



EATING FREELY™

Join the World's Leading Network of
Emotional Eating & Binge Eating
Disorder Specialists



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EMMA MURPHY

Founder & Clinical Director
Eating Freely™ Ltd.

INTRODUCTION

Hi, I'm Emma Murphy, and I am delighted to introduce myself to you.

In 1999, on the day after my 30th birthday I left work during my lunchbreak, and walked down the street to University registration office—signing up for a 4 year full time degree in Psychology.

Prior to this decision, I had worked in banking, the wine trade, and small business development in the Chambers of Commerce of Ireland. It was a 2-year volunteering experience with the Rape Crisis Centre that led me to retrain in the area of mental health — a decision I have never regretted.

After 7 years of study, I finally graduated as a fully qualified psychotherapist. During my studies, I worked for several years as a Counselling Coordinator in one of the leading global EAP providers — Workplace Options. This experience had a significant influence on the development of the Eating Freely™ network and business model.

Disordered eating had been an area of interest to me throughout my studies, and once I qualified, I had a successful private practice in Ireland for over 12 years specializing in disordered eating. I also set up and still run a Counselling and Therapy center with around 12 practitioners working there at any given time.

Over this time I worked with clients on all parts of the disordered eating spectrum — from a 5.5 stone client with anorexia who refused to go to inpatient treatment to a morbidly obese client who had two-thirds of her stomach removed before she came to see me, and everything in between.

Once I began to see the common patterns and common personality traits between my clients, I began to develop a way of working that helped everyone by addressing these specific patterns and traits, and this is how the Eating Freely™ Program was developed.



In 2011, and way ahead of the trend, I developed an online self-help program for Binge Eating and Bulimia, and in 2012 I won an Award from Social Entrepreneurs Ireland for my contribution to making mental health support more accessible and affordable.

Traditionally disordered eating has not been the most popular area for health professionals to want to work in, so I was busy – and often had far more enquiries than I could personally take myself. Only one other Therapist at my centre worked with disordered eating clients, which put us under pressure a lot of the time.

In 2016 I knew it was time to step up and do something differently as we were becoming overwhelmed with the amount of clients looking for support. With the explosion in obesity and other weight/food-related issues, we could not possibly cope with the demand for our service. And to be honest, we were also getting a bit burnt out! So I decided to train two other Therapists in the center to work specifically with Binge Eating Disorder and Bulimia clients using my Eating Freely™ program, the most common presentation we had – and that is how the now international network of licensed Eating Freely™ Practitioners started.

We now train and license Health Professionals around the world to work with adults struggling with Emotional Eating, Binge Eating disorders, and Bulimia. I have always enjoyed group work, presenting and delivering workshops, and working with other professionals –sharing what I've learned over 23 years in healthcare. Training and supporting other Therapists lights me up in a way that makes every working day an absolute pleasure for me. We now have an international network of Licensed Eating Freely™ Practitioners in Ireland, the UK, the USA, and even Singapore and South Africa. Most of our practitioners also work online with clients from around the world who cannot access this specialist support locally.

The Eating Freely™ Program is, I believe, unique – supporting clients through a Thera-coaching and nutritional rehabilitation framework to effectively separate their food from their feelings, and their past from their present –leaving them free to live their lives free from guilt, shame, and fear. Our training is fully CE approved internationally in Ireland, the UK, and the USA and we will secure CE approval from any other governing bodies required for you to have our expert training recognized as part of your ongoing professional development.

It is my vision to create a vibrant, mutually supportive, and reciprocal network of clients and health professionals who together spread the message that diets do not work, it is absolutely possible to move on from your past, and that self-love is the key to transformational change.

Warmly

Emma

Emma Murphy MIACP
BA (Hons) Psych, PGDip Counselling & Psychotherapy
Certified Eating Disorder Specialist
FETAC Accredited Trainer

BECOMING A LICENSED EATING FREELY™ PRACTITIONER

Eating Freely™ Limited is an international specialist training and licensing organisation for mental health professionals who wish to work with adults struggling with Emotional Eating, Binge Eating Disorder, and Bulimia. We welcome qualified Health Professionals to train with us and work in this growing area as the worldwide challenge of obesity continues to drive poor physical, mental and emotional health.

If you are a healthcare provider in a centre, an insurer, or a multi-site organisation and wish to license the Eating Freely™ Program for your team of healthcare professionals, we welcome your enquiry.



"Health and Nutrition Coaches, Doctors and Nurses, Therapists and Counsellors, Functional Medicine Practitioners. Health Centres, Health Insurers, Health Professional training organisations."

WHY SPECIALISE IN EMOTIONAL EATING & BINGE EATING DISORDER?

- **30% of adults engaged in the weight loss industry** meet the criteria for Binge Eating Disorder.
- It is estimated that **up to 5% or 1 in 20 of the general population** struggle with Binge Eating Disorder, which makes it the second most common issue for the general population after anxiety;
- Binge Eating Disorder **affects women and men almost equally**, 60% of sufferers are female and 40% male, but currently women are far more likely to seek treatment.
- **Both men, and older adults (40+) are significantly underserved** by BOTH the weight loss industry AND the counselling/psychotherapy industry, and particularly for Emotional Eating / Binge Eating Disorder treatment.
- **BED is not a food or weight disorder**, it is an emotional and mental health disorder. Clients need specialist support to resolve both their relationship with food, and themselves. The great news for mental health professionals is that clients with both Binge Eating Disorder and Bulimia can be supported in a time limited framework and successfully move on to live a life of freedom from food obsession and the accompanying poor physical and emotional health issues that go with Emotional Eating, Binge Eating and Bulimia.

WHY JOIN US?

- Our training is internationally approved for CE credits / CPD points;
- Our Licensed Network confers credibility, you are delivering a proven, evidence-based program that WORKS -Our program is currently the subject of a clinical validation research program by Trinity College Dublin;
- We provide everything you need from a comprehensive, 'done for you' program and manual to client handouts and resources – including lifetime access to the Eating Freely™ Online Program, a Mindfulness for Emotional Eating journal and the Eating Freely™ book – being published in September 2022;
- Being a Licensed Eating Freely™ Practitioner or Centre sets you apart from other coaching and therapy services, you will be a recognised specialist in a niche area that is both under-served and in high and growing demand;
- You will join our international community of health professionals, supported by experts committed to setting new quality standards in healthcare;

EARLY FREELY EATING

36 CE/CPD Credits

→ Approved by:

Global-The CPD Certification Service

USA- NBHWC

IRELAND-IACP &

EARLY FREELY MANUAL

→ Session by session guide

Handouts for clients

Audio files for clients

Reading resources and recommendations

EARLY FREELY MARKETING

→ Featured on Practitioner Directory

1 Hour webinar - manual, slides and handouts

1 Day Workshop - manual, slides, worksheets and handouts

EARLY FREELY CLIENT RESOURCES

→ Lifetime access to Eating freely Online program

Eating Freely™ Audio Meditations

Mindful Emotional Eating Journal

Eating Freely™ Book



HEAR FROM SOME OF OUR NETWORK MEMBERS



ROSARIA CHIAPPONE
Psychotherapist

“Being trained as an Eating Freely™ Practitioner has definitely enhanced my practice. The training provided me with effective tools to help clients who suffer from emotional eating and binge eating disorder. Clients love the structure of the program, they can track their progress on a weekly basis by doing their homework and exercises and reviewing them in session with me. Usually, by week five, clients have a clear idea of the reasons why they binge and no longer feel powerless, they know they are building the necessary skills to tackle their issues. It is very rewarding for me to witness clients creating a healthier relationship with food and with themselves by the end of the program. In terms of the fee I paid for the training, I considered it an investment in my professional growth and it paid itself back by working with my first two clients. I would not have the knowledge and the skills to help clients struggling with emotional eating without the skills that this training provided me with and I would certainly refer those clients if I did not have the appropriate training. I now understand how much of this area I did not know about or truly understand—it IS a specialist area, and a very rewarding area to work in.”

“I was searching for an honest evidence-based approach to support my clients and I have found that in this Program. Before I found Eating Freely™, I could see that many physical symptoms clients were experiencing were due to some form of inner conflict. They were striving to get control over what they were eating in an attempt to fix or even avoid their emotional discomfort. This program allows you to work on the food, to build a solid and safe relationship for someone with what they eat. Even that one step creates a huge shift in behavior for my clients now.

However, this program is so expertly created that it then moves into a phase of drawing awareness to the behaviors that stem from the past but impact hugely on the current day bingeing or emotional eating behaviors, those inner conflicts that are sabotaging all efforts to be fit, slim or healthy.

On a personal level, the support I have received has been immense. The Eating Freely™ team is always at the other end of the phone to answer any questions I have. Coaching/NT are all industries that can be lonely to work in, but this group not only offers professional advice but mentoring and connection with like-minded people.

I was only reflecting on Emma the other day that in joining this programme, I now get to do more of what I love doing. In fact, I would say that my business is now 5 years ahead of where I thought it would be, which is only testament to the quality of this Program. It works. And for anyone thinking about their next step in the Wellness field then look no further, here it is.



DENISE WOGAN
Nutritional Therapist & Life Coach



THE EATING FREELY™ PROGRAM

Eating Freely™ is a comprehensive 360° model of working with clients who struggle with Binge Eating Disorder and Bulimia. In our model, we have four key pillars of support:

1. Thera-Coaching – When clients come to us in crisis about their relationship with food and their weight – that is where we need to start. Practitioners use CBT or Cognitive Behaviour Therapy tools specifically for reducing episodes of binge eating. Client immediately feel empowered by understanding the triggers for their emotional/binge eating and being taken out of the 'All or Nothing' thinking trap through the psycho-education we share in the early sessions.

2. Nutritional Rehabilitation – This is vital, as scientific evidence comprehensively shows that the gut is our 'mini-brain', where much of our emotional regulation happens. When clients have been bingeing, restricting, purging and/or abusing laxatives and other medications over many years their guts are severely compromised. This is why so many of our clients will have physical health problems – IBS, leaky gut, reflux, colitis, gallstones, gall bladder removal – AND recognised mental health issues such as anxiety or depression, because when gut function is compromised, serotonin production shuts down and cortisol levels soar. Combining gut rehabilitation with CBT in the early stages of the program gives our clients good results early on – they start feeling better, physically and mentally, as they see that there is another way to tackle this long-standing issue – that is the opposite of a diet.

3. Neuroscience – Comprehensive explanations of the neuroscience of binge eating combined with the CBT tools bring significant awareness to the client around how their food and moods are so interconnected – physiologically and emotionally. As we increase the client's awareness and control over what is happening when they go into the Autopilot of emotional eating, we give them CONSCIOUS CHOICE – to keep doing it, or stop doing it. When clients realise "It's not me, it's my brain", it can be a pivotal point in their recovery as they finally begin to let go of the guilt and shame they have felt for years about their secret binge eating and their belief that it's their lack of willpower – it isn't!

4. Self-Compassion – Once we have hand-held our clients through the practical changes needed on how and what they eat and establish some level of 'new normal' within their relationship to food, we move to the deeper work. Always within your competency guidelines, you will explore the client's past and how it is continuing to play out in the present, you'll throw light on the connection between past experience and current behaviours, and then you ask your clients to consider letting go of everything that no longer serves them. By using self-acceptance and self-compassion, we invite clients to explore barriers to change, payoffs for staying stuck and loving themselves enough to let go what no longer works, and move towards the best possible version of themselves that they can be.

The work of undoing years of emotional eating, binge eating disorder and bulimia is an Inside – Out job. That is why we never promote dieting or restricting food intake. Clients learn how to Nourish, not Punish themselves with food, but the real transformation comes when they learn the power of self-compassion. By first treating themselves better, they will eat themselves better.



WHAT DOES THE TRAINING AND LICENSING PACKAGE INCLUDE?

Full training in our Eating Freely™ Program model.

12 weeks of online training – combining self-directed learning with weekly live group calls.

All the tools and resources you need to work with clients within a structured program for up to 6 months – a session by session guide, working with a case study client during training to ensure you are confident in delivering the program, and all the resources you need to share with clients.

Generous CE / CPD points for our training.

Our training carries significant CE Credits / CPD points from internationally recognised organisations – the NBHWC in the USA, the globally recognised CPD Certification Service and others. We will gladly apply for recognition with your governing body if required.

Comprehensive marketing and business development support

We know launching something new can be daunting, and we are here to support you!

DIRECTORY: All Licensed Eating Freely™ Practitioners are listed on our Directory for clients to search and find you;

PRINT: Downloadable and editable templates for posters, template letters to e.g. doctors in your area to market your specialist skills locally;

ONLINE: Everything you need to run a 1-hour webinar for potential clients – slides, downloads and even the script!

OFFLINE: Everything you need to run a 1 Day Workshop for potential clients. This is a paid event and an additional revenue stream for you. You'll get the manual, slides, and all the handouts and worksheets you need to run this online or offline 1-day event for clients.

Ongoing support from Eating Freely™ HQ

Monthly online peer group supervision, the support of the network available 24/7, additional resources and updates and lots more!

Career Development Options

You can continue to receive your annual CE / CPD points through our additional training for Licensees – all training programs are included in your annual re-licensing fee.

Year 2: Train as an Eating Freely™ Group Facilitator – this significantly increases your rate per hour using a "One-to-Many" model, PLUS attracts clients who prefer group work;

Year 3 & beyond: You will have the opportunity to train as an Eating Freely™ Trainer and optionally take on an Eating Freely™ Territory as a Territory Manager – growing and supporting your own network of Eating Freely™ Practitioners!

YOUR SUCCESS SUPPORTS YOUR CLIENTS' SUCCESS

We believe that by supporting our Licensed Practitioners in being successful, we will reach more clients who need our help. And when you challenge yourself to be successful and make a good living from your chosen work... that's when you are participating in a wonderful circle of mutual reciprocity with your clients.

The better you are at what you do and how you do it, the more clients you can support. The more clients we successfully serve through the Eating Freely™ program, the more clients will want to come to us for our specialist support. Clients are sick and tired (literally) of shelling out money on 'quick fix' diet and exercise programs that DO NOT WORK for resolving their long-standing, complex relationship with food.

PRACTITIONER FEEDBACK

“

★★★★★
"Thank you for an incredible course, it has consolidated what I have learnt over the last 10 years and given me fantastic practical tools to bring into my practice. I can't wait to work with my first Eating Freely™ Client."

”

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★★★★★
"I'm looking forward to the peer supervision sessions. The master class on how to get this offering up and running for my clinic was super helpful and something that's not usually included in trainings like this."

”

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★★★★★
"The tools provided were very useful & provide great structure to the sessions. The learning content was information dense & was good preparation for the weekly live calls. I also found the marketing piece very useful. I thoroughly enjoyed it & it made sense to me personally & professionally. I have confidence in the Eating Freely™ program & look forward to making a start with clients."

”

We can give so much more, to so many more clients, when we are also comfortable with and truly understand the importance of reciprocity – receiving in return. There is balance, equality and mutual trust built into every equal relationship. When your practice is stress free, there's that much more of you available to fully hold space for your clients – without impacting on you personally.

We make it our business to ensure you have everything you need to confidently attract and engage clients in structured support that makes total sense to them. The relief they feel at finally finding the solution to their long-standing battle with emotional and binge eating is – in the words of Mastercard – literally priceless!

WHAT IF I HAVE MY OWN ISSUES WITH FOOD AND WITH MY WEIGHT?

We will always have Practitioners in our network who have struggled themselves. We provide support for any of our Practitioners who need it to do their own work first, before beginning to work directly with their own clients.

Our comprehensive 12-week training model includes live weekly group calls, and during these calls practitioners will have the opportunity to reflect on and explore their own challenges, blocks or blind spots around food, weight and body image. Our trainers are highly experienced Therapists and qualified Group Therapy Facilitators and hold a strong, confidential and supportive space for practitioners throughout and after the initial training.

Practitioners also regularly request personal support from our psychotherapist trainers or another Eating Freely™ trained therapist in our network. We will always support your personal needs in any way we can.

“
★★★★★
“Honestly, I'm delighted I've invested in this program. I thoroughly enjoyed it. I am already working -| with two Eating Freely™ clients in my private practice and I notice in myself I really look forward to the sessions. I really love delivering the program! It's wonderful to see clients 'ah ha' moments and their progressions. I'd say it's the best investment in any post-graduate training I've completed. It's not a training that you complete and it's over. You actively use the content afterwards and being part of the network gives you maximum benefit from your investment.”

“
★★★★★
“Emma is outstanding, so warm and open with her presenting style. I loved every minute and I am so happy I did this training. Well worth it!”

“
★★★★★
“Thank you so much Emma, you are a great trainer and I don't think you could have packed any more into the hours of training provided.”

We have trained over 100 practitioners to date, and have over 50 Licensed Eating Freely™ Practitioners based In Ireland, the UK, Scotland, the USA, Singapore and South Africa. Will you be in the next group of practitioners to join our Directory?



ALL ABOUT BINGE EATING DISORDER

Binge Eating Disorder (BED) entered the DSM V in 2013 as a discrete Eating Disorder. Previously it had been covered only within the definition of "EDNOS" – Eating Disorder Not Otherwise Specified. Sufferers develop a pattern of binge eating as a way of self-soothing due to underlying emotional and mental health factors. As with all other eating disorders, **binge eating disorder cannot be treated through diet and lifestyle changes alone**. All eating disorders are acknowledged to be serious mental health disorders by the WHO, and they require specialist treatment and support.

EDNOS was also removed from the DSM V and replaced with "OSFED" – Other Specified Feeding or Eating Disorders. This category of eating disorder was created to catch those who do not quite fit the defined criteria for a specific disorder, but it is recognised by the WHO to include sufferers who are experiencing symptoms that are just as serious, and just as treatable, as a defined eating disorder. Any intervention with a client diagnosed with OSFED must be guided by the specific disorder the clients most matches, and many binge eating disorder clients fall into the OSFED category.

DIAGNOSTIC CRITERIA

Binge Eating Disorder is characterised by:

1. Repeated episodes of binge eating;
2. A sense of a lack of control over their eating during the episode (a feeling that one cannot stop eating or control what or how much one is eating).

'Binge Eating' is described as:

1. Eating large amounts of food for reasons other than physical hunger;
2. Eating until feeling uncomfortably full – beyond normal portions;
3. Eating in secret;
4. Eating far more quickly than normal;
5. Feeling shame, guilt and disgust with oneself after binge eating episodes.

Binge Eating Disorder sufferers are almost always 'serial dieters' – engaging in restriction, calorie counting and other dieting behaviours frequently, both concurrently with binge eating episodes and for periods when they may be binge free. The key differentiator between binge eating disorder and bulimia is that BED sufferers do not purge (get rid of food) after a binge episode. This may result in weight gain. Some clients will be significantly overweight, others may be in the normal weight range or may be slightly over- or under-weight, depending on the level of compensatory dieting/restriction they are engaging in.



Episodes of binge eating almost always occur in secret—for instance it is common for clients to report that they binge eat when alone in the car, or engage in night eating – getting out of bed to eat. However, an appearance of 'normal' eating or even restricted eating (dieting) is often maintained in front of others.

Sufferers are very often engaged with services in the weight loss industry and are dieting/restricting concurrently with binge eating, **and can have significantly body shame and/or body hatred.**

Finally, BED is an isolating disorder. It causes sufferers significant anxiety and low mood, both from a physiological and emotional perspective. Sufferers can often engage in isolating themselves, turning down or cancelling social engagements, experiencing high anxiety for days before any event that includes food/eating, and keeping everything in – sufferers find it very difficult to confide in anyone about what they are experiencing.

BINGE EATING DISORDER IN CONTEXT – OUR CURRENT WORLD

OUR CURRENT WORLD – FACTS AND FIGURES

Binge Eating Disorder (BED) is more common than breast cancer, HIV, and schizophrenia – combined. 3–5% of the general population struggle with Binge Eating Disorder – up to 1 in 20. Up to 4% of females in the USA will have Bulimia during their lifetime (Binge Eating Disorder with purging). 40% of BED sufferers are male. BED is the most common Eating Disorder in men. 30% of adults looking for weight loss treatments and support meet the criteria for Binge Eating Disorder.

Statistics from the National Eating Disorders Association in the USA

OUR CURRENT WORLD – THE WEIGHT LOSS INDUSTRY

"Dieting is one of the greatest risk factors for the development of eating disorders. A study of adolescent girls found that 68% of 15 year old girls are on a diet. The study also suggests that girls who diet even moderately are five times more likely to develop an eating disorder than those who do not diet."

Quote from Bodywhys, the Irish National Eating Disorders organisation.

The total US weight loss industry hit a new peak in 2018, growing 4% to \$72 billion. It is forecast to grow 2.6% annually through to 2023. The 'meal replacement' market was worth a combined \$4.7 billion in 2018. Weight loss surgery numbers are growing by 5% a year. Reimbursement for this typically \$25,000 surgery remains a problem. 'Trend Forecasting' from Marketresearch.com on the Weight Loss Industry in the USA.

Given that 30% of dieters meet the criteria for Binge Eating Disorder, we believe BED is and will continue to be a significant issue for adults across the developed world, as diet programs and products do not address or resolve BED or Bulimia, in fact they both encourage them and make them worse for sufferers.

Highlighted in the same report was that both men and seniors, are significantly under-served client groups by the weight loss industry. This is reflected in the current disordered eating support arena too. We have found to date that 10% of our clients are male without any direct targeting of men, and two thirds of enquiries come from over 40's, with half of the over 40's group being over 50. So it is clear that we are meeting a need for both male clients, and older clients. The oldest client who ever contacted me seeking support for the very first time was 68 years old.



Q: "What key points did you take from this session?"

I have old out dated beliefs and preconceived thoughts about how I see myself and others. I found looking back brought up a lot of suppressed issues from childhood/negative experiences that shaped my viewpoint as grew older. This is helpful for me to understand be kind to myself and move forward.

MAIREAD, 62



Q: "What key points did you take from this session?"

That I am not alone, and there are things I can do every day to help myself. The HALT chart is a revelation to me, I will use it every day to stop my brain running away with me.

ETHAN, 27

OUR CURRENT WORLD – THE FOOD ENVIRONMENT

As we know, over the past 10 years we have seen almost an epidemic of 'obesity' across the developed world. Whilst we do not necessarily favour the word 'obesity', it is true to say that more people than ever before are struggling with their weight and their food.

There are compelling and disturbing reasons for this:

- **Food manufacturers** understand and use the science behind highly palatable, addictive foods – with no thought for their consumer's health;
- **Food distributors** focus only on sales of food – making it far too easy to over-purchase convenience, processed foods that are high in fat, salt and sugar and low in nutritionally dense calories;
- **The Diet Programs** revenue model is not based on the membership fees for attending their groups, it is the sales of highly processed diet food they recommend and endorse. Weight Watchers (now WW) has been owned by both Kraft Foods and Heinz in the past, Slimming World (Ireland and UK) has previously had a lucrative contract with Iceland – a frozen food supermarket - and many other diet programs rely more on their sales of supplements and diet foods than on the membership revenue they earn from members. But the revenue model in these organisations is even more cynical – because it is based on repeat customers – clients who return again and again to 'start back on the diet'. So failure is built into the model.
- **The Apps and Bots!** Our research has shown that an even higher level of depersonalisation has been introduced now into the weight loss solutions arena. Whilst extolling their new 'non-diet' and lifestyle based' supports, the likes of WW, Slimming World and the newer market entrants have released apps that provide 'personalised support'. But this personalised support is often not from a person, it is from an AI algorithm. The goal is to simply have customers sign up to a monthly subscription for a digital, artificial intelligence driven platform that has no ability to discern any individual characteristics or needs of the user in real terms.
- **And then there is social media**, where anyone with a smart phone can become an 'Influencer' and pedal any type of BS as a Miracle Method for Weight Loss – from bizarre exercise regimes to fad diets that cut out entire food groups, and everything in between. Sharing stylised photos of food and photoshopped pictures of themselves in lycra – they sell a fantasy lifestyle that is untrue, unrealistic and unobtainable.

And embedded in all of this are our clients.

Clients who learned how to self-soothe with food many years ago due to an emotional, traumatic or environmental event or experience. An unexpected or traumatic death in the family, a parent who was ill, or an alcoholic, or suffered with depression, experience of being abused – physical, emotional or sexual, bullying in school, witnessing domestic violence... Whatever the circumstances, food became their comfort blanket.

As adults, clients are continuing to use food as their comfort, or to avoid difficult situations, or to displace uncomfortable emotions... and in the process, they develop a secondary problem which becomes a separate issue in and of itself – they binge, secret eat, overeat, night eat... and put on weight. And hate their bodies. Which sends them out to the world of Weight Loss – which does nothing to help them, in fact it DRIVES more bingeing, and so the cycle perpetuates – sometimes for many decades.

OUR CURRENT WORLD – WHO AND WHERE ARE OUR CLIENTS?

Here is a sample of replies we have received from clients when we asked "How old are you?" and "How long have you been struggling with food, weight or your body image?"

Age	How long have you been struggling with food and/or your body image?
38	"As long as I can remember. Became aware of it in my teenage years."
47	"As long as I can remember".
34	"All my life but mostly from 16 on, I remember having negative feelings at 13"
51	"Since Childhood"
58	"38 years"
35	"For as long as I can remember. It's been an ongoing battle my whole life".
36	"Since I was a teenager"
42	"At least 10 years"
39	"31 Years"
40	"Since the age of 8"

When asked if they have sought help with this before, the majority will list at least one but usually several of the following: Weight Watchers, Slimming World, Motivation, Unislim, Overeaters Anonymous, Jennie Craig, Lighter Life.... plus the gym, personal training, meal replacement plans, meal delivery plans and even surgical procedures ranging from liposuction to bariatric surgery.

For those who mention having gone to counselling, most will say something to the effect of 'The counsellor didn't really understand about my food or weight' – and this is because disordered eating is a specialist area that requires specialist training.

What is important to understand is that many of our client and those who fit the criteria for being clients, do not necessarily self-identify as having Binge Eating Disorder.

- They will engage repeatedly in dieting and other weight loss 'solutions', but believe they are simply weak or lacking in willpower when they ultimately fail;
- They may be taking medication for IBS, low mood, anxiety, poor sleep and other health issues, all of which link back to their Binge Eating Disorder, whilst being oblivious of the connection;
- And of course they will know on some level it all links back to what happened 5, 10, 20 or up to 40 years ago – but just have no idea how to connect the dots and finally DO something about it.

THE EATING FREELY™ PROGRAM

A SPECIALIST SOLUTION FOR A SPECIALIST PROBLEM

The Eating Freely™ Program has been designed for use by both mental health professionals and Health & Nutrition Coaches, fully in line with competency guidelines, to ensure you can correctly serve this specialist client group and finally resolve their long standing battles with food, their weight and their body image.

It is time for a new paradigm for Binge Eating Disorder so this cohort of clients can be correctly served, supported and relieved of their distress - physical, emotional and psychological – around both food, and themselves.

Part of our goal as an international community is to raise awareness and educate the public about Binge Eating Disorder, the utter ineffectiveness of dieting and weight loss solutions without the specialist support a BED sufferer needs, and to spread the word that the Eating Freely™ specialist program, delivered by qualified professionals, CAN support them in finally resolving their dysfunctional relationship with food and find peace with themselves.

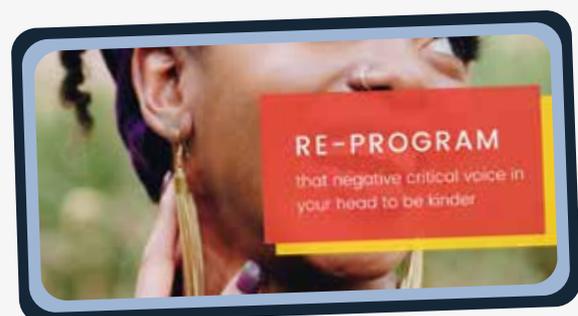
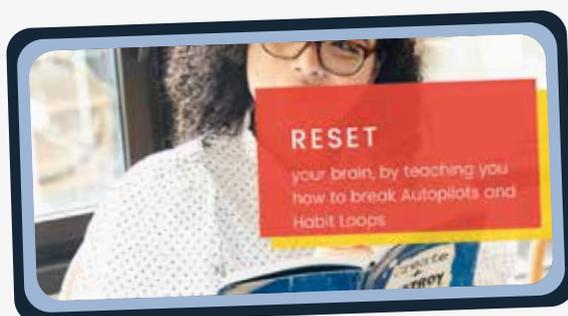


WHY DO PRACTITIONERS SIGN UP?

- CPD/CE approved training.
- Meets criteria for competency in a specialist area.
- Sets you apart from other Practitioners, specialising in a niche area that is under-served and in demand.
- Training offers an evidence-based, proven program 'In a Box' – a specialist qualification, marketing support and all the resources both you and your clients need.
- Join our international community of practitioners, supported by experts committed to setting new quality standards in health care.
- The Eating Freely™ Program is one of the very few CE training programs for Health Professionals that offers a guaranteed, and measurable return on your investment.

WHY DO CLIENTS SIGN UP?

- Delivered by fully qualified, trained specialists.
- Integrates Psychology, Nutrition, Neuroscience & Self-Compassion.
- Breaks unhealthy habits.
- Disconnects the past from the present.
- Frees Client from long standing guilt and shame.
- Eliminates emotional eating.
- Client leaves empowered, informed and more at peace with food, and themselves.



HOW THE EATING FREELY™ PROGRAM SUPPORTS CLIENTS

As a licensed Eating Freely™ Practitioner, you will see clients for anything from 8 to 18 sessions — in-person or online. We recommend clients see their practitioner weekly for the first 4-6 weeks, then fortnightly thereafter. So you are available to the client for up to 6 months depending on the amount of support they need.

Alongside one to one work with you, Eating Freely™ supports your clients with significant additional benefits:

1. **Every client is signed into to an Online Program which they will have lifetime access to.** The program includes video tutorials and all the downloads/tools or additional resources you may have shared with the client during the program. They also receive a range of audio meditations to use during and after the program. These meditations were developed by one of our Eating Freely™ Practitioners who is a qualified hypnotherapist.

2. **Clients can respond to online 'Accountability Questions' at the end of each online session,** and the responses are emailed to you, their Practitioner. This gives clients great 'between session' support to review and go over the themes, remind themselves of homework set and keep on track. Lifetime access ensures your clients have every chance of staying on track too once you finish working with them.

3. **Every client is given a Mindfulness for Emotional Eating Journal** which is based on the program, and gives them a place to both plan and prepare their food availability and set positive intentions and self-care activities, plus review their progress weekly.

Here is an example of what you might receive from a client answering the Accountability Questions:

What key points did you take away from this week's session?
"Be present – be in the moment" "Be quick to forgive yourself" "Name your inner bully and be aware of what you say to yourself" Practice some constructive wallowing and sit in my feelings - "This is how I feel" "My feelings are valid"
What action do you intend to take after watching the session?
"(My therapist) told me to look at myself in the mirror and stare at my eyes ... very odd but ok – I will give it a go;" "Going to set up some distractions like setting up a jigsaw puzzle on my dining room table – that will be relaxing"
Please describe how helpful you think this week's session is for you personally?
"Very helpful – becoming a bit unhinged with all the love and kindness – really wasn't expecting that. I am grateful and I was surprised at how many things I was able to do in the first week just by being aware of an alternative way of thinking about things. I have hope for myself yay!!"

This client – Melanie from South Africa, had a truly life-changing experience through doing the Eating Freely™ Program when she completed it online in 2018 with one of our Ireland based practitioners – Sue Boad. Since completing the program Melanie has completely turned her life around and now lives in Italy – healthy, happy and completely free from her emotional and binge eating past.

Melanie said:

"I honestly never considered food as something that supported life - I saw it as the enemy! I have learnt that food nourishes, that I can be in control by eating good and tasty food. I have learnt to be a lot kinder to myself, to feel emotion and not to eat it or stuff down emotions with food. The journey can be very emotional but I have been blessed with Sue and Linn's support and incredible caring. I am taking it day by day - some days are better than others but the process is also bringing up things that I need to deal with as I get stronger and more caring towards myself and my life.

I am incredibly grateful for this gift I gave to myself Thank you Emma and your amazing team for making this possible!" ♡♡♡ Melanie

WHY DO WE OFFER ALL THIS SUPPORT TO EVERY CLIENT?

First and foremost, with over 12 years experience of working exclusively with this client population, I know how utterly exhausted they are from years of unproductive efforts at solving this problem. Our clients have been in and out of every moneymaking, one-size-fits-all weight loss racket going, with no success. By the time they work up the courage to come to us for help they are truly at the end of their tethers.

So it is vitally important that we offer them professional, knowledgeable expertise, a safe place to talk about things they have perhaps never spoken about before, and above all, an overarching communication of the message that we CARE. We see them as an individual, with their own unique story, which has brought them to this place in their lives. And we offer empathy, compassion and self-care support from the outset, something our clients are generally very poor at! Do you remember Denise Wogan, one of our practitioners you read about earlier on? Here is what two of her clients had to say about their experience of working with her through the Eating Freely™ Program:



I've been meaning to reach out since I finished up the Eating Freely™ Program with Denise a few months ago. My guess is it's not the first time you'll have had this feedback, but the experience has been life changing.

I'm not sure I have the words to describe the turnaround in my attitude to food, my body, self-compassion. The program has had consequences on my whole outlook that I never could have imagined.

I have ended (won!) a decades long battle with weight and food, and I am so much more content with life in general.

All the best, and thanks again for the work you and your team are doing— you're making a remarkable, lasting difference to people's lives.

MARINA



I started with Denise in September and we finished up in January. I felt the program was tough Emma to be honest and there were some sessions that were really really hard. You don't feel it at the time but the growth in every session is immense.

I was never as glad to have someone like Denise bringing me through this journey and I owe her a huge amount of gratitude. She is so professional, caring and has this infectious hunger for learning.

I would also like to extend my praises to yourself for all your videos which I have now for future reference and also for your part in my change since doing your program.

I am eternally grateful to you both. I have learnt so much and I know I have more to learn but I feel so much happier now.

May you always have the strength to help others like you have me.

OLIVIA



HOW DO I APPLY TO BECOME A LICENSED EATING FREELY™ PRACTITIONER?

CHECK YOUR ELIGIBILITY

You must be a fully qualified health professional – eg. Psychotherapist, Psychologist, MLSW, MFT, Counsellor, Doctor, Nurse;

OR

Be a fully qualified Health & Wellness Coach, Nutritionist or similar trained by a recognised institution;

PLUS

Hold membership of a recognised accrediting body that requires ongoing Continuous Education;

AND

Hold current professional insurance that includes both professional indemnity and public liability cover that covers you to work one to one with clients in a therapeutic, health or coaching setting.

Professionals holding Fitness qualifications only are not eligible for our training. A foundation training in the core principles of coaching/therapy are required for this specialist work.

Additionally all applications are subject to an interview to ensure a good fit – we are actively looking for practitioners with experience of working with clients, who are not afraid to market themselves and get out there to raise awareness of Eating Freely™!

YOUR RETURN ON INVESTMENT

The fee you charge clients for a 6-month specialist program to resolve their long-standing emotional eating, binge eating disorder or bulimia should be at least \$2,400. This equates to roughly \$160 per session. We work this out on this basis:

You will offer c.15 sessions to the client over a 24 week period – 6 months.

The first 4 - 6 sessions happen weekly – 4 - 6 weeks.

Thereafter you have sessions fortnightly – 9 - 10 sessions over 18 - 20 weeks.

Along with their 1-1 sessions with you, your client receives instant, lifetime access to the Eating Freely™ online program, designed to help keep them on track between sessions and after the 6-month program ends. They also receive the Mindfulness for Emotional Eating Journal and the Eating Freely™ Workbook that accompanies the online program.

On the basis of you recruiting just one new Eating Freely™ client per month, the return on your investment in Year 1 is \$21,600 based on one client a month for 9 months once you complete the 3 month training period in your first year.

You can also offer a 12-week program to clients offering 8 sessions over 12 weeks, choosing a customised range of sessions to suit the client, and you should charge around \$1,500 for this. Again, just one client a month for 9 months on this basis is \$13,500.

If you also run 3 One Day Workshops a year for 15 participants at \$125 per person, that's an additional \$1,875 in revenue – plus you will often have workshop participants who then choose to sign up and work with you 1-1.

SAMPLE REVENUE POTENTIAL IN YEAR 1

1-1 Clients @ 6 months program	1 new client a month @ 9 months	\$21,600
1-1 Clients @ 3 months program	1 new client a month @ 9 months	\$13,500
1 Day Workshop 15 ptnts @ \$125	e.g. 1 x January, 1 x April, 1 x October	\$ 5,625
TOTAL		\$40,725

SAMPLE REVENUE POTENTIAL IN YEAR 2

1-1 Clients @ 6 months program	1 new client a month	\$28,800
1-1 Clients @ 3 months program	1 new client a month	\$18,000
1 Day Workshop	4 x Workshops - 15 ptnts @\$125	\$ 7,500
2 x Group Program	12 Weeks - 12 ptnts @ \$997	\$23,928
TOTAL		\$78,228

WHAT IS MY INVESTMENT?

The training and licensing fee for an individual practitioner is \$10,000 if you pay in full.

OR

You can pay a deposit of \$2,500 and pay the balance in 11 monthly instalments of \$765.

You will more than recover the training fee in Year 1 as you can see from the table above. **Just 6 new clients in year 1 is an additional income of \$14,400.**



Your annual re-licensing fee in Year 2 INCLUDES a CE approved upgrade training that will also significantly increase your revenue. In Year 2 you will be trained and Licensed as an Eating Freely™ Group Facilitator.

Annual re-licensing fee: \$2,995.

In Year 3 you have the option to train as an Eating Freely™ Trainer and you then have the option to become an Eating Freely™ Territory Owner. Other criteria and a new Training Licensing Agreement applies in the case of Territory Owners.

WHY IS IT SO REASONABLE?

The Eating Freely™ Program is badly needed by many millions of people around the world, and this type of specialist support is incredibly difficult to find.

Our mission is to be the World's Leading Network of Emotional Eating & Binge Eating Disorder Specialists and change the lives of 250,00 people in the next 3-5 years – and we need passionate, success driven professionals like you to make that happen.

Mental health, trauma and disordered eating can never just be about the money. I have a professional obligation to help – and I want you to feel free to offer some pro-bono work, or give back to your community using our program as well as charge what the program is worth to clients who can pay. You can't do that if the financial stakes are too high or we collectively put ourselves beyond the reach of clients who need our specialist help.

I am building a worldwide community of committed, professional practitioners who yes, want to succeed and thrive – as do I! But also who genuinely want to help, and to know they are making a real difference.





OUR HEALTH CENTRE / ORGANISATION WANTS TO LICENSE YOUR TRAINING OR PROGRAM – HOW DOES THAT WORK?

Smaller centres can become Licensed Eating Freely™ Centres subject to certain criteria.

Larger organisations and teams have two options.

1. Become Licensed Eating Freely™ Program Providers;
2. Our CE approved training can be delivered to your team as a 'white label' training, giving them all the skills and tools they need to support clients struggling with disordered eating (excluding Anorexia).

Our program can be licensed by:

Health Centers and Counselling/Therapy Centers – a minimum team of 4 Health Coaches/Therapists including at least one Nutrition trained professional is required. All team members must meet our eligibility criteria outlined in the Licensed Eating Freely™ Practitioner section.

Health Insurers and EAP Providers – we will train your Coaches/Therapists who provide services to clients.

Health and Nutrition Educators – our training is already CE approved by the NBHWC in the USA, the IACP and NTOI in Ireland and the internationally recognised CPD Certification Service and will always meet any CE /CPD criteria required. Securing CE/CPD approval in your jurisdiction with relevant governing bodies is included in any training or licensing agreement.

Group Licensing pricing is customised subject to contract and number of licenses.

I AM AN ENTREPRENEUR/BUSINESS OWNER INTERESTED IN A TERRITORY LICENSE – HOW DOES THAT WORK?

We are very happy to meet and chat with potential Country / State Licensees, please book a call with Emma to discuss the options available.

Q: Do I need to be a clinician to be a Territory License Holder?

No, but it would be helpful if you had a business partner or advisor who had some medical or clinical (therapy/coaching) training or background.

Although initial training of your first network members can be delivered online from Eating Freely™ HQ here in Ireland, you will need to hire a senior clinician / trainers locally in Year 1 as part of the network development process in your territory.



READY TO TAKE THE NEXT STEP? BOOK A CALL!

Book a Call with Emma

<https://emmamurphyworkshop.as.me/LicenceCall>

I am looking forward to meeting you!

Warmly,

Emma.



BREAKDOWN OF OUR TRAINING CURRICULUM

Our comprehensive 12-week online training will walk you through every step of the Eating Freely™ Program – session by session breakdown, overarching themes and why they are important, and all the resources, tools and handouts you will use with clients.

Pre-Training Modules:

Module 1- The 3 main Eating Disorders, competency guidelines for working with or referring on clients

Module 2 - The personality type of our client and why it is so important to understand it!

Module 3 - The non-diet approach of the Eating Freely™ Program

Module 4 - The program structure, four pillars of support, and how they are interconnected to support clients

Module 6 - What you will offer clients as a Licensed Eating Freely™ Practitioner

Marketing Modules:

Module 1 - Initial assessment/consultation process to determine suitability for the program

Module 2 - Client Onboarding

Module 3 - How to attract clients to your new specialist service

Module 4 - Eating Freely™ 1 Hour Webinar

Module 5 - Don't forget the 'real world'! Offline and local marketing strategies

Week 1

Module 1 - All About Binge Eating Disorder

Module 2 - Your first session – Asking the Right Questions

Module 3 - Your first session – CBT tool The Halt Chart Mandatory Live Group Call with your expert trainers – 90 minutes
Optional Office Hours live Zoom with Emma Murphy – 45 minutes

Week 2

Module 1 - Nutritional Assessment Intake Form

Module 2 - Regular Eating and Macro Balance

Module 3 - Eating Rhythm Mandatory Live Group Call with your expert trainers – 90 minutes

Optional Office Hours live Zoom with Emma Murphy – 45 minutes



Week 3

Module 1- Introducing Hunger / Fullness work

Module 2 - Working with clients in session

Module 3 - Navigating your client session

Mandatory Live Group Call with your expert trainers – 90 minutes

Optional Office Hours live Zoom with Emma Murphy – 45 minutes

Week 4

Module 1 - Neuroscience of Binge Eating #1

Module 2 - Neuroscience of Binge Eating #2 Module 3 - CBT Tools #2 Delay Distract Decide

Mandatory Live Group Call with your expert trainers – 90 minutes

Optional Office Hours live Zoom with Emma Murphy – 45 minutes

Week 5

Module 1 - Vitamin P - Pleasure

Module 2 - Wrapping up Neuroscience

Module 3 - Marketing your Specialist Skill #1

Mandatory Live Group Call with your expert trainers – 90 minutes

Optional Office Hours live Zoom with Emma Murphy – 45 minutes

Week 6

Module 2 - Connecting the past to the present

Module 3 - Barriers to change

Mandatory Live Group Call with your expert trainers – 90 minutes

Optional Office Hours live Zoom with Emma Murphy – 45 minutes

Week 7

Module 1 - An Introduction to the Digestive System, GI Distress & the Intersection of Eating Issues

Module 2 - The Overlap of GI and Eating Distress

Module 3 - Clinical Considerations

Mandatory Live Group Call with your expert trainers – 90 minutes

Optional Office Hours live Zoom with Emma Murphy – 45 minutes

Week 8

Module 1— Barriers to change #2 and payoffs for not changing

Module 2 - Body Image #1 Module 2 - Body Image #2

Mandatory Live Group Call with your expert trainers – 90 minutes

Optional Office Hours live Zoom with Emma Murphy – 45 minutes



Week 9

Module 1 – Food Environment Audit

Module 2 – Relationships Audit

Module 3 – Lifestyle Audit

Mandatory Live Group Call with your expert trainers – 90 minutes

Optional Office Hours live Zoom with Emma Murphy – 45 minutes

Week 10

Module 1 – Committing to true change

Module 2 – Letting go of what no longer serves

Module 3 – Radical self-compassion and the power to bring about transformational change

Module 4 – Submitting your details for the™ Directory

Mandatory Live Group Call with your expert trainers – 90 minutes

Optional Office Hours live Zoom with Emma Murphy – 45 minutes

Week 11

Module 1 – Forgiveness #1

Module 2 – Forgiveness Resources Module 3 – Forming new Habits

Module 4 – Ending the Program Contract

Mandatory Live Group Call with your expert trainers – 90 minutes

Optional Office Hours live Zoom with Emma Murphy – 45 minutes

Week 12

Module 1- Marketing Yourself and your new skill #2

Module 3 – Running a Challenge Module 4 – Running a 1 Day Workshop

Mandatory Live Group Call with your expert trainers – 90 minutes

Optional Office Hours live Zoom with Emma Murphy – 45 minutes

MOVING FROM TRAINEE TO LICENSED PRACTITIONER

Once the training has concluded, you will continue to have access to the training material to refer back to as you begin working with clients.

You will have access to a Resources Portal where you can easily download any client handouts or tools that you need for in-person or sessions, and all the marketing resources will be there also for your convenience.

You'll receive access to the sign-in portal to sign your clients into the online program.

You'll have access to the calendar so you can attend the ongoing monthly live peer group supervision sessions.

You will join our active practitioner community for ongoing peer and professional support, feedback and sharing of resources, advice etc.

You'll be added to the Eating Freely™ Practitioner Directory so clients can find you!



Eating Freely

find true freedom around food - forever!

Contact Us



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