

Plant- EMPOWERED

How to Reshape Your Body by Reconditioning Your Mind and Adopting a Healthy, Fit Vegan Lifestyle You Love!



ELLA MAGERS, MSW



When we align our actions with our values, we are empowered to live the healthiest, most meaningful life imaginable. It's no longer about discipline or will power... It's about showing yourself, and all creatures on earth love, empathy, and compassion.

- Ella Magers, MSW
Founder & CEO, Sexy Fit Vegan®

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INTRODUCTION

If You're Ready to **Stop Stressing About Food** and Start Down the Path to a **Healthy Vegan Lifestyle** So That You Can **Permanently Release Excess Body Fat, and Feel Confident, Happy and FREE**, You're in the Right Place!

This book is for you if...

- You're searching for a step-by-step game plan to build a strong, healthy, fit body eating exclusively plants so that you can look in the mirror every day feeling strong and sexy from the inside out for the rest of your life.
- You're ready to be FREE from the constant battle in your head about what, when, where, how much you're going to eat every day.
- You're exhausted from constantly trying to diet and exercise your way to weight loss only to have the pounds creep back on every time.
- You know, deep down, that you are not treating yourself and your body with love and respect, and that you lack the confidence you need to create a life of true happiness, purpose, and abundance.
- You're ready to try a RADICALLY different approach to weight loss (knowing the definition of insanity is doing something over and over again expecting different results) so that you can finally release excess body fat once and for all without obsessing about calories, macros, or the number on the scale ever again.

The principles I cover in this book make up the foundation for the Plant-Empowered Coaching Program.

The number one word our graduates use to describe how they feel is **FREE**. Free from the **exhaustion** that came from constantly **stressing about how to eat and exercise to lose weight**. Free from the **anxiety** and **lack of confidence** that kept them **stuck in cycles of self-sabotage**.

By learning the strategies we teach our clients, you will gain a sense of **power, passion, and purpose** beyond what you believed to be possible.

It's one of those things, maybe you've heard it before, "**You don't know what you don't know**." The person you are now can't possibly fathom the person you can become thanks to these principles.

We talk about **weight loss as a side effect**, because as I'm sure you know, **focusing on weight loss as the primary goal (the diet mentality) simply does not work** (as proven by the countless times you've attempted to lose weight and keep it off).

This book gives you the formula to gain **power over your food choices**, and to eat and exercise out of love for yourself and your body.

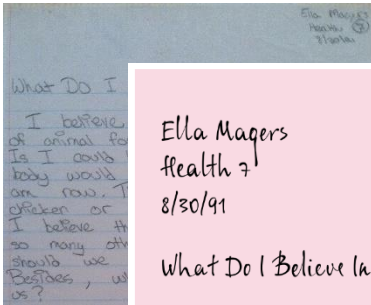
You will finally **own your self-worth** and experience **confidence** like never before.

You will be able to move forward with the energy you need to create the **healthy, empowered vegan life you love!**

WHO I AM

Before I continue, let me introduce myself. I'm Ella Magers and if you asked me, "Ella, what do you care most deeply about in this world? What is your greatest passion?" my answer would be, "Ending animal exploitation, empowering people to eat consciously, mindfully, and intuitively/by helping people step into their power, align their actions with their values, and create a healthy, happy, and meaningful life they love.

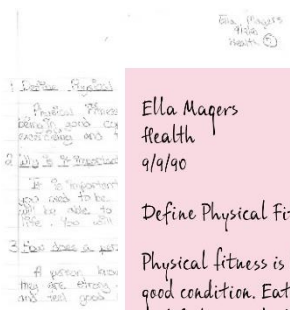
In fact, if you asked me the very same question when I was in grade school, my answers would be the same, only in the words of child of course. Take a look!



Ella Magers
Health 7
8/30/91

What Do I Believe In

I believe that killing any kind of animal for any reason is wrong. If I could have it my way everybody would be a vegetarian like I am now. They wouldn't eat fish or chicken or anything that is alive. I believe that because we have got so many other things we can eat why should we have to kill something. Besides, what have they done to us?



Ella Magers
Health
9/9/90

Define Physical Fitness...

Physical fitness is being healthy. It is being in good condition. Eating healthy meals, exercising and feeling good about yourself.

Why Is It Important to be Physically Fit...

It is important to be physically fit because you need to be strong and healthy. You will be able to achieve higher goals in life. You will feel better about yourself.

How Does a Person Know If Their Physically Fit...

A person knows if their physically fit if they are strong. Also, if they eat good food and feel good about who they are.

It's fair to say that I've been devoted to educating and inspiring people to live in a way that is conscious, mindful, and compassionate to animals, the environment, AND themselves for 33 of my 40 years!

Here's my story in a nutshell...

PART I

It all started when I was seven years old.

My mom picked me up after school to take me to gymnastics practice and asked how my day was. I told her we learned about Daniel Boone (in case you don't know, Daniel Boone was one of our first American folk heroes who infamously carried around a shotgun and wore a raccoon hat).

I was confused. "Daniel Boone was supposed to be a hero, but he was not." I said. "He was a mean man. He killed and ate animals!"

My mom was honest with me. She said, "Well Ella, we are just fortunate because, unlike Daniel Boone, we pay someone else so that we can go to the grocery store to buy our meat."

It was at that moment that I connected the food on my plate with the animal that it was. I was horrified! I told my mom, "I'm not going to do that anymore."

That was it - I never ate meat again!

I was extremely fortunate to have such loving parents. They gave me the freedom to explore who I was, and what was most important to me in this world.

Not only did I stop eating meat, but I had also discovered my purpose in life. Every chance I got, I wrote about how it simply made no sense for people to eat animals. Why would we kill another living being when we can easily live without inflicting such suffering?

I couldn't understand how anyone could love their dog and then turn around and eat a pig. I saw all creatures on this earth as equal in their right to live. And I saw us, as humans, the only species with the ability to consciously choose whether or not we eat other animals.

These strong beliefs came with a lot of weight, especially as I started getting older and discovered the truth about factory farming. I sought out information, and what I discovered was much worse than the image of Daniel Boone shooting Bambi that originally caused me to stop eating meat.

The undercover photos and videos I found of factory farmed animals felt like a knife in my gut. It was like I could feel the suffering of the animals and it tore me apart.

When I discovered that the cruelty of the dairy and egg industries was no less than the cruelty of the meat industries I immediately went vegan. I was fifteen.

I set out to spread awareness. I was a leader in a local animal rights group, organizing protests and leafleting every chance I got throughout my teenage years. I was on a mission!

In addition to animal rights, fitness has been a passion of mine since I was 5, and I've excelled athletically on a plant-exclusive diet. Since I started long before most people even knew what "vegan" meant, it was up to me to educate myself on nutrition.

I've never been interested in spending much time in the kitchen however, so not only did I become well-educated on nutrition, I also developed expertise on how to throw together healthy, **quick, and easy** plant-based meals and snacks, some of which I'll be sharing with you in this book!

PART II

I would call the vast majority of my adult life, up until just a year ago, a period of life-experimentation, self-exploration. I experienced a lot of joy and excitement, but also dealt with a lot of shame and frustration.

Although I would never wish many of my experiences on anyone else, I wouldn't take back even the most painful parts. Every experience provided me with an opportunity to learn and grow. I see now just how resilient I am, and how cool is it that we can rewrite the stories we create about who we are and what we are capable of. I love knowing we are that powerful! Let me explain.

It started with my first serious boyfriend. He was an alcoholic and a drug addict. It was during my time with him that I wrote my story about being "unworthy" and "not good enough". From there my self-image went downhill. It was like I felt that, beyond my mission of fighting for animal rights, I really didn't matter.

After majoring in Social Work in college with the thought of becoming a therapist one day, I started working in the fitness industry. I became a certified personal trainer, motivated to help people improve their lives by conditioning their bodies.

For the next 15 years I worked in the fitness industry, while struggling in secret with a distorted body image, disordered eating, depression, anxiety, and insomnia.

Women were amazed by my strong, lean body and I was a walking billboard for the anti-stereotypes of what it looked like to be vegan. I inspired people to start the transition to plant-based simply by keeping myself in tip top shape.

I put a ton of pressure on myself to be the shining example of a healthy, fit, vegan, which meant I couldn't share my internal struggles.

I was carrying around a lot of shame, which contributed to the disordered eating patterns. I would restrict my food intake, count calories, track macros, and walk around hungry 95% of the time. The other 5% I was binging, ashamed and alone (I could down an entire jar of peanut butter in one night).

The pressure I put on myself also led to body dysmorphia. I saw and felt fat that wasn't there.

My own food intake and weight were something I had control over. And with so much else out of my control I think that subconsciously, it gave me comfort.

PART III

It was a long, agonizing journey for me to come to terms with, and work through, my disordered eating and body image issues. It wasn't until 2016, many years after I built a name for myself with my brand, Sexy Fit Vegan, that I made it my mission to change my story of being unworthy and not good enough, and to heal myself.

I worked my ass off creating my website and blog with the purpose of educating and inspiring people, but there was a disconnect between me and the people I aimed to help. I was frustrated by the lack of engagement.

It finally hit me like a ton of bricks... It wasn't about people lacking the desire to engage, it was about me not being honest with them or myself. I was presenting only the good, and continuing to hide all my struggles. Who can relate to someone who appears to have it all together?!

I set out to rid myself of the shame by getting vulnerable and sharing my struggles. I decided to not only come clean to my friends and family, but to all of my followers as well, which I did in 2017 with a series of blog posts I called “My Journey from Disordered Eating to Plant-Empowered Living.” Out of sharing came a sense of empowerment like I’d never experienced before. I finally felt free in my authenticity.

Now don’t get me wrong. The negative self-talk didn’t just disappear all of a sudden. It’s a process. I discovered a self-coaching system that allowed me to consistently do the work needed to finally reprogram my brain, rid myself of the limiting beliefs keeping me stuck, step into my power, and access the happiness that is already deep within all of us!

I then developed my transformational Master Class, started the Empowered Vegan Life Facebook Group, and created the Plant-Empowered Coaching Program to serve people who not only have the desire to transition to a healthy vegan lifestyle, but are also struggling with shame, an unhealthy relationship with food and their bodies, and are engaging in self-sabotaging behaviors that are preventing them from reaching their potential.

The coolest part is that what took me years to figure out is now helping people achieve the same freedom in just six months!

The Program is based on true transformation through empowerment and self-love. It’s built on the basis of aligning your actions with your values. It teaches people to approach themselves with curiosity and compassion, to accept and respect themselves and their bodies. It coaches people down the path toward not only a healthy and happy life, but also a free and meaningful life. It coaches people to a place where they become the inspiration for others and make a positive impact in the world.

Interestingly, although the Program successfully helps people adopt a healthy, fit, vegan lifestyle, the focus is not on food! You see, for the people I work with, feeling powerless over food is just a symptom. The countless diet plans and training programs they’d been beating themselves up over, were attempts at putting Band-aids on wounds that needed major surgery.

This leads me to where I am today, continuing to fulfill my life’s purpose of bringing veganism into the mainstream while helping people step into their power and create the healthy, happy, meaningful vegan life of their dreams!

GET FIRED UP... YOUR TIME IS NOW!

The truth is, if you're waiting for the "right" time, or when it's "convenient" to change your life, you'll never find it... **The time to TAKE A STAND for yourself, your health, animals and the Planet is NOW!**

Change only happens outside your comfort zone, and the truth is, as much as people want to change, the majority are simply not willing to get uncomfortable in order to do so.

What, if however, you take a stand for yourself and your health? What if you **refuse to go another day down the same, familiar path** and instead take action and **start a new, exciting chapter in your life**? What if the solution to your problems is **right here, right now**?

The philosophies and tools I’ll be sharing in this book have completely transformed the lives of the hundreds of women who have completed the Plant-Empowered Coaching Program...**Now it's YOUR time!**

From finally **releasing excess body fat** and **ending emotional eating**, to **going fully vegan** and **exercising out of love for your body**, to **landing your dream job** or even **starting your own business...** the **results you can achieve are endless!**

I applaud you for caring deeply about the impact your choices make on your own health, the lives of other sentient beings, and on the Planet, and for being willing to make changes to bring your actions into alignment with your values.

Remember, your voice matters, and your choices make a difference!



PLANT-EMPOWERED SELF-ASSESSMENT

Adapted from the [Plant-Empowered Coaching Program](#) Workbook

Before I present you with the 10 Plant-Empowered Principles that will be instrumental in helping you make the powerful shifts necessary to transform who you think you are, and what you believe you're capable of, it's vital to get clarity on your current state of mind.

The purpose of this assessment is to help you identify where you need the most growth as you travel down your path to a healthy, happy, and meaningful vegan lifestyle.

The first step to transformation is awareness. Only once you're aware of the limiting beliefs that are keeping you stuck can you start the work to change them.

When practiced consistently over time, the transformational tools we teach in the 6-Month Plant-Empowered Coaching Program allow you to re-program your brain. With a re-programmed mind there will be nothing that can get between you and your dream lifestyle!

For each question, write the number that best corresponds with your reality.

1	2	4	5
Strongly Disagree	Somewhat Disagree	Somewhat Agree	Strongly Agree

Eating Mindset

___ I have been on and off diets much of my adult life

___ I weigh myself more than once a week

___ I look at a meal and immediately guess how many calories or grams of protein, carbs, and fat it contains

___ I feel guilty and shameful when my will power is not strong enough to stick to my meal plan

___ I don't like to eat unhealthy or "fattening" foods when I'm around others

___ I exercise to burn off calories

___ I often wait until I'm starving to eat, and then I end up bingeing

___ I often say, "I already messed up by eating a few _____ so I may as well finish them all and start fresh tomorrow"

___ I often avoid social situations because I don't want to be tempted by foods I'm trying to stay away from

___ I use food to comfort myself when I'm feeling down or stressed out

Total Score: ____

Body Image

- I often compare my body to others and end up feeling depressed or jealous
- I “feel fat” most of the time
- I wear baggie clothes as much as possible to hide my figure
- I sometimes miss, or have to fight myself to get to social events because of how I look
- I “hate” certain parts of my body
- I try to figure out how to change the way my body looks daily
- I do my best to avoid having pictures taken of me
- I think about how happy I would be if only I liked how my body looked
- I look in the mirror and see all my flaws immediately
- I find myself pinching the skin on parts of my body to test how much fat there is

Total Score: _____

Emotional Health

- I manage stress in unhealthy ways (e.g. over-eating, drinking alcohol, etc.)
- I often get so overwhelmed by negative emotion that I spiral out of control
- I do not assertively stand up for myself when someone takes advantage of me or treats me disrespectfully
- I get sad or angry when criticized
- I have trouble “letting go” of anger and resentment
- I tend to disconnect from others and hide when I’m feeling down
- I have trouble assertively voicing my needs
- I have trouble saying, “no” to people, and when I do say no, I feel guilty
- It’s difficult for me to make a long list of all my strengths
- I am quick to see faults in myself and/or others

Total Score: _____

Scarcity vs. Abundance Mindset

- I constantly worry about not having enough (money, time, energy, etc.)
- I stay at my job not because I am passionate about the work, but because it pays the bills and it scares me to think about starting something new
- I avoid taking risks as much as possible
- I am afraid of failure
- I fear tough times ahead
- I find myself saying, "I can't afford to do "X" a lot
- I often worry about being "ripped off"
- I think, "there is only so much to go around, so it's every person for themselves"
- I avoid thinking about the "big picture," and instead make decisions based on daily survival
- I feel resentful toward people who seem to be care-free, and who spend money on what I see as extravagant things

Total Score: ____

Now go back through your answers. The section with the highest total score represents the area in which you have the most room for improvement. Next, identify for which statements you answered a 4 or 5. These are the areas where there's room for the most improvement. The Plant-Empowered Principles you're about to learn will help you gain the tools you need to overcome these challenges and go from surviving to thriving moving forward!



THE 10 PLANT-EMPOWERED PRINCIPLES

Time to dive in to the 10 principles that make up the foundation for how our clients achieve remarkable results thanks to the [Plant-Empowered Coaching Program](#). I'm talking about the powerful shifts our clients make that permanently transform how they think, feel, and look, so get ready because optimal health, feeling happy and free, and a life of abundance are on the other side of embodying these principles!

Keep in mind that understanding these philosophies is simply the first step. Think about how many books you've read, how much research you've done, how many podcasts you've listened to, and how many documentaries you've watched... Having the knowledge does NOT equalate creating lasting change.

Why? Simple. Your brain has been operating on autopilot your whole life, using the subconscious programming that was, according to Dr. Bruce Lipton, formed before you hit the tender age of seven!

This means it's going to take consistent, conscious effort to REPROGRAM your brain, so that you can change how you think, feel, and move through the world. It's important to keep in mind that decades of operating on your old subconscious programming does not get "undone" overnight. In fact for me, it took many years of tough work. Luckily for our clients, I've created a strategically designed, structured process with all the training, coaching, and support needed to rewire your brain and see remarkable results in just 6 months!

Following the process laid out in the Plant-Empowered Coaching Program, our clients find themselves with a new lease on life, embodying all the tools they need to move forward powerfully on the path to their dreams, confident that they can overcome any hurdle that crosses their path without ever falling back into old, destructive habits.

If you're ready to own your power and claim your right to a life of health, love, freedom, and abundance, learning these principles is the most effective place to start. Get ready to kiss those days of getting on the wagon, only to fall off and feel like a failure, goodbye.

Let's get Plant-Empowered up in here!



#1 EMBRACE VEGANISM AS A LIFESTYLE

The first plant-empowered power principle is to embrace veganism as a LIFESTYLE. Being vegan is not a diet, it is a way of life. When we identify as vegan, we sign up for a lifestyle that we choose based on our values and ethics.



Plant-based on the other hand, is a type of diet. People become plant-based for the sole purpose of attaining optimal health, not necessarily having anything to do with taking an ethical stand for animals or the health of our Planet.

Veganism has everything to do with believing that animals deserve to be free from exploitation, and that it is our responsibility to be mindful of how our actions affect other living beings and the environment.

As a vegan, you have the opportunity to choose how much of the food you consume is whole foods-based (vegetables, fruit, legumes, whole grains, nuts, and seeds), and how much is processed. The simple fact is that the greater the percentage of whole plant foods you consume, the healthier you will be.

We are working to get you consistently making choices that serve you best so that you are no longer on that destructive diet roller coaster... that proverbial wagon that you've fallen off of so many times before.

When you've created a healthy and empowered vegan lifestyle you love, there are no more wagons to fall off of. It will simply be your way of life... It will be WHO YOU HAVE BECOME, WHO YOU ARE.

Let's look at some of the major benefits of a HEALTHY VEGAN lifestyle...

- **Disease Prevention:** Whole plant foods are the most powerful weapon we have to fight disease! A plant-based diet can prevent, treat and even cure many diseases, including our top killers, heart disease and cancer. Looking at healthy eating, instead of prescription medications, and understanding that more time in the kitchen now will result in less time in the hospital later, is key!
- **Feeling Energized and Vibrant from the Inside Out:** There's a long list of potential ways you will feel better physically by eating exclusively plants, such as a better overall mood, clearer skin, improved digestion and bowel functioning, better sleep, enhanced performance, increased concentration level... shall I go on? On an emotional and spiritual level, embracing a vegan lifestyle allows you to feel a sense of peace, freedom, and fulfillment, knowing your actions are not contributing to the suffering of animals or the mass destruction of the environment.
- **Doing Your Part to Stop the Exploitation of Animals:** The conditions on the factory farms where the vast majority of farm animals are raised and killed are horrific. Eating exclusively plants means doing your part to stop the appalling treatment of innocent creatures. Watching a video exposing the practices that take place inside factory farms is an effective way to stay on track with your eating when you start to waiver (the documentary Earthlings for example)!

- Doing Your Part to Preserve the Environment:** The environmental impact of raising animals for food is devastating. In fact, eliminating meat from your diet is the single most important contribution you can make to help preserve our planet. The greenhouse gases that are produced from livestock have a far more expansive impact on ozone depletion than all transportation combined. Massive amounts of natural resources are used to raise the number of cows it takes to feed just a handful of people. If these same resources were used to raise the plants that are fed directly to people, there would be no food shortages. There are plenty of informative documentaries on the topic (Cowspiracy is one of my favorites). I encourage you to check them out and become informed on the facts that have been hidden from us for years!

#2: DITCH THE DIET MENTALITY

Here's the deal... In order to ditch the diet mentality, you must first accept and believe that diets don't work. Diets do not get you lasting results, they're unsustainable, and flat out make you miserable!

We live in a culture that has been obsessed with diets since before we were all born. We are bombarded with talk about diets... Between friends chatting, magazines showing you how to lose weight quick or your social media feeds of body transformations... it's so easy to getting sucked back into yet another diet.

Scrapping the diet mentality goes beyond simply refusing to follow a specific diet plan.

You also must acknowledge the shameful feelings as they relate to food. All too often we associate what we eat with how "good" or "bad" we are. You know when you exclaim, "I was so good today!" because you ate all healthy foods, or you say, "I was "bad" or I "cheated" today when you ate something unhealthy.

Acknowledge the diet rules/laws that you've created for yourself and then work toward discarding them. The truth is, the more you tell yourself you "shouldn't" eat a food, the more likely you are to crave that "forbidden" food and eventually "give in" and wind up binging, followed by intense feelings of guilt. This chart highlights the destructive cycle.

My mission is to help you find balance... to build a relationship with food that you never need to cheat on and to say goodbye to self-sabotage once and for all!

Diets teach you to ignore your body's signals, including those for hunger and satiety. Diets teach us that external "rules" trump our body's cues as to what, when, and how much to eat. Your body IS talking to you... You're just not listening! Getting highly in tune with your body is the foundation for learning to eat intuitively (Principle #5).



Long-term success has nothing to do with will power, and everything to do with self-love and self-worth. When you truly love yourself, you CHOOSE to fuel yourself with foods that nourish your body and that make you look and feel your best. It's that simple!

#3: ALIGN YOUR ACTIONS WITH YOUR VALUES



Pause here... When was the last time you took a deep look at what you truly value in life?

We often lose touch with what we really care about. We instead put our attention on our appearance, which leads to self-sabotage.

This may sound a bit morbid, but it's a fantastic question to ask yourself... If you were lying on your death bed, what would you want to be able to say you did or didn't do with your life? What will you need to have done/how would you have needed to live in order to feel satisfied and fulfilled with your time on this Planet?

Chances are, having the perfect body is not in your top 10.

It's when your actions are ones that bring you closer to a meaningful life, that you will step into your power and find your

freedom. And when you become empowered and feel free, ANYTHING is possible!

Some of my strongest values include the well-being of animals, my physical health, the opportunity to continually grow (mentally, emotionally, and spiritually), the feeling of freedom, and living in abundance.

Take a moment now to write down your top five, and clarify your "why."

What I VALUE most in my life is:

- 1.
- 2.
- 3.
- 4.
- 5.

I am motivated to make positive changes in the way I eat, move, and think because:

PRINCIPLE #4: RESPECT YOUR BODY AND LOVE YOURSELF UNCONDITIONALLY

The way your body looks does NOT define who you are, determine what you're worth, or establish what you're capable of.

Here's the truth... Loving Yourself Exactly as you are right now is a prerequisite for permanently losing weight and here's why...



When you eat and exercise out of love for yourself and your body, consistently making conscious and mindful choices, your body will release excess body fat and find it's way to homeostasis.

The more you respect your body, and have compassion for yourself, the less you'll need to rely on will power. You'll simply WANT to make the healthy choices that will lead you to looking and feeling your best!

For most of our clients, shame is at the core of their unhappiness. (Refer back to the Self-Assessment you

completed at the beginning of the book to identify where you struggle with shame.)

The root of shame is the belief, "I'm not enough" (I'm not skinny enough, I'm not strong enough, I'm not outgoing enough, I'm not brave enough, I'm not smart enough, etc.).

Think for a second about your beliefs around not being good enough...

It's vital that you accept that your body is unique, with it's own genetic blueprint, shape, and "set point" (the shape and weight of your body when it's running it's best). The alternative is continually fighting for what you consider a perfect body, which leads to yo-yo dieting, weight cycling, self-sabotage, and shame.

Using our self-coaching system (Principle #9) is going to be key for stomping out the shame and declaring to yourself, "I AM ENOUGH!" That's right, say it with conviction, loud and proud!

PRINCIPLE #5: EAT MINDFULLY, AND INTUITIVELY

Making food choices that honor your health as well as your taste buds is possible!

For most of our clients, the problem is not that they lack the knowledge about nutrition, it's that they continue to make unhealthy decisions DESPITE what they know.

In combination with all the other tools you're learning in this book, practicing mindful eating will be more life-changing than you can imagine.

I invite you to make each meal an experience you are fully present for. I realize this is more challenging than it sounds! I'm talking about avoiding multi-tasking while eating, eating slowly and paying attention to how the food effects each of your senses, and my favorite, chewing your food thoroughly before swallowing.

When I say chew your food thoroughly, I mean to a paste, as gross as that may sound! Believe me when I tell you that the difference this can make is monumental in many ways.

First, it helps with digestion. Pre-digestion occurs while we're chewing, as our saliva has important enzymes that begin to break the food down before you swallow. This cured the digestive discomfort I had been having for years!

Chewing your food to a paste before swallowing also forces you to slow down. When you slow down, your body will be able to tell you when it's had enough so you can stop before you eat to the point of becoming over-full.



Here's another huge shift for you to try on for size... Once you make the choice to eat something, eat it proudly with pleasure. Skip the guilt-trip you're so used to giving yourself. The alternative is falling back into that cycle

of self-sabotage... You know, when you restrict your food intake/follow "rules" (diet) as long as you can until your will power runs out and you "fall off the wagon" which triggers feelings of failure and shame, and leads to you "starting fresh" tomorrow or Monday, and so starts the destructive cycle all over again!

Once you transition away from animal products (if you haven't already) then you can learn to eat intuitively AS A VEGAN.

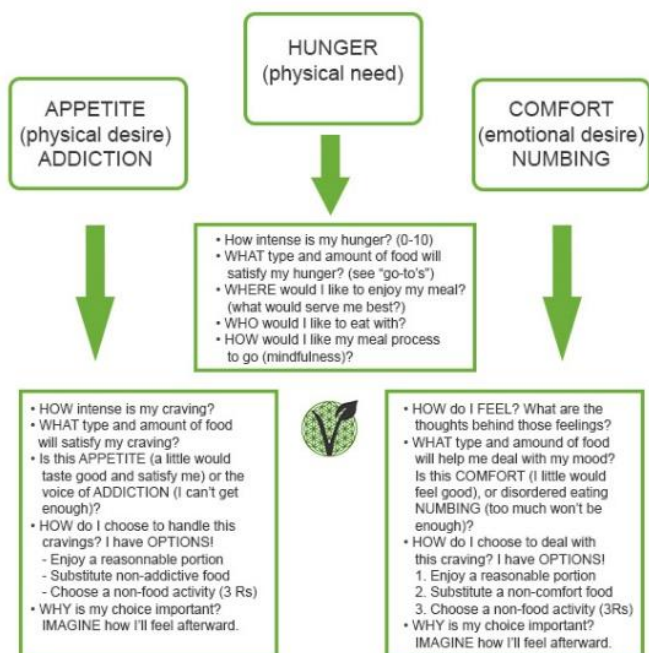
You're going to need to gain experience with plant-foods so you know what foods, meals, and snacks satisfy you. Warning here, you may have to go through a period of detoxing from animal products, refined sugars, and artificial ingredients before you'll be able to begin to eat intuitively.

Your body may tell you, "I NEED cheese," or "I need meat" for example, when really, you are withdrawing from a highly addictive substance. Think about it. When a heroin addict craves heroin, does that mean heroin is what their body needs to be healthy? Of course not!

Check out the Intuitive Eating Model we use in the Plant-Empowered Coaching Program as a guide...

PLANT-EMPOWERED INTUITIVE EATING MODEL

WHY am I thinking about food and eating right now?



*Adapted from Dr. Doreen's Eating Disorder Intuitive Therapy Training

PRINCIPLE #6: EXERCISE FOR EMPOWERMENT

Exercise is a vital part of a healthy, empowered vegan lifestyle (I'm sure that's not news to you). The goal however, is not to see how fast you can exercise your way to weight loss. Instead, the goal is to create routines that are not only effective, but also enjoyable and sustainable. This means exercising in ways that serve you physically, mentally, emotionally, and spiritually.

When you are making choices from a place of self-love, you will make the decision to workout in ways that will improve your overall health and wellbeing, increase your strength, relieve stress, boost your mood, and help you step into your power.

Many people run into trouble by working out with the goal of burning as many calories as possible with the sole intent of losing weight. There are several problems with this approach, starting with the fact that you cannot outrun your fork, and you will be miserable continually feeling like failure trying.

It is NOT as simple as "calories in, calories out," and even if it was, guess how many burpees you'd have to do to burn off the unhealthy calories in just 3 Oreo cookies?

Over 100!

By consuming quality calories (i.e. a variety of whole plant foods), listening to your body, and eating mindfully, you can stop stressing over "calories in, as well as calories out!"

Exercise need not be a punishment. When you use it as a punishment for overeating or eating unhealthy foods, all mental, emotional, and spiritual benefits of challenging your body are lost.

Once you're in a routine that you feel good about, you have the option to make conscious and deliberate decisions to "amp it up" to meet shorter term goals, knowing you can return to a more sustainable routine when you so choose.

In this day and age, most of us fortunately have access to convenient places to exercise. Whether it's the gym down the street, at a park around the block, or even in your own living room. There are also tons of choices when it comes to classes, trainers, and exercise videos that can help guide and motivate us to work out.

I'm here to encourage you to take advantage of all the resources available to you that will help you maintain an active lifestyle. I support you in finding the types of activities that not only challenge you, but also boost your mood, manage stress, provide a social opportunity, and/or bring you a sense of accomplishment.



PRINCIPLE #7: PRIORITIZE SELF-CARE

Let's first discuss the "why" when it comes to self-care. When you aren't taking care of yourself, you cannot truly be there for others (you know the metaphor of putting your own oxygen mask on before helping others, even your own children).

When you do not prioritize self-care, you put yourself at great risk for disease, expedited aging, and ultimately death.



Our clients enter the program having spent the majority of their lives making the care of everyone and everything else top priority at the expense of their own needs.

Let me ask you this... Are you a "people-pleaser," meaning you make decisions based on what you believe will make other people happy, often at the expense of your own health? In order to begin to prioritize self-care, you must cure yourself of "people-pleasing syndrome" as I like to call it!

Another important factor to consider is your perspective on your daily schedule. Do you feel powerless over your schedule and how you spend your time? Do you find yourself saying, "I have to..." a lot (I have to go to work, I have to pick the kids up, I have to make dinner for my family, etc.)?

This may come as a shock... You do NOT HAVE TO do anything! Everything you do is a choice. Are there consequences to every choice we make? Of course! If you choose not to go to work, you'll likely be fired for example. But the fact is that YOU are making a choice. Once you own this fact, you regain your power, and that feels damn good!

I encourage you to take on a challenge, starting right now, to remove the phrase, "I have to," from your vocabulary all together. Some alternatives are, "I get to," "I choose to," or "I am grateful to be able to." Give it a shot for a few weeks, and like me, you may CHOOSE to make this a permanent shift!

PRINCIPLE #8: PRACTICE SELF-COACHING

In the Program, we teach our clients what we call the "Self-Empowerment Coaching System," and the first step in the process is learning to becoming the observer of your mind/thoughts.

As the observer, I encourage you to approach yourself with curiosity and compassion, instead of the ridicule and judgment so many of us are accustomed to.

Once you observe your thoughts and determine which thoughts are triggering negative emotions, you can then come up with new thoughts that will trigger positive emotions. You are THAT POWERFUL!

As simple as it sounds, being the observer of your mind and exploring your thoughts on a conscious level takes A LOT of practice. We're talking about rewiring your brain here! You've been running on the same

subconscious programming for decades, and reprogramming does not happen over night. But it WILL happen IF you commit to making it a daily practice.

It's important to note here that the decisions we make are either based on love or fear. Making decisions consciously allows you to explore the reasons behind the decisions you're considering, and make the choice that's in alignment with your true values, from a place of love.

I encourage you to adopt mantras that you can turn to when you are feeling challenged. Mantras (or Personal Power Statements as I like to call them) are highly effective at helping you reprogram your mind. The idea is to empower yourself when you begin to slip into a victim mentality, which we all do at times. Here are a couple I use:

- "It takes only one person to change my life. Me! I have the power!"
- "Everything I ever wanted is on the other side of fear. Fear is not going to stop me, I can do this!"
- "I'm not on a diet... I'm eating according to my goals. I will reach my goals!"
- "This too shall pass."
- "What others think of me is none of my business!"
- "Letting go is the key to happiness."

Let's return for a moment to the topic of shame. As Brene Brown says, "The antidote to shame is vulnerability." Identifying the emotions you carry from past "failures" (which, in the Program we talk about how there is NO failure, only feedback) and forgiving yourself so you can move forward from a place of empowerment. Sharing your story in a safe and supportive environment is instrumental in lifting the weight of shame.

I therefore invite you to join our Empowered Vegan Life Facebook tribe for a safe and supportive space to share your experiences, celebrate your wins, work through your challenges, and stay motivated and inspired!



Principle #9: Operate from a Place of Abundance

Let's talk Law of Attraction first. We're all made up of energy. The world is made up of energy. The first law of thermodynamics, also known as the Law of Conservation of **Energy**, states that **energy** can **neither be created nor destroyed**; **energy** can only be transferred **or** changed from one form to another.

In simple terms, the Law of Attraction states that we create our own realities with the power of our thoughts. We are acting as human magnets in that the energy we put out into the Universe through our thoughts and emotions, is the energy we attract back to us, which gives us the power to manifest, or materialize, our own realities. We are not by-products of the worlds we live in... We are the **CREATORS** of the world we live in.

Now, let's talk money!



Let's put the taboos aside and have an honest discussion.

Money is simply an exchange of energy representing a level of commitment. Read that again, because it is a refreshing and **POWERFUL** perspective!

The truth is, when we live and make decisions from a place of scarcity, we emit all this negative energy surrounding money. In accordance with the Law of Attraction, sending out scarce and negative energy around money will tell the Universe to keep money away from us.

What if we start to see money as energy that we can exchange for opportunity? What if we **COURAGEOUSLY invest our money (energy) in our own health, self-growth, and self-care from a place of abundance?**

What happens is that we end up manifesting a **LIFE OF ABUNDANCE!**

You may be wondering how in the world you're going to fight off that little voice in your head that says, "It's selfish to spend money on myself."

Let's take a look at what that little voice is **REALLY** saying...

- "I'm not worthy."
- "Everyone's else's needs are more important than my own."
- "I'm sure I can find a way without spending much money on myself (the cheap version is good enough for me)."

Now can you understand how that little voice is keeping you in survival mode instead of opening the doors for the opportunities you need to achieve an **EXTRAORDINARY** life?

Take a stand for yourself, right here, right now. Change your inner dialogue so that you can...

- Love yourself unconditionally so you can make the food, fitness, and exercise choices that bring you ultimate health and happiness
- Own your worth and prioritize your own needs so you can feel free and fulfilled
- Finally end toxic relationships & manifest ones that will lift you and challenge you to become the best version of yourself
- Believe in yourself enough to eliminate the self-doubt holding you back from living your passion, getting that promotion, or starting a business that fulfills your life's purpose
- Be a role model for the people you love and inspire everyone around you so that you can make a huge, positive impact on the world

PRINCIPLE #10: PLAY LIFE LIKE A GAME

Think of life as this extraordinary opportunity to get the full human experience. I like to take the perspective that we're all here, on this earth, going through this "game" we call life.

The more you play, the more experience you gain, which in turn allows you to come up with more effective strategies that serve you best moving forward.

Taking life too seriously, i.e. depriving yourself of joy, can lead to chronic anxiety, depression, frustration, and overwhelm. And I get that this is tough for many people. It took me years, using the mantra, "play life like a game" before I could really embrace this shift in perspective.

Now don't get me wrong, there is a place to be serious... When you care about something as deeply as I care about the wellbeing of animals, there is deep sorrow and a serious drive to do my part to make a difference. What I learned however, is that this is part of the game too, and by going through life in this way, we can avoid burn out, chronic anxiety and depression, and ultimately be MORE productive and make MORE of a difference changing the world for the better!



IT'S A WRAP!

Congrats! Knowing the Plant-Empowered Principles is the first step on your journey to a healthy, fit vegan lifestyle. NOW the real work begins!

We talk a great deal about "stories" in the Plant-Empowered Coaching Program, because **the stories we create in our heads determine our reality.**

What is one thing in your life you tell yourself you can't do, as if you're stating fact? It could be something like, "I can't go totally vegan," or "I can't start my own business," or "I can't run a marathon."

News flash! This is just a story, and chances are you are making it your reality out of fear... **Fear brought on by limiting beliefs about who you are and what you're capable of.**

Here's the deal though... **You are so much more powerful than your limiting beliefs!** This is something we challenge people to address in the [Plant-Empowered Coaching Program](#).

For many, the Program provides a life-changing opportunity to face their fears and tackle their shame so that they can **show up in the world in a way that is congruent with their life's purpose.**

Many people walk around most of their lives searching for solutions to their problems with the hope that once they lose the weight, get out of debt, find the right partner, or get offered the promotion, that they'll then become happy, feel at peace, and find freedom.

Happiness, peace, and freedom do not come from a change in your circumstances. Happiness, peace, and freedom are **available to you right now**, because they are already deep within you.

Fear of failure is a huge hurdle for many of our clients. Consider this... **Failure is not the opposite of success... It's a prerequisite for success.**

Sure, we all feel like we fail sometimes, especially us perfectionists (I call myself a recovering perfectionist)!

Think about what would be possible if, instead of allowing self-doubt to take over your psyche, you viewed your perceived failure as an opportunity to build the muscles that you need to strengthen in order to achieve the life of your dreams?

I have a challenge for you... When you find yourself feeling like you've failed, pause and acknowledge your feelings, allow yourself to be disappointed for a few moments, and then find the "win" in what has occurred, knowing that change and growth **ONLY** happens thanks to the lessons we learn from so-called failures!

As you can see, I take a "big picture" approach in order to help people work toward not only a healthy and happy life, but also a **MEANINGFUL** life, full of passion and purpose.

Weight loss is simply a welcomed SIDE EFFECT for most!

If the message in this book resonates with you, and you're serious about changing the trajectory of your entire life, I encourage you to take some powerful steps to put you on the path to reaching your true potential...

#1: Listen to what our clients have to say [HERE](#).

#2: Register for my life-changing master class [HERE](#) or on our website [HERE](#) (it's free for a limited time).

#3: Join our Empowered Vegan Life Facebook Group [HERE](#).

#4: Join our email list [HERE](#) to receive an instant download of my “Go-To” Snacks and Meals Guide, free access to transformational trainings, downloadable resources, invitations to motivating challenges and life-changing events, and so much more!

I'll wrap up with this...

I am filled with gratitude that you have taken the time and energy to read this, and are working toward becoming the best version of yourself, not only for your own sake, but for the wellbeing of animals and the health of our Planet.

See you in the [Empowered Vegan Life tribe](#)!