



Simple Meal Plans  
Getting *started*  
Guide



Welcome Welcome Welcome!

I'm so glad you decided to join us.

**You're in the right place to *simplify* eating healthier.**

This guide includes the **Eating Well Process** which shows you the exact steps to take. One by one.

It will set you up for success with the **3 mindset shifts** you need to become someone who eats well automatically.

There are also some tips for **avoiding common mistakes** .

Let's dive in...

# Our Eating Well Process Summary

## **Step 1. Start Small**

Read this Orientation Guide (done!)  
Cook your [first recipe](#).

## **Step 2. Build Your Confidence**

Practice [your first recipe](#) again.  
Take the [Kitchen Confidence Secrets](#) Workshop.

## **Step 3. Build The Habit**

Take the [7-Day Meal Plan Kick Starter](#) Program.

## **Step 4. Build Your Plan**

Save and edit your [first meal plan](#).

## **Step 5. Eating Well Automatically**

Practice and share your success [over here](#).

“Always think what you have to do is *easy*  
and it will become so.”

- Emile Coue

# Our Eating Well Process

## The Details

### Step 1. Start Small

At this stage you've decided you're ready to eat healthier. You're inspired by the possibility of change. But you're not sure how to get going. You might be feeling confused about all the conflicting information about nutrition.

**ACTION:** Read this Orientation Guide (done!)  
Cook your [first recipe](#).

### Step 2. Build Your Confidence

You're feeling great after cooking your first recipe and excited to take the next step. This stage is about practicing and building your repertoire of easy Plan-B meals. And improving your confidence by learning the basics of making your meals taste amazing and problem solving for when things don't work out as you had hoped.

**ACTION:** Practice [your first recipe](#) again.  
Take the [Kitchen Confidence Secrets](#) Workshop.

### Step 3. Build the Habit

You're noticing how much easier and more enjoyable your life is when you nourishing yourself. You're curious about how different life will feel when you master the habit of meal planning and are eating well automatically. You know the secret is making time in your schedule to refine your plan and to find a way to make the planning process a reward in itself, which motivates you to keep at it.

**ACTION:** Take the [7-Day Meal Plan Kick Starter](#) Program.

# Our Eating Well Process (continued)

## **Step 4. Build Your Plan**

You're starting to see yourself differently. You feel like someone who is taking care of themselves and making healthier decisions every day (or most days). You are ready to put your new planning habit into action. And practice, practice practice. You're prepared for hiccups and you're optimistic you can navigate challenges as they arise. You feel supported.

**ACTION:** Save and edit your [first meal plan](#).

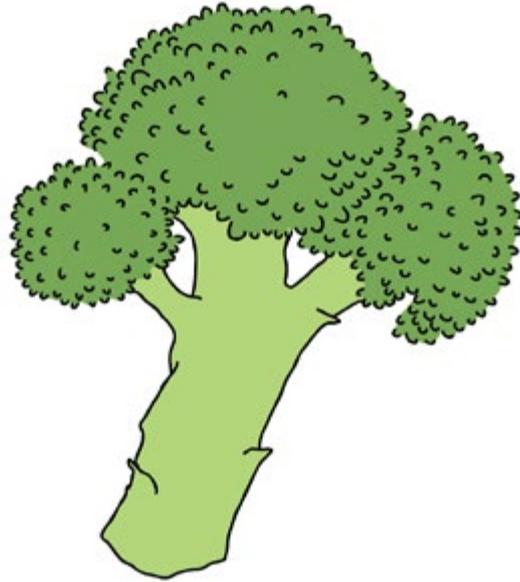
## **Step 5. Eating Well Automatically**

In this final stage you're enjoying cooking dinner as many nights a week as suits your lifestyle. You're looking and feeling great.

You have loads of energy. You're excited to keep experimenting and learning. You're saving money. You're saving time. You feel calm and confident around food. You smile more and you look forward to meal times as a chance to enjoy food without regret.

**ACTION:** Practice and share your success [over here](#).

*That last stage sounds especially good, doesn't it?  
Remember this really is **possible** for you.*



It's *better* when  
I use my *meal* plan

# Eating Well *automatically* 3 Key Mindset Shifts

## **1. We trust the process.**

With simple meals plans we focus on building healthy habits instead of relying on willpower.

Rather than obsessing about reaching a specific number on the scale, we trust the process of enjoying proper meals.

We understand the value of planning.

We know taking a few minutes to review our plan each week will actually save us time in the long run! (and save us from not-so-great decisions)

## **2. We treat everything as an experiment.**

Instead of putting pressure on ourselves to do everything perfectly first time, we run little experiments. We approach change with curiosity and even fun.

We know that we'll either win or we'll learn something. So we really don't have anything to lose.

Then when things don't go as well as we'd like, we remind ourselves that we are doing the best we can.

And we keep going.

# Eating Well *automatically* Mindset (continued)

### **3. We remember it's better when.**

When we feel resistance, we don't give in and quit on ourselves.

Instead we ask a simple question....

*"If I was a naturally healthy person,  
what would I do?"*

Then we remind ourselves of all the reasons why it's better when we take those actions.

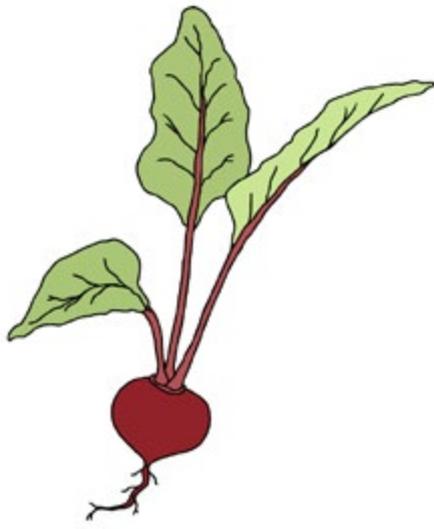
It's better when I make a plan.

It's better when I shop from a list.

It's better when I eat a home cooked dinner.

It's better when I don't have chips every day.

It's better when I take care of myself...



What if this could  
*be easy?*

# Common Mistakes

## **But I don't feel like it...**

The first few times you do anything new it's going to feel a bit uncomfortable. There will be times when you'll think 'I don't feel like it'.

When you think that thought, it's a sign that you're doing everything right! Remind yourself that **it's OK to not feel like it**, And take action anyway.

After the first few weeks it will all become a habit. You won't know yourself. You'll be having so much fun in the kitchen. And feeling much better. You can do it!

**SOLUTION:** Remember it's normal not to 'feel like it', and change the thought to 'it's better when I plan and cook'. That will help you take action anyway.

## **Thinking 'I won't like this'...**

My recipes are probably different to what you're used to. Which is why you joined Simple Meal Plans . You want to enjoy delicious healthy meals and you don't want to spend hours in the kitchen.

The way to get there is to cook different recipes to what you're used to. So if you think things like 'that's too simple' or 'I won't like this' or 'these recipes are different to what I'm used to', that's totally normal.

Remind yourself you want to eat differently and to do that you're going to have to cook different things. It's OK if it feels a bit uncomfortable at first.

**SOLUTION:** Remember it's better when I try new things.

# Common Mistakes (cont'd)

## Information Overload

One of the biggest problems with the Simple Meal Plans website is there is so much there for you. ALL the classes, recipes, hundreds of meal plans and the extra bonuses. It's not helpful to allow yourself to get overwhelmed.

**SOLUTION:** Think of Simple Meal Plans like Netflix. Lots to choose from. But no pressure to watch every show.

## Not getting started

The number one reason people don't get the benefits from meal planning is that they don't even try. Which breaks my heart. They assume it won't work for them or they assume it's too hard.

They quit before they even give it a chance. **Don't let this be you.** Decide now you are just going to give it a go. Even when you feel resistance. Even when it feels new and different and a bit clunky.

You're learning a new skill and it's supposed to feel a bit hard at first but it will be so worth it when you're enjoying healthy meals and feeling good in your clothes.

**SOLUTION:** Remember I want to do this. It's better when I invest in myself and try new things.

# Common Mistakes (cont'd)

## **Falling Behind**

When we're learning something new, it's easy to have expectations about how quickly we should be doing things. Then giving ourselves a hard time for 'falling behind'. This isn't helpful as it just makes us feel less motivated to take action.

**SOLUTION:** You are exactly where you need to be. Just take the next step in our eating well process.

## **Seeing Planning, Shopping and Cooking as a Chore**

The most important thing I've learned from studying habit formation is the activity has to be intrinsically rewarding if we are going to adopt a habit for the long term. If you think of cooking as a 'chore' another task to tick off your enormous to-do list, of course it will be hard to get this habit to stick. But if you see it as something relaxing that you get to do for yourself, it will completely change your motivation levels.

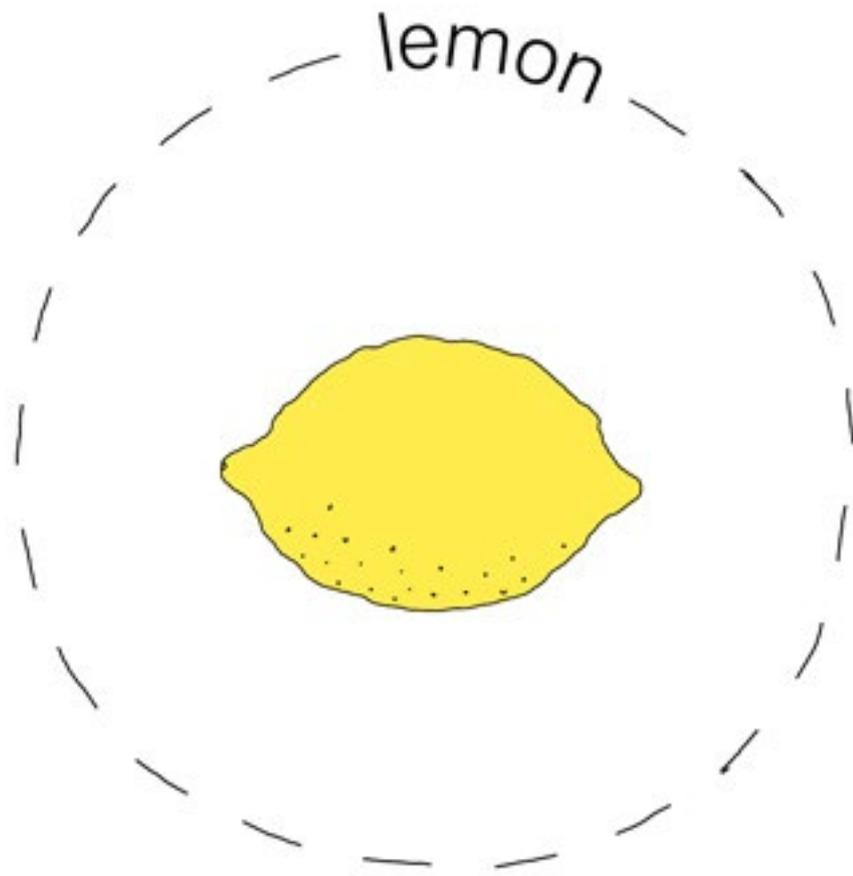
**SOLUTION:** Reframe how you think about it. Ask how can I make this enjoyable?

## **Indulging in Overwhelm**

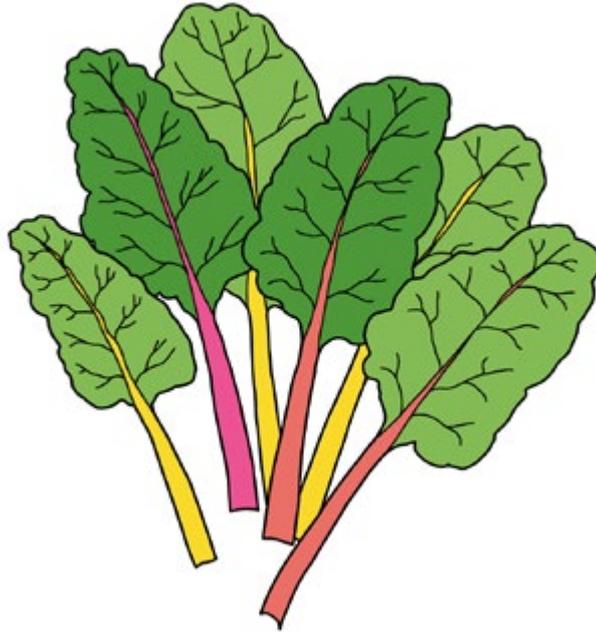
The final mistake is taking on too much and getting overwhelmed. People try to do everything all at once and buy all the ingredients. Only to leave them to go bad in the fridge.

But it doesn't have to be like this. Which is why I created the Eating Well Process. To guide you step-by-baby-step.

**SOLUTION:** Follow this process. Trust the process. Take it one step at a time.



How can I make this  
*enjoyable?*



## Getting Help

You're not on your own. One of my favourite parts of my job is I get to help people eat healthier every day.

So if you're feeling resistance or overwhelm or if there's something else you're struggling with, just **leave a comment** on the [help page](#). or anywhere on the Simple Meal Plans website.

I check and respond to all the comments every single day. And I'm a really good coach.

I'm here to help you!

## Now over to you...

It's time for **Step ONE**.

**Go to the [Meal Plan page](#) to choose your first recipe.**

You're **allowed to have fun** with this.

Big LOVE  
Jules x



It's *better* when I  
plan and *enjoy*  
proper meals