

## Media Interest Sheet – Paula C. Whitfield

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### Paula C. Whitfield

Author • Clinical Hypnotherapist • Life Change Consultant  
Creator of the **ARCHIE™ Framework**

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### About Paula

Paula C. Whitfield is the creator of the ARCHIE™ Framework and author of *ARCHIE: Lose Weight Be Happy*. As a Clinical Hypnotherapist and Life Change Consultant, Paula empowers people to transform their habits and happiness through six simple steps that anyone can use. She is also the mind behind DoseNosis™, a pioneering approach to sustainable wellbeing by using a hypnotic weight loss method.

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### About ARCHIE™

ARCHIE™ is a life-changing six-step framework that makes healthy choices simple and sustainable:

- **A – Ask Yourself First**
- **R – Remember Your Reasons**
- **C – Cravings Are Temporary**
- **H – Hydrate Instead**
- **I – Imagine the Outcome**
- **E – Exit or Engage**

ARCHIE™ isn't a diet. It's a mindset shift that empowers people to overcome cravings, boost confidence, and build habits that last whilst uncovering the negativity that has been inbuilt to our lives by the people that care about us the most.

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### Suggested Media Angles

- *Why willpower fails, and what really works for habit change*
- *How cravings can be managed in six simple steps*

- ***Why diets don't deliver long-term happiness — but ARCHIE does***
- ***The psychology of choice and empowerment***
- ***How ARCHIE™ offers a natural alternative to weight loss drugs – empowering people to change habits without dependency. Paula also developed DoseNosis™, an innovative approach to healthier living, proving that frameworks and mindset can replace quick fixes.***

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### **Quick Quote**

*“ARCHIE™ is the missing link in weight management — a mindset system that succeeds where diets and drugs fail.” – Paula C Whitfield*

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### **Media Contact**

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