Cut Your Cravings

Discover Why You Fail To Diet & How You Can Lose Weight Once and For All

by Rae Roth

★ ★ ★ ★ ★

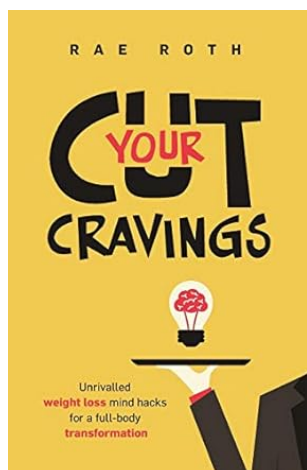Non-Fiction - Self Help

168 Pages

Reviewed on 04/19/2016

Book Review

Reviewed by Jack Magnus for Readers' Favorite

Cut Your Cravings: Discover Why You Fail To Diet & How You Can Lose Weight Once and For All is a non-fiction health and wellness self-help book written by Rae Roth. The author is a personal coach whose online site helps people adopt a healthier approach to eating and fitness. Much of her initial impetus in researching weight loss and the reasons why so many try and fail at it is drawn from her own experiences as someone who had weight issues of her own. She discovered that the mind-body connection was paramount to success in weight loss and the ability to maintain the target weight after it has been achieved. Cut Your Cravings is an interactive book which works most effectively when the reader gets involved in writing their own answers to the author's questions, which set out the reader's weight loss goals and motivations. She also coaches the reader through visualization exercises that internally start the process of becoming the fit person the reader wants to be. Roth does not include diet plans or lists of good and forbidden foods in this book. Rather, she presents a number of tools for the reader to examine their mindset on nutrition and their relationship with food, and make those changes that will enable them to lose weight without feeling deprived, tense and miserable.

Rae Roth's non-fiction health and wellness self-help book, Cut Your Cravings, doesn't tell you that you can't drink coffee or ever have a piece of chocolate cake again. What it does do is help you understand how your perceptions on eating, food and self-image are largely derived from external sources, and it shows you how to re-calibrate your thought processes and incorporate changes that are habitual and non-stressful. I found the exercises Roth sets the reader to be quite useful and was intrigued by many of the ideas she presents, especially the use of habitual actions and positive affirmations to make getting to one's desired weight a much easier and more enjoyable process than one might think is possible. Roth's ideas are stimulating, and her approach is conversational in style, enthusiastic and motivational. Cut Your Cravings is highly recommended.

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Author Biography

Rae Roth is a personal coach and author in the field of weight loss and achieving a healthier lifestyle. Rae founded VeggieMinded.com, an online coaching platform, to help people develop healthier eating habits and achieve sustainable weight loss.

Rae's personal experience with stubborn weight started her on her path of discovery of some of the biggest problems with conventional diets and weight loss plans. Once Rae realized that weight loss options, popularized by the media and the medical community, did not offer any sustainable long term solutions, Rae set out on a mission to find the keys to long term results.

Rae's academic background in psychology and mass communication led her to a deeper understanding of the mind-body connection and its role in weight loss.
Understanding that diet plans are temporary, with over 90% of people gaining back all the weight they lost within one year, Rae recognized that only the development of new habits could result in sustainable weight loss and better health. Discovering the means to achieving sustainable weight loss and better health, compelled Rae to build her coaching platform and practice.

In her coaching practice, Rae focuses on giving her clients the tools they need to achieve the permanent results they desire. Within this program, each client builds their own customized eating plan based on their individual goals, body figure, lifestyle, and environment.

Rae resides in San Francisco, California, and works with clients throughout the world.