

CLASS



THE MANY FACES OF EMOTIONAL EATING

The 7 Types of Emotional Eaters



nevereatyouremotionsagain.com

MARION HOLT

 never eat your emotions again

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Contact marion@nevereatyouremotionsagain.com

MARION HOLT



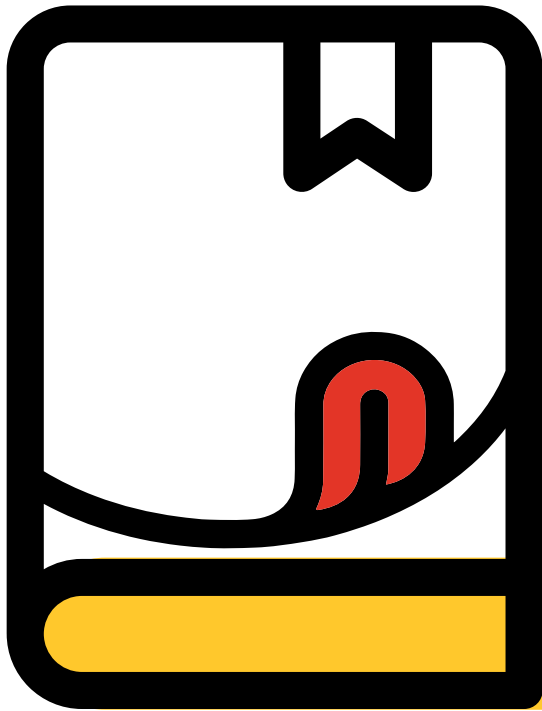
Hey There!



Welcome to the Never Eat Your Emotions Again[®] Program!

You are an Emotional Eater and your relationship with food doesn't feel good? It doesn't have to stay that way. There is not one pattern, not one feeling about food or about yourself that cannot be dispelled. Healed. Dissolved. After working with myself and many others, I witnessed astonishing breakthroughs and steady recoveries to a healthy relationship with food. You can do it too.

My name is Marion, and I am your Emotional Eating Expert. Certified professional coach, I have been an emotional eater since childhood. I was affected by severe obesity most of my adult life. No longer. In this playbook, I share my specific behavioral expertise about how emotional eating starts for most of us, and techniques for efficiently identifying the starting point for yourself.



MISSION & VISION

I've struggled multiple times to lose weight focusing exclusively on eating habits, and exercise. I failed every attempt and ended up being affected by severe obesity. I sought professional help, unsuccessfully. For years, I believed my weight loss was a lost cause. I was able to change my relationship with food when I realized it was based on a **coping mechanism**. Using my behavioral expertise, I addressed the root causes of my way of eating, and finally lost weight.

Now I offer to others in the same situation as mine the appropriate help I sought but never found. I help my clients by **targeting the underlying reasons why they eat their emotions** and building a life where they don't need the comfort of food anymore.

Unlike other approaches, I never talk about food, eating habits, or exercise with my clients. If you struggled as I did, you already know everything there is to know about healthy lifestyles. With me, you will embark on a journey to discover who you are when you don't mute your emotions with food, and make the necessary changes to live a **fulfilled life**, where you don't need the comfort of food anymore.

Table of CONTENTS

5

Introduction

7

Type 1: The Reward Eater

8

Type 2: The Harmony Eater

10

Type 3: The Bored Eater

11

Type 4: The Lonely Eater

12

Type 5: The Anxiety Eater

13

Type 6: The Tired Eater

14

Type 7: The Compulsive Eater

15

Your Journey Has Started!





INTRODUCTION

THIS CLASS PURPOSES

Like me and many others, you probably have lived with emotional eating for a long time. For some of us, it has almost become a part of who we are, and we don't question why we eat without being hungry anymore. But none of us was born an emotional eater. **There is always a starting point.** Usually, it happens at a moment in our life when the circumstances do not allow us to express our emotions in an emotionally safe enough context.

In the beginning, there is a choice. Our choice. **The choice to not express what we feel.** Then we get stuck with those usually intense feelings, and we don't know what to do with them. Our inner tension increases as we lock our feelings in. They end up taking up so much of our inner space that sometimes we are barely able to make it through our daily routine. We start looking for ways to diffuse those unspoken feelings. For us, the way is food. And it works so well that we keep on using it over the years.

Not expressing what we truly feel becomes a pattern, and we get used to eating our stress, loneliness, and boredom away. We don't wonder why we get bored, stressed, or lonely in our daily routine. Neither do we try to bring change so we get less bored, stressed, or lonely anymore. We just eat and repeat the pattern we've been stuck into for a long time.



INTRODUCTION

EMOTIONAL EATING IS COMPLEX

We don't always eat solely to satisfy physical hunger. Many of us also turn to food for comfort, stress relief, or to reward ourselves. And when we do, we tend to reach for junk food, sweets, and other comforting but unhealthy foods.

You might reach for a pint of ice cream when you're feeling down, order a pizza if you're bored or lonely, or swing by the drive-through after a stressful day at work. You eat your emotions when you use food to make yourself feel better—to fill emotional needs, rather than your stomach.

Emotional eating is like a big umbrella, and underneath that umbrella are **many types of emotional eating, each with its own set of triggers**. It has almost nothing to do with the foods we eat. Instead, it's about our relationship with everything that isn't food, like life and joy and pain and grief — it goes deeper than what's in our plates.

In this lesson, we will study all 7 types of emotional eating: how they manifest, and what triggers them.



TYPE 1

THE REWARD EATER

Reward Eaters are very diligent people and eat when they are stressed, overwhelmed, overloaded, or overdriven.

Busy working people and **high achievers** often fall into this category. They seldom delay unpleasing tasks or problems but tackle them systematically and stick to their goals until the end.

During work hours, Reward Eaters are quite **stress resistant**. After the work is done, however, they follow the motto: "If nobody else sees how productive I was, I want to at least treat myself with something good."

As much as Reward Eaters **want to treat themselves for their achievements**, and feel like they deserve it, they still quickly get annoyed after their uncontrolled (over)eating or binge eating attack. In consequence, stress increases after they eat their reward food, treat, or meal.

Therefore, Reward Eaters are susceptible to entering the vicious cycle of stress and reward.

For example:

After a long day at work, I often order takeout from my favorite restaurant on my way home. And when I am finished eating my meal, I feel bloated, uncomfortable, and guilty. Still, I do it again after the next hard working day.



I deserve a little treat



TYPE 2

THE HARMONY EATER

Synonyms for Harmony Eaters could be “influenced eaters” or “self-esteem eaters”. Harmony Eaters often are **people pleasers**. Saying “no” can be challenging for them.

When Harmony Eaters try to lose weight, they tend to not make a big deal of it. They usually don’t want to draw attention to the fact that they are trying to lose weight.

Harmony Eaters love socializing, but they may struggle with assertiveness. They can get stressed when others suggest they eat some high-calories or high-sugar food at parties, get-togethers, etc. Office environments can also be challenging for Harmony Eaters, particularly if they have to walk past treats like chocolates, cakes, and biscuits.

Harmony eaters tend to avoid or push down thoughts, feelings, or situations that are uncomfortable. Their Motto could be something like: “Only when I eat quickly and plenty I am accepted and well regarded.”



TYPE 2

THE HARMONY EATER

Harmony Eaters seldom leave out a second helping or refuse an invitation for coffee and cake. They feel **socially obliged to eat** and drink what everyone else is eating and drinking. Having to eat and drink differently than others or refusing a piece of cake creates much stress for them.

For example:

At a birthday party, when someone notices I don't eat cake, they come to me and say: "It's a birthday party! You HAVE TO eat cake!". So I comply and eat the cake, in order to not look like a wet blanket.



**I eat to fit in and keep
the peace**



TYPE 3

THE BORED EATER

Eating when bored seems to be a very common type of emotional eating.

Bored Eaters eat when they are bored – and this can happen anywhere and anytime: at their desk, in front of the TV, in the car...

Bored Eaters tend to **pay little attention to when they are eating** and usually aren't aware when they are full.

For Bored Eaters, the only thing that seems to **help pass the time** is to eat.

Other eating triggers for Bored Eaters might be frustration (for example, an under-challenging, unfulfilling office environment) and the feeling of inner emptiness.

For example:

I usually snack while watching a TV show, just to keep myself “busy”.



I can't believe I ate the whole bag of treats during that movie!



TYPE 4

THE LONELY EATER

Lonely Eaters tend to either **crave more personal interaction** (e.g. friendship) or more love, intimacy, and someone to share their life with.

Human connection is one of the human most basic needs, and there is a direct correlation between loneliness and overeating. People living on their own tend to eat more and have fewer regular meal times than individuals with other people in their households.

Loneliness is an important **stress factor**, and a meal helps **break the monotony**. For Lonely Eaters, eating becomes a replacement for social contact.

For example:

When I spend time alone at home, I tend to eat a lot, just to break the silence and the monotony of the day.



I'm going to be alone this weekend. I will have all my favorite treats, it will be fun!



TYPE 5

THE ANXIETY EATER

Anxiety Eaters tend to eat when they feel anxious, worried, tense, agitated, panic-stricken, or nervous. **Eating then, may serve as an anxiety-reducing function.**

While Anxiety Eaters may have a hard time controlling their disturbing or scary thoughts, they can control their eating. That feeling of control helps to reduce their anxiety. Therefore, Anxiety Eaters may get stuck in a cycle where their anxiety feeds their overeating. They will eat proportionally to their anxiety level and may end up absorbing a lot of food, in an attempt to feel better.

Anxiety Eaters may be aware that they may **feel guilty, depressed, or disappointed after overeating**, but for them, the trade-off is acceptable: at least they no longer have to feel the strong anxiety they initially felt and found to be highly distressing or intolerable.

Fear is one of the strongest stress triggers. Anxiety Eaters are trapped by their anxiety and try to free themselves from food.

For example:

I cannot stop eating before an important meeting or deadline at work or in anticipation of a difficult conversation with a loved one.



I can't stand the way I am feeling right now. I need to eat something. Just anything.



TYPE 6

THE TIRED EATER

Not getting enough sleep or rest is directly linked to stress. Lack of sleep is a major cause of overeating and weight gain. In addition, sleep (and rest) deprivation comes with **decreased willpower and increased appetite** which makes it harder to stick to healthy eating habits.

Sleep contributes to maintaining a healthy balance of the hormones that make you feel full (leptin) or hungry (ghrelin). A lack of physical or emotional rest increases the level of ghrelin and decreases the level of leptin. In consequence, Tired Eaters tend to feel hungrier than average.

Tired Eaters often are **energetically and emotionally depleted**. They have a tendency to reach out for food (especially sugar or carbs) when they are tired, in an attempt to energize themselves.

For example:

As soon as I get home after a long day of work, I grab something in the fridge and eat it even before I take my shoes off.



I'm so tired. I will feel better when I eat something.



TYPE 7

THE COMPULSIVE EATER

Compulsive eaters have **physical cravings for highly palatable foods** such as sugary-fatty or salt-fatty in combination with complex emotional, environmental, and psychosocial factors.

Compulsive Eaters tend to typically be exposed to situations like regular episodes of eating an objectively huge amount of food in a relatively short amount of time with the impression of **loss of control during the eating episode**, with accompanying impairment and distress in their life (i.e., social functioning, family situation, health condition, work performance...).

For example:

After a meeting with my boss who I felt was unfair with me, I cannot take my mind off the chocolate pie and big bottle of soda in my refrigerator, for the rest of the day. I rush home at night, eat the whole pie and drink the bottle of soda in less than an hour.



I've obsessed over that food all day. I need to eat it now.



CONCLUSION

YOUR JOURNEY HAS STARTED!

You may recognize yourself in several of the above descriptions. Please try to keep negative self-judgment at bay. I have personally practiced every type of emotional eating multiple times. **You are doing your best.** If you are here today, you have already committed yourself to a change and made the first step. The first one often is the hardest to make. You're on your way, just keep going!

Thank you for your trust throughout this lesson. I know some aspects might have felt uncomfortable. That's the thing about emotional eating: it is the emotionally most convenient choice on a short-term basis, as it allows us to numb ourselves and dissociate from any uncomfortable feeling we might feel. But we both know that in the long run, eating doesn't make us happier.

Today, you made the choice to face where you are in your relationship with food. It means you have now made the first step on your emotional eating recovery journey. The first step is always the hardest, and you already took it. Yes, it is already done. Already behind you. How does that feel?

A change is possible. So, what is your next step going to be?



You've got this!



FEEDBACK

DID YOU ENJOY THE LESSON?

I would love to hear your opinion about this lesson, and how to make it a more enjoyable experience. Please email me at marion@nevereatyouremotionsagain.com or directly on [my website contact page](#).

01

On a scale from 1 to 10, 1 for “I did not like it at all”, and 10 for “I enjoyed it very much”, how would you rate this lesson?

02

What has this lesson brought to you? How did it help you?

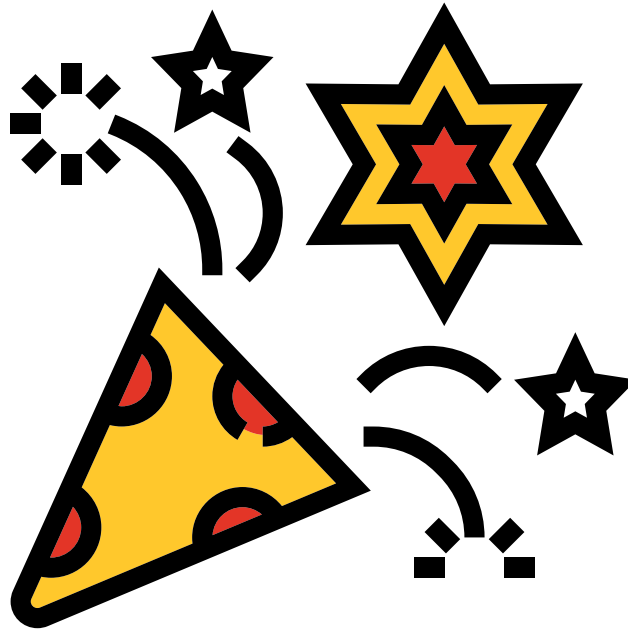
03

What have you become more aware of?

You Did It!

THANK YOU!

This lesson was not easy to navigate and required a lot of introspection.
But you have been up to the challenge. Congratulations!



Want more information?

If you want to quickstart your emotional eating recovery journey but you don't know how or where to start, you can learn more about my approach on my website: www.nevereatyouremotionsagain.com

[LEARN MORE](#)

let's connect



Never Eat Your Emotions Again

HAPPY CLIENT

The Never Eat Your Emotions Again Program has been a great way to kickstart my emotional eating recovery journey both with personal, close assistance, but also on my own terms and in my own time. I feel like I have the best of both worlds: individual, targeted help, and freedom.

BLAIR N.

