



CASSIE'S  
**10** *Rules to*  
**BREAK**  
to LOSE WEIGHT

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meet  
**CASSIE**

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Hi, I'm Cassie! I am thrilled that you are reading this.

As a Registered Dietitian, I've spent the past 10 years helping people like you stop obsessing over food and lose weight effortlessly—while eating like a normal person, and feeling like yourself again. You're going to love my no-nonsense, keep-it-simple approach to nutrition, health and life. There's no calorie-cutting, no sacrificing, no starving. **You're going to feel full, energized, and satisfied—and in control of your body and your life again.**

Breaking dieting "rules" that never served you in the first place is a great place to start! That's why right here, right now, I'm giving you 10 dieting rules to start breaking so that you can get on track to lose weight—for GOOD.

To get the full fourteen hidden keys to unlocking your metabolism and weight loss, grab your copy of my Bestselling book, *"Why Am I Still Fat? The Hidden Keys to Unlocking That Stubborn Weight Loss."*

Remember, *rebels get results!*

♡ Cassie

# 10 Rules to BREAK to Lose Weight

Anyone who's ever tried to lose weight, and struggled to do it, has asked themselves one question:

“What am I doing wrong?”

I've learned (the hard way) that most of the “rules” we've been told about food and dieting are flat-out wrong. They're outdated, for one, AND heavily influenced by, well, large companies and industries who stand to gain from putting out misinformation (ahem, looking at you sugar industry!).

What this means is that in order to lose weight and be healthy—actually healthy—you have to break the rules that never served you in the first place. And get to the truth about food.

I have worked with thousands of women to help them not just lose weight, but create lives they love by freeing themselves from old ideas that are based on false information.

And that's when the excitement begins!!!

**So, let's pick a rule to break today!**



Rule to BREAK  
#1

## “Counting Calories is the ONLY way to Lose Weight.” *No!*

Forget slashing calories to 1200 a day or less. That’s nuts! And the most current scientific data proves this doesn’t even work. Losing weight for good is not about deprivation or restriction.

*Calories aren’t your enemy; they’re your energy.*

Calories are the fuel for your metabolism. It’s like throwing wood on a fire to keep it going. When your metabolism is functioning optimally, it burns weight. **Instead of depriving your body—feed it the right things to keep your metabolism burning strong.**



Rule to BREAK  
#2

## “Working out hardcore is the only way to lose weight.” *No!*

*This couldn't be more wrong!* You don't even have to join a gym to lose weight. While staying physically active is important, it may actually work against you if you're killing yourself in the gym.

*In fact, you may need to ease up on workouts altogether in order to shed your weight.*

Intense exercise without rest can cause an abundance of inflammation in your body. Your body views chronic inflammation as an emergency fire and your body will spend all of its resources to put that fire out. Which means, it has little left to help you shed pounds.

The best workouts boost metabolism without draining your energy—or taking up all of your time!

*What we recommend:*

- HIIT
- Tabata
- Crossfit-style workouts

## Rule to BREAK #3

# “Get your workout in, even if you’re exhausted.” *No!*

What!? This is crazy. You can’t get to your goal weight without getting in plenty of good rest and quality sleep. It’s a fact: When you don’t get enough quality sleep, your “hunger hormone,” ghrelin, and your “full hormone,” leptin, get out of whack, meaning you crave more and eat more! Plus, cortisol levels rise, too, which can lead directly to weight gain—no matter what you’re eating, or how often you’re exercising. That’s right!

*A lack of sleep could cause you to pack on the pounds!*

Getting your body in balance means incorporating rest days and clocking plenty of sleep. **Don’t steal from your sleep in order to squeeze in a workout.** If it is one or the other, sleep wins EVERY time!

## Rule to BREAK #4

### “Eat low fat.” *No!*

This is the one that frustrates me most. Why? Because that’s what the dietitian told my father after his heart surgery... which he needed even though he was eating low fat before his heart attack!

#### *Fat doesn’t make you fat.*

It’s true—so long as it’s the right kind of fat (keep reading!). Science says so! **Forget everything you’ve ever heard about the benefits of low-fat anything.** The verdict is in, and fat has been exonerated! It’s no longer deemed a sinful, off-limits or bad-for-you food, like we were led to believe. **Not only do healthy fats (think butter, coconut oil, avocado, and even dark chocolate!) help you lose weight, they keep you satisfied and feeling great.** Hard to believe, I know, but it’s true, and it’s one of the most liberating parts of our approach.





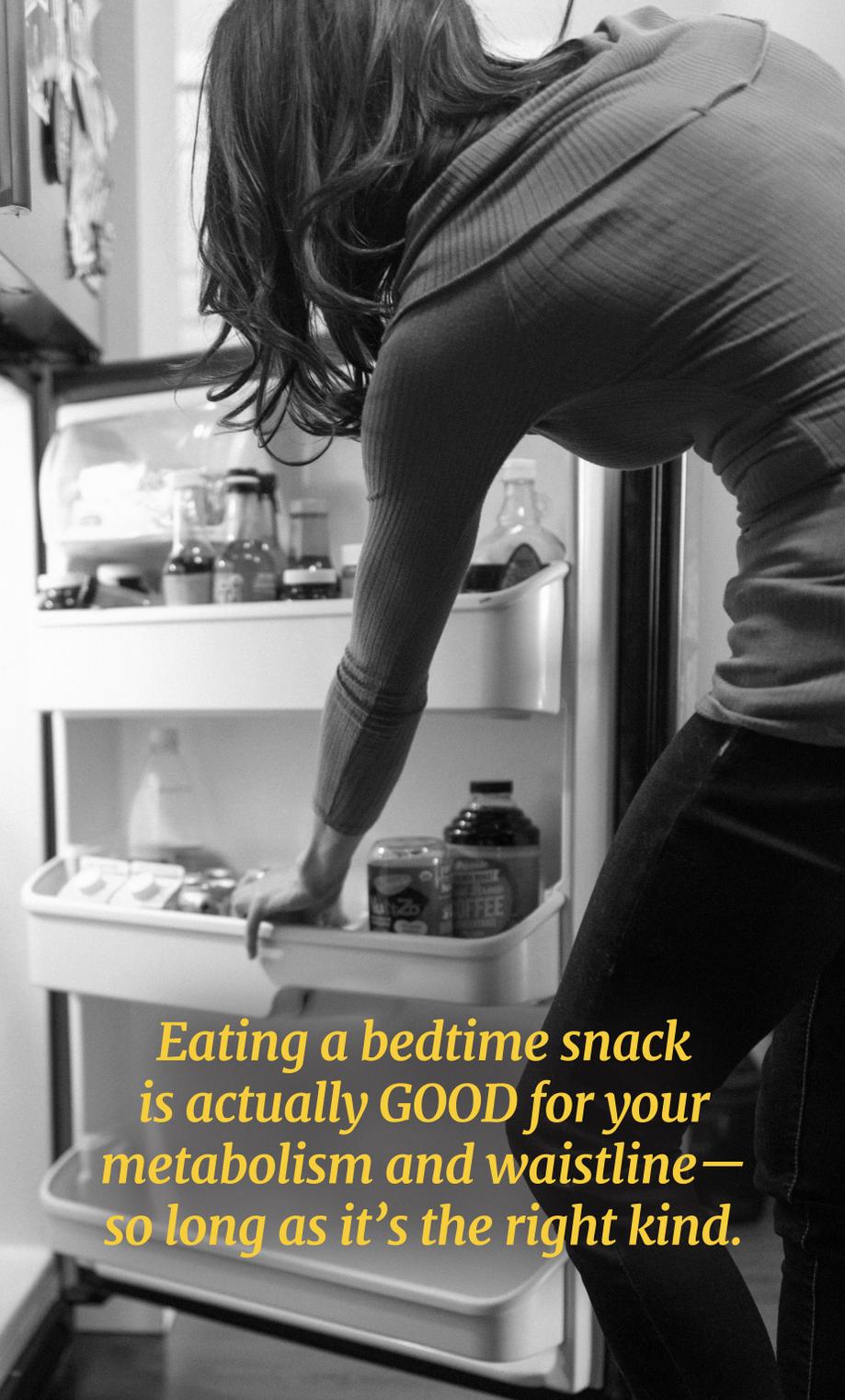
Rule to BREAK  
#5

“Drink green juices and eat kale all day long.” *No!*

I mean, you can have these if you want to, but personally, I prefer butter and bacon. :)

When you actually eat the right way, it often feels like indulging, but really, **it’s about eating real foods that include healthy fats to support your metabolism, brain and waistline.** You won’t starve, feel deprived or be cranky—at least not from the food! You don’t have to be the weird one, the buzzkill, that person at the restaurant, or the one on the special “diet.” You don’t even have to drink green juices or eat kale at all if you don’t want to. You still get to be YOU.

*And you can break all the dieting rules AND get to your goal weight.*



*Eating a bedtime snack is actually GOOD for your metabolism and waistline—so long as it's the right kind.*

Rule to BREAK  
#6

## “Stop eating after [fill-in-the-blank] o’clock.” *No!*

This one drives me bonkers, too.

*Having a carb and a good fat before bed will:*

- help you **sleep better**
- promote **sustained energy** the next day
- **fuel weight loss** by stabilizing your blood sugar level throughout the night  
→ *which keeps your metabolism boosted!*

The carbs bring your blood sugar levels back up slightly (they’ve been falling since dinner) and the fat slows the assimilation of the carbs into your bloodstream. This means nice stable blood sugar levels all night long. THAT means your fat BURNING hormone, glucagon, can do its job.

And, if you’re anything like me and the people I work with, **we all want to burn fat while we’re sleeping!**

Rule to BREAK  
#7



**“If you’re not following the plan perfectly, it won’t work.” *No!***

It’s not about perfection. Too often, we see clients put off making healthy changes because they know they won’t be militant. They have one bad snack and let it turn into a bad day. Or one bad day and let it turn into a bad week or even month. This is devastating and it certainly doesn’t need to be this way!

***Don’t let your fear of imperfection interfere with being a better you.***

Of course you want to do the best that you can, but setting your expectations too high can lead to a sense of failure and more awful frustration. PLUS, it can trigger that stress-hormone called cortisol which causes weight gain. Not worth it.

**Do the best that you can as often as you can and don’t worry about the rest!**

## “Skip meals (as often as you can handle).” *No!*

**Don't do this!!** When you're restricting your body of fuel in order to lose weight, your body learns to live in “starvation mode” which is where your metabolism slows down. Your slowed metabolism will then hang on to extra energy and *turn it into fat* because it's expecting it will need to use reserves of energy as fuel since you're skipping meals.

*This way of living is exhausting, discouraging and sucks the life out of you while continually damaging your metabolism.*

See how this sets you up for more weight gain? I've found **what works is eating a protein, fat and carb (PFC) every few hours** which is sustainable, gives you energy and keeps your metabolism turned ON so that you won't have to go through yo-yo weight gain and loss.



Rule to BREAK  
#9

## “Load up on whole grains.” *No!*

This is a myth. We’ve been told that whole grains are the holy grail, when in fact **they can make us fat**. Lectins are toxins that are found in all grains and legumes.

*Like a poisonous mushroom, think of lectins as the grain’s natural defense that keeps predators away or makes them sick upon eating too much of it.*

They wreak havoc on the gut, causing the stomach lining to become inflamed, making it difficult to absorb nutrients from the foods we eat. Phytates are another toxin found in grain that actually bind to certain nutrients (like iron, zinc, and calcium) and can slow or inhibit your body’s ability to absorb those nutrients. So, **all of those nutrients your grains are “fortified” and “enriched” with? You’re probably not even able to utilize them anyway.** Replace grains with vegetables and fruits and you’ll get many more vitamins and minerals without the harmful lectins and phytates.



## **“Use Vegetable Oil.” *No!***

This is a terrible idea. It’s also a confusing one because this is a super sneaky use of the word “vegetable.” Are you ready for your mind to be blown!?



***Get this: vegetable oils DON'T EVEN CONTAIN VEGETABLES!!!!!!!!!!***

I’m pointing at you, corn oil, soybean oil, canola oil...they have the title “vegetable oil” but aren’t even made of vegetables. They’re really made from seeds using extremely high heat, toxic solvents, and a process that leaves the oil damaged and super unstable.

**Vegetable oils = free radicals = damaged cells = cancer, premature aging, Alzheimer’s disease and more.**

**Replace these dangerous oils with healing, healthy fats like butter, coconut oil, avocado oil and olive oil,** which are all super supportive of your metabolism, brain power and longevity!

CASSIE'S  
*ultimate*

REAL FOOD RECIPE BOOK

The ultimate "field manual" for fat loss.  
It's the go-to for PFC living made easy!

*This info-packed guide includes...*

A collection of 80+ recipes

4 weeks of PFC-balanced meal plans

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