



# LISA ASBELL

INSPIRING OVERWEIGHT  
WOMEN TO MAKE A  
TOTAL LIFESTYLE CHANGE

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## What Is #teamTLC?

A group of driven determined women (and men) that are looking for a **Total Lifestyle Change (TLC)**.

#teamTLC is not about a DIET. It's about creating a plan for YOUR life that you LOVE. Most follow WW as their guide to achieving a healthy weight. Always consult your doctor before starting any weight loss program.

We focus on the brain, belly, and heart! **Are you really hungry? Are you letting negative thoughts stop you?** These are the areas we focus on. We don't focus on recipes or meal plans! I give tips and coaching. You will create a life that works for you!

**"LOSE IT LIKE YOU WILL LIVE IT"**

Stick around long enough and you will begin to believe in yourself and then the battle of weight, food and the scale will disappear forever!

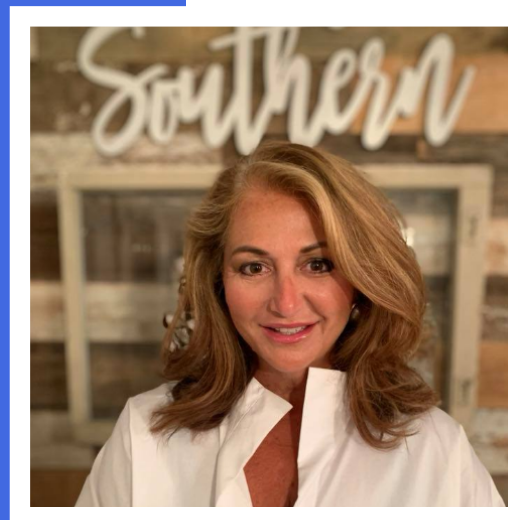


## History

#teamTLC was founded in March 2020 by Lisa Asbell. Lisa **lost 100 pounds** on WW after being 100+ pounds overweight for most of 35 years. She is an RN turned business/sales professional and has a background in speaking, training, and coaching.

#teamtLC is A group of **successful women** who are winning in life but feel "failures at dieting". These women are looking for a **TLC**. This group organically formed due to millions of women **tired of going on "another diet."**

Lisa's approach to her own weight loss "this time" was more **brain based with behavioral changes** creating new habits that she **WANTS** to keep up forever. We are not focusing on the past or the food. We are focused on your thoughts and behaviors.



# This Is For You If:

- You have struggled with weight most of your adult life.
- You have struggled with weight since childhood.
- You start a diet EVERY. SINGLE. MONDAY.
- You NEVER start a diet.
- You have read the books, done every diet, and tried to figure this out your whole life.
- You love yourself but loathe the body you carry.
- You are ready for a Total Lifestyle Change



## #teamTLC Core Commitments

1. I pre-plan every day.
2. I track honestly every single day.
3. I eat foods I love.
4. I don't lie to myself or trash talk myself.
5. I practice TLC every day.
6. I don't obsess over the scale.
7. I'm creating my new healthy life.
8. I have a clear vision of my future self.
9. I won't quit on me ever again.
10. I have a solid hijack plan.

## #teamTLC Foundational Philosophy

1. Weight loss and a Total Lifestyle Change is brain and habit-related.
2. Your thoughts about the food are more important than the food.
3. You will need to make peace with food and your past around food.
4. Your body and brain have an intelligent design.
5. Your body sends signals when it's time to eat. Those signals are in your stomach!! Trust your gut!
6. Your brain does what you trained it to do: Reach for food all the time.
7. Your work here is to stop and think, "Am I really hungry?" or is this HEAD HUNGER?
8. If you don't create a written vision for your body and new lifestyle, you have nothing to reach for.
9. The key to this work is remembering the reason you want to make the changes long after the feeling of excitement has left you! This is the work!
10. You decide what your ACTIVE HEALTHY LIFESTYLE looks like and you make a plan to get there.

**This is all foundational! We're laying a foundation so we can start to build that Total Lifestyle Change YOU want!**

# What is a #brainpunch?

- A wake-up call.
- A different approach to peace with food, weight, and, the scale.
- An opportunity to build community, culture, and relationships.
- A chance to learn a new way to be -- A new way to act, to think, and feel.
- An idea that YOU are in control of your BRAIN and your BRAIN does NOT control you.
- A lot of information delivered at once and YOU know the pieces that will work for you NOW.
- A Total Lifestyle Change.



## #teamTLC Foundational Ideas



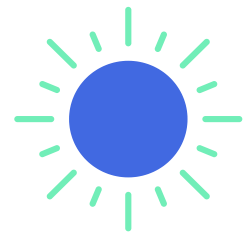
Visualization



Real Hunger



Planning



Practice TLC

## Four Pillars of Success For A Total Lifestyle Change



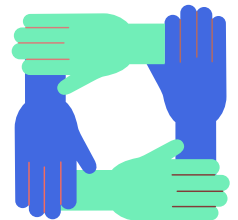
Self-Belief



Synapse Work



Strategy



Support