



**The Food
Addiction
Coach**

The Trauma Blueprint Coaching Method

For Fitness Professionals

AMANDA GEROUX
The Food Addiction Coach

WELCOME



WATCH ME

Welcome!

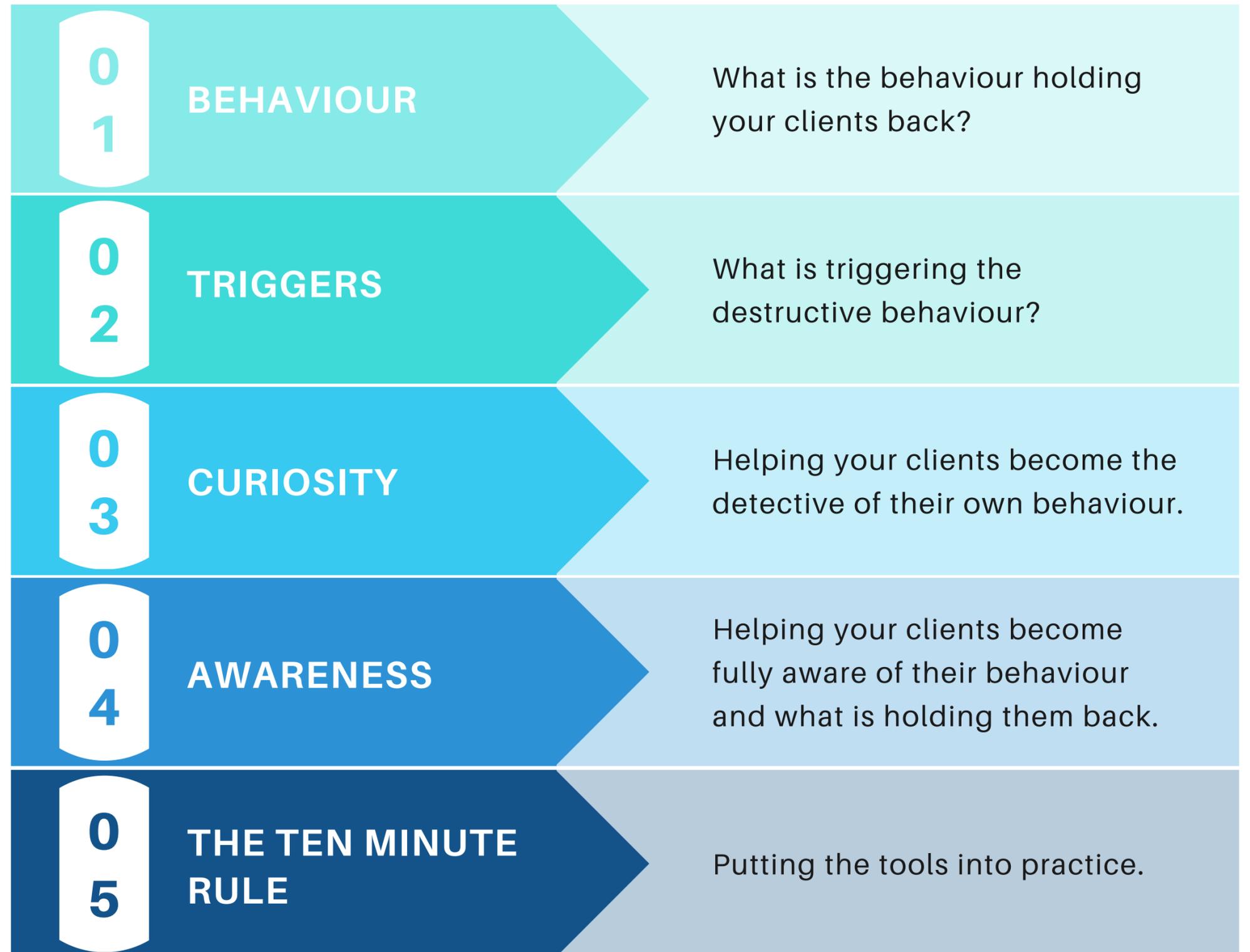
THE TRAUMA BLUEPRINT COACHING METHOD

AMANDA GIBSON
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Module 1 - Identifying Behaviour and Emotional Triggers

Curiosity & Awareness

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BEHAVIOUR

What is the behaviour
holding your clients back?

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Behaviour

Identifying The Behaviour

What behaviour does your client have around food that is holding them back? Are they bingers, emotional eaters, night snackers? Do they skip meals or overeat? Do they eat perfectly during the week only to completely fall off on the weekend? Identifying the behaviour is step 1 to overcoming it.

Work with your client to help identify what behaviours they might have that are holding them back from being successful in their health and fitness. There can be a lot of shame associated with some of these habits, so make sure you are providing a safe environment for your client to be honest with you. Below is a worksheet to help them with their discovery process.

[Client Worksheet](#)



"Curiosity leads to lasting change. It opens up a new pathway in the brain that asks the RIGHT questions. It asks not what is WRONG with this behaviour, but instead, what is RIGHT with it?

What emotional need is it meeting? What comfort is this bringing me? It allows for total awareness and once we are aware of the behaviour, we can change it. "

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TRIGGERS

**What is triggering your clients
destructive behaviour?**

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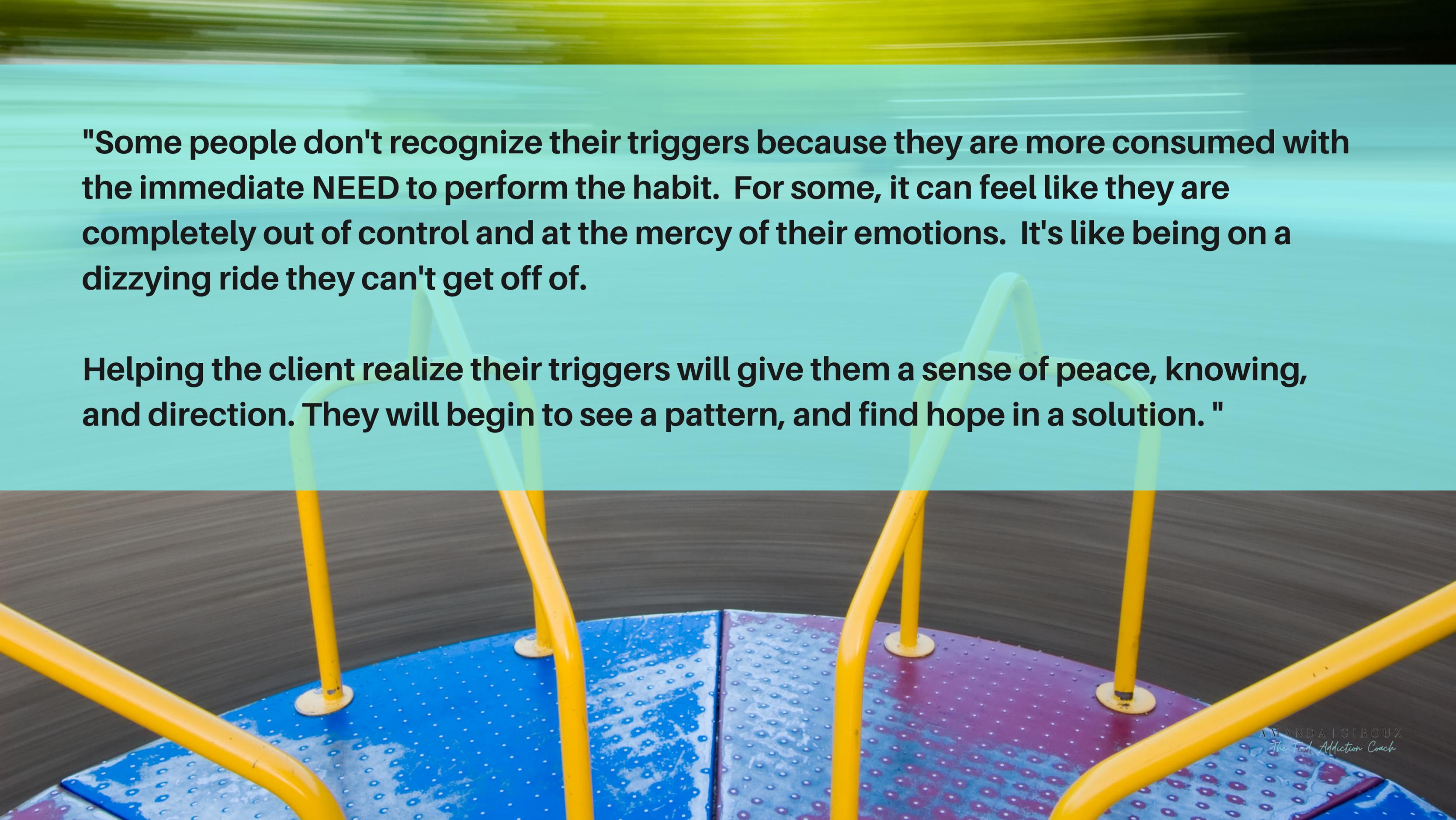


Identifying The Triggers

What events are triggering your clients bad behaviour? Is it feeling stress around work or finances? Depression from a breakup or loss? When they experience fear around something unknown? Once we know what situations are causing the trigger, we can then go a layer deep to identify the emotions hiding underneath them.

Help your clients pinpoint their triggers by recalling the events that occurred leading up to their negative food behaviour. If bingeing is their pattern, ask them to recall the last time they binged and why. What occurred right before the binge and what were they feeling. Below is a worksheet to help guide the client through the exercise.

[**Client Worksheet**](#)

A carousel horse with yellow handles and a blue and purple base. The horse is positioned in the foreground, and the background is a blurred, light blue sky. The text is overlaid on the image.

"Some people don't recognize their triggers because they are more consumed with the immediate NEED to perform the habit. For some, it can feel like they are completely out of control and at the mercy of their emotions. It's like being on a dizzying ride they can't get off of.

Helping the client realize their triggers will give them a sense of peace, knowing, and direction. They will begin to see a pattern, and find hope in a solution. "

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CURIOSITY

Helping your clients become the
detective of their own behaviour.

[WATCH THE VIDEO HERE](#)

A photograph showing a person's hands holding a small frog, with a child's face in profile looking at it. The image is overlaid with a teal circle containing the word 'Curiosity' in white text.

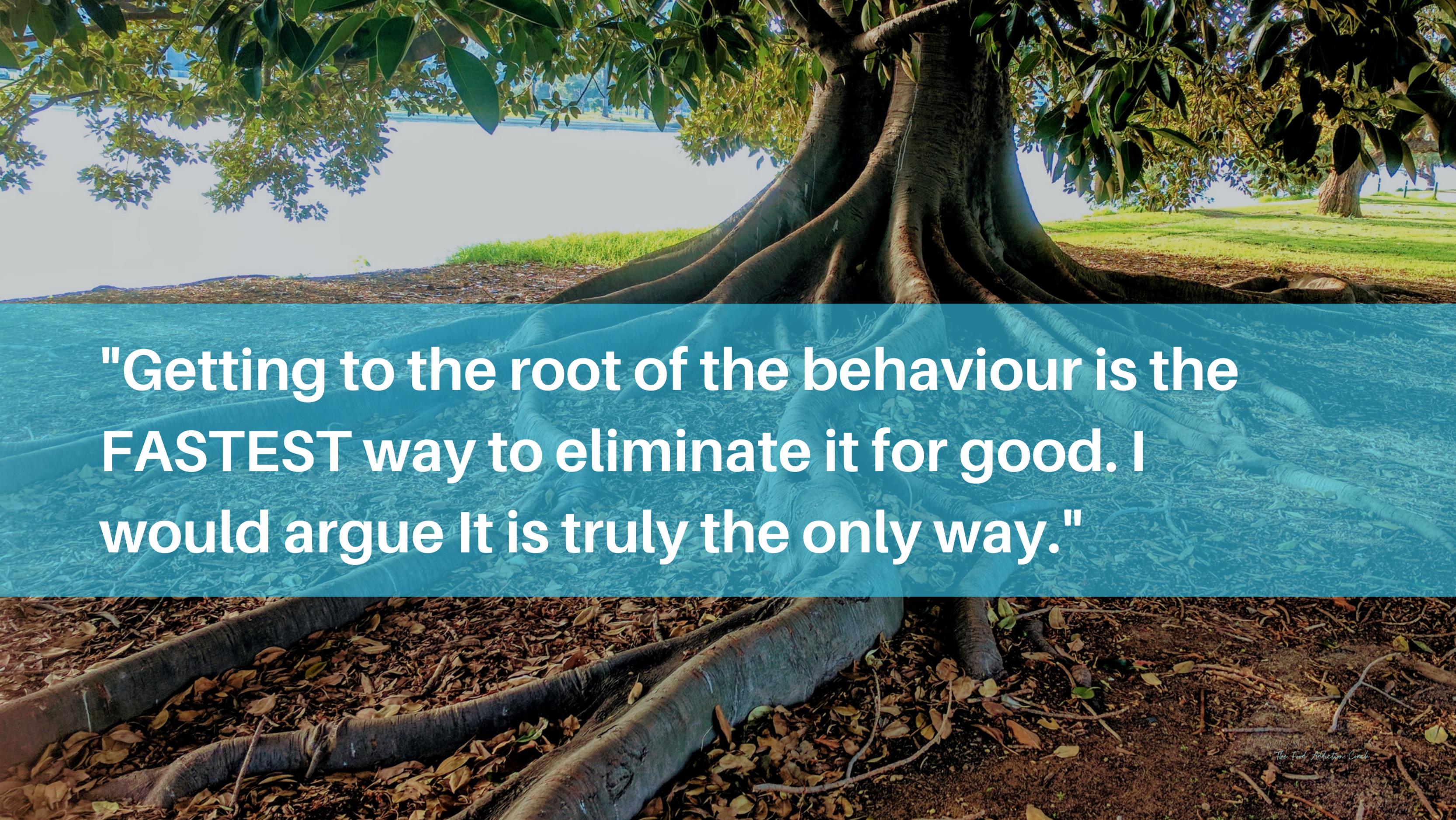
Curiosity

Getting Curious

Curiosity helps temporarily remove the emotional attachment your client has to their behaviour. Have them pretend they are observing someone else. What story do their habits tell? Why do they think they sabotage themselves? Where do they think that behaviour might come from? if they were to dig a little, what would be the originating source?

The details are important here. Getting them to recall their earliest memory of food, earliest emotions, family dynamics etc will show us the blueprint they have constructed around their eating habits. Have them fill out the worksheet below to dive deep.

[**Client Worksheet**](#)

A large, mature tree with thick, gnarled roots that spread out across the ground. The tree is set in a lush, green park-like environment with a body of water visible in the background. The scene is captured in bright, natural light, suggesting a sunny day. The roots of the tree are the central focus, extending from the trunk down to the ground and spreading outwards.

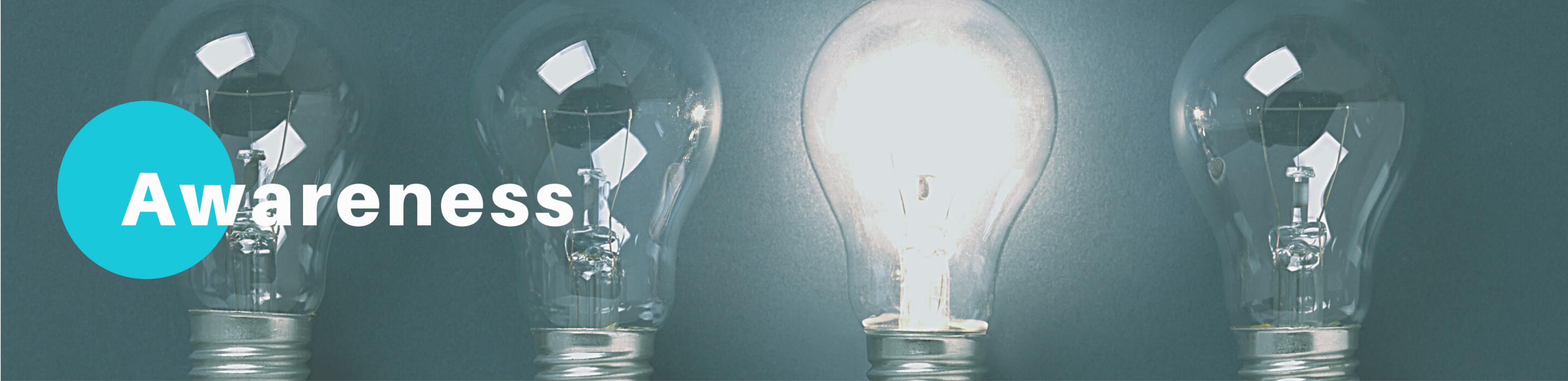
"Getting to the root of the behaviour is the **FASTEST** way to eliminate it for good. I would argue It is truly the only way."

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AWARENESS

Helping your clients become fully aware of their behaviour and what is holding them back.

[WATCH THE VIDEO HERE](#)



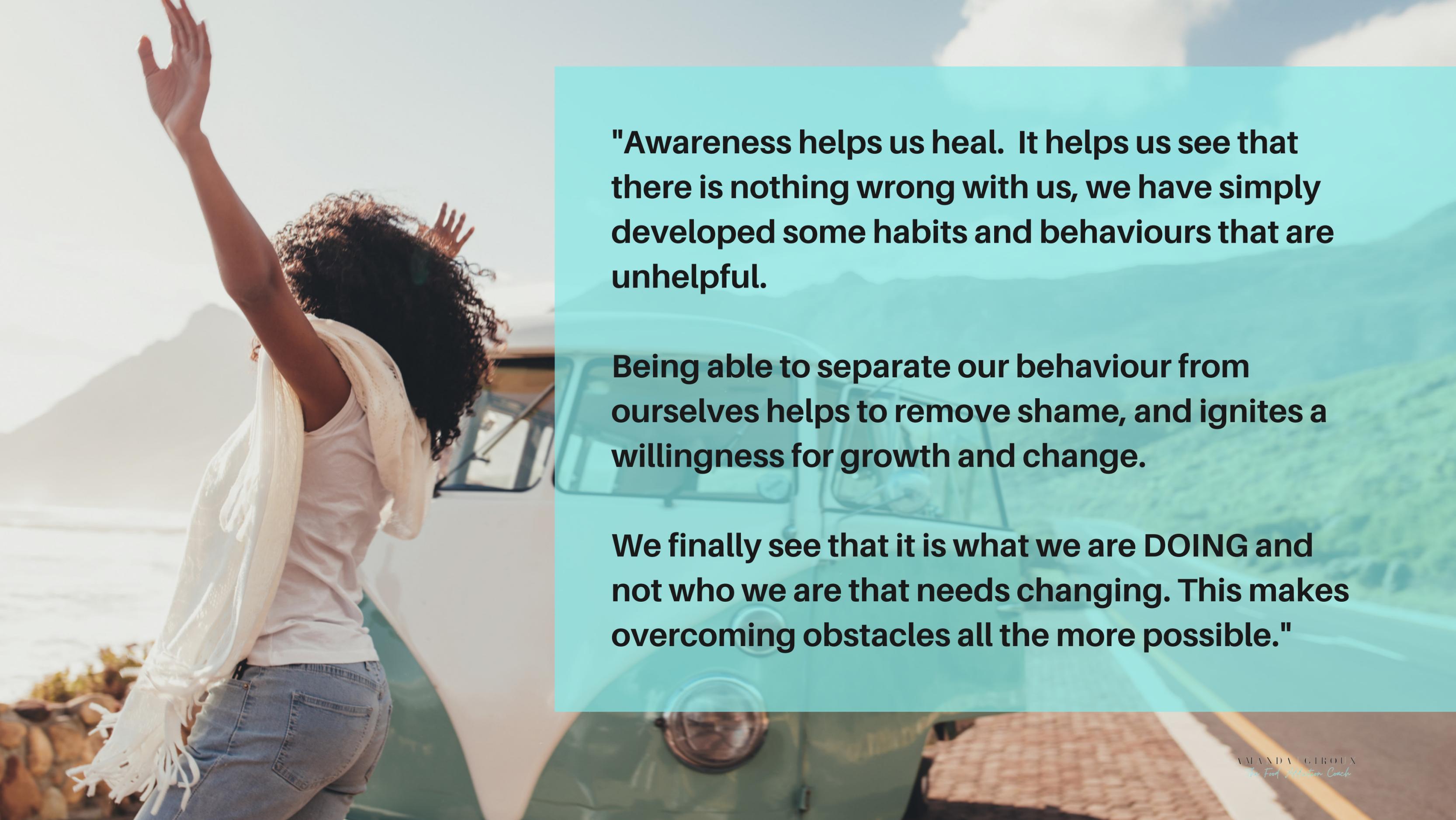
Awareness

Bringing Awareness In

Awareness is the key to all things. Once a client becomes aware of negative behaviour and why they do it, they can begin the untying or healing process of letting go of what binds them. Identifying that their behaviour is what needs fixing, not them as people, and that behaviour learned can be unlearned will give the client hope for change.

With the worksheet below, have your client bring awareness into what they have learned about themselves and their behaviours around food. Understanding and awareness lead to ownership,, which is necessary for change.

[Client Worksheet](#)



"Awareness helps us heal. It helps us see that there is nothing wrong with us, we have simply developed some habits and behaviours that are unhelpful.

Being able to separate our behaviour from ourselves helps to remove shame, and ignites a willingness for growth and change.

We finally see that it is what we are DOING and not who we are that needs changing. This makes overcoming obstacles all the more possible."

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THE TEN MINUTE RULE

Putting the tools into practice.

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The Ten Minute Rule



Applying The Ten Minute Rule

You and I know that cravings will ultimately pass. Your clients most likely know it too, but they are all consumed with the feeling attached to the craving. It becomes all they can focus on. Giving them a task when faced with intrusive food cravings will help them face what is really going on beneath them.

Have your client download this worksheet and fill it out every time they get an intrusive food craving . What I mean by intrusive is any craving for a specific food, suddenly, when they do not need to eat.

[Client Worksheet](#)



"Time is the greatest gift for anyone. It allows for thought and reflection. So much can be accomplished when we utilize this tool correctly."

Recap

What we learned in this module

BEHAVIOUR

Helped clients identify the negative behaviours and habits holding them back.

TRIGGERS

Helped clients identify the triggers that lead them into the negative habit.

CURIOSITY

Helped clients dig deep and get curious about what emotions are lurking beneath the surface.

AWARENESS

Helped clients create awareness around their behaviour to lead to real change.

APPLYING THE TEN MINUTE RULE

Provided clients with a tool to help them with food cravings and triggers.



Resources

Resources

[Client Workbook link](#)

Conclusion

[WATCH THE VIDEO HERE](#)

See you in the next module!

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