

# KEN LINDNER

The Founder of LIFE-CHOICE PSYCHOLOGY™

## How To Overcome Obesity/Being Overweight And Become Thin: A Breakthrough Process For Children, Teens, And Adults

By Ken Lindner

The author of *Your Killer Emotions: The 7 Steps to Mastering  
the Toxic Emotions, Urges, and Impulses that Sabotage You*  
(Greenleaf Book Group Press, January, 2013)

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I was an obese child with a genetic disposition to gain weight. I had a stay-at-home mom who was always there with and for me; however, my dad worked six days a week and many evenings, in order to make ends meet. As a result, I perceived that my dad didn't love or care about me. This perception and these feelings were profoundly psychologically, emotionally, and intellectually devastating to me during my early years; and whenever highly potent energy charges from my deep feelings of hurt, rejection, sadness, rage, and hopelessness surged through and enveloped me, I'd always momentarily assuage my pain by gorging myself with cookies, candy, cake, mac & cheese, and pastries.

But then, on a particularly pain-filled day, I had an epiphany (breakdown → breakthrough). I intuited that if I became a good athlete like my dad, he would want to play ball with me; he'd want to spend time with me; I would gain his approval and respect; we would bond; and I would secure the one thing I wanted more than anything in the world—HE WOULD LOVE ME! This meant that I had to lose weight—a lot of it—and thereby become agile and faster. So, from that fateful day on, everytime I experienced the pain or hurt of rejection and felt the need/urge to eat fattening foods—or I was just offered a “treat”—I strategically *Framed*™ the issue before me this way:

“Do I want the momentary pleasure of tasting the fattening food and remain the “FAT PIG”/“FAT SLOB” that I perceive and feel myself to be,—and thereby NEVER experience the exhilarating feeling of my DAD’S LOVE, APPROVAL, AND CAMARADERIE!; or

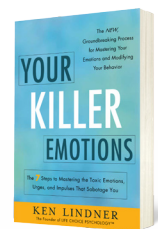
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Do I resolutely refrain from eating the “Toxic” FATTENING FOOD, which will/may hurt for a moment or two; lose weight; become a good athlete; and thereby attain what I’ve always craved: MY DAD’S LOVE!”

I then added (piled on) the following two motivators to my *Frame*:

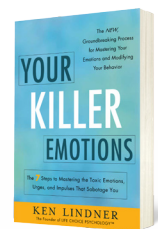
“If I become thin, I will be perceived romantically by Dale, (the girl on whom I have a crush), instead of just being her fat “friend” and the class clown; and I can fit into the cool, white, tapered jeans that all of the thin kids at school are wearing.”

After *Framing*™ the issue this way—by loading up the *Frame* with all of my very strongest motivators, the choice to not eat fattening foods truly became a piece of cake. It was no contest! I’d almost always opt to forego the “treat,” lose weight, and attain what I most dearly wanted:

- My dad’s love
- Become Dale’s boyfriend
- Wear tight, white jeans

In my book, *Your Killer Emotions: The 7 Steps to Mastering the Toxic Emotions, Urges, and Impulses That Sabotage You* (January 2013), I discuss that a key to achieving your most treasured personal and professional goals is to master your emotions and urges and to turn them into your *allies* when you are making important life choices. One of the ways by which you can accomplish this is by correctly identifying your own unique set of *Personal Emotional Triggers*™ (*PETS*™). Your *PETS* are the values, things, people, and events that motivate you THE very most. These *PETS* are so supremely motivating and so highly super-charged that they will overpower and counteract, and thereby nullify the less potent, competing, and/or conflicting energy charges of potentially destructive and/or sabotaging emotions, urges, and impulses. As a result, at decision-making moments or *Crunch Time!*, your evaluative and reasoning processes are clear, and you can make choices that reflect and effect what you truly want in life.

In the story above, I was able to identify my very strongest *PETS*, which motivated me far more than eating the fattening food, and I *Framed* the issue before me in such a strategically-loaded way, that I was consistently led to choose to become thin—and stay that way for the rest of my life.



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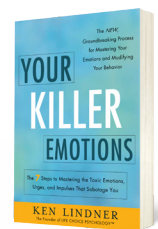
Here's a second illustration of the great power that your *PETS* pack to motivate you to make the positive life choice to become and stay thin: "Karissa" was a corporate executive who had custody of three young children from her first marriage. Two years after her divorce from her first husband, she married "Daryl," who had custody of his four children.

Apparently, right from the start, there was tremendous marital discord, and Daryl reacted by becoming an absentee dad to all seven children. This left Karissa as the primary breadwinner and essentially as a single parent. The stress that Karissa experienced was tremendous. The five-foot seven-inch Karissa, who weighed one hundred and thirty pounds when she married Daryl, ballooned to two hundred and twenty, as her stress triggered uncontrollable eating binges.

For over a year, Karissa thought about and tried to lose weight with no tangible success. Then one day, her seven-year-old biological son, "Bradley," approached her with tears in his eyes. Karissa immediately sat him down and asked what was wrong. Bradley, with tears now streaming down his cheeks, answered, "Mommy, I don't want you to die! Please don't die!" Karissa, shocked by the profound trauma that Bradley was experiencing and by what he was saying, said, "Bradley, sweetie, why would you think that I'm going to die?" Bradley responded, "Because you're so heavy, Mommy! I'm afraid you'll have a heart attack and die, and with Dad not around, I have no one but you! I'm scared, Mommy! Please don't leave me, Mommy! Please!"

According to Karissa, Bradley's fears profoundly touched, jarred, and upset her, like no other! During the next two years, she consciously, strategically, and continually visualized the one thing that she never wanted to experience again: Bradley uncontrollably crying and being traumatized by the thought of her dying from being overweight. With this thought/value squarely atop of mind, Karissa exercised religiously and totally changed what she ate, as well as the portions and the times that she ate. As a direct result, she lost more than eighty pounds and thereby permanently allayed Bradley's fears of her dying because she was overweight.

The Karissa/Bradley story is another example of how a supremely motivating *PET*—Karissa not ever again wanting to see or be the cause of her son's deep pain—can generate such high voltage energy charges within you, that it can break-up your (or your child's) toxic emotional, psychological, and/or intellectual scripting or status quo, so that you are (or your child is) psychologically and emotionally fueled and consistently/inevitably led to make highly beneficial dietary choices.



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In *Your Killer Emotions*, you can learn much more about how to master the emotions, urges, and impulses that can sabotage you, as well as about the breakthrough process that will empower you to *sustain* staying thin and make highly beneficial life choices *throughout your life*.

[www.yourkilleremotions.com](http://www.yourkilleremotions.com)

**K**en Lindner graduated Magna Cum Laude from Harvard University, where his honor's thesis was devoted to the science of decision-making. He later graduated from Cornell Law School, where he focused on conflict resolution. He currently owns and operates the country's premiere news and hosting representation firm, Ken Lindner and Associates, Inc. Among many of the notable individuals whose careers he has helped to develop are Matt Lauer, Lester Holt, Mario Lopez, Robin Meade, Megyn Kelly, Sam Champion, Tom Bergeron, Shepard Smith, and Nancy O'Dell

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