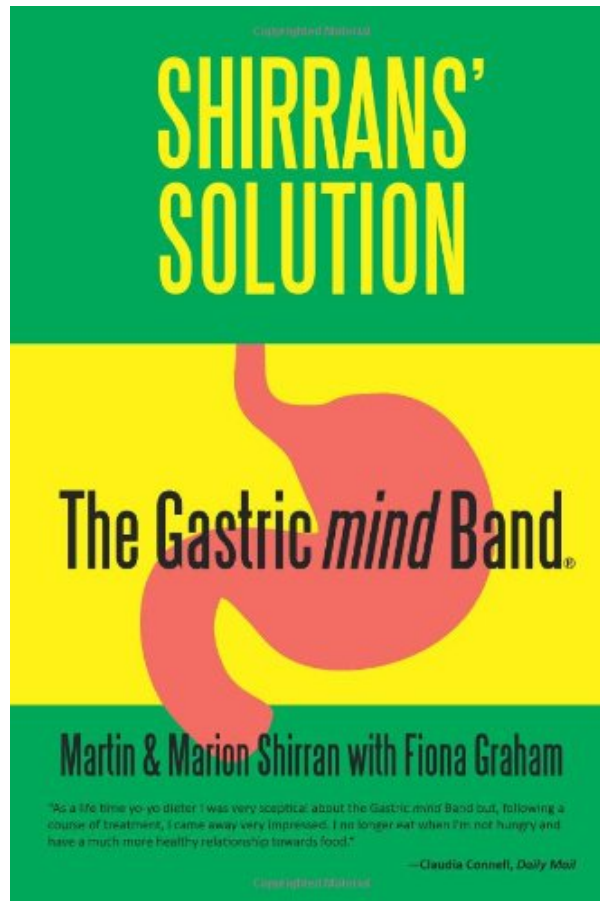
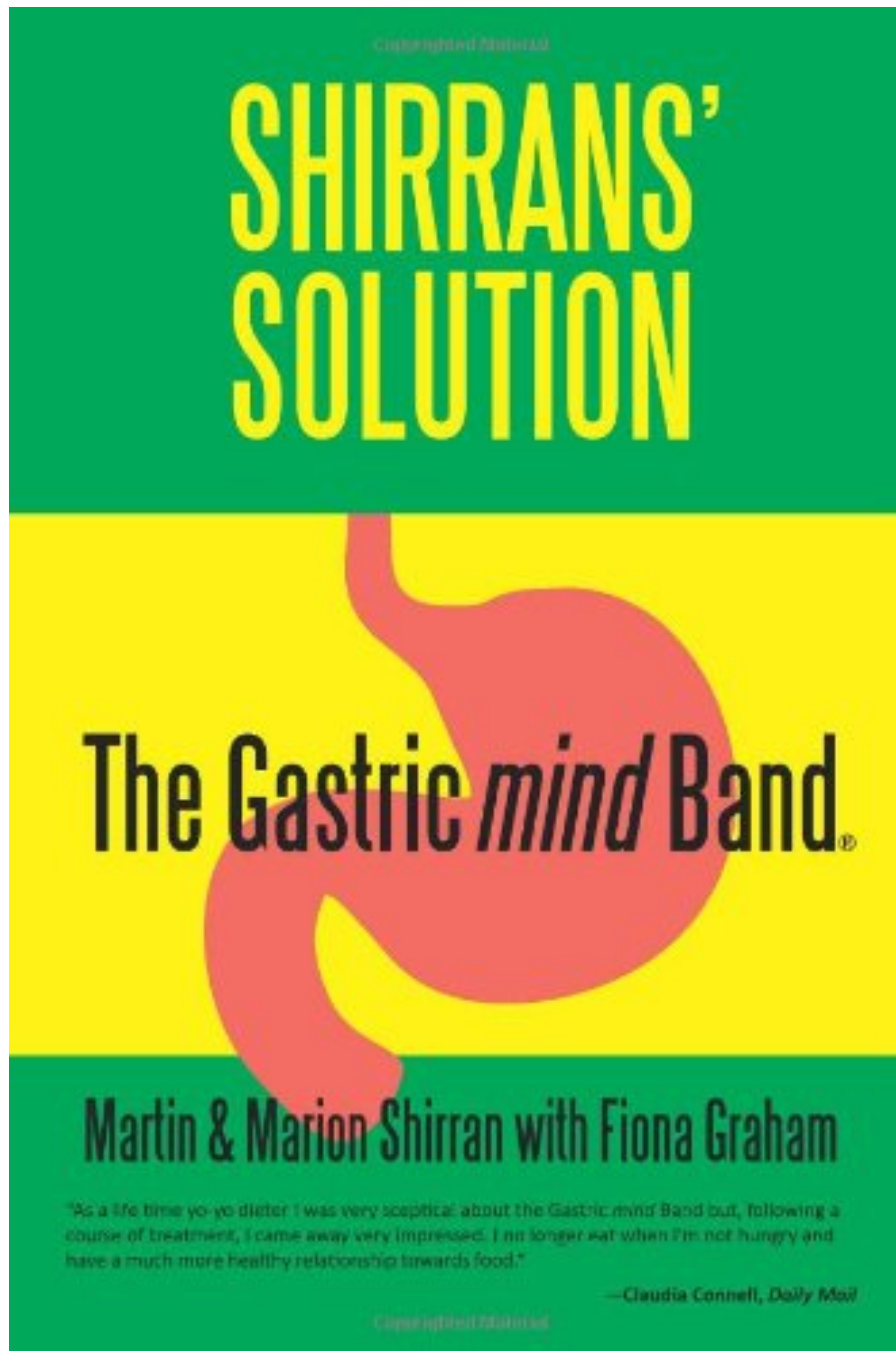


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About the Author

Martin Shirran and his wife Marion, trained clinical hypnotherapists, pull no punches. Their belief in their Gastric mind Band therapy is absolute and absolutely passionate, and this extends to their belief in their first book. Martin, an ex marketing and PR man, is a gregarious, persuasive individual whose written style reflects this. His natural ability to 'sell' his beliefs about obesity and the GmB therapy shines through in person and on the page. Marion, a former teacher, has done much of the backroom development and fine-tuning of the various techniques involved, and her thoughts on the subject are equally clear and articulate. They both prefer to talk straight to the reader just as if you were in the therapy suite with them. It's a bit like tough love. Tough love that they've put to the test first hand . . . when they started developing the therapy Martin was a hefty 264 lb and Marion a seemingly effortlessly slim 124lb. They worked sometimes 24/7 much of the time for two years testing, tweaking and developing their therapy . . . Martin now weighs in 57lb lighter and Marion's understanding of her relationship with food has played a key part in how they approach 'The Hunger Question' She, naturally, has remained within a few pounds, the same weight throughout. Now Martin understands why! Fiona Graham is a former London journalist working as a freelance writer from her home in Spain.

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You want the benefits of Gastric Band Surgery - and more - without the risks and costs? Gastric mind Band therapy provides the answer to understanding and overturning your weight loss woes. No guilt, rules, rigid calorie counting, nothing banned. Just re-establishing a normal relationship with something you've got to face every day. Now read about the GmB phenomenon for yourself. Experience some of the many benefits without leaving home. The Shirrans are a breath of fresh air they ask 'Why shouldn't you be hungry? What's wrong with hunger? If your weight problem - and the global obesity epidemic - are to be overcome, hunger should be understood and embraced, not feared. This book will give you the relationship with food you always dreamed of plus more Learn: . To use the GmB mental Pause Button to freeze time and save you from yourself . About the dieting 'conspiracy' . How to have the level of motivation and control around food you've dreamed of . To harness the power of the subconscious mind "As a lifetime yo-yo dieter I was sceptical about GmB but came away very impressed. I no longer eat when I'm not hungry and have a much healthier relationship with food. "Claudia Connell - Daily Mail "When someone suggested being hypnotised instead of having a gastric band fitted, I thought they were mad. But what I expected to be a gimmick turned out to be a seriously thought through course of treatment for overweight people like me who need their approach to food and eating totally reprogrammed. Martin and Marion found a real gap in the market and developed a tried and tested product for it"

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Most helpful customer reviews

7 of 7 people found the following review helpful.

Best "diet" book I've ever read...

By Kathryn

Well, I was skeptical. I really, really like this book, though. I wish they would come out with a hypnosis companion CD to go with it. The book is a combination of self-hypnosis, visualization, CBT techniques, and straight talk about how you've gotten into this weight mess to begin with and what it will take to pull yourself out. I've done the calorie restriction diets (WW, etc), the "good food" diets (McDougall, Fuhrman, etc.), the "eat when you're hungry plans (Roth, May, etc.), and although I had success with all for a limited time, none of them every clicked 100% with me like this book did. Maybe I just read it at the right time, but it is working. I've lost 6 pounds in 22 days, which is just under 2 pounds per week and makes me happy. The really cool part is that I'm just eating without points or calories or charts or lists or diagrams or anything else that I just couldn't keep up in the long run. This book will not do it for you, but it will give you advice and motivation that will help you do it yourself.

7 of 8 people found the following review helpful.

Very Informative!!

By Linda C Johnson, CMHT

I read other reviews prior to purchasing and noted that it is written in Queen's English, however, most anyone can understand it. The most important thing is that this book stresses that the Gastric Mind Band is not a quick fix and that there are several other sessions, even other therapies used in the whole process, that it is in essence a process and not a magical session. Everything is explained and although, I'm not sure a novice would be able to cure themselves, it is very informative for the person that has a lot of weight to drop and provides some guided introspection. Being a professional that has dealt with clients that have had these type of issues the book is very thorough and a complete guide to be able to help your clientele. I personally, have a background in fitness training and nutritional counseling AND I live in the most obese part of the country. I am very excited to be able to offer this to my clients.

Money no object, I would prefer this to a course given by someone else that most likely also read the book and is teaching their perspective (second only to being able to get a live course from the Shirrans' themselves.) It was very important to me from a professional standpoint, to learn from the actual "inventors" of the method and not a spin-off.

3 of 3 people found the following review helpful.

excellent book

By snowbrd

Very interesting concept of treatment of obesity..I am not sure I understand why this is far more popular in Europe than US where obesity is epidemic...

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