

FED UP

HOW TO STOP EATING YOUR FEELINGS

The no-fluff guide to breaking the emotional eating
cycle without dieting, guilt, or losing your mind

JASON BROWNLIE

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INTRODUCTION

Emotional eaters are almost always blamed for being overweight as well as their habits and unhealthy lifestyle.

It causes shame, cynicism and often worsening of the situation.

The problem is something that most can't help the person in. I wrote this guide to all emotional eaters.

As an emotional eater I know the exact problems, symptoms and most importantly the ways to control emotional eating.

The common phrase *"eat often, healthy, and exercise a lot"* is good advice but useless when it comes to emotional eating.

It is more of a psychological problem than physiological.

I want to share efficient ways to cope with emotional eating with you.

TEST: Which signs point to you being an emotional eater?

(More than 3 signs indicate a substantial problem)

- Eating and food causes feelings that are stronger than normal, either positive or negative, often both and even simultaneously
- Food is considered as a reward
- Food is used to help relax
- Eating is a way to spend time
- Food is always on your mind. Even if you're not hungry
- Eating is hard to control and even be an obsession
- Changes in mood are followed by eating
- Eating causes physical disturbance – being too full, reflux, bowel problems, overweight, but still, you can't stop
- Certain foods cause certain moods
- Rituals associated with eating
- You'll search for excuses to eat even if you're not hungry
- Self-blaming
- Lying to yourself (avoiding or whitewashing things)
- The personality of a perfectionist
- All-or-nothing mentality
- Impulsive personality

- Diets don't work (or at least in the long run)

Reasons for Emotional Eating

Emotional eating is a very complicated problem with both psychological and physiological components.



We don't understand the problem fully yet.

This is a bit of a summary of the most common reasons for emotional eating, can you relate to any of these?

Limiting: Limiting calories, certain foods and meals causes a strong automatic psychological and physiological feeling to 'load calories.'

Willpower is a limited resource and when it fails (which happens eventually) there is a significantly bigger risk to overeat.

Disorder in recognising the signals of the body: Emotional eaters can't recognise their body's physiological and psychical signals correctly.

For example, thirst and loneliness are felt as hunger.

A shift in HPA (Hypothalamus-pituitary-adrenal) hormonal system.

This is typical with people who have had trauma and stress during childhood.

Instead of stress decreasing appetite, it heightens it and turns into emotional eating in stressful situations.

Disorder in oversensitivity and recognising external signals:

Emotional eaters are more sensitive to food-related external signals

- Smell of food
- Seeing food
- Talking about food etc etc

They use food subconsciously to shift their focus away from negative feelings.

Genetic predisposition: During evolution, people have never had so much food available as we have today.

During evolution, humans have always eaten as much as possible when food was available (since no one can predict when the next proper meal is coming from).

This genetic instinct has not vanished anywhere, and some people have it stronger than others (like any other generic traits).

When food is available in bigger amounts, people eat more instinctively.

You are in control!

Most of us emotional eaters feel out of control of their life and eating too often or constantly.



It is a natural feeling and partly protects us from unpleasant consequences. But that doesn't help us to progress at all.

You are in control of your eating!

Maybe it's only 0.1%, but even that's a start.

Think carefully – beside all the problems you have no control over? Maybe you are not in control of your mood – it might shift quickly.

You might not be in control of being annoyed or anxious and start overeating.

But you are in control of what food you have at home.

In control of how much you exercise or sleep?

Of how much water you drink?

Maybe even these are too much right now.

Maybe you are in control of something smaller – how fast you eat?

How much salt you put in food?

Do you play with your phone or watch TV while eating?

You are never without some control.

Start from very small things and take back control one small thing at a time.

You are not the slave of your environment or '*fate*'.

It requires work and patience, but I promise that it will be worth it.

You are in control of your life and eating, don't ever forget that!

Why We Eat Our Emotions

Like I already said, you're not weak, broken, or lacking willpower because you find yourself reaching for biscuits when life feels a bit too lifey.



Emotional eating is not a moral failure — it's biology, psychology, and a bit of societal conditioning sprinkled on top like sugar on a sad donut.

We eat our emotions because food is comforting.

It hits the brain's reward centre like a slot machine on payday.

Stressful day?

Eat.

Bored out of your mind?

Eat.

Feeling empty inside because Karen at work made that passive-aggressive comment?

EAT.

Here's the sciencey bit: when you eat something delicious (especially carbs and sugar), your brain releases dopamine - the 'Feel good' chemical.

Add in cortisol (the stress hormone) and ghrelin (the 'feed me now' hormone), and you've got a cocktail of cravings that has nothing to do with actual hunger.

A 2017 study published in *Frontiers in Psychology* found that emotional eating is strongly linked to neural reward pathways, meaning we literally feel better (temporarily) when we eat in response to feelings.

And let's be real — no one's bingeing on broccoli when they're sad.

It's always the high-fat, high-sugar, hyper-palatable stuff your brain associates with comfort and nostalgia.

Thanks, childhood.

So no, you're not 'bad' for emotional eating.

You're human.

But the goal isn't to beat yourself up — it's to understand what's happening so you can change the *response* not just the snack.

Is It Your Fault?

It's Not Your Fault

You need to hear this....

First and a very important thing to understand.

The mechanisms of emotional eating come deep from within us, from our history and genes.

To be honest it's totally normal.

You haven't done anything wrong to deserve an eating disorder and all its problems that come with it.

Most likely you have experienced some kind of childhood abuse, stress or insecurity.

It is possible that you have experienced social criticism and shame about overeating or being overweight, which have only made the situation worse.

So, free yourself from the guilt.

You haven't caused these problems to yourself in any way.

Let yourself feel guilt-free.

Do not allow the guilt from the media, society and healthcare, who blame you for not controlling you're eating.

Always remember it's not your fault.

While it may seem like it's all on you remember it's not.

Let's clear something up right now: if you've been emotionally eating for years, and your brain sees Ben & Jerry's as a therapist — that doesn't mean you've failed at life.

You didn't wake up one day and *decide* to soothe every bad mood with food.

This habit was built over time - through stress, diet culture, childhood programming, and a society that tells you to 'be strong' while simultaneously selling chocolate as 'self-care'.

Your brain is designed to seek pleasure and avoid pain.

Food is easy, legal, fast, and it works — for a moment.

So, your brain took notes.

That's not failure.

That's survival mode.

But here's where it shifts: it might not be your fault — but it is now your responsibility.

Because the longer you keep blaming yourself, the longer you stay stuck in the cycle.

Awareness is power.

Shame is the brick wall.

A 2019 study in *Health Psychology* found that self-compassion interventions significantly reduced emotional eating behaviours - because guilt and restriction make things worse, not better.

You're not broken.

You're conditioned.

And the good news?

Conditioning can be unlearned.

We start with kindness, understanding, and a solid dose of real talk — exactly like this.

Who's to Blame, then?

Okay, so it's not your fault.

But if we're pointing fingers, who **is** to blame for this emotional eating mess?

Short answer: a lot of people.

Long answer: buckle up.

Let's start with the obvious villain — ****diet culture****



This is the billion-pound industry that taught you food has moral value.

That eating a carb makes you 'bad' and lettuce is something to clap for.

Slimming clubs, detox teas, and magazine covers whispering 'get your summer body' — all played a part.

Now, let's talk childhood.

Remember being told you couldn't leave the table unless you cleared your plate?

Or being given sweets every time you cried or fell over?

That wasn't nourishment.

That was emotional programming wrapped in sugar. (No offence, Mum — we know you meant well.)

Next up: ****the food industry****.

These geniuses hire scientists to create foods you literally can't stop eating.

It's not your 'lack of willpower' — it's a bag of engineered hyper-palatable crisps designed to override your brains off switch.

Yes, they have labs for this.

Yes, it's legal. Wild.

Let's not forget ****modern life**** - 24/7 stress, social media comparison, and a general vibe of 'do more, be more, never rest'.

We're overloaded, under-slept, and being told to just 'drink water and be grateful'.

No wonder we turn to food for a bit of peace.

So, who's to blame?

A toxic blend of culture, conditioning, and capitalism.

But pointing fingers isn't the goal - awareness is.

Because once you know the game, you can stop playing it.

The Real Causes of Emotional Eating

So, we've thrown shade at diet culture, childhood programming, and capitalism - all well-deserved.

But now let's look at what's actually* going on inside your body and brain when emotional eating kicks in.

1. Hormones Hijack You

When you're stressed, your body pumps out cortisol — the 'fight or flight' hormone.

That same hormone also ramps up cravings, especially for sugar and fat.

Meanwhile, ghrelin (the hunger hormone) shouts 'feed me!' while leptin (the one that says 'you're full') goes mysteriously missing.

It's not sabotage — it's survival mode.

2. You're Probably Not Eating Enough

No one wants to hear this, but chronic under-eating during the day often leads to night-time emotional face-stuffing.

Skipping breakfast, grazing on air for lunch, and wondering why you're elbow-deep in cereal at 10pm? Classic.

3. You Were Never Taught Coping Strategies

Food is a tool.

Most of us just weren't given a full toolbox.

Feeling anxious? Eat.

Lonely? Eat.

Bored? Eat.

Emotional regulation 101 was not on the school curriculum.

4. You're Exhausted

Sleep-deprived people make worse food choices — fact.

A 2013 study from the University of California found that just one night of poor sleep ramps up reward-centre activity in your brain and reduces impulse control.

Translation: you're more likely to eat like a gremlin.

5. Your Environment Is a Minefield

Screens, ads, stress, and availability. You're bombarded with food cues constantly.

And if your environment is chaotic (kids, deadlines, Deliveroo within 3 taps), emotional eating becomes the default.

So, no — it's not just about willpower.

Emotional eating is a perfect storm of biology, psychology, and modern life chaos.

But once you see it clearly, you can start to defuse it — one habit at a time.



How to Stop Emotional Eating

Right. So now you know what emotional eating is and where it comes from.

The next question is obvious:

“How the hell do I stop?”

Good news: you don't need to become a monk, track your macros to the gram, or banish all biscuits from your cupboards.

You just need some real-world tools that actually work - ones you can use without needing a degree in nutrition or a breakdown.

1. The Pause-and-Check Method

Before you reach for food, ask yourself: *"Am I hungry, or am I hiding?"*

This 5-second pause disrupts autopilot mode and helps you make a conscious choice.

Even if you **still** eat the snack, at least you're aware — and that's progress.

2. Use HALT (Hungry, Angry, Lonely, Tired)

Check in with what you're **really** feeling.

Most emotional eating falls into one of these four categories.

Label it, don't judge it — and meet the actual need instead of feeding the feeling.

3. Body Scanning

Where in your body are you feeling tension or discomfort?

Breathe into it for 60 seconds.

Sounds woo-woo? Maybe.

But science backs it — mindfulness increases awareness and reduces bingeing.

4. Journal It (Without Overthinking It)

No need for a gratitude diary with gold foil.

Just jot down what happened, how you felt, and what you needed.

Patterns will pop up fast - and those patterns give you power.

A 2014 review in *Appetite* journal found that mindfulness-based interventions significantly reduce emotional eating and binge episodes.

Awareness really is the first step to change.

Stopping emotional eating doesn't mean never eating emotionally again.

It means reducing how *often* you use food to fix feelings and learning better tools to handle the madness of modern life.

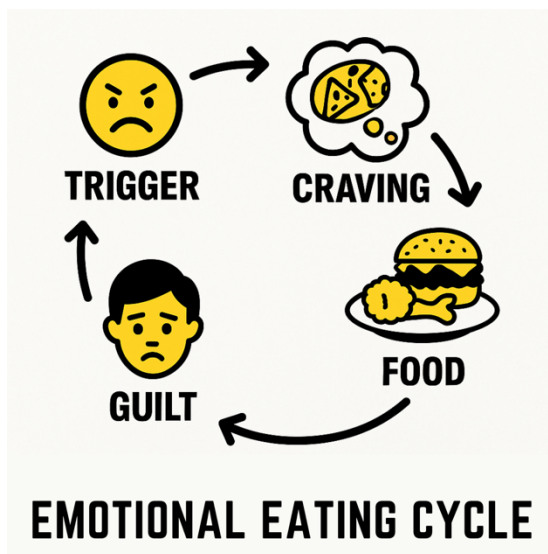
Next up: let's build those tools — because motivation fades, but habits win.

Real Strategies That Actually Help

You've made it this far — so let's build a real-life emotional resilience toolkit.

One that doesn't involve kale, shame, or pretending everything's fine while sobbing into a protein bar.

1. **Create a "Break the Loop" Plan** You know the loop: stress → food → guilt → repeat. Now flip it.



What's *one* thing you can do when the urge hits that doesn't involve the fridge?

Examples: Go for a walk.

Step outside barefoot (yes, like a hippie).

Text a mate.

Dance like no one's watching - because no one is (you hope).

2. Reset Your Nervous System

Breathwork, cold showers, stretching, grounding - these aren't just Instagram trends.

They regulate your stress response.

Try box breathing in for 4 secs, hold for 4, out for 4, hold for 4.

Also helps when Karen from accounts sends passive-aggressive emails.

3. Build Your Own Emotional Toolkit

Food is a tool. Let's add better ones.

- Go for a rage walk.
- Listen to music that shifts your mood.
- Record a 2-minute voice note rant to yourself (delete immediately).
- Schedule joy — don't just wait for it.

4. Make Peace with Food

Neutralise food.

Stop calling it good/bad, clean/dirty, naughty/angelic.

It's just food.

Yes, some things are more nutritious.

But none of it should come with a side of guilt.

Labelling food as 'bad' just makes you want it more.

That's not discipline — that's deprivation psychology.

5. Sleep, Hydration, and Real Meals

If you're sleep-deprived, dehydrated, and running on caffeine fumes - of course you're going to crave crap.

Get the basics right.

Emotional regulation starts with biological regulation. Period.

These aren't miracle fixes — but they *are* tools that work in the real world, with real emotions, real stress, and a real human behind them. You.

Recognise the triggering factors!

As I mentioned earlier, emotional eaters sometimes have difficulties in recognising external and internal messages.

Recognising physiological and psychological signals is a skill.

It can be learned and trained just like all skills.

It is very important for emotional eaters to learn how to listen and interpret the messages.

Start by becoming conscious about this fact.

Start thinking why you are eating right now.

Try to think if you are eating for hunger or any other reason.

Figure out the triggers in the environment that make you think about food.

An excellent method of learning to recognise messages is a food diary.

The purpose of a food diary is not to measure the amount and calories of food, but what kind of factors affect your eating habits.

Write constantly when and what you ate, in addition write down how you are feeling before and after food, your physical and mental mood.

How do you feel after eating?



Where did you eat?

Try to be thorough and find repeating patterns.

For example (a simplification):

- Time and place
- The food you ate
- Mood on a scale of 1-10
- Physical and mental mood
- How you feel after eating

Let's get into the final part of this journey: shifting from survival mode to empowered eating.

From Emotional Eater to Empowered Human

You've made it.



Through the guilt, the late-night snacking shame, the hormone havoc, and the childhood conditioning.

Welcome to the other side: awareness, choice, and maybe... peace with food?

First rule of real transformation: Perfection is not the goal.

You will eat emotionally again.

You will have moments

where the biscuit wins.

That's not failure — it's life.

The real win?

Recognising it, resetting, and moving on without the guilt spiral.

You're not powerless. You've just been unarmed.

Now you've got tools. You've got awareness.

And you've got proof that this isn't about control — it's about connection.

To yourself.

Your needs.

Your actual hunger (not the fake cravings that come with stress).

This is your identity shift moment: from 'someone who struggles with emotional eating' to 'someone who understands themselves better and responds with intention, not autopilot.'

You're no longer stuck in survival mode.

You're now equipped to pause, assess, and act in your own best interest.

That's empowerment. And that's what makes all the difference.

Conclusion

If you've read this far, give yourself a high five — or a sarcastic clap, your choice.

The truth is emotional eating isn't something you simply 'fix'.

.. It's a pattern that gets unlearned and replaced over time with new habits, better awareness, and actual self-care — not the Instagram kind, but the 'take-care-of-your-body-because-you-respect-it' kind.

You're not broken.

You don't need another diet.

You need clarity, consistency, and a coach who calls out the BS while giving you a roadmap that actually fits real life (hello, that's me).

If you're ready to stop eating your feelings, start understanding your body, and take back control of your health — my **BODYFUEL Online Coaching Plan** is the next step.

This isn't a calorie-counting, macro-tracking, body-shaming online programme.

This is about building better habits, creating a stronger mindset, and finally achieving fat loss that lasts — without giving up your soul or your sanity.

- Real support, real coaching, real results
- Click here to get all the details: www.kebofit.com

What's Being Said About BODYFUEL

Testimonial 1: "I finally feel in control again."

"Before BODYFUEL, I was stuck in that toxic cycle — eating when stressed, hating my body, then trying to punish it with another diet. Now? I actually enjoy food again. I've lost inches, gained energy, and for the first time in years... I feel like I'm in control. Not perfect — but proud. That's a massive win for me."

Claire, 30, Perth

Testimonial 2: "More energy, more confidence, less BS."

"BODYFUEL stripped away all the confusing crap I'd picked up from influencers and diets. Jason's coaching made it simple. I learned how to train smart, eat properly (without tracking every bite), and I've got WAY more energy. Clothes fit better, my confidence is up, and I'm no longer hiding in photos. Game-changer."

— Rachel, 42, Kinross

💬 Testimonial 3: "This was the mindset shift I didn't know I needed."

"I came for fat loss. What I got was coaching that finally helped me understand why I kept sabotaging myself. I've overcome emotional eating patterns, learned how to fuel my body properly, and I've lost over a stone — without giving up the foods I love. I honestly feel like a new version of me."

— Emma, 36, Dundee

See you on the inside — where we leave guilt, diet culture, and protein-flavoured nonsense behind.

About Jason Brownlie Coach



I'll let you into a secret, I've been through my own fat loss journey.

*I spent most of my 20's overweight and unhappy, I would bury my misery in sh*tty food, forget about my day with booze, and then try to absolve my sins by dieting or getting on a treadmill for an hour.*

I hated the person I saw in the mirror.

No matter how many new so called 'diet hacks' I tried. I was still stuck.

Still that skinny fat bloke too ashamed to take his shirt off at the pool.

Atkins, Paleo, Cabbage Diet, Fasting, Slimfast, Zone Diet.....

Yep, just like you I was told that there were some magical properties to these diets that made them work.

I was told that these diets and endless cardio were the only way to lose weight.

What I never realised was that these diets were too restrictive.

They didn't allow me to make choices for my well-being, they didn't give me the tools to enjoy and stick to my guns for the long term.

When I failed at what was supposed to be 'fool proof', I'd feel like a failure. If this method was so popular, there must be something wrong with me.

They all worked great for a few weeks and then it just as quickly fell apart.



Same hamster, new wheel.

What I discovered was that it wasn't me.

I just needed to find another way that worked for me, that didn't deprive me of joy, and was healthy and sustainable and still made me lose weight and feel good.

What I found was, the best way begins and ends with you.

Not some dogmatic approach to sell pretty books or programmes.

Consistent, measurable changes in lifestyle and choices do.

They aren't necessarily easy, but they don't have to be complicated.

Over the years I have helped thousands of people transform their bodies through my coaching programmes.

Whenever you are ready, I am here to help transform your health, fitness & lifestyle

In the meantime, I hope this book helps you out, if it does feel free to reach out and email me at thecoach@kebofit.com

I'd love to know what's helped you the most.

Here's to your success

Jason Brownlie

Dad, Husband, Coach



Work with me online: www.kebofit.com

Based in the Perth area: www.perthfitnesscamp.com

Find Me on Facebook:
<https://www.facebook.com/jasonbrownliecoach/>

Follow Me on Instagram:
<https://www.instagram.com/jasonbrownliecoach/>

CLIENT
LOVE



Natasha [REDACTED]

Bodyfuel is the way to go.... I have been doing it for a loooooong time..... It is a way of life NOT a diet!!! If you are wanting to deprive your body of nourishment and not put work in to do the short sharp workouts then bodyfuel is not for you..... However if you want to eat real, tasty, nourishing food and never feel hungry, tucking into real butter over your veg, a dollop of cream in your real hot chocolate no sugar thank you (one of my favourites)! Then there is the exercise, short sharp full on bang for your buck workouts, you can do anywhere, there is always time to fit it in, for me I even take my kettle-bell with me when I work away so I can keep on it! I think you can tell I love bodyfuel it's away of life..... Of course it's difficult at first but the group all support each other and JB is always checking in and keeping us updated with his knowl... See More

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@jasonbrownliecoach

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Jill [REDACTED]

I have been doing Bodyfuel for about 6 months. It has educated me on how to get the best out of my workouts with the limited time I have to exercise. It has also provided me with the best nutritional advise I have ever had. The posts are motivational and the online component to the plan allows you to be accountable, giving you support and advise when you need it. I have tried many ways to loose weight, however needed to change my lifestyle not just join another "diet club". Bodyfuel is not a diet or a quick fix...it is a way of life! You will not regret joining Bodyfuel as it's an investment in a fitter healthier you!

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**Ailsa Livie**

I joined body fuel back in March after putting on a lot of weight after the winter despite doing a lot of running and calorie counting I was in a cycle of low calorie through the week and binging at the weekend I've struggled to get to my pre baby weight since having my first daughter 3 years ago. I needed a lifestyle change! I initially lost 9lbs on the 28 day plan and decided to stay as a fully fledged member as the advice support and weekly workouts from JB are fantastic as well as all the motivation and support from the ladies in the group. I did all my work outs at home and continued to lose more weight, the introduction of kettlebells in my workouts were body changing I highly recommend getting one and Jason knows his stuff when it comes to training you to use these correctly. I'm currently expecting my second child but continuing to eat the body fuel way and keep up with my much loved kettlebell workouts and a feel a difference already in this pregnancy. Ladies join us you need this man in your lives you won't regret it!

**Helen Read Gettinby**

I have been doing bodyfuel for a couple of years now it's a way of life for me. I started the programme because I wasn't getting the results I wanted. But by eating real food and doing short workouts that fitted in with work I lost over a stone and dropped a dress size and even had a six pack shining through! I also joined the fitness camp which is fantastic!! No two workouts the same!! I have recently had twins by csection and I worked out during my pregnancy and the rate of my recovery is down to working out and eating the bodyfuel way! The support group is amazing and JB is always on hand with advice and support! I cannot recommend the programme and JB highly enough! Sign up you won't look back!! Do it! 😊



ZoeSunara McWilliam

I've been a part of the Bodyfuel family for almost a year now. I knew my body was pretty much running on empty and I needed, first and foremost, to find something that would help me combat the constant fatigue I was feeling. I am grown up enough to realise I needed a lifestyle change but I was at the point of not knowing where to start.

A few times I'd seen posts on Facebook float by on [Lesley Quigg](#)'s page about Jason Brownlie and Bodyfuel. So I joined. And I've stayed. I've lost 5 inches from my waist and more from my hips. I'm really enjoying the food and the thinking behind what is good for you and why. Most importantly, I've lost the fatigue. Yes, I had to personally put effort in to following all the advice. And there is no 'but' involved. I wanted to change so I'm the one who committed to Bodyfuel. Adde... [See More](#)

www.kebofit.com

Continue your learning:



"I've dropped fat, built muscle, and *actually* stuck to this. First time in years." – Becky, 42

<https://www.kebofit.com/lean-muscle-guide>



"Finally, a meal prep guide that doesn't make me want to scream into a Tupperware."

"How to Meal Prep Like a Boss" is hands down the most real, practical, and genuinely funny fat loss guide I've ever read. No fluff, no calorie-counting obsession—just smart systems, tasty recipes, and the kind of sarcasm that makes you feel seen. I've saved money, time, and about 14 late-night takeaway orders since following it. Total game-changer."

— Sophie R., Busy Mum & Meal Prep Convert

<https://www.kebofit.com/resources>



"I genuinely thought my metabolism was broken. Turns out it was just exhausted from all the crap I'd put it through. This book made me laugh, unlearn everything I thought I knew, and finally start making progress again — without tracking a single gram of rice."

– Kelly M.

<https://www.kebofit.com/how-to-fix-your-metabolism>



"Finally... a fat loss guide that doesn't make me feel like a failure."

I've tried every diet under the sun — keto, shakes, calorie-counting apps — and nothing stuck. This is the first thing that actually made me *laugh, learn, and lose inches*. I printed out the 7-day tracker and actually *used it*. Thank you for keeping it real, Jason.

– Sophie, 34 | Working Mum of 2

<https://www.kebofit.com/resources>