

1:1 weight loss & life coaching

Laura Lloyd



**WEEKLY
COACHING &
HYPNOSIS WITH
LAURA LLOYD,
SUPPORTED BY
THE *Sensational Eater*™
ONLINE SELF-
COACHING
PROGRAMME.**

STOP AFTER- WORK OVEREATING.

- Process your feelings.
- Lose your weight.
- Maintain it for the whole year.
- Get confident in your skills to keep slim & regulated for life.



My guarantee:

*I will coach you until you're 100% confident
you can maintain your new weight.*

I'll teach you the seven skills in the Sensational Eater™ method, so you'll lose all your excuses and compulsions to eat when you're not actually hungry.

I know all those excuses like I know the words to 80's songs. Because I have worked everywhere, from heading up a night shift team on the Guardian newsdesk, to being an actor, to serving in a bakery. And I overate through my whole CV.

We'll start by solving your after-work overeating, and then apply the learning to your whole day, your whole life. Trust me, I know all about procrastination, pressure, reward, and loneliness. I know about tiredness and kids' bedtimes. I know about fear of failure and fear of success.

And I have also lost weight and diminished my binges to insignificance by unwinding my emotional eating.

When I have coached you to no longer overeat, you won't regain the weight once you've lost it. Yes – with habit change tools, you'll lose it.

With my personal guidance, you'll learn to course-correct and maintain. Sure, overeats may pop up in the future, but you will have deconstructed the thought patterns that turn a mistake into a full-blown binge.

You will also get my personal coaching on your unique life situations.

Supported by the resource of the Sensational Eater™ programme with its trainings, you'll learn the skills of maintenance first, and how to live your changes in a sustainable, lifelong way.

Love, Laura xxx

The first 4 months: Coaching & hypno intensive



YOU GET:

- 40mins 1:1 with Laura, weekly (regular time slot) - usually 20mins coaching/20mins hypno.
- PLUS access to the Sensational Eater™ Groundwork modules on weight loss strengthening, readiness, and how to self-coach.
- BONUS You can also check in with me between sessions for <10mins using Marco Polo video messaging.

We'll solve your biggest after-work overeating habit, together.

We'll use your imagination to give you a leg up. Hypnosis is simply suspending disbelief, rehearsing positive thoughts about yourself and what's possible for you.

The reasons we coach for longer at first (and less as we progress) are:

- So there's time to do hypnosis (if you want to): we literally retrain your brain.
- You can let me do the heavy lifting by coaching you, as you'll still be learning to self-coach.
- To solve the biggest common weak links in weight loss attempts – **Overwork and lack of self-care** leading your good habits to collapse; **falling back into restriction thinking or binge eating** leftover from dieting; and **feeling 'addicted' and compulsive** around to intense foods like sugar and junk.

From 4-12 months: Weight loss & life skills

BEING COACHED *To self-coach* ALONGSIDE THE SENSATIONAL EATER™ METHOD, TO LOSE WEIGHT & MAINTAIN YOUR WEIGHT LOSS, IN A UNIQUE FORMAT THAT FITS YOUR BUSY LIFE.

You get:

- 20mins/week 1:1 coaching with Laura by Zoom, flexibly bookable; or private video message exchange on free app, Marco Polo.
- 20mins/week self-hypnosis & visualisation weight loss & work emotions training via audio recordings.
- Access to the Sensational Eater™ weight loss programme: online programme, community, planner, and 1 x 30-min live weekly workshop.



In Sensational Eater™, we resolve your weight struggles for good, by transferring self-coaching skills to you.

- With my weekly life & weight loss coaching, and your own self-coaching and self-hypnosis, you'll become the weight you're happy with (check out the testimonials - this works).
- You'll learn the lifestyle skills and robust mental outlook, to maintain your new weight for life.
- You can stay under the stewardship of the Sensational Eater™ programme and my weekly 1:1 sessions until you're 100% confident you can course-correct and maintain.

Your coaching calls with Laura in a unique rapid-session format, designed around your work life, so you can always fit them in.

BOOK ZOOM CALLS USING MY CALENDLY LINK

- 1:1 Zoom sessions (40 mins in our first 4 months together, so we can do hypnosis as well as coaching; 20 mins as your self-coaching skills grow and you begin weight loss).
- If you need to cancel, you don't lose your minutes, just catch up in Marco Polo.
- Laura Lloyd is highly skilled at making a 20-minute call really move you forwards. Apply one insight at a time.



OR USE MARCO POLO, A FREE VIDEO MESSAGE EXCHANGE APP



Marco Polo

24/7 line privately to Laura alone, for your questions, troubleshooting, accountability, crisis calls, and "aha!"s.

VIDEO MESSAGE COACHING - HOW IT WORKS

I use Marco Polo app. It's free.

You can spill your heart out at any time of the day or night, and I'll reply within 24 hours.

So, it's proving really helpful for busy working women, for women with babies, and during holidays and travel.

WHAT OUR FIRST 4 MONTHS OF COACHING WILL COVER: G. R. O. W



MODULE

G

01 – GROUNDWORK

- Learn the 4 elements of Groundwork that'll strengthen any attempt to lose weight or regulate your binge eating.
- Start with doable microhabits in self-care and metabolism boost.

R

02 – RESTRICTION VS RESPONSIBILITY (BINGES)

- Learn how to say 'no' to yourself without provoking a binge backlash, and get clear on the thought patterns of deprivation.
- If you've dieted a lot, now will be the time to unwind those old 'rules' and 'shoulds' and take authority over your every decision.

O

03 – OVERCOMING 'ADDICTION' TO SUGAR & JUNK

- Many of us feel 'addicted' and in love with certain foods. In Sensational Eater, you decide 100% of your food.
- Using exposure therapy as our model, you have the option to take a sugar break, followed by controlled re-encounter.

W

04 – WEIGHT, WORK & OUR SELF-WORTH

- Before you try to attain your best natural weight, let's deal with how we mistakenly try to create our self-worth through work.
- Weight is stored energy. Let's realign with our values, and clean up our drama about what the scale says, and others' opinions .

NEXT, YOU'RE READY FOR THE KEY WEIGHT LOSS SKILLS: P.E.O.N.I.E.S



MODULE P

05 – PREPARING YOUR HEAD

- Plan each day with decisions ahead of time. Become adept at giving yourself some of what you want.
- Get strategic about your work day and the emotional obstacles.

E

06 – EMBODYING HUNGER & FULLNESS

- Learn how to notice when you're satisfied and stop before you get loosen-your-pants full, so you willingly eat a little less food.
- Lose the fear of waiting until you're actually hungry to eat – stop following the clock or letting work and life dictate your eating.

O

07– OPENING TO EMOTIONS & URGES

- Work creates a bunch of emotions. The more willingly we feel them, the less we buffer with food. .
- Urges to eat are also a kind of emotion – desire. I'll teach you to handle it, without giving in to it every single time.

N

08 – NOTING YOUR THOUGHTS

- Cleaning out your brain is paramount. With my speednoting system, I'll teach you to self-coach your thoughts and feelings.
- You don't have to be a writer to 'journal'. I'll show you an easy, elegant self-coaching sequence to follow.



MODULE I

09 – IMAGINING THE BEST

- Many of us have been stuck for so long, we can't imagine being free from our weight and our eating hell. It feels impossible.
- Hypnosis and visualisation are a process of suspending disbelief and setting the brain to work rehearsing new positive thoughts. .

E

10 – EVALUATING POSITIVELY

- Habits stick because a 'reward' seals the deal. With unwanted eating behaviours, food is reward the brain will seek to repeat.
- Giving yourself encouragement and noticing what you're doing right isn't just a nice luxury – it's a key skill to your future esteem.

S

11 – SETTING DIRECTIONS & GOALS

- At work you may use 'traditional' goal-setting and targets. Here, we're going deeper, changing your self-concept and identity.
- We use visualisation and hypnosis to give the mind a future experience of success and to make value-led life changes.

BONUS MODULE

12 – HOLIDAY EATING

- Family relationships, seasonal routine changes, even weekends – will all need navigating when you maintain your weight loss.
- I'll coach you to manage your mind and not 'abandon ship' every time you're in transition, or a family member's comment upsets.

WHEN YOU WANT TO HEAR MORE OF LAURA LLOYD'S VOICE

Revitalise your commitments to yourself or get extra coaching through weekly workshops, or dig into the study vault to get targeted deeper training. Use the planner designed to get you using the P.E.O.N.I.E.S skills.



APPLY THE METHOD USING MY UNIQUELY DESIGNED PRINTABLE (OR DIGITAL) PLANNER

- Daily pages to make decisions ahead of time and bring all your eating onto your radar;
- Follow a proven process to turn overeating 'mistakes' into incremental improvements and habit changes.



NEW BONUS COURSES IN A GROWING STUDY VAULT, RESPONDING TO YOUR LEARNING NEEDS

- From binge eating to getting started on exercise, to getting un-confused about nutrition, we've got you covered.
- Key work themes and emotions covered from a hypnotherapy perspective, with access to a library of hypnosis recordings.

Hear it from the clients



I love your Sensational Eating program!!

I am completely satisfied beyond belief, Laura gave me a her gift of knowledge, structure, nurturing and analysis in a safe and kind environment.

MC, who lost 37lb in 2021

I am more aware of all my emotional triggers and how that plays out with my food habits. I have released a lot of grief and looked at my unresolved emotional pain points. I just feel like a stronger more whole human, it has been a worthy and powerful journey.

Thanks for your amazing teachings, support, and SELF!!

Raelene

Active 5h ago

as my new job too.

I've learnt so much from you and am simply sick of being my own worst enemy. So no more hope, excuses, neglect, shit self talk... I'm implementing and integrating your strategies with gusto... planning ahead a day at a time, planning for self care, calling bullshit on my bullshit! I hope you are doing well, I think you are singularly the best person to help any one navigate through eating and food. You are a kindred Laura, I hope you are truly blooming, your cleverness is enviable and you are such a talent, resonating with all

I'm sitting here in bed feeling like this is the start of a very powerful journey, far far beyond losing weight. This is about connecting with me, peeling back some layers, feeling some pain, revisiting and reclaiming some experiences (like my entire adolescence and early 20s....), and challenging myself to dig deeper, to look inside, to really ask myself some questions, and listen to the answers. It is not going to be easy and I really feel now, there is no tight deadline on this. Yes I would love to lose weight, but if that takes a couple of years, and comes alongside real change in my headspace and my sense of self, I am all for that. I am so glad I found you, [Laura Lloyd!!](#) And reading the thoughts insights of this group have been so uplifting and affirming.

KB, who has had coaching while on maternity leave

Your investment

TIMING	COACHING & SELF-COACHING MATERIALS	COST BREAKDOWN	PAYMENT METHOD: CHECK OUT VIA TEACHABLE (VISA, APPLE PAY, ETC)
Month 1-4	<ul style="list-style-type: none"> • 20 mins 1:1 • +20 mins live hypnosis each week • + Sensational Eater GROW maintenance modules 	£300 £300 £300 £300	12 payments of £200/mth
Month 4-12	<ul style="list-style-type: none"> • 20 mins 1:1 • +20 mins recorded self-hypnosis each week • + Sensational Eater PEONIES weight loss/steady-eating modules 	£150 £150 £150 £150 £150 £150 £150 £150	
PAYMENT PLAN TOTAL:		(£2400)	£2400
OUTRIGHT PAYMENT DISCOUNT:			£2300

IT ALL STARTS WITH A CONVERSATION.

A consultation call is a valuable opportunity to take a birds' eye view on all that you're doing, and what you'd prefer your relationship with food to be.



1

CLICK HERE TO BOOK A CONSULTATION CALL

- Our call will outline solutions that you're not seeing right now. I'll help you make a decision from a neutral perspective, no hard sell.

2

IF YOU'D LIKE TO START, I'LL SEND YOU A CONTRACT

- We contract for 1 year. I'll send it via Signable. The contract outlines things like what to do if you need to cancel a session.

3

I'LL EMAIL YOU AN INVOICE & LINK TO CHECKOUT

- I'll send you one invoice. You check out with Teachable. Regardless of your currency, repeat payments are automated.

4

I'LL SEND YOU A QUICK HEALTH QUESTIONNAIRE

- It's crucial that I'm aware of any hormonal issues, such as pre-diabetes. My coaching is not a substitute for medical care.
- If you've had certain psychiatric diagnoses in the past, such as schizophrenia or psychosis, we'll avoid hypnosis altogether.

5

WE'LL CALENDAR YOUR ZOOM LINKS

- I'll send one link for your first 16 calls at a time we've agreed.

Book a consultation call to discuss working together.

Book a call at <https://calendly.com/lauralloyd/60min>, and I'll help you figure out if I'm the right person to help you.

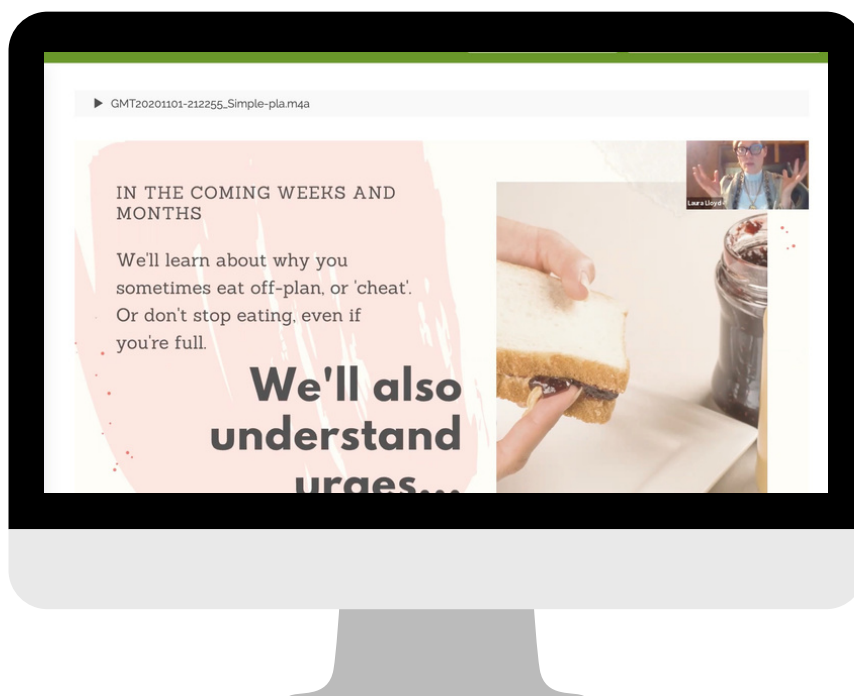
I help you make decisions from a neutral place, with no sales pressure.
(They teach us how to do that in coaching school).

You see, it's all good for me.

Because if you show up and are still a 'no' – I will have learned so much more about what you all need. And you will have a new perspective on your eating.

Take a peek at my Hypno-CBT approach, and the Sensational Eater™ method.

You can also preview one intro session from the Sensational Eater™ programme here: <https://lauralloyd.teachable.com/p/sensationaleaterprogrammell>





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