

# Weight Loss Personalities

## The Planner



### **Personality**

Stability is important for the Planner. The Planner is disciplined and hard-working, has a strong work ethic and expects the same from others. The Planner likes structure: she likes to be prepared, plans ahead and follows rules.

- Prepares for the worst
- Thorough and has attention to detail
- Respects authority and follows rules
- Self-disciplined and reliable
- want to do the right thing

### **When it comes to their health...**

The Weight Loss Planners do best when she is organised & orderly and she **thrives on weight loss plans that offer structure and routine.**

The Weight Loss Planner likes to know what to expect and how a plan will work out for them. Not having clear guidelines confuses her and leaves her anxious.

She likes helping and giving. Keeping up with her family and work commitments means a lot to the Planner. She is so responsible in that respect that she can put her own personal needs (including your weight loss) to the bottom of your "to-do" list.

### Personality downsides

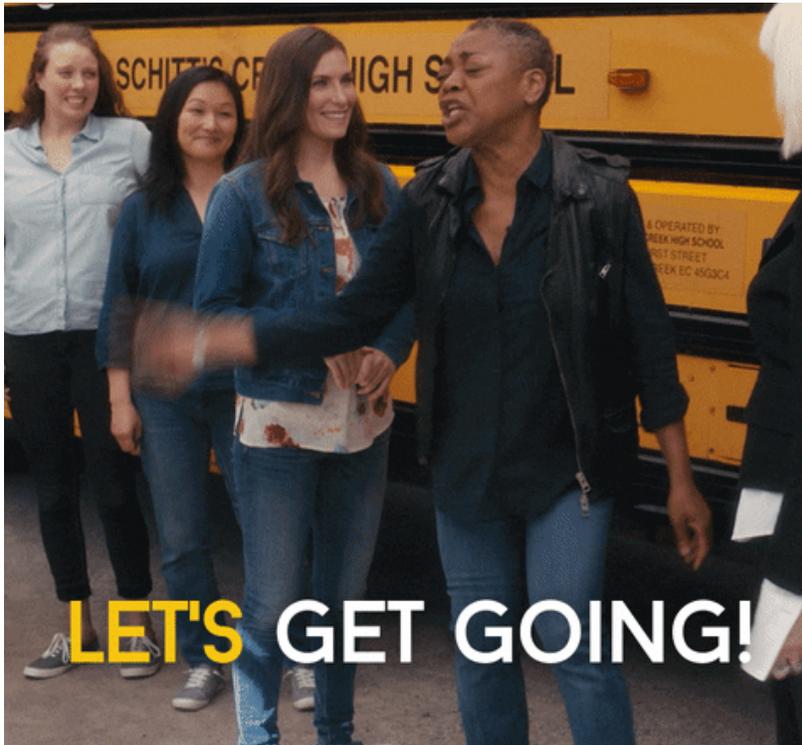
- The problem you face is that there's too much (unreliable) information out there. You want to do the right thing, but with so many choices how can you be certain which one is right for you?
- When stressed out, the Planner tends to push themself to the limit and give up altogether: from strict discipline, precision, and rigour into rebellion and uncontrolled eating

### Best path to guarantee results

Working with an expert who can provide you with a clear action plan, measurable goals, and an indication of expected results is the best path for guaranteed weight loss.

<b>What Works For You</b>	<b>What Doesn't Work For You</b>
Having a concrete plan, specific goals and clear guideline	Too many choices
Planning and preparing ahead	Unclear directives
Routine & schedules	Last-minute solutions make you anxious
Regular check-in meetings, tracking and seeing quantifiable results	Adjusting on the go, without a plan or preparation
Concrete measurable goals	Monitoring feelings without reason
Being accountable	Going over diet theories (too much info paralyses you)
Sharing your strategies and results with others (natural helper & giver)	Incorporating new habits without a plan and measurable results

## The Doer



### **Personality**

The Doer enjoys living in the moment. She seeks fun, variety, stimulation, adventure and excitement. Impulsive, the Doer tends to leap before looking and loves a challenge.

- Acts quickly in crises to solve the problem (resourceful)
- Considers stumbling blocks to be temporary
- Adapts rules to suit the situation
- Gets bored and restless in restrictive environment
- Is a natural trouble-shooter, performer, and competitor

### **When it comes to their health...**

The Weight Loss Doer values their freedom and flexibility above everything else. They don't like to be burdened by strict Weight Loss rules and regulations in order to lose weight and change their eating habits. Instead, **they need workable lifestyle solutions** for effective, long-term weight loss.

The Weight Loss Doer values spontaneity and immediate action. They trust their impulses, doing what is needed to get the outcome they want, and are flexible and adaptable.

### Personality downsides

- You see weight loss as a crisis. You want to lose weight *only* when it becomes a problem. Usually before an important event. You look around for the latest trend to lose weight and look your best.
- If the reason for losing weight is not inspiring enough, you'll most likely postpone it. You need the "right" motivation to take action. This last-minute quick-fix mentality can leave you yo-yoing forever.

### Best path to guarantee results

A weight loss strategy that is simple, brings fun and variety works best for you.

<u>What Works For You</u>	<u>What Doesn't Work For You</u>
Trying a new approach	Strict routines & schedules
Flexibility, simplicity and room for adjustments	Being told what to do or pushed to lose weight
Eliminating temptation (ex. Food that may derail your efforts)	Rigid or complex food plans
Visual aids/queues (ex. Rubber band on water bottle to remember to drink)	Processing emotions, discussing your feelings
Quick and easy way to track	Meticulous tracking & weighing food
Competition/ winning	Executing with absolute precision
Short-term goals with tangible results	Reviewing research or having too much data

## The Feeler



### **Personality**

The Feeler values harmonious relationships; she is conscious of people's emotions and sees potential in everyone. The Feeler is an excellent communicator and is considered idealistic, passionate, and optimistic. She hates working with others who don't appreciate and encourage, as she feels people should work together to achieve goals.

- Concerned with personal growth and development
- Believes compassion and genuineness are essential.
- Has strong desire for peace and harmony
- Finds meaning in the way time is used
- Good at mediating, facilitating, and peacekeeping

### **When it comes to their health...**

Getting in touch with their own needs, ideals and values help the Feelers put their most natural, heartfelt efforts towards their health, because they need to understand how what they can do today will fulfil their visions of the future.

The Weight Loss Feeler excels in weight loss when their efforts focus on self-expression, and especially **when they receive positive encouragement and support from others along the way.**

They can lose weight naturally when all aspects in their life feel balanced: mind, emotions, relationships, creativity, and physical well-being. When all the aspects are aligned, losing weight becomes a side effect.

### Personality downsides

- Placing other people's needs in front of your own can leave you overwhelmed with no time or energy for yourself. You crave connection and avoid conflict, so saying NO can be stressful.
- Eating helps you numb your anxiety and negative emotions rather than having to deal with them. You are often guided by your emotions, so you may eat to celebrate, eat to soothe, eat to connect. If there's conflict, you may turn to your comforting friend: food.

### Best path to guarantee results

Weight Loss Feelers do best with a holistic approach, i.e. considering their mental, emotional, social and physical wellbeing as interconnected aspects that each influence the other.

You'll lose weight effectively when you create space to express yourself freely and, most importantly, when you receive support and inspiration from others along the way.

<b>What Works For You</b>	<b>What Doesn't Work For You</b>
Personalized approach based on your needs	One-size-fits-all approach
Support system & daily encouragement	Lack of support or encouragement
Sharing feelings, issues, ideas, emotions and change	A program that doesn't allow you to process your feelings and emotions
Journaling, diary, positive self-talk	Reviewing irrelevant weight loss information
Community of like-minded people & safe environment to express yourself	Competition
Holistic approach around personal development & growth	Focusing only on the body and the weight
Creating ways to overcome emotional eating	Criticism

## The Thinker



### **Personality**

The Thinker seeks knowledge and understanding. She wants logical answers for everything and tends to be sceptical. The Thinker is it's own worst critic and strives for achievement and success. She expects others to live up to her own standards. She focuses on long-term goals and looks to the future.

- Considered independent, intellectual, rational and objective
- Enjoys finding new and different ways of doing things
- Able to analyse and understand complex information
- Loves to discuss and debate new theories and ideas
- Believes knowledge is power

### **When it comes to their health...**

The Weight Loss Thinker needs knowledge and information to achieve and maintain their weight loss and fitness goals. A Weight Loss Thinker is a life-long learner who strives to understand the world.

When it comes to eating well and losing weight, an effective way for the Weight Loss Thinker to **begin is by making their Weight Loss a priority**. They have a tendency to ignore things that they feel are not worthy of their time – including their health.

### Personality downsides

- You can experience “paralysis by analysis”. You research every single weight loss method, identify their flaws, compare all the options in the known universe, and investigate even further to make sure you devise the perfect ideal for you. But looking for what’s best can take you days, weeks, and even years.
- You don’t like being told exactly what to do. Instead, you’ll want to find your own best way to do it.

### Best path to guarantee results

You need to start. Start right now. Not tomorrow. Put aside impeccable programme design and idealistic methods and perfectionism. Make your health your number one priority today and use your intelligence to succeed.

<b>What Works For You</b>	<b>What Doesn't Work For You</b>
Independence and competition with self	Weight loss groups/ meetings
Objective and measurable goals	Discussing emotions and sharing feelings
Studying weight loss theories	Being told exactly what to do
Working with a competent adviser/ trusted source	Report to an authority figure
Monitoring & analyzing progress	Being spontaneous
Critical analysis and research	Starting without a plan or enough information
Plan your own best approach/strategy	Following the pack

**What’s the most important action that you can take to use your Weight Loss Personality to your advantage?**