

Authors Up Front in SB

This week both local, national, and international authors will be talking about their work and writing in and around Santa Barbara. Take a look and see if you need a new book...

THE MIND BODY CONNECTION is at the heart of local author Patricia Bisch's new book, *Freedom from Food: A Quantum Weight Loss Approach*, that recently hit bookstore shelves and Amazon.com. If you grew up cutting your teeth on self-help books, some of the book's language and approach will be a sort of homecoming. But, Bisch's goal is to incorporate recent research with her own lifetime of personal and professional experience in weight loss. She will be on hand at Borders Santa Barbara to talk about her work and to sign books on January 17th at 7pm.

Freedom from Food begins with some quick facts regarding the effectiveness of diets and the extent of obesity in contemporary society. Two introductory chapters present an invitation to a six to twelve month journey with Bisch that includes journaling, meditation, and either individual or group work. She offers a step by step approach that she assures will change how and what we think about our bodies and how we maintain our weight.

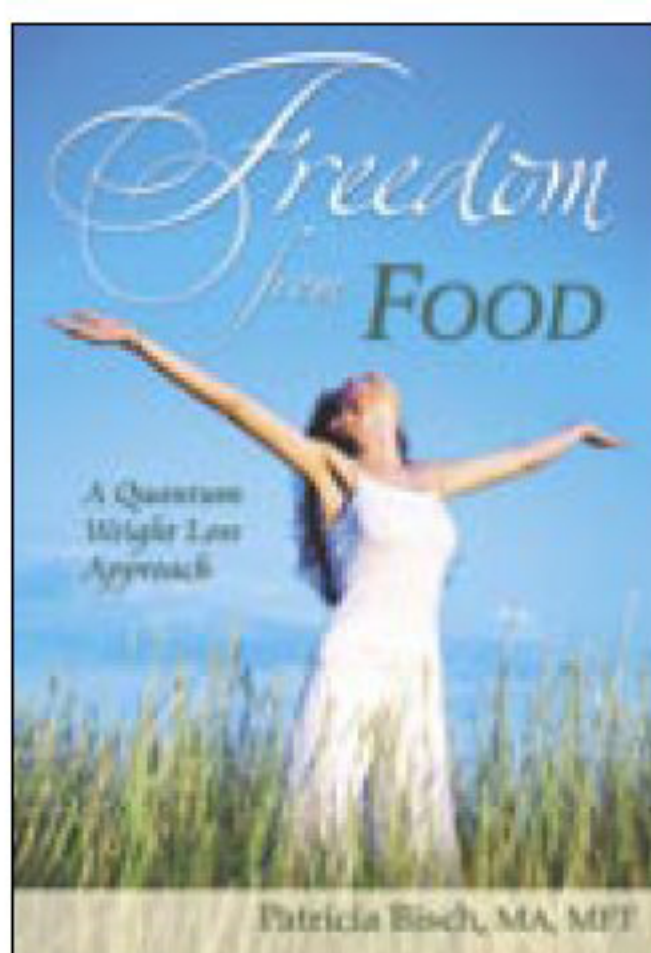
The process begins with becoming aware of how you feel every time you eat and writing it down. She also asks that you write down your beliefs about being overweight, such as: my family is overweight, so I will be too.

"Diet programs don't work on a permanent level for most people," Bisch notes. "Any of us who has ever ridden the rollercoaster cycle of dieting and binge eating knows that diets are only a temporary solution; and if you are like me you have probably tried a lot of them. *Freedom From Food* describes a different process. It doesn't deal with diets, exercise programs, calorie counting, or any form of deprivation."

She says "People think that they can think thin on Monday and go on a diet on Tuesday. Permanent weight control doesn't work like that. You have to go through a process to make your mind strong enough to actually change the way your body processes food."

Bisch offers in the next chapters keys to developing that strength. The first evolves around trust – trusting our bodies. "Most of us have known people who don't do very much to maintain their weight," Bisch says. "We consider them the 'lucky ones' – the people who never think about food, eat anything they want, and don't gain a pound. They view food on a thought level differently than others do – as something that won't make them fat. It's this common thread in their thinking that you must learn to embody in order achieve lasting results."

She asks her readers to think of a time in their life when they, too, could eat whatever they wanted and not gain weight – when



they were in love, on a trip, when they were younger, and so forth.

"Most people have already had an experience at some point in their lives of this state of being, even if the experience of being overweight goes back

so far that they don't remember it," she explains. "Something just got them off track. *Freedom From Food* teaches people how to find the road back to that earlier place. This book provides the tools (the 'how to' recipe so-to-speak) to maintain this mind/body connection for the rest of their lives."

Part of the *Freedom from Food: A Quantum Weight Loss Approach* package is a two CD set that can be ordered separately (www.cdbaby.com). It contains tracks from tapes that Bisch has developed and used over the years with guided meditations, affirmations, music, and subliminal suggestions with music.

Borders Santa Barbara, at 900 State Street, is hosting a public book signing for Patricia Bisch on January, 17, at 7pm.