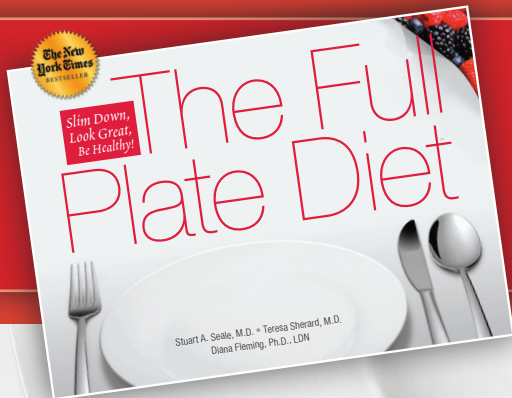


Are You Eating Enough to Lose Weight?



Full Plate Living
Weight Loss Program

FACILITATOR SCRIPT

Free Info **Session**

Free Information Session: (version 3.0)

Are You Eating Enough to Lose Weight?

The Point: Introduce people to the concepts of *The Full Plate Diet* and invite them to attend the program, *Are You Eating Enough to Lose Weight?*

Items needed by Facilitator

- Program registration table
- Registration Assistant-optional
- Materials table
- *Are You Eating Enough to Lose Weight?* Participant Kit, which includes:
 - *The Full Plate Diet* book
 - Audiobook CD
 - Participant Guide
 - *Fiber Guide*
- *Are You Eating Enough to Lose Weight?* Facilitator Guide
- Method of payment
- Timer for timing each activity
- Extra pens or pencils
- 9-page Free Information Session Participant Handout – one per person
- 11 popsicle sticks

Notes to Facilitator

During this session you'll be asked to describe in about 30 seconds the craziest diet you or someone you know has been on.

Registration: at the end of this session you'll provide participants an opportunity to register and pay for their Participant Kit for the full eight-session program. By collecting payment now, you can order everyone's materials and receive them in time to distribute their kit at the first session of the program. (Allow 7 days between placing your

order and receiving your materials for standard FedEx Ground shipping rates.)

If you anticipate having a large group, plan on having one assistant for every 20 participants to help with registration and payment. This will free you up to answer questions.

Materials table: have a table where you place the Participant Kit materials for people to thumb through.

Method of payment: decide what methods of payment you'll accept, i.e., cash, check, credit card. Plan accordingly.

Thanks for facilitating this session. You'll give those who attend a taste of the complete eight-session program. Not everyone who attends this introductory session will sign up for the remainder of the program, but you'll still provide helpful information and a supportive environment. On behalf of both the Full Plate Living Team and those who come to this session—thanks!

Be upbeat! Smile—a lot! Many of the people who attend this session are feeling vulnerable, defeated, and alone in their weight loss struggles. They need to leave feeling hopeful and encouraged.

PASS OUT THE FREE
INFORMATION SESSION
PARTICIPANT HANDOUT AS
PEOPLE ARRIVE.

1. Greeting

(2 minutes...41minutes remaining)

TAKE YOUR CELL PHONE OUT,
TURN IT OFF, AND INVITE
OTHERS TO DO SO. MEANWHILE
MAKE SURE EVERYONE CAN
HEAR YOU.

LET PARTICIPANTS KNOW
WHERE BATHROOMS ARE
LOCATED.

**Welcome to the Free Information
Session for the weight loss program,
*Are You Eating Enough to Lose
Weight?*. My name is (FIRST NAME
ONLY) and I'll serve as your facilitator
for today's session. ☺**

HOLD UP *THE FULL PLATE DIET*
BOOK.

The material I'm sharing is from
the people who created this *New
York Times Bestseller—The Full Plate
Diet*. They've carefully crafted eight
sessions that help people like us lose
weight, gain greater health, and have
more zest for life.

HOLD UP FACILITATOR GUIDE.

**This session, like the remainder
of the sessions, is laid out in a
Facilitator Guide. I point that out
because I want you to know the
material in this course isn't**

**something I cooked up myself; it's
from experts with decades of
experience coming alongside people
just like us. People who want to slim
down and feel healthier. People
looking for a doable weight loss
program that makes sense.**

**Today we'll look at what's in
those eight sessions. You'll leave
knowing whether those sessions will
be useful for you on your own journey
toward slimming down, getting
healthier, and feeling better.**

**And you'll leave having learned
some useful tips, whether or not you
decide to join us for the entire
program.**

Let's dive in. ☺

2. Friendship Questions

(5 minutes...36 minutes remaining)

**I mentioned that this program
makes sense, and in a moment I'll tell
you why.**

**But first, please turn to someone
seated near you. Introduce yourself
and tell that person what drew you
here today. What do you hope to gain
by being here?**

**If there is someone without a
partner go ahead and join a pair.**

**You'll have about a minute to talk
together and then I'll draw your
attention back to the front of the
room.**

ALLOW PAIRS 1 MINUTE TO
SHARE. GIVE 15-SECOND
WARNING TO WRAP UP
CONVERSATIONS.

Thanks!

Now, with your partner, please talk about this: what's the craziest diet you or someone you know has been on?

Maybe it was 10 days of eating nothing but grapefruit. Or 15 days of eating nothing but meat. Or maybe you knew someone who went on the Elvis diet—peanut butter and banana sandwiches for breakfast, lunch, and dinner. 😊

As for me, the craziest diet I've ever heard of was...

**BRIEFLY—IN 30 SECONDS—
DESCRIBE A DIET YOU OR
SOMEONE YOU'VE KNOWN HAS
BEEN ON. MODEL THE SORT OF
RESPONSE YOU'D LIKE TO SEE
SHARED BY PARTICIPANTS AS
THEY TALK TOGETHER.**

That's me...but what about you?

Tell your partner about the craziest diet you or someone you know has been on. What was it—and how did it turn out?

You'll have about one minute to talk.

**ALLOW 1 MINUTE FOR PAIRS TO
SHARE. GIVE 15-SECOND
WARNING.**

Thanks for having that conversation.

Something you should know: the sessions of this program aren't just lectures or watching videos. There's a lot of talking together as we apply what we're learning, a lot of getting to know other people who are also on a journey toward slimming down.

At these sessions you'll experience support and encouragement—not judgment. And all the information you receive is practical and something you can put to use right away, if you'd like.

And, so you know, whatever crazy diets you talked about—that's not what the Full Plate Diet is like.

Instead *The Full Plate Diet* and the eight-session program teach you how to fill your plate so that you're not hungry all the time. And you'll not only take weight off—you'll keep it off. 😊

3. Natural Fiber-Rich Foods

(5 minutes...31 minutes remaining)

The first step on your journey to slimming down and staying that way is quick and easy.

There's no decreasing portions or taking anything off the menu. Instead, your first step is simply adding natural, fiber-rich foods to meals you're already eating.

It's that simple. 😊

There are plenty of fiber-rich foods you already know and like. You simply need to start eating more of them.

PAUSE.

Please do something for me right now. If you would, stand up.

**STAND UP WITH ALL THE
PARTICIPANTS.**

I'm going to read a list of a dozen common, natural, fiber-rich foods.

Foods you can find in your local grocery store. As I read the list see if there are any you like.

PLEASE READ THE LIST SLOWLY WITH A SHORT PAUSE BETWEEN EACH FOOD.

**Here's the list:
strawberries,
oatmeal,
carrots,
corn,
tomatoes,
peanuts,
lettuce,
mangoes,
apples,
black beans,
oranges,
and bananas.**

PAUSE.

If you heard a food on this list that you enjoy eating, remain standing, if not, please sit down.

PAUSE.

If you're standing, this is a weight loss program you'll enjoy.

If you're seated, you'll be okay, too. That's because I read just a dozen of the 55 natural, fiber-rich foods you'll discover in *The Full Plate Diet* book.

You actually have a list of them in your handout.

Please have a seat and turn to page 2.

PAUSE AS PARTICIPANTS TURN TO PAGE 2.

Take the next minute to look over the entire list, and pick out two foods you really enjoy eating. Go ahead.

ALLOW 1 MINUTE. GIVE 15-SECOND WARNING.

Now turn to your partner and take another minute and share with them the two foods you chose and how you like to eat them.

ALLOW 1 MINUTE. GIVE 15-SECOND WARNING.

Even though there are 55 natural, fiber-rich foods featured in the book, there are literally thousands of them.

That makes *The Full Plate Diet* both flexible and easy to personalize. So, if you or your family doesn't care for one particular natural, fiber-rich food, there are plenty more to choose from. 😊

And as far as getting enough fiber, *The Full Plate Diet* recommends eating about 40 grams of fiber a day.

Any guesses on how many grams of fiber the average American eats daily? Here's a clue: it's somewhere between 1 and 40. 😊

What do you think? Call out some numbers and let's see how close we get.

PAUSE AS PARTICIPANTS GUESS.

Thanks for taking a shot at that. 😊

The answer is just ten grams.

That means most Americans are eating only a quarter of the fiber *The Full Plate Diet* recommends.

So, are you eating enough to lose weight? ☺

Are you eating enough natural, fiber-rich foods to lose weight?

4. Breakfast Power Up

(2 minutes...29 minutes remaining)

The eight sessions you'll experience in this program will help you gradually shift how you're eating.

The end result is steady, sustainable weight loss. You won't experience the yo-yo weight loss and gain that often comes with fad diets.

First, you'll learn how to "Power Up" what you're currently eating by adding natural, fiber-rich foods.

So please turn to page 3 of your handout and you'll see an example of "Powering Up" something you might already be eating: Corn Flakes™.

PAUSE AS PARTICIPANTS TURN TO PAGE 3.

As breakfasts go, most people would say Corn Flakes are pretty healthy.

But if eating enough fiber is a key to weight loss, a great question is this: how much fiber do those 2 cups of Corn Flakes bring to the breakfast table?

What do you think? Anyone willing to take a guess?

ALLOW SEVERAL PEOPLE TO GUESS.

Two grams.

Take a moment and jot that in the space provided.

By the way, if you don't have a pen or pencil, just raise your hand. I've got some loaners I'm happy to hand out. ☺

PAUSE TO HAND OUT PENS.

But look at what happens when we power up that bowl by adding a few natural, fiber-rich foods. Toss on an ounce of walnuts, a half-cup of raspberries, and a half-cup of blackberries, and you're looking at not two grams of fiber...but twelve.

Write twelve in the space provided.

Almost a third of the fiber you'd need for the day.

If you love Corn Flakes...if you've had Corn Flakes every morning since you were a child...if your great-great-grandfather invented Corn Flakes...you can still have Corn Flakes for breakfast, just Power them Up by adding natural, fiber-rich foods. ☺

5. Breakfast Makeover

(5 minutes...24 minutes remaining)

Now let's take this Power Up principle a step further.

Please turn to page 4.

PAUSE AS PARTICIPANTS TURN TO PAGE 4.

There are two meals on this page.

Meal #1 is two Breakfast Egg Muffins, with sausage and cheese and 1 cup of orange juice. Go ahead and total the number of fiber grams

in the meal and write it in the space provided.

WAIT FOR PARTICIPANTS TO TOTAL.

How many grams of fiber are in Meal #1?

WAIT FOR RESPONSE: 4 GRAMS.

As you can see, the only food items that have fiber are the English Muffins. The Full Plate Diet isn't about counting calories, but who would like to take a guess at how many calories are in this meal?

ALLOW SEVERAL PEOPLE TO GUESS.

The answer is 1,000 calories. Go ahead and write that in the space provided.

Now look at Meal #2. If you would be willing to replace the orange juice and only one Breakfast Egg Muffin with natural fiber-rich foods, here's what you could get for the same 1,000 calories. Besides the one Breakfast Egg Muffin, you get...

- ½ cup of 2% milk**
- One cup of cooked oatmeal**
- One apple**
- One orange**
- One banana**
- ½ cup of blackberries**
- and 11 almonds**

Now total the grams of fiber and write it in.

WAIT FOR THEM TO ADD.

How many grams were in Meal #2?

WAIT FOR RESPONSE: 22 GRAMS.

That's right, 22 grams of fiber.

So we've gone from 4 grams of fiber in Meal #1 to 22 grams in Meal #2. And look at how much food you get to eat for the same 1,000 calories!

That's the beauty of *The Full Plate Diet*.

Now let's shift our attention back to Meal #1.

If you were going to get 40 grams of fiber for the day from Meal #1, how many meals would you need to eat?

WAIT FOR RESPONSE: 10 MEALS.

Write 10 in the space provided. And how many calories would that be?

WAIT FOR RESPONSE: 10,000 CALORIES.

Write 10,000 in the space just below.

You would certainly be full, but would you lose weight?

PAUSE.

Now if you were going to get 40 grams of fiber for the day from Meal #2, how many meals would you need to eat?

WAIT FOR RESPONSE: 2 MEALS.

And how many calories would that be?

WAIT FOR RESPONSE: 2,000 CALORIES.

That's right: 2,000 calories. Go ahead and write that in.

PAUSE.

Many people can lose weight on 2,000 calories a day. And look at all the food you can eat! That's why the program is called *Are You Eating Enough to Lose Weight?*

So the key question is: are you eating enough to lose weight? Are you eating enough natural, fiber-rich foods to lose weight?

6. Water and Fiber

(3 minutes...21 minutes remaining)

So how does this work?

To find out, I'm going to need your help.

I'll divide the room in half.

This side will be "Water" and this side will be "Fiber."

POINT TO ONE SIDE AND THEN THE OTHER.

When I point to you, Water People, please say the word "Water." Let's practice that.

POINT TO THE WATER GROUP AND WAIT FOR THEM TO SAY, "WATER."

Excellent!

Now let's also practice, Fiber People.

POINT TO THE FIBER GROUP AND WAIT FOR THEM TO SAY, "FIBER."

Perfect!

Here's how eating lots of natural, fiber-rich foods helps you lose weight and keep it off.

Natural, fiber-rich foods contain a lot of...

POINT TO THE WATER PEOPLE.

In fact, fruits and vegetables are about 90 to 95 percent...

POINT TO WATER PEOPLE.

Cooked whole grains, like brown rice and oatmeal, are about 80 to 85 percent...

POINT TO WATER PEOPLE.

Cooked beans are about 60-70%...

POINT TO WATER PEOPLE.

And natural, fiber-rich foods, as their name implies, also contain...

POINT TO FIBER PEOPLE.

This next point is critical. Please don't miss this.

There are no calories in...

POINT TO WATER PEOPLE.

And there are no calories in...

POINT TO FIBER PEOPLE.

That means these foods are naturally lower calorie foods. So you get to fill your plate with them and still lose weight. None of the skimpy portions associated with so many diets. In fact, that's why we called the book...

HOLD UP *THE FULL PLATE DIET* BOOK.

The Full Plate Diet.

Also, the water and fiber in these foods fill your stomach up when you eat them, so you feel full and stay full

longer. None of the hunger and deprivation associated with so many fad diets.

Natural, fiber-rich foods are the foods that fill you up, not out. 😊

The bottom line for losing weight and keeping it off for ever, is eating lots of foods which are rich in both...
POINT TO WATER PEOPLE.

And...
POINT TO FIBER PEOPLE.

Thanks for your help with that.

7. What's Coming

(3 minutes...18 minutes remaining)

Let's take a look at what's covered in the eight sessions of *Are You Eating Enough to Lose Weight?*
Please turn to page 5.

PAUSE AS PARTICIPANTS TURN TO PAGE 5.

Take the next minute to read through the description of the eight sessions of the program. Go ahead and do that now.

ALLOW 1 MINUTE. GIVE 15-SECOND WARNING.

Now pair up with your partner and talk about which parts of the program do you feel would be most helpful to you and why.

Take the next minute to do that please.

ALLOW 1 MINUTE. GIVE 15-SECOND WARNING.

Thanks for having that conversation.

8. More Than Just Information

(5 minutes...13 minutes remaining)

As you can tell, this program is packed with great information. But information alone won't cause you to lose weight.

Just because we know the right thing to do doesn't mean we'll do it, right? Or maybe that's just me. 😊

Don't raise your hand, but it's confession time.

PAUSE.

Mentally raise your hand if you've ever gone through the buffet line a second or third time even though you knew it was a bad idea.

PAUSE.

Mentally raise your other hand if you've ever been watching TV in the evening and a bowl of ice cream mysteriously appeared in your lap.

PAUSE.

And mentally raise your other, other hand if you've ever been held hostage by cookies, chocolate, or a bag of potato chips.

If you're like me, you've got three hands in the air right now because

we've all done things like that. We've done it even though we knew better.

Knowing the right thing to do is great—but it's not enough. In fact, good information is just one of ten tools used by people who lose weight and keep it off.

Let's see what happens to most people who manage to lose weight.

Do this for me please. Put your paper on you lap and hold up both hands with all ten fingers in the air. Now do what I do.

PLACE YOUR FACILITATOR GUIDE IN YOUR LAP SO YOU CAN STILL READ IT AND HOLD UP ALL 10 FINGERS.

Here's what research shows: for every ten people who lose weight, eight

LOWER TWO FINGERS WITH EIGHT FINGERS STILL RAISED.

of them gain all the weight back within one year.

Which means only two

LOWER ALL BUT TWO FINGERS

out of every ten people who lose weight keep it off for more than one year. No wonder so many people are frustrated with dieting.

PUT YOUR HANDS DOWN.

Thanks for doing that with me.

Good information, even about a good diet, is good, but it's not

enough to help most people keep the weight off.

To make my point, I'll need the help of a volunteer. Who's willing to help me?

RECRUIT A VOLUNTEER.

Thanks!

GIVE THE VOLUNTEER ONE POPSICLE STICK.

Hold your popsicle stick in both hands as if you were going to break it.

PAUSE.

Now, on the count of three please go ahead and try to break it.

One...two...three.

PAUSE.

Excellent! That didn't seem too difficult. I'm thinking that one popsicle stick, by itself, isn't all that strong.

Sort of like just having good information about weight loss. It might be enough to get you started, but it won't be strong enough to help you lose weight and keep it off.

That's why this is not the only tool you'll learn about in the eight-session program.

In fact, there are ten tools.

Let's see how ten works in our popsicle stick demonstration.

GIVE THE VOLUNTEER TEN MORE POPSICLE STICKS.

On the count of three, let's see how you do breaking ten popsicle sticks.

One...two...three.

LET THE VOLUNTEER TRY TO BREAK THE STICKS. VERY FEW PEOPLE CAN DO THIS.

Thanks.

So, was that a bit tougher than snapping one stick?

LET THE VOLUNTEER RESPOND.

The lesson is obvious. There's strength in numbers. Just like it's hard to break 10 popsicle sticks, it's hard to fail at losing weight and keeping it off when you're using the 10 tools that you'll learn in the program.

Let's give our volunteer a hand!

ASK VOLUNTEER TO SIT DOWN.

9. What We Really Need

(4 minutes...9 minutes remaining)

As we've just seen, there's strength in numbers. And that's why this program is done in a group.

You'll find strength and the encouragement you need to lose weight.

The sessions are fun, interactive, and you'll actually enjoy them.

And you'll have each other as a resource as well as the Full Plate Living Team arming you for success.

That's why I'm so excited about taking this weight loss journey with you. Together we can encourage and

support each other. We can talk about what's going well and what challenges we face.

In fact, let's do that right now.

Go ahead and pair up and take the next minute to talk about how your life would be different if you were slimmer, healthier, and had more energy and zest for life.

ALLOW 1 MINUTE. GIVE 15-SECOND WARNING.

Now let's talk about a second question: what will your life be like if you don't do something about your weight? What does the future look like for you? Take the next minute to do that.

ALLOW 1 MINUTE FOR SHARING. GIVE 15-SECOND WARNING.

Thanks for sharing.

We're all in this together, and together we can take strides toward slimming down and having more energy.

10. About the Program

(3 minutes...6 minutes remaining)

Now please turn to page 6 of your handout.

PAUSE AS PARTICIPANTS TURN TO PAGE 6.

There are several things I want you to know about this program before you decide whether you'll join the group.

First, there's no counting calories.

You can write that beside number one: "No counting calories."

PAUSE FOR 5 SECONDS.

Second, there's no weighing in when we meet.

Nobody will post your weight on the bulletin board. This isn't the "Biggest Loser" program where all that matters is shedding pounds.

So write that on line two: "No weighing in."

PAUSE FOR 5 SECONDS.

Third is about who's in charge of your weight loss. You can lose weight when you feel ready, and if that's not now—that's okay. This program can still help you.

So on line three write: "I'm in charge."

PAUSE FOR 5 SECONDS.

Fourth, you'll need some materials. On this page, you'll see a picture of the materials included in the *Are You Eating Enough to Lose Weight?* Participant Kit.

HOLD UP EACH ITEM AS YOU MENTION IT.

It includes a copy of...

The New York Times Bestseller, *The Full Plate Diet* book...

HOLD UP BOOK.

***The Full Plate Diet* Audiobook CD...**

HOLD UP AUDIOBOOK CD.

***The Are You Eating Enough to Lose Weight?* Participant Guide, which is the main book you'll be using throughout the eight sessions and is similar to the pages we're using in this Free Info Session...**

HOLD UP PARTICIPANT GUIDE.

And a *Full Plate Diet Fiber Guide*, listing the fiber grams in more than 500 foods and beverages.

HOLD UP FIBER GUIDE.

There's no special foods to buy or supplements to purchase.

The cost of this program – including all eight one-hour sessions and all the materials I just showed you – is \$ _____. You can write that in the space provided. That averages out to only \$ _____ per session.

If you'd like to take a closer look at the materials, they'll be available for you to thumb through when we're done.

11. In Their Own Words

(2 minute...4 minutes remaining)

Now that you know what's included in the program, take a minute to learn how it has improved people lives by reading their comments on the bottom section of page 6.

ALLOW 1 MINUTE. GIVE 15-SECOND WARNING.

Now that you've read the comments, pick the one that best represents the experience you'd like to have by attending this program, and write your name beside it. Please take the next 30 seconds and do that now.

PAUSE 30 SECONDS.

If you value an approach that helps you take small steps to lasting weight loss, then I encourage you to seriously consider joining the group.

12. Moving Forward

Each session of the program wraps up with something we call "Moving Forward." Our friends on the Full Plate Living Team suggest a couple of ideas that might be next steps on our journey to weight loss and health.

Please turn to page 7.

PAUSE AS PARTICIPANTS TURN TO PAGE 7.

Step A is to go online and check out the free resources on the Full Plate Living website: FullPlateLiving.org.

Step B is to sign up today for the eight-session program *Are You Eating Enough to Lose Weight?* that will meet...go ahead and fill in the blanks as I give the details.

FILL IN PROGRAM DETAILS.

Session Dates: _____

Time: _____

Location: _____

Facilitator Name: _____

Facilitator Phone#: _____

Facilitator Email: _____

And Step C is to create your own step.

Take the next 30 seconds to decide how you'd like to move forward. Check the step or steps you've chosen.

PAUSE FOR 30 SECONDS.

13. Closing Thoughts

Thanks for joining me for this Free Information Session.

Your handouts are yours to take with you. If you choose to join us for the full eight-session program, you'll get even more relevant information, and the help you need to put it to good use.

To register for the program today, just complete the one-page registration form on page 9. Then take the form along with your payment of \$ _____ to the registration table.

MENTION FORMS OF PAYMENT YOU'LL ACCEPT, I.E., CASH, CHECK, CREDIT CARDS...

You'll receive your program Participant Kit at the beginning of our first session starting _____ (date).

If you'd like to take a closer look at a Participant Kit before you register, there is a sample kit you may thumb through on the materials table.

POINT TO THE MATERIALS TABLE.

If you're not ready to make that decision now, that's fine. My contact information is on page 7.

IF YOU PLAN ON LIMITING THE NUMBER OF PARTICIPANTS IN YOUR EIGHT-SESSION PROGRAM, READ THE NEXT SENTENCE, OTHERWISE SKIP TO THE NEXT PARAGRAPH.

Just so you know, the group is limited to _____ participants.

Whether you're signing up or not, please share this with others who might benefit.

The *Are You Eating Enough to Lose Weight?* Program is a natural way to lose weight, but if you have medical questions, you can reference our Frequently Asked Medical Questions on page 8 of your handout or talk with your doctor. If you have any other questions, please catch me before you leave.

Thanks for coming and I hope you've found this Free Information Session fun and informative!