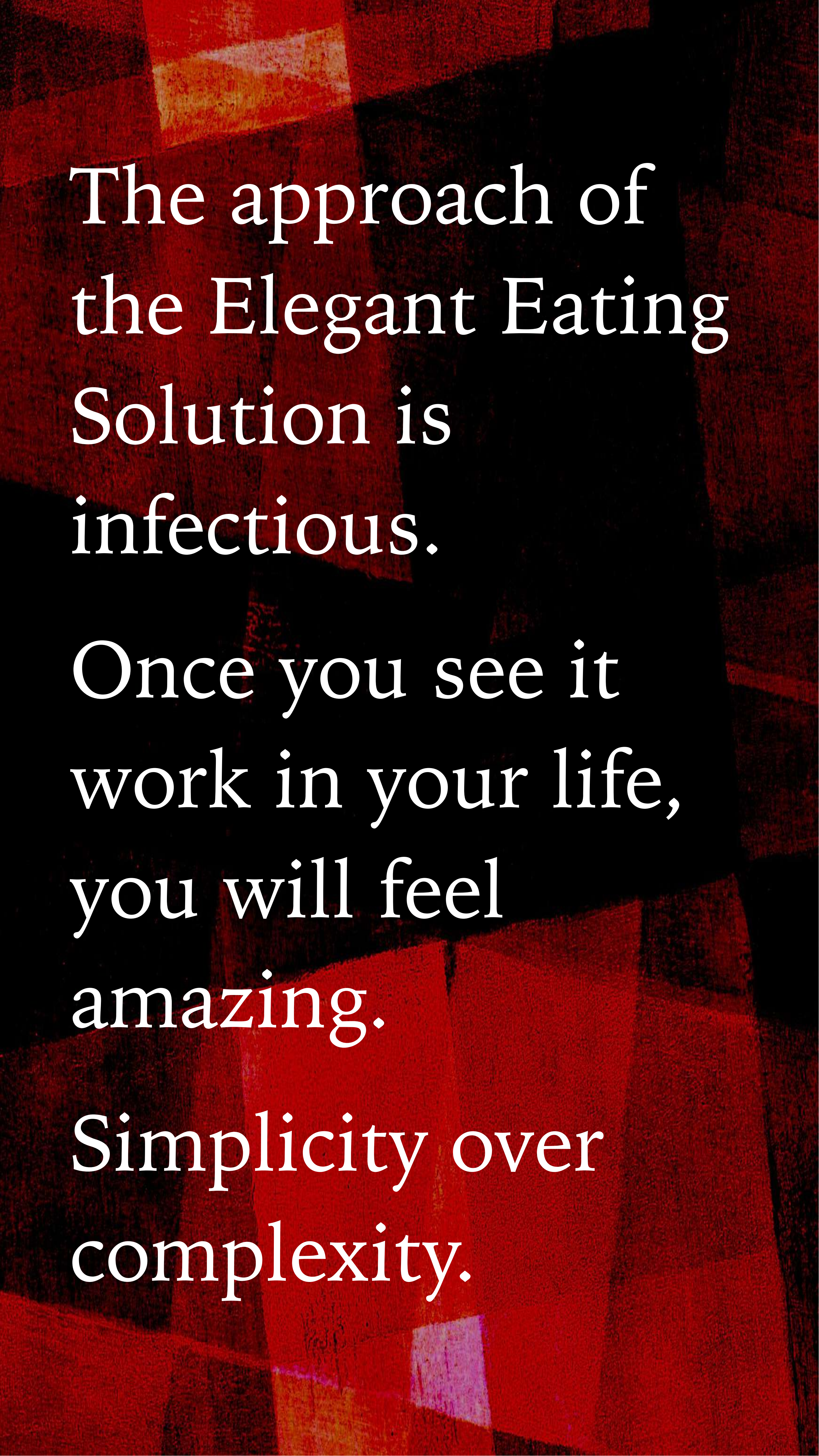
I find recipes that take a little too long to make are a barrier to me. I need things to be easy and fast and nutritious.

These were some of my barriers.

- Meals that had too many obscure ingredients that I couldn't find in the supermarket
- Cooking times that exceeded my level of patience
- Exercise programs that didn't seem to be getting the results I hoped for.

The most important thing to start with is the simple, elegant eating plan.

The Elegant Eating Solution is designed to get fast results that are easy and sustainable for you for life.



The approach of
the Elegant Eating
Solution is
infectious.

Once you see it
work in your life,
you will feel
amazing.

Simplicity over
complexity.

5 – FIVE – CINQUE – CINQ



Wholism (Holism)

I've known many beautiful women who are emotional wrecks.

Beauty is not a recipe for happiness ... and neither are your abs, thigh-gap, side-bum, booty, or any other physical measurement you can think of.

We feel our best when we are whole ... and this means paying attention to your whole being, and not just your 'body'.

AGEING AND WHY WE DON'T NEED TO WORRY



- We live in a world measured by time and age.
- The social pressure of anti-ageing is flawed thinking
- Every single person ages every single day.
- I used to feel that people would not value me as I got older, because of wrinkles and changing body shape.
- Our society values the beautiful, the young, and the gorgeous and the rise of social media has made this more prevalent than ever.
- There are many inspiring posts that advise you “not to worry what others think. Just DO you.”

While I love this and it is great to read, I still found I had to dig much deeper than that.



- We live in a world of duality. Everything is young or old, fat or thin, black or white ... and we are constantly pulled back and forth between these.
- The power for me was when I came to the deep realisation that YOU are neither young or old because you are YOU, all of the time.
- I was scared of getting old and losing the traits I valued as a young person: energetic, carefree, spontaneous, fun, and excited for life.
- I realised that these traits were still there, they WERE me, and that they are separate from my biologic age.

REFRAME YOUR THINKING

- The traits I thought were younger traits, are not younger traits at all, they are the inner traits of me at any age.
- They are timeless and exist outside of time and age.
- I am spontaneous, carefree and lively and I look forward to the future. This is what I have always been like. This is why I don't need to worry about aging and external appearance as deep in my soul I am Rhoda and these traits survive outside time!

REFRAME YOUR THINKING

- Have you heard older people say: “ I cant do that anymore” “I used to be able to do that, but I will leave that for the younger people” “my body doesn’t work like it used to”
- Instead, what about saying “my body can't do that at the moment, but what I can do is this”
- Reframe what you are saying to yourself and thinking.

“Your unique
inner traits are
YOU and are
independent of the
way you look.

They are timeless.

They exist outside
of time and age.”

THERE IS ONE SECRET



- I will let you in on a secret. Getting older doesn't have to mean that your cells have to become unhealthy. Keeping active and paying attention to your eating keeps your cells healthy.
- You can bio-hack and re-define the typical aging process.
- A cell's age is dictated by its DNA. Too many cycles of cell division over and over accelerates the aging process. Each time the cell divides, it copies its DNA and the sections of DNA, called telomeres, get shorter.

- Exercise, genetics and food can prevent telomeres from shortening, and keeps them healthier.
- So get active and strong ... learn about the nutrition your body needs ... and remember, you get to keep those traits that are unique to you throughout your whole life.
- These are YOU and are independent of the way you look. These traits are timeless. They exist outside of time.

A Woman following the Elegant Eating Solution feels amazing when she:

- Is on purpose ... knows her 'why' ... and is making a contribution to something that is bigger than her.
- Is in flow ... when she loses herself in whatever she is doing because she is at one with it.
- Has beautiful relationships ... which are so much easier to have when she has escaped judgement.

- Is happy ... when she spreads her magic to other people and touches them with her love and compassion.
- Is achieving her goals.
- Is fit ... not just healthy ... but fit ... bursting with energy, life, strength and power.

If you only have one, or two of this list ... but are missing out on the others ... then you will feel unfulfilled, at a loss, deprived, and possibly diminished.

This is a large problem in the fitness industry.

Women have been sold an idea that if they can just have flat abs, a tight butt, and the right sized breasts ... that **then** they will be valued.

Yet when they get there, they're let down. And that's because they haven't pursued an holistic approach to life.

If her 'why' was to win the approval of others ... then when she gets the approval of others, she realises that it's approval of herself that is valuable.

And she could have approved of herself right at the very beginning without judgement.

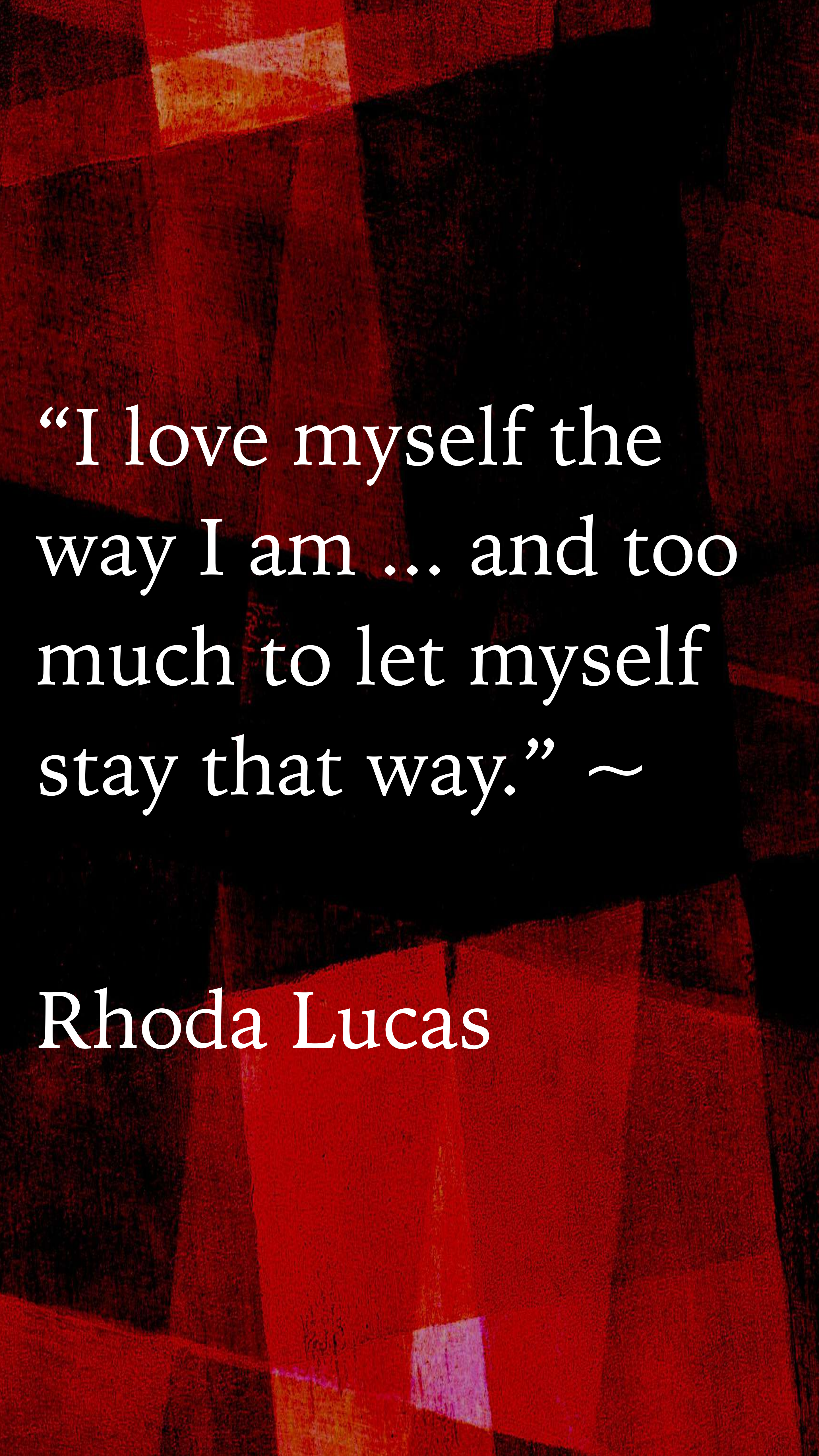
If her 'relationships' are in tatters ... then when she gets that achievement or brings home that trophy ... it just won't feel as shiny as it would if her relationship was whole.

This doesn't diminish her achievement ... it just shows you that achievements are only one aspect of our whole being.

If her life is full of 'negativity' ... which is surprisingly common ... it will leave her with a sense of stress and dissatisfaction.

Pursue a
wholistic life.

Seek a balance in
all areas and
thrive as a result.



“I love myself the
way I am ... and too
much to let myself
stay that way.” ~

Rhoda Lucas

6 – SIX – SEI – SI



Present-ness

I could have used the term ‘mindfulness’ for this section, but I’ve found it’s more than that.

It’s more than sitting in quiet meditation ... it’s about being present in the moment, even when that moment is loud, noisy, and crazy!

Mindfulness needs to translate into every day life ... not just something we use to escape the hustle and bustle, but something we use to control how we show up in the hustle and bustle.

Mindfulness is a way of living and learning to acknowledge and accept without judgement.

Mindfulness helps bring you back to the present moment and helps you stop living on autopilot.

When you stop to think about what you are doing and appreciate that moment ... that's when change starts to take place at a cellular level.

I practise being present daily and a simple way is to just stop yourself and take a few minutes to check in with your mind and body.

There are two simple ways I do this in the day.

One is to think of a daily action like brushing your hair, cooking dinner, or reading to the kids ... and to make a conscious effort to focus on exactly what you are doing.

Enjoy focussing on the task even if it is just for a few minutes.

Another simple technique is taking 5 minutes to close your eyes and notice what you are hearing or feeling on your skin.

You might feel a gentle breeze, the sun warming your body, or hear a fan blowing air, a car in the distance, or birds singing.

You can tune into any of these as you sit there for 5 minutes.

These things are important to me which is why I practise mindfulness.

I want to be present with my kids ... when I'm doing homework with them, surfing with them, consoling them, or guiding them.

I want to be present with Nic ...
when we're exercising together,
having coffee, cooking, shopping,
or just hanging out having a
laugh.

I want to be present with my
clients ... when we're celebrating
their success or problem solving
their challenges.

I can't be lost in the past ... or
day dreaming about the future ...
or constantly on my phone
because they all mean I'm not in
the present.

7 – SEVEN – SETTE – SEPT



Non-Judgement

I've always avoided confrontation. I'm the one who likes everyone to get on. One of my strengths is putting people at ease ... and that one skill has been a great asset in my sales career.

So, it came as a total surprise to me that I was also very, quietly, judgemental.

I see a lot of women talking about being 'non-judgemental' and I thought I knew what that meant ... but I didn't.

Here's what I learned about myself. It came about because I finally decided to do some real personal development work.

I discovered that most of the time when I was feeling down about myself, it was because I was judging myself ... very unfairly as it turned out.

If I didn't like something about my body or mind or behaviour ... I allowed myself to get down ... and it was because I was standing there, pointing the finger at myself ... shaming myself ... making myself feel deficient ... not perfect.

As soon as I really saw this ... and it was like an awakening ... I then saw that I was also judging others.

I was judging their choices, their looks, their level of fitness and how they showed up in life.

Judgement is pervasive ... and once you see it in yourself and escape from it, the most amazing thing happens.

A huge weight lifts off your shoulders.

All of a sudden, you're not responsible for other peoples choices.

You don't invest any of your precious energy in thinking about what other people are doing, saying, eating, or drinking.

You realise that, ultimately, the only person you are responsible for is yourself. And when you love yourself, and have compassion for yourself, you can let go of that judgement.

Here's a great way to know if you're stuck in judgement without realising it.

If YOU feel judged by someone else, that's because YOU are in judgement yourself.

Think about it. You turn up to a social event and notice that some of the 'other' women are glancing over and perhaps talking about you.

You immediately feel it in your gut.

You begin to feel self-conscious.

You wonder if they're commenting on your clothes, or your hair, or your weight ...?

They shouldn't do that. They shouldn't be mean.

Who do they think they are!

Each of those thoughts is a judgment of those other women.

They're judging you.

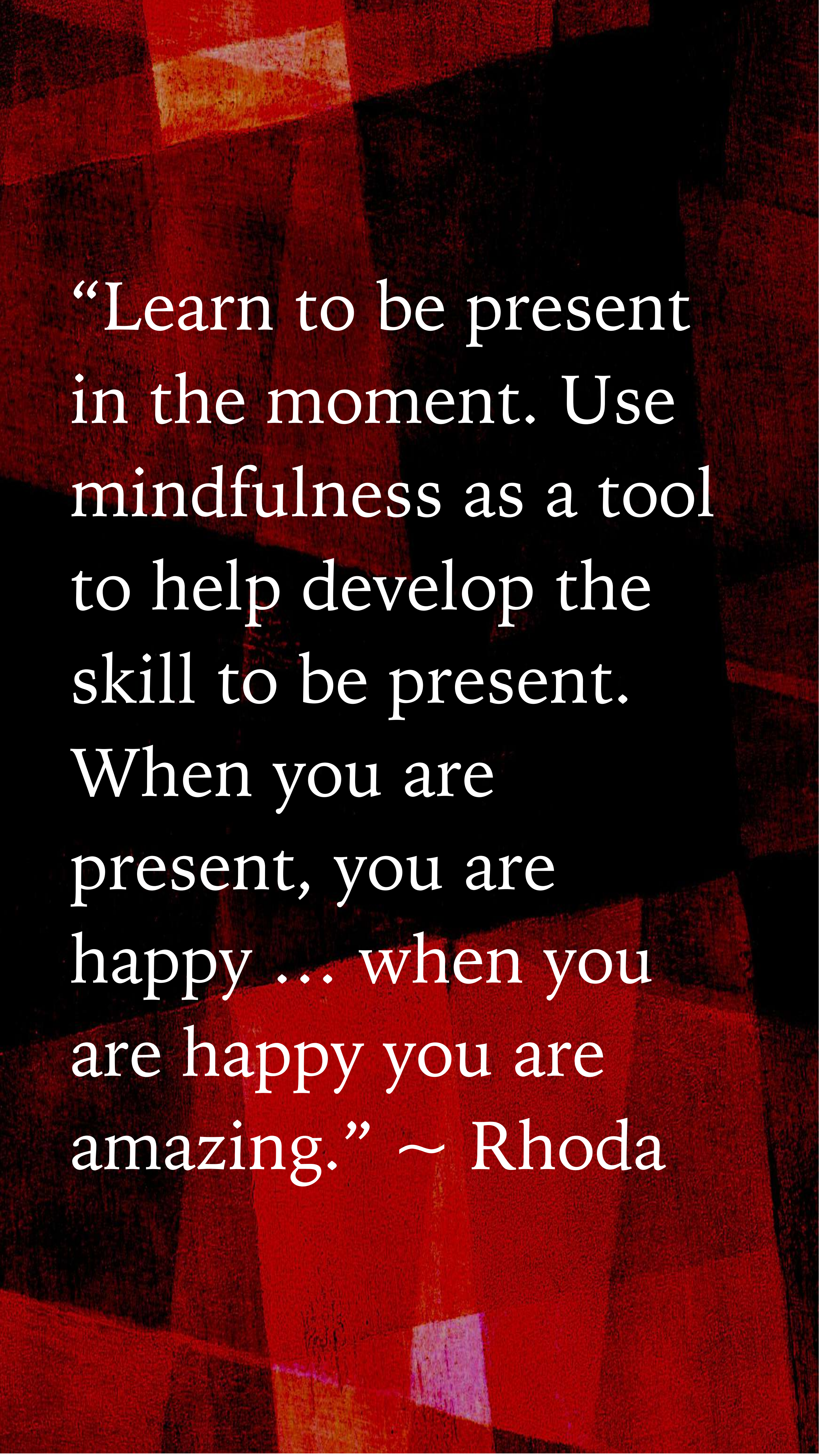
You're judging them.

And on it goes in a never ending story.

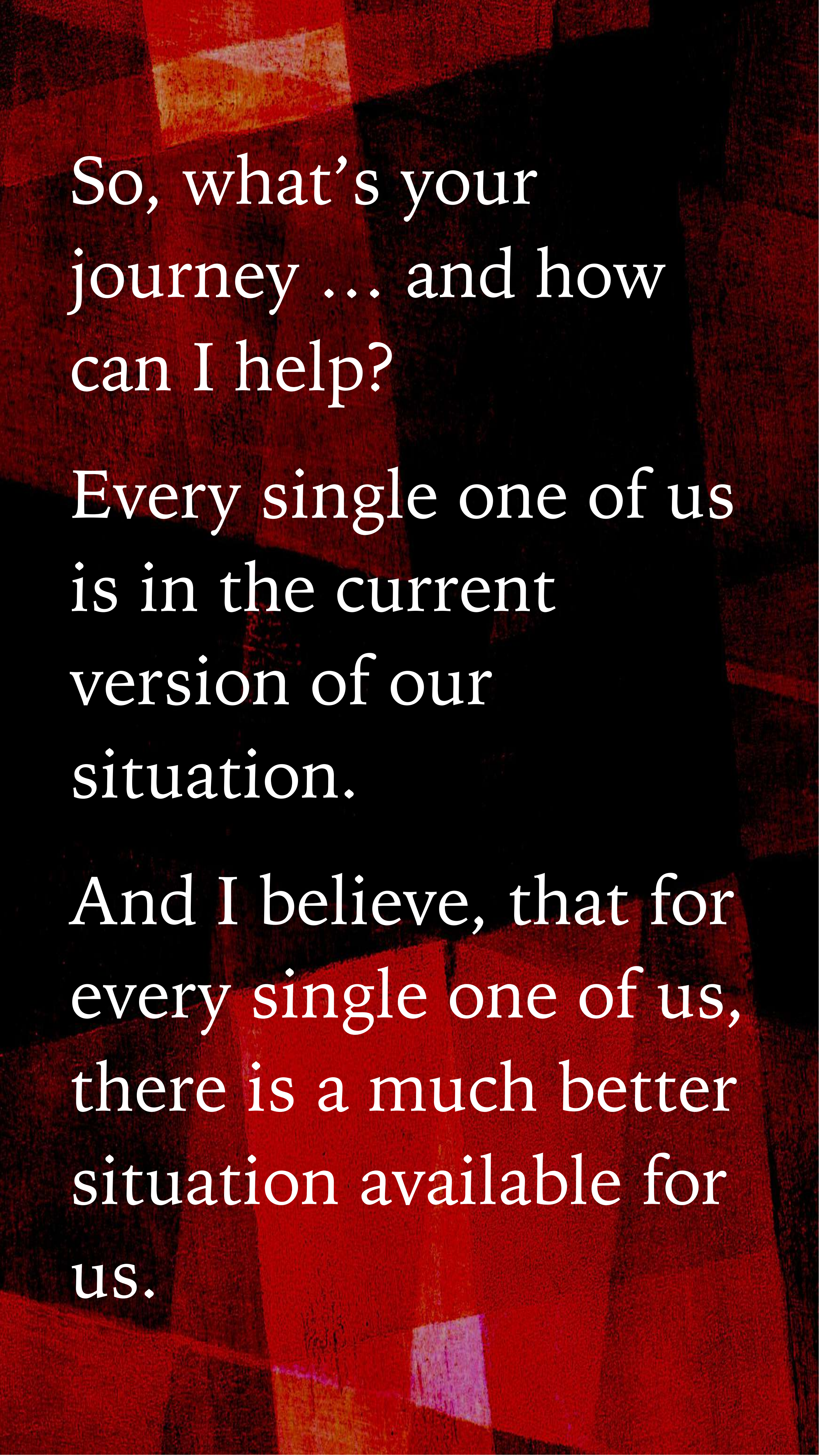
Can you just imagine being free of that?

When you stop judging others and just allow them to bask in the glory of their choices, you can also stop judging yourself and bask in the glory of your choices.

And if you don't like what you've chosen, then instead of judging yourself for it, you can use your current situation as the platform to jump to a better situation ... without ever having to judge yourself or others in the process.



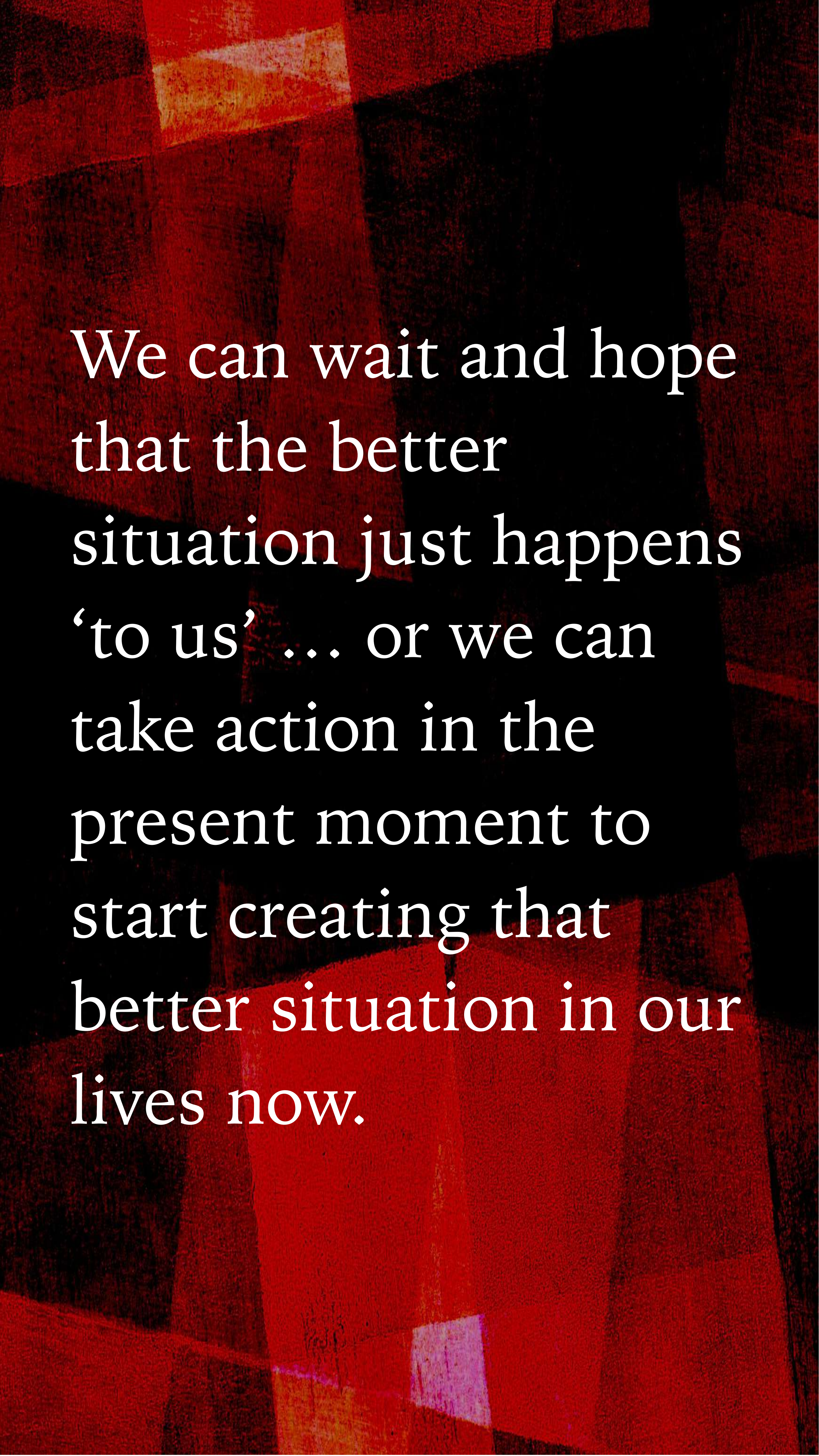
“Learn to be present
in the moment. Use
mindfulness as a tool
to help develop the
skill to be present.
When you are
present, you are
happy ... when you
are happy you are
amazing.” ~ Rhoda



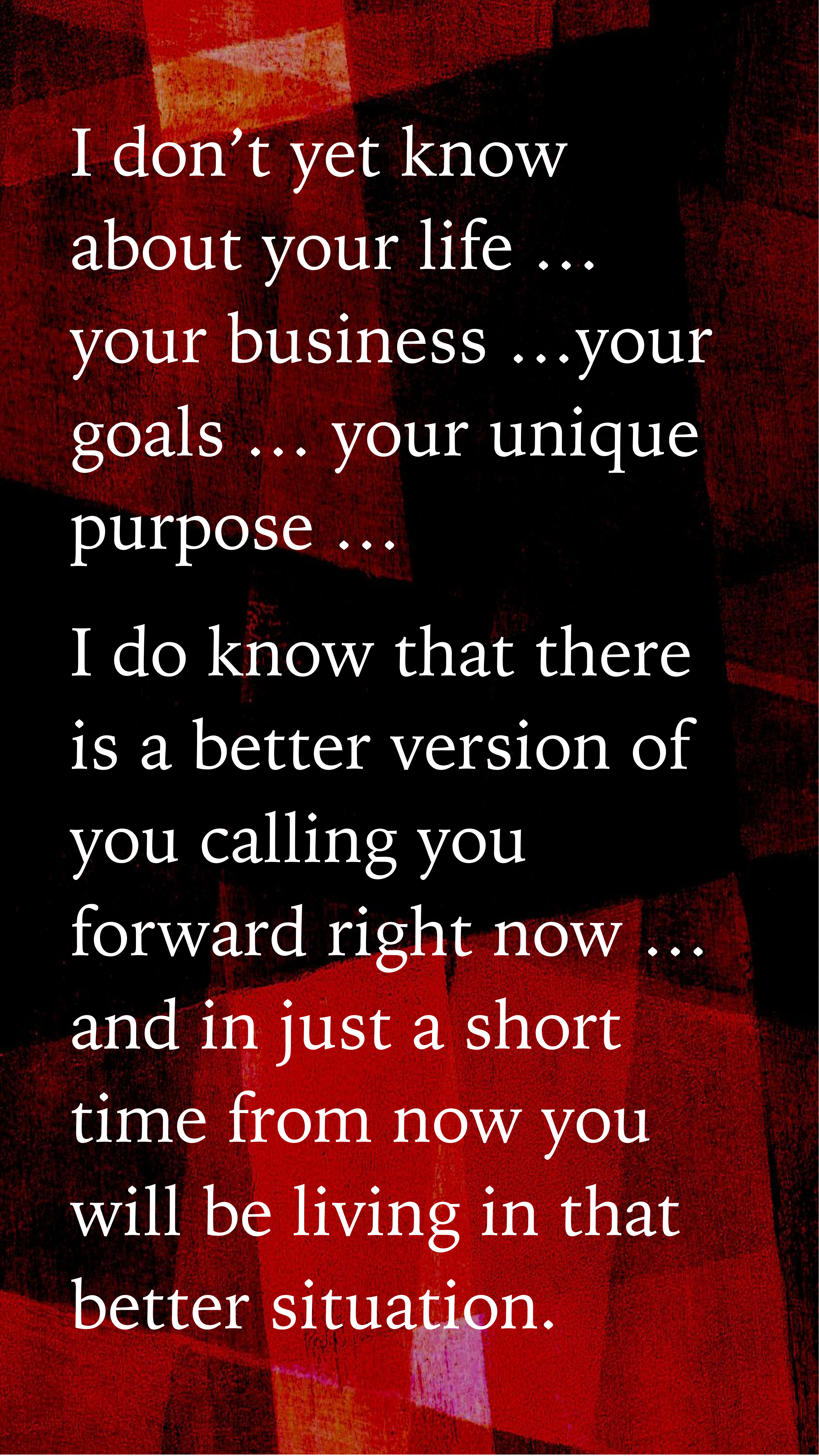
So, what's your
journey ... and how
can I help?

Every single one of us
is in the current
version of our
situation.

And I believe, that for
every single one of us,
there is a much better
situation available for
us.



We can wait and hope
that the better
situation just happens
‘to us’ ... or we can
take action in the
present moment to
start creating that
better situation in our
lives now.



I don't yet know
about your life ...
your business ... your
goals ... your unique
purpose ...

I do know that there
is a better version of
you calling you
forward right now ...
and in just a short
time from now you
will be living in that
better situation.

REMEMBER THE CORE PRINCIPLES

1. Fit Body
2. Food and Water
3. Simple Results
4. It's not your fault.
5. Holism
6. Present-ness
7. Non-judgement

With these principles in place
you will thrive.

You will find that your life has far more natural positivity ... your relationships will be better ... you'll find yourself in the flow of your purpose and you'll become part of something much bigger than you.

And you'll be able to do it all in a stylish, graceful and elegant approach to life, all wrapped up in a body that is strong on the outside because it's awesome and beautiful on the inside.

I started the Elegant Eating Solution for women out of the natural opportunity that arose.

As I came out of my shell and began a real journey of personal growth, I just naturally began to attract other women into my life who wanted to be on the same journey.

So, what IS the Elegant Eating Solution?

It's a simple, elegant solution that gives you the freedom to choose the foods you want to eat while you get in your best shape for life.

So ...

If you're not where you want to be with your body, even though you've been trying ...

If you want to look amazing but you know it's about much more than just looking amazing ...

If you're tired of the 'body battle' and want to finally understand your body economy ...

And if you want a simple, effective and life-long approach to food, and be done with the worrying, inconvenience and confusion ...

Then this is perfect for you ...

If you'd like my help, I would love to give you the opportunity to start your journey.

As a subscriber, you can join me now in the Elegant Eating Solution at a special ‘new subscriber’ offer!

After you’ve completed the program, you will:

- Know how to trim down body fat from stubborn areas, like arms, belly, thighs and bum
- Know exactly how to eat what you want to eat
- Be able to eat ‘treat foods’ so that your eating plan is sustainable for life and prevents weight regain
- Use ‘dietician approved’ meal plans that make the magic happen

If you're committed to your future self, and ready to make a commitment to get in your best shape for life ... then

Click the Button to join me in the Elegant Eating Solution

YES RHODA, LET'S DO THIS

