

Stick to Your Diet this Year

Top 5 Ways Hot Logic Will Help You Stick to Your New Year's Resolution & Diet Goals in 2019

It's that time of year again, folks. When we wave goodbye to one year and usher in a new one. It's also a time for making grand proclamations and vows that you know in the back of your mind are probably (sadly) going to fail.

In fact, this thought is likely in the front of your mind. But fear not! Together we're going to crush this lowly expectation. We're going to blow it to smithereens! And any other words you want to use to demolish your old way of thinking when it comes to New Year's resolutions.

According to [U.S. News](#), 80 percent of New Year's resolutions fail by mid-February. (Oh, the horror!) And do you know what the top resolutions are?

According to [YouGov](#), in a December 2017 poll involving nearly 1200 adults it's a three-way tie:

- | | |
|----------------------|------------|
| 1. Eat healthier | 37 percent |
| 2. Save more money | 37 percent |
| 3. Get more exercise | 37 percent |

Break out your calendar app ladies and gentlemen and mark this day down, because we have some really good news for you: Hot Logic is going to make sure (with your help, of course) that those top two resolutions don't fail.

This year, you're going to succeed!

Furthermore, if you need help with exercise motivation, we'll even come over to your house and spot you on the bench press and yell encouraging words of support. (Not really.)

How exactly can Hot Logic help you eat healthier and save money? Hang on, buckaroo, we're getting to that. Though we do love the enthusiasm.

First off, it doesn't matter what diet you're trying to stick to ...

- Keto
- Paleo
- Atkins
- Whole food
- Vegetarian
- Vegan
- Gluten-free
- Donut-free

Whatever YOUR diet is, your about to stick to it ... THIS YEAR. Failure isn't an option ... THIS YEAR. Now who's with us?

Number 5: Convenience aka – Better Game-Planning

You know the funny thing about us humans? If something is difficult, there's a good chance we won't do it. Isn't that what fast food is all about? It's easier than cooking, and you don't even have to get out of your car.

Lack of convenience is the number one thing that kills most diets, according to this article. (You know it's true!)

When you're at home it's a lot easier to stick to your diet, isn't it? Where the trouble comes in, is when you're not at home. This is when things get tricky.

Think about what you do now to stick to your diet when not at home. When eating out, you have to hope for the best. Which means hoping your server understands what gluten-free means. And by the look on his face, we'd have to say, he doesn't.

So, you pack some food into your Scooby Doo lunchbox and bring it with you. Which is really the only way to ensure you're eating healthy when not at home. But this fails for many reasons, especially when at work:

1. Your office microwave smells like a landfill and nuking your food is a terrible idea – when it comes to health and taste.
2. If you're not nuking your food, then you're eating a cold lunch. And be honest, that's not really satisfying, is it? When's the last time you got excited about yogurt ... as a meal?
3. You eat out. But that's expensive. And not healthy. And that server still isn't sure what gluten-free means.
4. When you eat out, you're inviting temptation into your life. As in, you're going to cheat. And do you know what cheating looks like? It looks like a giant yellow M.
5. When you cheat, you spend the rest of the day silently hating yourself. (You have some Big Mac sauce on your chin, by the way.)
6. No matter what you choose, you don't really feel like you're in control.

The truth is that it's nearly impossible to eat a good hot meal on the go and do it conveniently. You could lug your crock pot around with you, but that's not really an option and will seriously invite office ridicule into your life.

And let's just forget about reheating in the microwave. That's just going to leave you with a half dried out, half still-cold mess. And who really knows what kind of Frankenstein effect that's going to have on your health after years and years.

The Hot Logic Way:

Take whatever ingredients you want that satisfies your diet's requirements, toss them into a Hot Logic Mini, bring it to work with you – it comes in a convenient (and very stylish) little case – plug it in next to your desk, and when the clock strikes Lunchtime, you've got a homecooked meal that's hot and nourishing and satisfying.

Your food stays at a constant and perfect temperature. And you can reheat last night's dinner if you like. One thing is for sure, you'll never go near that microwave again.

Number 4: Portability – Bring Your Diet with You

It doesn't matter where you're going. To work. To a friend's house. Or maybe you're going on a road trip. The Hot Logic mini can plug into your car's lighter.

Think about all the times you thought to yourself, *man, I wish I could bring some delicious, hot, and healthy food with me. I could definitely stick to my diet then.*

Well, now you can!

Did we mention how stylish these Minis are? Imagine walking into your friend's house with a crock pot. (If it even survived the drive.) *Hey, hope you don't mind, I brought my crockpot. Can you make some room on the counter for it?*

But with the portability of the Hot Logic Mini, and how it makes way more sense than lugging around a gigantic crockpot, no one's going to roll their eyes at you. In fact, they may even envy you. You can talk about how your diet survived the six-week itch – that dreaded mid-February deadline when all but eight percent of resolutions fail.

Remember, failure is not an option!

Number 3: Eat what You Love

Eating is one of the great joys in life. Why limit yourself just because you're not at home. Going on a business trip? How nice would it be to cook in your hotel room without burning the place down?

Think about what it means to eat healthy when you're not at home right now. You've got yogurt, which is a lovely snack, don't get us wrong. There's carrot sticks. Nuts and seeds. What else? The point is, you're really limited. And there aren't any cold meal options that make you go, *Mmmmm*.

But you know what will make you go, *Mmmmm*?

How about Thai chicken with Brussel sprouts?

Or perfectly reheated veggie lasagna from last night's dinner?

Or Swedish meatballs with portabella mushrooms.

Or gourmet (as in not Chef Boyardee) ravioli, sauce, and parmesan cheese.

Whatever vegetables you love, combined with whatever meat you love (if you're into that sort of the thing), combined with some rice or pasta (if you eat carbs) with whatever sauces, herbs, and spices you love, all in one tasty, steamy, hot package.

Eat what you love! Whether you're at the office, on a road trip or business trip, or even at home. No joke, the Hot Logic Mini is a bachelor's best friend. Or anyone who's culinarily challenged.

There's no temperature to control. There's no way to overcook. It's like magic. If magic was hot and delicious.

Number 2: Eliminate Excuses to Cheat

Here's the thing about making excuses and cheating on your diet. There's a part of you that wants to make an excuse and run through the big yellow M drive-thru.

But there's a bigger part of you that knows that's an awful decision, and you realize it before even getting out of the parking lot. And certainly *after* you've eaten! Because in hindsight, it's never a good idea, or even a delicious idea.

But the real problem with cheating is that it becomes habitual. It quickly turns into this vicious cycle of cheat, regret, self-hatred. Cheat, regret, self-hatred.

That's awful! And particularly when sticking to your diet, and in a hot, delicious way, is so fulfilling – stick to your diet, enjoy your food, feel good about yourself. Let's make *that* the habit.

Stick to your diet, enjoy your food, feel good about yourself.

Doesn't that sound better?

Number 1: Take Back Control

Life can be a real gut punch sometimes. Even when things are going good, we rarely feel like we have control. We have a boss telling us what to do. We have the government insisting we pay our taxes. There's more rules and laws than you can shake a raw carrot stick at. Not to mention random threats like meteors and rabid monkeys.

Life can sometimes feel like it's spinning out of control. Like a roulette wheel that won't ever let us win. But you know what?

When it comes to your diet, you're in total control. Even if you subject yourself to eating only yogurt and carrot sticks, you're still in control. (But probably not for long.)

The big M in the sky wants you to eat yogurt and raw carrot sticks, because the big M knows you'll soon cheat. But you're in control. And control can be delicious. In fact, it can be *hot* and delicious!

So, put away those carrot sticks. (Or at least cook them in your Mini.) And save the yogurt for a snack. And tell that big M in the sky, once and for all, that you're done cheating. Because you ... are in ... control.

Bonus: Save More Money

That's right! If you were paying attention, we said we'd help with two of your resolutions.

Do You know what costs a lot of money? Eating at restaurants.

Do you know what doesn't cost a lot of money? Preparing your own food.

Let's do a little math here. Let's say you spend \$10 every time you go out for lunch. Let's also say that you can make your own healthy (hot and delicious) lunch for \$5. Now let's multiply that by 5 days a week, and 52 weeks year.

(Drum roll, please!)

That's a one-year savings of \$1300! (We actually had to double-check the math, because it's so shocking.)

Imagine what you could do with an extra \$1300 a year. You could take an extra vacation every year. You could meteor-proof your house. The options are practically limitless.

And best of all, after one year of sticking to your diet, and just saying NO to that big M in the sky, you're going to look fabulous! No, we mean it, truly marvelous!

Let's make a pact right now, right here. No matter where you are while you're reading this, stand up and say, *this year is going to be different. THIS YEAR, I will succeed, and so will my diet goals.*

How did that feel? Good? Great? Because while others around you, those 92 percenters, are going to crash and burn with their New Year's resolutions, you can stand tall and hold your head up high.

Because for the *new you*, failure is no longer an option. And because we like you the new you so much, we have three general tips that will make sure you succeed in 2019 when it comes to sticking to your diet and health goals.

1. Kaizen – aka: Baby Steps

Kaizen is a philosophy of using small steps and gradual progress to achieve big things. It comes from the Japanese, and in fact, is how Toyota was built.

Continuous improvement! Keep that in mind.

Doing small things every day to improve.

The all-or-nothing approach is a diet killer. Make progress each day. Don't concern yourself with the big picture. Just keep moving in the right direction, and before you know it, you'll be exactly where you want to be.

2. Realistic Expectations

This can be tied into number one. We want big things and we want them fast. But this isn't always realistic.

If daily progress is your only expectation, then you have a daily chance of meeting your expectation. Imagine the power in that? Every day is an opportunity to achieve your goal.

Keep the big picture in mind. But don't dwell on it. And whatever your big-picture goals are, make sure their at least reasonably realistic. The thing about goals is, once you achieve one, achieving the next is much easier. So, don't be afraid to start small.

3. Practice Mindful Eating

You know how sometimes you sit down to eat ... and then suddenly several minutes have passed, and not only is your food gone, but so is half of a paper plate and the tip of one of your fingers.

That's the opposite of mindful eating.

There are a number of benefits to mindful eating, but the best benefits are this: you'll enjoy your food much more, and you'll eat less.

To give mindful eating a try, check out AmIHungry.com.

If you've come this far, perhaps you're willing to go one step further. Let's call it the last first step you'll ever take as it pertains to the start-and-stop, revolving-door of dieting.

Because you CAN stick to your diet! And it begins today!

(optin incentive/form, and shopping options or link)

Using Your Hot Logic

The secret is our patented heating technology which uses low-slow conduction heat to gently and evenly bring food to an ideal, safe internal temperature, then adjusts to a perfect "warming" temperature for hours, so your meals retain their natural juices, flavor and vital nutrients without over cooking or drying out!

No more cold centers and hard, over cooked edges like you get from a microwave... and NONE of the health risks!

The Hot Logic Mini is lightweight, portable and completely silent, so not only can you use it at home, now you have the perfect way to reheat meals right in your cubicle at work, in a hotel room, or use the optional power inverter to have a HOT, healthy meal right in your car!

There are no buttons, dials, settings or timers so you never have to watch your food or worry about it burning. It “can’t” over cook!

It doesn't matter if the food is fresh, frozen or pre-cooked. Just toss in in a meal, zip it up, plug it in and walk away. Your meal will be piping hot and ready to eat whenever you're ready. It's almost like the Mini thinks for itself!

(video or guarantee, etc.)