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**Win the Weight War Workshop to Revolutionize  
Total Approach to Overweight Struggles**

**Frederick, MD, Sept. 19** --Overweight is one of the most common and disabling struggles that discourage even the most competent people. "It's hard when you are struggling to fit into the fashionable clothes you fell in love with, and which lightened your wallet or added "weight" to your credit card debt," said Jill Cody, author of the book *Win The Weight War*, slated for release October 1.

Cody will kick off a series of *Win the Weight War Workshops* for 2008-2009 on October 3, plus a repeat workshop on October 4 at the Hampton Inn-Frederick, 5311 Buckeystown Pike, Frederick, MD. The next two workshops are slated for November 14, plus a repeat workshop on November 15, also at the Hampton Inn. Registration for each workshop is online at Jill Cody's website <http://www.jillcody.com> and provides lower fees for those who sign up in advance. Anyone who does not have access to the Internet or wants to register another way can call Jill Cody at 301-662-2266.

Cody is a licensed clinical professional counselor with a master's degree who has been helping clients in her private practice win their personal "weight battles" since 1982. She wrote the book when she discovered something she had not seen or heard from any other source of expertise or help with overweight. "The difference between success and failure in getting and maintaining control over weight is a 'winning' mindset rather than a 'losing' mentality," Cody emphasized. "In our culture, losing is associated with negative consequences. When we lose friends, money, prestige etc. we mourn those losses and do everything in our power to avoid them. On a psychological level, losing suggests that something of value is being taken away from you – that you are being deprived of something important," she said.

"This explains how people can yo-yo up and down rather than realistically changing lifestyle habits to achieve and maintain their healthy goal weight," Cody continued. "They need to create the emotional resources that they need to be victorious in their struggle to weigh what they want."

An experienced public speaker and seminar presenter, Jill Cody has been a professional member of the National Speakers Association for more than 12 years. "This is an engaging, participatory workshop that starts with check in at 9 a.m. and includes lunch, which means each person puts into practice the new behavior shifts explained and experienced during the workshop," Cody said.

The workshop ends at 1 p.m. and Cody then opens the dialogue about "winning stories" with workshop participants and people who come to meet the author and have her sign their copy of

Win the Weight War. “We are presenting one workshop on a week day, Oct. 3, for those who need to have their children in school to attend and the same workshop on Saturday, Oct. 4, for those who are busy in week day jobs,” Jill said. November workshop dates are set for the Friday the 14<sup>th</sup> and Saturday the 15<sup>th</sup>.

According to research quoted in Forbes on-line magazine, overweight negatively affects hiring and promotions, and obesity has been shown to lower a woman’s annual earnings.

Win the Weight War Workshop participants learn how to 1) Construct a “winning” mindset to achieve a weight goal, 2) Discover personal values that successfully motivate them, 3) Evaluate food differently to make appropriate choices, 4) Make a solid commitment to exercise regularly, and 5) Implement successful tactics when eating in restaurants.

“The ‘A Ha’ moment often happens in my workshops when we bring in lunch,” Cody said. “Participants learn how to evaluate how they decide what, how much, and the rate, pace and frequency of eating and exercising, as well as meeting the psychological needs that eating attempts to satisfy.”

“From the moment we learn to bring food to our mouths, we think we know about food and life,” Cody said. “What I want to bring to the world is total victory in winning the weight war. That happens when the individual redefines how they look at food and their relationship to it. They learn strategies to eat to live rather than living to eat,” she said.

People can reserve pre-publication copies of Win the Weight War at [www.jillcody.com](http://www.jillcody.com) or by calling Jill Cody at 301-662-2266.

**About Goal-Oriented Counseling**—This is a clinical practice in Frederick, MD, started in 1978 by Jill Cody, M.A, certified trainer in neuro-linguistic programming since 1996. Cody serves clients who want to make changes in their life by transforming old, limiting beliefs into empowering beliefs.

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