Your Guide

Meet the Eight Eating Archetypes

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Welcome

In case we haven't met yet, I'm Celia Clark and I work at the **intersection of food, body and business**. With 15 years as a therapist, including a decade specialising in eating disorders, I'm here to help you **heal your relationship with food** so you can **rebuild unshakable self trust** and **show up with confidence and purpose** in life and business.

Through parts work and embodied leadership, I'll guide you to **transform your inner world**, so food no longer holds you back. There is nothing more fulfilling to me than **witnessing a woman heal and step into her light**, so she can have a bigger impact on those she seeks to lead and serve.

Celia ♡

FIRST STEPS

Starts with Awareness

If you've ever found yourself eating when you're not hungry, caught in patterns you can't seem to break, or wondering why willpower never seems to work... you're not alone. **What if your eating habits weren't a problem to fix**, but a message revealing what needs your attention inside?

Your eating habits are not random, they are driven by parts of you that show up around food, each with their own role. Some seek comfort, some crave control, and others try to protect you from pain. **These parts aren't the enemy, they're simply doing their best to help.**

The key to healing isn't in fighting against these parts or forcing them to change, but in learning to understand their true needs and guiding them with compassion. When you start to listen to what they're really asking for, food loses its grip and **you gain something even more powerful** - freedom to make choices that truly serve you.

In this guide, you'll meet the 8 Eating Archetypes, each representing a unique pattern of how we relate to food. As you explore these archetypes, **you'll start to see your eating in a new light**, not as a sign of failure, but as a path to deeper self understanding. And once you know what's really driving your eating, you'll have the power to shift it.

As you go through each archetype, I invite you to reflect on your own experiences. You may recognise yourself in one or see elements of multiple archetypes within you. That's okay, this isn't about labelling yourself, but about **gaining insight into the deeper patterns at play**.

The more awareness you bring to these patterns, the more choice you'll have. That's why I've included powerful reflection questions to help you connect with your experience in a deeper way. Take your time with them, **true change starts with awareness**.

FIRST STEPS

The 8 Eating Archetypes

KEY DRIVER	ARCHETYPE	CORE BELIEF
Deprivation Driven Eating	Compulsion *Seeking Fullness*	"I need to fill the void."
Emotion Driven Eating	Connection *Seeking Comfort*	"I can't manage this on my own."
	Disconnection *Seeking Escape*	"I need to numb out."
	Reward *Seeking Pleasure*	"I deserve this."
	Rebellion *Seeking Autonomy*	"I'll show you!"
	Protection *Seeking Safety*	"I don't feel safe."
	Punishment *Seeking Relief*	"I deserve this."
Habit Driven Eating	Autopilot *Seeking Routine*	"I'll do what I've always done."

The 8 Eating Archetypes

1. Compulsion

"I need to fill the void"

This Eating Archetype attempts to provide relief from deprivation by eating to fill the void. The deprivation can triggered by not eating enough e.g. we try to be 'good' through the day by limiting what is eaten and this Archetype steps in later to fill the void and provide relief.

This deprivation can also be triggered by a lack of connection, love or sense of belonging in our lives. If we have earlier wounding around this, any repetition of those experiences can trigger this Archetype to step in. This deprivation can often show up as void or empty space inside the body around the heart centre or just below the rib cage.

Questions for Reflection

- Are you eating enough?
- Are you eating food that meets both your need for energy AND satisfaction?
- If not, how might you better meet these needs?
- Are there parts inside who carry wounding around a lack of connection, love or sense of belonging?
- What might they need from you going forward?

The 8 Eating Archetypes

2. Connection

“I can’t manage this on my own”

This Eating Archetype attempts to provide relief from emotional overwhelm or the *fear of* emotional overwhelm by seeking connection with (bonding) with food. In our early years if we don’t have access to a consistent and attuned caregiver who can offer effective co-regulation, we learn that our emotions get too big and overwhelm us. To prevent further overwhelm our parts seek external alternatives.

This Eating Archetype has learned to bond with food to provide that co-regulation, comfort and soothing and is a very effective short term strategy. It doesn’t however address the underlying issues - the lack of confidence and tools to manage emotional experience without food.

Questions for Reflection

- Are you able to feel your feelings with confidence?
- If not, what are the fears around feeling your feelings?
- Are there particular feelings that are more challenging to be with?
- If so, how might you begin to build confidence?
- Are there parts inside who carry wounding around emotional overwhelm?
- What might they need from you going forward?

The 8 Eating Archetypes

3. Disconnection

"I need to numb out/escape"

This Eating Archetype attempts to provide relief from emotional overwhelm or the *fear of* emotional overwhelm by creating a disconnect through food. In our early years if we don't have access to a consistent and attuned caregiver who can offer effective co-regulation, we learn that our emotions get too big and overwhelm us. To prevent further overwhelm our parts seek external alternatives.

Following an episode of binge or emotional eating we can feel sleepy and numbed out as the body shifts focus to digestion, providing a temporary shutting down or disconnect from emotional experience. This Eating Archetype has learned that this trance state can provide effective short term relief. It doesn't however address the underlying issues - the lack of confidence and tools to manage emotional experience without food.

Questions for Reflection

- Are you able to feel your feelings with confidence?
- If not, what are the fears around feeling your feelings?
- Are there particular feelings that are more challenging to be with?
- If so, how might you begin to build confidence?
- Are there parts inside who carry wounding around emotional overwhelm?
- What might they need from you going forward?

The 8 Eating Archetypes

4. Reward

"I deserve this"

This Eating Archetype seeks to provide a sense of validation and recognition when this isn't available elsewhere. If we have parts who are consistently over giving, people pleasing, caretaking and prioritising other needs before our own, we can often be left feeling depleted, unseen, underappreciated and at times resentful.

Given that we may also struggle to identify and meet our needs this Eating Archetype steps in to use food as reward ("something for me") in an attempt to soothe the unmet need and underlying (sometimes unconscious) resentment. It doesn't however address the underlying issues - the lack of boundaries and unmet need.

Questions for Reflection

- Do you consistently prioritise others needs over your own?
- How young were you when you learned to do this?
- What are the fears around prioritising your own needs?
- Are there parts inside who carry wounding around self sacrifice ?
- What might they need from you going forward?

The 8 Eating Archetypes

5. Rebellion

"I'll show you!"

This Eating Archetype attempts to provide a sense of power and agency when we feel powerless or stuck. If we experience a lack autonomy and power in our life e.g. in our relationships, our work or home life or we face more systemic based oppression as a result of our race, ethnicity, gender, sexual orientation, class, ability etc, this Eating Archetype steps into provide an in the moment sense of power and agency.

By demonstrating who is boss ("I'll show you") it provides temporary and effective short term relief from feelings of powerless or hopelessness. It doesn't however address the underlying issues - the lack of power, autonomy and agency.

Questions for Reflection

- Do you feel powerless or stuck?
- Which areas of your life are particular affected?
- What are the fears around having more autonomy, choice and sense of agency?
- Are there parts inside who carry wounding around powerlessness and hopelessness ?
- What might they need from you going forward?

The 8 Eating Archetypes

6. Protection

“I don’t feel safe”

This Eating Archetype seeks to provide protection through body size and shape. The skin of the body is a boundary and if there has been a boundary violation (e.g. shaming body comments, unwanted touch or violence) this Archetype is driven to eat to increase body size in order to ‘strengthen’ the boundary.

This Archetype can also be activated following weight loss, especially if weight loss has happened more rapidly. The changes to the body feel unfamiliar and therefore unsafe. Parts may struggle with how the changes feels inside or are fearful when they don’t recognise who they see in the mirror. This Archetype steps in to return the body to a size and shape that feels more familiar and reduce the threat.

Questions for Reflection

- Does the size and shape of your body influence your sense of safety?
- If so, in what way?
- What are the fears around the body changing?
- Are there parts inside who carry wounding around boundary violations?
- What might they need from you going forward?

The 8 Eating Archetypes

7. Punishment

"I deserve this"

This Eating Archetype focuses on using food to complete a pattern often learned in childhood. If we were repeatedly dismissed, shamed or mistreated as children (for being too much or not enough) a part of us often takes in the belief "I am bad and therefore deserve to be punished". This experience can result in a dominant Inner Critic who learns to step in to highlight any percieved error no matter how slight. Over time this repeated shaming leads to an internal experience of chronic shame.

This Eating Archetype not only steps in to bring the familiar pattern to completion with punishment for the perceived error, it creates a distraction from the deeper more intolerable chronic shame and the resulting more acute sense of shame following the eating episode brings some relief.

Questions for Reflection

- Do you recognise you experience a sense of chronic shame?
- If so, how does this show up in your life?
- What are the fears around believing in your goodness?
- Are there parts inside who carry wounding around badness and punishment?
- What might they need from you going forward?

The 8 Eating Archetypes

8. Autopilot

"I'll do what I've always done"

This Eating Archetype isn't often present until binge or emotional eating has been happening for some time (usually several years). It steps in to take over when eating patterns that may have at one time been driven by deprivation or emotion, become more routine e.g. binge food is purchased as part of the weekly shop, binge or emotional eating occurs at similar times with similar foods, there is no compulsivity and little, to no emotional activation around the eating.

This Archetype steps in to maintain the routine as repetition brings familiarity (and therefore safety) even though there are consequences. There is often a sense of resignation that this is "just how things are".

Questions for Reflection

- Do you recognise that your binge or emotional eating has become much more routine?
- What level of emotional activation do you recognise around your binge or emotional eating?
- What are the fears around breaking routine?
- Are there parts inside who carry wounding around change or trying something new?
- What might they need from you going forward?

The 8 Eating Archetypes

General Questions for Reflection

To start building awareness of your Eating Archetype(s), it's important to get clear on your eating pattern(s). Take a moment to recall the last time that you engaged in binge or emotional eating and ask yourself the following questions:

1. What was going on in the lead up to the binge? (it might be a thought, feeling, or event)
2. How did it feel in your body right before the binge?
3. What emotions or thoughts came up for you before you started eating?
4. What foods did you turn to? Are these the same or different to the previous binge?
5. How did you feel after the binge?
6. **Which Archetype showed up?**
7. **What need was the Archetype attempting to meet?**
8. Was binge eating effective in meeting this need?
9. **How else might you meet this need?**

These questions will help you build a clearer picture of what drives your binge eating. *Q6 & 7* will guide you to the root cause and *Q9* to an exploration of alternatives.

You may binge or emotionally eat in a similar way each time. If not, I invite you to track these different patterns using these same questions. You may realise that more than one Archetype resonates with you, or perhaps one stands out more than the others. Either way, this is a powerful first step!

Moving Forward

As you explore these questions, you may feel a bit uncomfortable. That's completely normal. It can be challenging to face these patterns head on, especially when they've been ingrained for a long time. It means you're growing, learning and making strides toward change.

NEXT STEPS

Your Path to Food Freedom

Congratulations on Taking This Step

You've just taken an important step toward understanding what's really driving your eating, and I want you to know that I'm so proud of you! The fact that you're here, exploring your eating archetypes, means you're already breaking free from the cycle.

Most people stay stuck because they try to fight their way out. But you're doing something different. Instead of battling food, you're learning to listen, to recognise the deeper needs behind your eating and lead yourself with understanding instead of more control.

This Is the Path to Food Freedom

Your eating patterns are depleting you, they impact your time, energy, and confidence. They keep you stuck in a loop of frustration when you could be fully present, pouring your energy into your work, creativity, and the impact you're here to make.

But that stops here.

Now that you've started uncovering the deeper patterns behind your eating, the next step is learning how to shift them for good. So that food no longer feels like a struggle. So that self trust replaces self doubt. So that you can lead yourself, and your life, with clarity and confidence.

This is EXACTLY what I'll guide you through in my FREE masterclass. In just 60 minutes, you'll learn how to move beyond managing binge or emotional eating and start dissolving its power altogether.

NEXT STEPS

Your Path to Food Freedom

In this masterclass you'll discover:

- The **missing piece** that keeps even the most self aware women stuck in the binge or emotional eating cycle and how to finally break free.
- Why **traditional approaches** like willpower, intuitive eating, and mindset work often fall short, and the deeper solution that actually works.
- The **proven 3 step process** to move from food driven coping to embodied, aligned leadership, so that food no longer drains your time, energy or confidence.

You've Already Started. Now Let's Keep Going.

Your healing is happening. Every moment of awareness, every act of self compassion, every shift toward a new way of being, it all matters. And I'd love to support you in taking this work further.

Access Your Free 60 Minute Masterclass Here

Your freedom is waiting. Let's do this together.

Celia

Let's stay in touch!

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