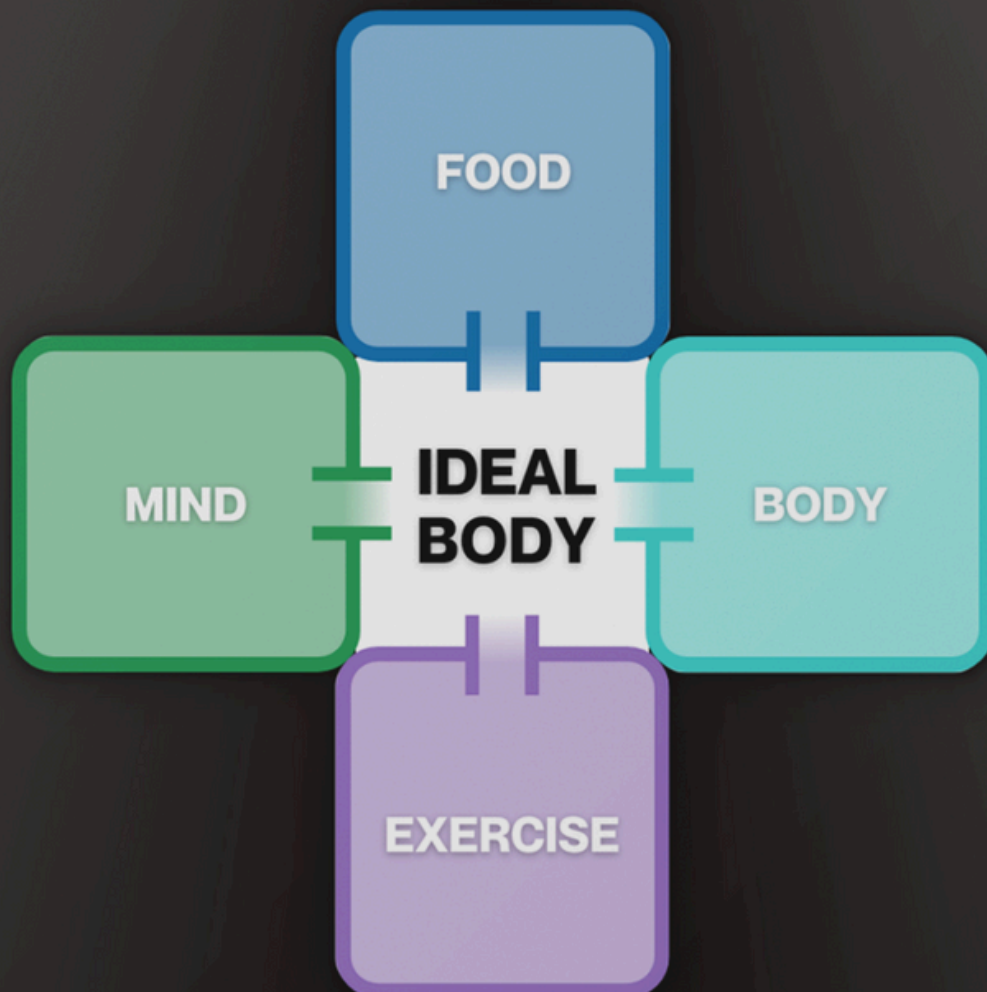


THE IDEAL BODY FORMULA

How to Ditch Diet Culture and Achieve
the **NEW** Ideal Body

QUICK START GUIDE



Introduction:

The Ideal Body Formula Quick Start Guide

We Were Wrong

We thought we knew how to help. As coaches, we believed we were changing lives, guiding our clients toward their goals. They were happy, seeing the weight loss results they came for, and we had the testimonials and “before and after” photos to prove it. But looking back now, we realize we were wrong. Both we and our clients were so caught up in diet culture that we couldn’t see the cycle we were all trapped in—a cycle that kept us locked in a constant battle with food, body image, and self-worth.

For years, we focused on what seemed like a straightforward solution: clients hired us to lose weight, so we created customized meal plans, exercise regimens, and weekly check-ins to keep them on track. They followed the plans, lost weight, and celebrated the success. Yet inevitably, months later, they’d return, discouraged and ready to try again after the weight crept back up. And every time, we’d jump right back into the same plan, thinking we were helping. But what we didn’t realize was that we weren’t truly solving their problem—we were keeping them stuck in it.

Desperate

The frustration we saw in our clients’ lives was something we knew firsthand. Both of us grew up in the same diet culture, and we, too, had tried every trick to control our bodies, thinking it was the only way to feel okay. We were desperate to find something that worked.

As a woman who had spent years chasing the “ideal” weight, I (Deanna) felt the same disillusionment as my clients. I’d diet my way down to a number on the scale, only to watch it climb back up whenever I relaxed. My life was a constant swing between strict control—obsessing over every bite, planning each workout, willing myself to stay “on track”—and guilt-ridden periods of eating to soothe my frustrations and exhaustion. My days revolved around food: what I could eat, how much was too much, how to handle meals at social events, and why I couldn’t just feel normal around it all.

Tony's experience was the same. As a coach who thought he knew all the answers, he followed every diet culture rule, convinced that a perfect regimen could finally bring peace. He obsessed over meal timing, convinced that eating carbs at the wrong time was sabotaging his efforts. He scrutinized every detail, from the sugar in his oatmeal to his carb intake after workouts. And still, even after years of following all the "rules," he was trapped in the same struggle.

A Lightbulb Moment

Over time, we both began to notice a pattern—a pattern diet culture never talks about. We saw it in ourselves and in our clients. Whether we were dieting or not, certain issues never changed:

- We were out of touch with our bodies' true needs.
- We thought about food constantly.
- We judged ourselves harshly in the mirror.
- We felt guilt whenever we "broke the rules."
- Our self-worth was tied to our appearance.
- We were exhausted from the mental struggle.
- We craved control.
- We used food to cope with stress and disappointment.
- The scale determined our mood and dictated our behaviors.
- We constantly compared ourselves to others.

💡 And that's when it hit us: these weren't just side effects of dieting—they were the real problem. It wasn't a lack of willpower, a flawed body, or the "wrong" diet that kept us struggling. It was the damaged relationships we had with food, body, exercise, and mind. As long as these relationships stayed broken, no diet, exercise plan, or "willpower" would ever bring the peace we were looking for.

Healing and Transformation

Once we started to heal these deeper relationships, everything changed. Instead of fighting our bodies, we began working with them. The habits we'd once tried to force started to feel natural. The cycle of weight loss and regain ended, and for the first time, we felt a sense of calm and self-acceptance.

It's been over ten years since that transformation, and we've dedicated our work to helping others find the same freedom. Today, The Ideal Body Formula is our way of guiding people off the diet rollercoaster and toward a balanced, fulfilling life—one where food, body, exercise, and mind are in harmony, free from the grip of diet culture.

This Quick Start Guide is a first step on that journey. Inside, you'll find the foundational principles and actionable steps of The Ideal Body Formula—a guide to reconnecting with what truly supports you. There's no need for restrictive diets, food rules, or self-criticism. The path to your unique, ideal body is rooted in balance, self-care, and a deep, renewed relationship with yourself.

Excited for your journey!
Tony and Deanna Schober
Co-Founders, Built Daily



BUILT DAILY

The Ideal Body Formula: The Antidote to Diet Culture

Ditch Diet Culture

Diet Culture is more than restrictive diets or exercise plans; it's an ingrained mindset. It's the endless drive to conform to society's "ideal" beauty standards, with the belief that looking a certain way will increase our value. Because of this, we've been conditioned to feel like we're never good enough as we are and that happiness, confidence, and self-worth hinge on changing our bodies.

But the reality is that Diet Culture only leads to obsession with food, body, and exercise, draining time, money, and energy. We follow strict diets, track every calorie, fight through hunger, and endure exercises we hate, hoping to be part of a small percentage who "succeed." Yet, Diet Culture fails us time and again, with a staggering rate of 95% of diets ultimately leading back to weight regain and, for many, a lifetime cycle of dieting. Every "tomorrow" or "Monday" becomes another reset, a new attempt to control eating or exercise, often under the guise of "getting healthy."

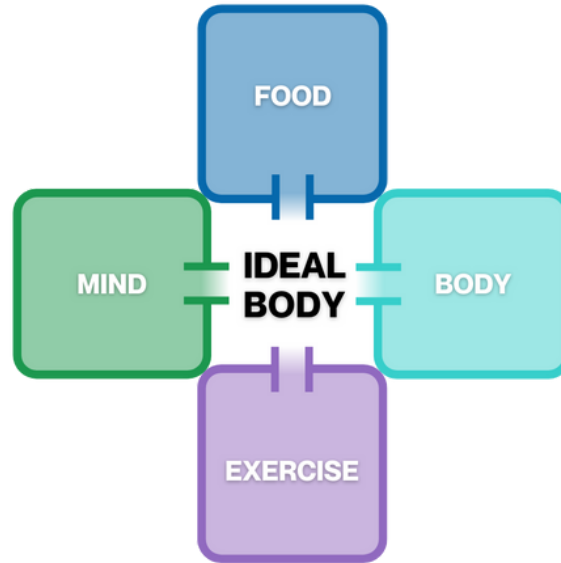
Diet Culture is the problem—not the solution. This mindset keeps us obsessed with our bodies, hating our reflections, and relying on willpower to achieve fleeting results. The "transformations" we see are only weight changes. They don't solve the underlying issues that make lasting change possible.

The Ideal Body Formula

The Ideal Body Formula offers a radically different approach. It's built on a truth we discovered through our work with thousands of clients: lasting change doesn't come from weight loss alone. Real transformation comes when we stop focusing on the scale and start focusing on healing our relationships with food, body, exercise, and mind. This formula teaches that your unique Ideal Body is the natural outcome of nurturing these core relationships. Instead of dieting, it's about reconnecting with yourself and addressing the root causes of food and body struggles, leading to genuine well-being, confidence, and health.

BUILT DAILY

The Ideal Body Formula: The Antidote to Diet Culture



Here's what makes the Ideal Body Formula different:

- **Food:** Heal your relationship with food by moving away from restriction and learning to meet your body's needs without guilt or deprivation.
- **Body:** Separate your body's worth from its appearance. Care for it like a home rather than an object to be fixed, letting self-care replace judgment.
- **Exercise:** Use movement as a form of self-care rather than punishment. Choose activities that bring you joy and energy, not obligation.
- **Mind:** Reframe self-talk and beliefs around food and body, freeing yourself from the pressures of Diet Culture and cultivating a positive internal dialogue.

The New Ideal Body

With the Ideal Body Formula, your Ideal Body isn't a specific size or shape—it's a state of well-being that reflects your healthiest, most empowered self. This Ideal Body may be smaller, the same, or even larger than where you are now; the true transformation is internal. This approach honors your individual needs and leads to sustainable health, confidence, and a fulfilling life that doesn't depend on the mirror or scale.

Diet Culture won't heal these four relationships—it only reinforces unhealthy cycles. Real freedom, and the life change so many seek, is possible by unplugging from Diet Culture and embracing the Ideal Body Formula. This shift is the first step toward a life free from food obsession, body shame, and constant dieting. Your Ideal Body, unique and personal, is the natural outcome of this journey to wholeness.

Healing Your Relationship with Food: Key Principles

Food can be one of life's greatest joys and a source of nourishment, yet diet culture has conditioned us to see it as a tool for body control. The Ideal Body Formula encourages you to approach food differently—by honoring your body's signals, letting go of restrictive rules, and focusing on satisfaction, nourishment, and abundance. These principles form the foundation for a healthier, more balanced relationship with food, one that naturally supports both well-being and genuine enjoyment.

Honor Your Hunger, Don't Fear It

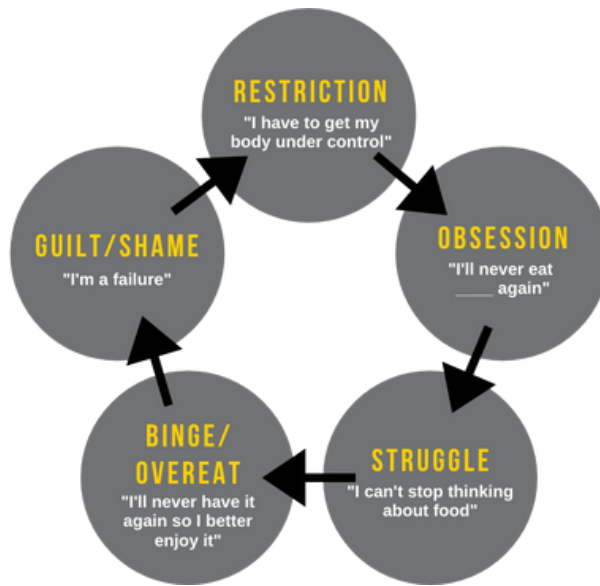
- Hunger is a natural signal from your body, not something to avoid or suppress. Instead of ignoring hunger or relying on restrictive calorie goals, practice tuning in and trusting your body's cues. Eating when hungry and stopping when satisfied is a sustainable way to nourish yourself.
- **Tip:** Take a period of time to let go of rigid calorie counting, macro tracking, or any other rules that replace your body's cues, and start reconnecting with your body by developing awareness around your hunger cues.

Permission-Based Eating

- Giving yourself unconditional permission to eat foods you enjoy removes the allure and fear around “off-limits” foods. When we restrict ourselves, we often crave those foods more intensely, leading to cycles of bingeing and guilt. Permission-based eating lets you choose what truly satisfies you, often leading to more balanced choices. Food choices are about the big picture, not just the weight-control picture.
- **Tip:** Permission-Based Eating is a mindset, not an action. It's seeing all food through the lens of “I can have this if I want it, as much as I want, whenever I want”, then making your decision whether or not to eat it without guilt, shame, or fear.

Intentional Eating

- Cravings come from restriction (not eating enough at meals or missing meals) or deprivation (not eating foods you enjoy), so regulate yourself by eating meals that satiate, satisfy, and nourish you, most of the time.
- **Tip:** With each meal, aim to meet your needs for fullness (satiation), enjoyment (satisfaction), and nutrients (nourishment). You'll see food thoughts and cravings reduce right away.



Understand the Binge/Restrict Cycle

- Restriction creates a “last supper” mentality, leading to overeating whenever restrictions are loosened. By allowing yourself flexibility and avoiding rigid rules, you can avoid this cycle and find consistency.
- **Tip:** Guilt and shame drive this cycle! To avoid this yo-yo, instead of beating yourself up when you overeat, try instead to investigate and identify if you triggered this cycle with deprivation or restriction.

Healthy Boundaries Instead of Food Rules

- Diet culture encourages rigid food rules (“no eating after 6 pm”) that ignore personal needs and foster guilt. Healthy boundaries, in contrast, are flexible, self-chosen, and align with what makes you feel your best.
- **Tip:** Reflect on your boundaries around food. Are they rules from external sources, or choices you make for yourself? Focus on boundaries that respect and empower you. Remind yourself that any boundary you set is just an experiment and can be changed.

Embrace an Abundance Mindset

- Scarcity is a psychological survival state that is triggered when you think of food in a diet mindset, and is what is behind the binge/restrict cycle. An abundance mindset, where no food is “off-limits,” is the antidote.
- **Tip:** Remind yourself that all foods are available to you whenever you want. Notice if this mindset change makes once “forbidden” foods less tempting.

Food Labels and Language Matter

- The way we label food (e.g., “good,” “bad,” “junk”) can shape how we feel about our choices. Instead of labeling foods as “off-limits,” see all food as a way to meet different needs.
- **Tip:** Practice neutralizing your language around food based on what you need in the moment. For example, some food is nutrient-dense, but at a birthday party, would not meet your need for sharing the celebratory connection with birthday cake (a fun, celebration food!). Notice how this affects your mindset and experience when eating.

Emotional Eating

- Emotional eating often occurs when we turn to food to cope with stress, boredom, or other emotions. While it's a common habit, understanding the emotions driving this behavior is key to breaking the cycle.
- **Tip:** When you feel the urge to eat for comfort, pause and identify the emotion you're experiencing. Ask yourself what underlying need might be met in a healthier way—such as through relaxation, connection, or movement.

When you master these principles, food stops being a source of stress, guilt, or endless control tactics. Instead, it becomes a natural, supportive part of your life. You learn to listen to your body, respond to its true needs, and enjoy food without overthinking or overindulging. Emotional eating and cravings diminish, allowing you to make choices that honor your health, satisfaction, and well-being. With each step, you regain freedom, empowerment, and balance in your relationship with food, making lasting, positive changes in how you care for yourself.

Case Study: Krystyl's Transformation to Food Freedom

When Krystyl came to us, she was caught in a loop of diet culture thoughts and behaviors, always focused on what she could or couldn't eat, counting down to the next “cheat day,” and planning intense exercise to offset her meals. This cycle kept her mind constantly occupied, preventing her from truly relaxing or enjoying her body. She was convinced that she had a junk food addiction, because the harder she tried to stop herself from overeating, the worse the overeating became.

Challenges:

Krystyl struggled with relentless mental chatter around food and exercise, typical of diet culture's influence. She couldn't fully disconnect from diet mentality, which impacted her daily life and even her sleep. She often felt guilt around food and a need to "earn" her meals through exercise. She could be "good" with food for a short time period, but then had almost out-of-body experiences of overeating and ruining all of her hard work, leaving her feeling guilty, ashamed, and more and more frustrated.

Approach:

Through the Ideal Body Formula, Krystyl began untangling the conditioned beliefs that she had around controlling her body with food. She practiced permission-based eating, letting go of rigid food rules, and embraced her needs on a whole-person level. Through intentional eating, she was able to regulate her body and her mind by addressing satiation, satisfaction, and nourishment.

Results:

Krystyl experienced a profound shift in her mental and emotional well-being. As the intensity of food decreased, she was able to make healthy food choices with ease, which resulted in improved health markers and weight loss as a natural side effect, without feeling like she was trying.

She described it as "amazing" to finally be free from the obsessive thoughts that once dominated her days. For the first time in years, she could truly relax—even sleeping during a massage, a moment of peace she hadn't experienced in a long time. Krystyl's transformation went beyond her relationship with food; she felt like a completely different person, liberated from diet culture and enjoying a newfound sense of ease in her daily life.

Key Takeaway:

Krystyl's story exemplifies how applying the Ideal Body Formula and letting go of diet mentality can have transformative effects not only on eating habits but on overall mental peace and self-connection. Her journey reflects the lasting impact of healing food, body, and exercise relationships.

Healing Your Relationship with Your Body: Key Principles

The way we think and feel about our bodies often dictates how we treat them. Diet culture tends to reduce our worth to physical appearance, leading many of us to view our bodies as projects to be managed or controlled. But our bodies are more than a reflection in the mirror; they're our home, a vessel that allows us to experience life fully. By shifting focus from appearance to self-connection, respect, and understanding, we can begin to heal the relationship we have with our bodies. This change allows us to live fully, not as passive critics of our bodies but as empowered partners with them.

Self-Connection Over Self-Criticism

- A strong relationship with your body begins with self-connection. Rather than monitoring every physical trait or relying on external metrics, focus on understanding and respecting what your body communicates.
- **Tip:** Set aside a few minutes daily to check in with how you feel physically, noticing any tension, comfort, or energy levels. Observe without judgment and let your body guide your actions.

Ditch the Scale

- Relying on the scale to dictate your progress or self-worth reinforces external validation and can lead to a cycle of shame or misplaced pride. It can also create conditional, fragile habits that you drop the minute the scale stops moving or you reach your goal.
- **Tip:** Try storing the scale away for a set period, and measure progress by how your body feels, your energy levels, and the freedom in your daily movements. It can be a tool for you in the future, but creating unconditional habits without the scale's influence will make them sustainable for life.

Redefine Self-Worth Beyond Appearance

- For many, body image is tightly tied to self-worth, often making their physical form the sole measure of their value. Your identity is most empowering when it includes the whole, beautiful picture of you as a human being, not just your body's appearance.
- **Tip:** List three non-physical traits about yourself that bring you pride. Keep these at hand to revisit whenever you catch yourself placing out-of-proportion focus on your appearance.

Body Fat is Just Stored Energy

- Body fat is often emotionally charged with societal judgments, but it's simply stored energy. Stripping away the meaning allows you to see your body in a neutral light, reducing unnecessary emotional strain.
- **Tip:** Remember, from the Stone Age to the Renaissance, being what is now called “overweight” or “obese” was socially desirable because it was a sign of wealth, fertility, and privilege. Remind yourself that the stigma around fat is a fad, not a fact.

Release Results Tunnel Vision

- Placing too much emphasis on results can overshadow or even prevent meaningful changes in health and well-being. Tunnel vision keeps you fixated on one narrow aspect of progress, often at the expense of a fulfilling life and better health, because your behaviors are conditional based on getting results.
- **Tip:** It's ok to want a new result, but your daily focus should be on your feel-best behaviors: what is self-care for you TODAY, and how can you feel great today.

Unconditional Confidence Over Conditional Praise

- Real confidence doesn't come from how your body looks but from owning who you are. Shifting to unconditional confidence allows you to feel empowered regardless of your body size or shape.
- **Tip:** Practice wearing an outfit you love but may feel hesitant about. Notice any discomfort and gently remind yourself that confidence is a mindset, not an outcome of external validation.

Letting Go of Judgment

- Body judgments are often a mirror of internal beliefs and societal conditioning. By recognizing the source of your judgments, you gain clarity on what's yours to own and what you can release.
- **Tip:** When you find yourself judging your body, pause to explore the root of that judgment. Reflect on whether the belief serves your well-being, and choose to release or reframe it as needed.

Living Your Full Life Experience

- A negative body image can hold you back from experiences that bring joy and fulfillment. Embracing your body, however it looks, allows you to show up fully in life and creates a path for a rich, expansive life experience.
- **Tip:** Challenge yourself to do one activity a week that you might have avoided due to body insecurities. Focus on the enjoyment rather than any perceived physical limitations.

When you heal your relationship with your body, it stops being a source of stress, criticism, or constant comparison. Instead, it becomes a supportive, valued home where you feel safe and worthy just as you are. You start to embrace movement, clothing, and self-care choices that genuinely honor and celebrate your body's needs, rather than using them to force change. Confidence and self-worth become grounded in who you are, not how you look, allowing you to fully engage in life without fear of judgment or shame. With each step, you reclaim body confidence, self-respect, and an inner peace that empowers you to live in alignment with your true self.

Case Study: Angela's Transformation to Body Confidence

When Angela began her journey, she was trapped in a cycle of relentless control over her appearance, believing her worth was tied to how closely she adhered to diet and exercise. For her, daily life meant spending hours at the gym and managing nutrition with near-scientific precision, with strict rules around food and entire groups off-limits. While Angela appeared fit and put-together, she felt insecure and unworthy on the inside.

Challenges:

Angela's hyper-focused regimen kept her stuck in diet culture's grip, leaving her unable to truly relax or feel at ease with herself. Weight gain, even slight, triggered self-hatred and a fear of being undesirable, affecting her confidence in social situations and putting strain on her new relationship. She avoided photos and became convinced her partner viewed her negatively due to her insecurities.

The Ideal Body Formula: Heal Your Relationship With Your Body

Approach:

Through applying the Ideal Body Formula, Angela gradually untangled the rigid beliefs that linked her self-worth to her body. She learned to approach movement and nutrition from a place of self-care rather than control. This shift in perspective allowed her to work through her fears around weight, release harsh judgments, and connect with her body's needs, fostering genuine self-acceptance.

Results:

Angela's relationship with her body transformed profoundly. Where she once felt compelled to delete photos of herself, she now feels comfortable in her own skin—so much so that she enjoys capturing memories with her family and confidently wearing clothes, even a bikini. Her new self-confidence has brought a deep connection in her relationship, allowing her to feel loved and appreciated, free from the constraints of her previous insecurities. Her husband describes her newfound confidence as “alluring, hot, and captivating,” a testament to the inner glow that comes from self-acceptance.

Key Takeaway:

Angela's journey illustrates the transformative power of healing the relationship with one's body. By letting go of conditional self-worth tied to appearance, she has been able to embrace a life rooted in confidence, authenticity, and meaningful connection with her loved ones.



“I’m amazed by the growth I’ve experienced. At times I wonder how it was even possible when I know how deep I was into Diet Culture and societal standards.

Healing my relationship with my body lead to self-acceptance. I’m at a place where my actions are of self-love and self-care rather than self-loathing and self-neglect.” - Angela

Healing Your Relationship with Exercise: Key Principles

For many people, exercise has been shaped by Diet Culture, turning it into a means to control or punish the body rather than a source of genuine enjoyment. This creates negative associations that make movement feel like a chore, with every workout tied to a sense of obligation or body manipulation.

Healing your relationship with exercise involves breaking these old patterns and reconnecting with movement as an empowering and fulfilling experience. Instead of focusing on outcomes like calories burned or appearance, this shift allows exercise to become a way to relieve stress, boost your mood, and support your well-being in the present. By moving your body in ways you enjoy and that feel good, you'll start to build a consistent, joyful routine that nourishes both body and mind.

Permission Over Pressure

- Healing your relationship with exercise starts with replacing pressure and "shoulds" with permission. Move in ways that feel good rather than as a duty to burn calories or earn food. Giving yourself permission to move how you want fosters a sense of freedom and autonomy.
- **Tip:** Try an exercise that you enjoyed in the past but don't pursue because of diet rules (no pain no gain, etc.). What happens when you remove the pressure?

Mindful Movement

- Rather than just going through the motions, tune into how your body feels during exercise. This deeper connection allows you to fully experience the mental and physical benefits of movement and create a positive association with it.
- **Tip:** Notice how you feel after you move your body, even if you just jump up and down for a minute. Close your eyes and tune into the sensations you experience.

State Change Awareness

- Recognize how exercise can instantly shift your mood, relieve stress, or boost your energy. Rather than focusing solely on physical outcomes, view movement as a way to enhance your mental and emotional well-being.
- **Tip:** Notice how you feel mentally and physically before, during, and after each workout. Reflect on how this positive shift adds value to your day.

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The Ideal Body Formula: Heal Your Relationship With Exercise

Energy Production Over Energy Drain

- Physical activity should be a net positive, increasing your overall energy and sense of well-being. Avoid using exercise as a way to punish or exhaust yourself, as this can lead to burnout and resentment.
- **Tip:** Track how energized you feel after each workout. If you notice consistent fatigue, consider adjusting intensity or trying a different type of movement.

Exercise as Empowerment

- Exercise can build resilience, confidence, and a sense of accomplishment. Every time you engage in a challenging workout, you're building mental and physical strength that can carry over into other areas of life.
- **Tip:** Reflect on a recent workout accomplishment. Remind yourself of how this achievement can reinforce confidence and resilience in other areas of your life.

Prioritize Enjoyment

- Moving your body is most sustainable when it's enjoyable, not just something to endure. Focus on the pleasure of movement, whether it's the experience itself or how it enriches your life.
- **Tip:** Identify one or two types of physical activities you genuinely enjoy and prioritize them in your routine. Let enjoyment guide your exercise choices.

Life Integration Over Compartmentalization

- Exercise doesn't have to be a separate activity; it can blend into your daily life. When movement is woven into your routine, it becomes a natural and fulfilling part of who you are.
- **Tip:** Look for small ways to incorporate more movement into your day, like taking short walks or choosing active forms of commuting. Embrace these moments as a part of an active lifestyle.

Relationship with Rest

- Rest and recovery are vital components of a healthy relationship with exercise. Embracing recovery allows your body to rebuild and grow, making movement more enjoyable and sustainable over the long term. Instead of pushing through every workout, learn to recognize when rest is the most supportive choice.
- Tip: Schedule at least one active recovery day per week. On this day, prioritize gentle movement, stretching, or mindful rest, and view this time as a necessary renewal rather than a break from progress.

When you heal your relationship with exercise, movement shifts from an obligation to a source of joy, empowerment, and personal growth. Instead of being a chore or a tool to manipulate your body, exercise becomes an avenue for self-care, mood-boosting, and experiencing the intrinsic rewards of movement.

You begin to recognize the mental and physical benefits of each workout as an immediate payoff rather than a delayed one, building a sustainable, enjoyable routine that's guided by what feels good for your body in the present moment. By reframing exercise as an experience in itself, you create a healthier, more fulfilling relationship with movement that fits naturally into your life, helping you feel energized, confident, and more connected to yourself.

Case Study: Val's Journey to Lasting Exercise Consistency

Val had long struggled to maintain an exercise routine, feeling as though she was constantly falling short in her attempts. No matter how committed she felt initially, her efforts would fade within two to six months, and she'd eventually stop exercising altogether. Each time she skipped a workout, she feared it would derail her entirely, leading to long periods without physical activity. Val blamed her struggles on a lack of willpower, viewing herself as lazy or uncommitted.

Challenges:

For Val, the pressure to maintain a rigid exercise routine made working out feel like an obligation rather than a choice. She felt she had to exercise, regardless of her own desires or well-being. This rigid mindset left her unable to find enjoyment in movement, and with each missed workout, her self-confidence eroded, deepening her belief that she lacked discipline.

The Ideal Body Formula: Heal Your Relationship With Exercise



“I don’t feel the same pressure to exercise as I used to. I now see exercise as a means to feel good, both mentally and physically, and it helps me be more focused at work. My new mindset also allows me to feel confident immediately and in a longer lasting way, which is one of the most positive changes I’ve noticed.” - Val

Approach:

By applying the principles of the Ideal Body Formula, Val learned to view exercise through a new lens—one that prioritized how movement made her feel over how it would impact her appearance. This shift allowed her to experience exercise as an uplifting tool for mental clarity and focus, rather than a means of controlling her body. Built Daily’s emphasis on self-reflection encouraged her to better understand her relationship with exercise, fostering genuine motivation and making physical activity a lasting part of her life.

Results:

With her new mindset, Val found a sustainable approach to exercise that fit seamlessly into her busy life. She no longer felt the weight of obligation or guilt and instead saw exercise as an opportunity to feel good both mentally and physically. This shift brought a lasting sense of confidence and stability to her life, as she could now rely on exercise as a tool for immediate and enduring well-being. Val’s experience with Built Daily has not only helped her develop a healthy relationship with movement but has also provided a wealth of self-knowledge she carries with her daily.

Key Takeaway:

Val’s journey highlights the importance of redefining exercise as a means of self-care, not self-control. By embracing movement as a source of personal enjoyment and mental clarity, she’s built a lasting relationship with exercise, free from the guilt or pressure that once held her back.

Healing Your Relationship with Your Mind: Key Principles

Your relationship with your mind is the foundation of every action, decision, and experience in your life. Unlike what you might see in diet culture, where the focus is on short-term outcomes and surface-level habits, true transformation requires changing your entire belief system, not just your actions. This shift means rethinking the way you view yourself, your values, and the meaning you assign to your actions.

A healthy relationship with your mind is about cultivating an empowering identity that supports behaviors aligned with who you want to become. This relationship forms the "roots" of your identity tree, grounding your journey so that each decision, from food choices to self-care, becomes a natural extension of who you are, not a temporary, forced behavior.

Identity over Outcome

- Your actions are most sustainable when they stem from your identity, not from a fleeting goal. Rather than asking, "What do I need to do?" focus on "Who do I want to become?" This mindset shift brings consistency and ease to your actions, as they're a natural expression of who you are.
- **Tip:** Imagine the future version of yourself living your ideal life. Write down three core qualities that person embodies, and use them as a touchstone when making daily choices.

Challenge Limiting Beliefs

- Many beliefs we hold about ourselves aren't grounded in fact but in past experiences or fears. Questioning these beliefs allows you to shed old, unhelpful narratives and embrace new, empowering ones.
- **Tip:** When you catch yourself thinking "I can't" or "I'm not good at this," pause and ask, "Is this absolutely true?" Follow up by crafting a belief that supports who you want to become.

Align Behaviors with Beliefs to Prevent Self-Sabotage

- Misaligned actions—behaviors that conflict with your beliefs—often lead to short-lived progress. By creating harmony between your beliefs and actions, you remove inner resistance, making behaviors feel more natural and rewarding.
- **Tip:** If you struggle with certain actions, explore whether they reflect your values. Adjust them or adopt new beliefs that better align with the person you're becoming.

Curate Your Mental Diet

- Just as with food, your mental diet—what you consume from media, conversations, and self-talk—impacts your beliefs. A healthy mental diet fosters supportive beliefs, while an unexamined one may reinforce doubt or negativity.
- **Tip:** Conduct a “mental detox” by identifying media, conversations, or accounts that drain your energy or confidence. Replace them with sources that inspire, educate, or uplift you. Be mindful of any diet culture influences.

Embrace Struggle as a Pathway to Breakthrough

- Struggle is often seen as a negative, but it's the friction that leads to growth. Reframing struggles as opportunities for breakthroughs empowers you to face challenges with resilience and curiosity.
- **Tip:** The next time you encounter a setback, view it as an indicator of transformation in progress. Reflect on what the challenge is teaching you about your values or identity.

When you heal your relationship with your mind, you can expect a profound shift in how you experience and navigate life. Rather than feeling limited by rigid beliefs, self-doubt, or patterns of self-sabotage, you'll embrace a more empowering mindset rooted in self-compassion, resilience, and purpose.

The pressure to strive for perfection diminishes, replaced by a sustainable, growth-focused approach that makes life's challenges more manageable and its victories more meaningful. You become more attuned to your values, more confident in your decisions, and free to live with greater peace and satisfaction. This newfound mental freedom allows you to live authentically, pursue your goals without self-imposed barriers, and create a life that feels truly aligned with who you are.

Case Study: Nie's Journey from Hopelessness to Empowerment

Before finding us, Nie was feeling defeated and overwhelmed about her health. Despite countless attempts to make lasting changes, she struggled to find the missing piece that would lead to sustainable transformation. She approached the Ideal Body Formula with low expectations, yet something remarkable began to happen.

Challenges:

Before implementing the Ideal Body Formula, Nie felt trapped by an impenetrable wall of limiting beliefs and an all-or-nothing mindset that sabotaged her efforts. She experienced a strong internal dialogue that doubted her capabilities and viewed setbacks as failures. This rigid thinking kept her stuck in a cycle of inconsistency and self-criticism, leaving her unable to achieve the results she wanted.

Approach:

Working through the Ideal Body Formula offered Nie the tools and insights needed to dismantle this mental wall. As she worked on her limiting beliefs, she experienced multiple "aha" moments that helped her uncover and address the internal dialogue she hadn't been fully aware of. The principles of identity change and mindset transformation allowed her to break free from her all-or-nothing thinking. Nie learned that each moment was an opportunity to make a new choice, fostering flexibility and self-compassion instead of rigidity.

Results:

By shifting her mindset and challenging her limiting beliefs, Nie discovered a newfound freedom in her choices. She no longer felt confined by perfectionism or past failures and instead found empowerment in the idea that each day and each decision offered a fresh start. This realization enabled her to move forward with confidence, making meaningful changes that improved her overall quality of life.

Key Takeaway:

Nie's story demonstrates the transformative power of shifting from a mindset of rigid perfectionism to one of consistent, mindful choices. Through Built Daily, she's gained not only tools for a healthier life but also the ability to embrace each moment as an opportunity for growth. This shift has helped her find a path to lasting health and well-being, turning what once felt like a life of restriction into one of true life gain.

BUILT DAILY

The Ideal Body Formula: Next Steps

Next Steps: Begin Your Journey Toward Transformation

As you've explored, healing your relationships with food, body, exercise, and mind is not a quick fix but a meaningful journey. This guide has introduced you to key principles that will support you in creating real and lasting change. Now, it's time to take the first step with intention, knowing that each action builds on the next.

1. **Set Your Intentions:** Reflect on one or two areas where you'd like to focus first, and set a small, achievable intention that you can practice this week.
2. **Start Small and Celebrate Breakthroughs:** Each positive shift, no matter how small, is a step forward. Take time to acknowledge your progress and reinforce the habits that support your transformation.
3. **Immerse Yourself:** When changing belief systems, immersion is key. Surround yourself with supportive resources and people who reinforce your new mindset. Take advantage of our free resources, join our community, and lean on the Built Daily ecosystem to strengthen your foundation.

FREE RESOURCES:

Book:

- [The Ideal Body Formula: How to Ditch Diet Culture and Achieve the NEW Ideal Body book](#) (read it online for free, or [purchase on Amazon](#))

Free Trainings:

- [How to Feel Confident in Your Body and In Control with Food In As Little As 90 Days...\(while ditching diet culture for good!\)](#)
- [How to End Your Emotional Eating Forever and Find Freedom With Food with Just 4 Steps](#)

More Resources:

- [Free Ideal Body Assessment](#) - find out if diet culture has damaged your relationships with food, body, exercise and mind
- [The Fitness & Sushi Podcast](#) - hundreds of episodes about ditching diet culture to achieve your unique Ideal Body (you can also find us on any podcast streaming service)
- [Facebook Community](#) - Ditching Diet Culture for the NEW Ideal Body

Tired of self-sabotage, feeling ashamed of your body, and feeling out of control with food?

If you want to achieve a balanced, healthy relationship with food, your body, exercise and mind, find peace, and free up mental energy for living your healthiest life, this is our specialty.

Book a free call with us to see if our Ideal Body Formula will work for your specific circumstances and life.

[BOOK A FREE CALL](#)

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[BUILTDAILY.COM/CALL](https://builtdaily.com/call)