

EPISODE 1

[INTRODUCTION]

[0:00:01] AS: You know battling food and your body doesn't work. You want to love and accept yourself. And because you're insatiable, you want results too. And wouldn't you know, you bring the same intensity to your life, wanting to maximize your time, potential, and experiences you have here on this beautiful and wondrous planet Earth.

Fair warning, it will be a rollercoaster. But for those insatiable, that's your prime time to thrive. We're here to say "YES!" to the hunger of wanting it all. I'm your co-host, Ali Shapiro, a health coach who helps people end the losing battle of dieting and find a truce with food.

[0:00:44] JB: And I'm Juliet Burgh, nutritionist, fitness expert, and a co-owner of Unite Fitness Studio Franchise.

[EPISODE]

[0:00:53] AS: Hello and welcome to Episode 1, *Are you insatiable?* I'm Ali your co-host and today, we're going to give you a rundown of what Insatiable the Podcast will be about, who Juliet and I are, how we know each other and yes, we want to get you involved. We're going to kick off today, welcome Juliet, thanks for agreeing to be my cohost.

[0:01:17] JB: Yes Ali, of course I'm honored.

[0:01:19] AS: Yeah. I think the best thing is let's kick off about why we came up with the name "Insatiable"? I think a lot of people can identify with it and when we were coming up with names, we tossed around a lot of stuff but we both agreed that both my husband and your boyfriend always tell us that we are insatiable. We were laughing about that and it brought up memories of when I was little. My parents used to call me "One more time Ali", like I always wanted one more bite of ice cream. I wanted one more ride on the swings, I always wanted to stay at parties longer.

You're taught that when you're being parented, that's so annoying right? Your parents are like, "Let's move on." But I've seen that theme in my life and I think feeling comfortable with my hunger on multiple levels was really part of the truce with food/coming home process. What about you? When you think of insatiable, what connotations do you bring to that or memories?

[0:02:26] JB: Yeah, for me it's the feeling of just never feeling satisfied or discontent in some way, whether it's with just anything from making a simple decision of what to eat, "Nothing's good enough or I want more that wasn't it, I want something else." Or even in life with making plans or a business decisions, there's always this sort of insatiable feeling of like you can't fill whatever that void is and It's an intangible thing.

[0:02:58] AS: Yeah, I love that you brought that up because that's such a great description because what it reminds me of is, if we don't know how to feed that when we feel it's never enough or whatnot. Then we start going for other substitutes or we get away from our intuition and I find that at the core of what I do with my clients is get them back in touch with an internal knowing rather than always looking for the external, "Am I on the right track, is this food good or bad." Or, "Why am I doing this," right? Rather than always looking for the external validation that they're right or wrong but really tuning inwards so that they can trust what is enough. What about you? What do you see with your clients that you are at the heart of helping them with their own insatiableness?

[0:03:37] JB: Yeah, I completely agree with you that there is something that you cannot intellectualize, it's something, it's more of a deeper knowing that you can't just will this kind of feeling away, you can't just — will power for example, something that comes up a lot with my clients. "I'm not strong enough to hold back when it comes to food and resisting temptation."

But no matter how you intellectualize that and try to stop that, it's an inner knowing that you have to get comfortable with. It's more or a way more on the emotional level than it is the intellectual level. Teaching my class to kind of dig a little bit deeper into what why they're having these cravings and why they feel like they can never get enough.

[0:04:33] AS: That's such a great bridge, to really, the lens that we're going to bring to this podcast which is the "how". A lot of my clients know diets don't work, but what does? Or, "How

can I be moderate? I know I need to stay off sugar but how do I not find myself coming home at night and suddenly in front of the freezer with a carton of ice cream?” Well first you justify like two bites and then you’re three bite. You go on. Or, “How do I not obsess about food,” right? They know the, what but what is the how.

That is really what this podcast is. To your point, you can’t intellectualize this and I think what we really want to focus on here is what skill set do you need to develop so that you trust your intuitive or internal knowing. I divide that on three levels. The physical, which we’re going to talk about in episode two about hunger. Knowing that pattern of this certain biological patterns but then to your point, the emotional patterns, that’s an intuition.

Intuition is based on patterns, it’s not, some people want to call it “woo-woo” or synchronicity or whatever but it’s actually based on patterns. We need to know our emotional patterns and then also the food beliefs we have that create the emotional patterns and frustration that we experience. We’re going to really focus on developing and teaching people how to build that skill set in this podcast. So I hope everyone will benefit from that. I know they will because we’ve seen the results with our clients.

[0:06:08] JB: Yeah, and just a touch on that, when you say “patterns”, I think that it’s just to give people a little bit more clarity on that. You’re talking about habits too, right? People aren’t necessarily, they don’t equate those things but patterns, habits, we’ll be kind of shifting back and forth between those two words. Not that they’re exactly the same but they definitely have a lot to do with one another.

[0:06:32] AS: My god, you’re so good. Coaching is all about how we define things. Yeah, I would say that the habits are the symptoms of the patterns that we — but I’m so glad you defined those because coaching, good coaches help you give you your own clarity. But also I think both of us have so much experience and we’re going to get in to how we met right now and everything.

Giving people the clarity; I posted on Instagram the other day, “Are you resisting or is it lack of clarity?” I talked about how resistance is often this lack of clarity and how the other night I was so — I didn’t want to go to yoga, it was dark, I was tired, it was the end of a long day and I was

like, “I’m so tired,” which is my habit to say to myself. I’m actually not tired, I’m stagnant because I’ve been sitting all day. When I had that realization I was like, “Okay, then exercise is actually what I need,” and I think I don’t even have the energy to get there. But actually, because I’m stagnant, the energy is going to increase as I start moving. You are exactly right, it’s so much about the clarity so thanks for bringing that up.

So I want to bridge this into then how we met. You are about 10 years older than me and I don’t even know if you remember how we met.

[0:07:50] JB: You mean younger than you?

[0:07:51] AS: Oh yes, I’m sorry, did I say older? It’s probably because my first impression to you was like, “Wow, this girl,” I mean you were much younger at the time but I was like, “This girl has some gravitas to her.” I remember, I was living in Philadelphia at the time and I was working out at — it was then called Fusion, it’s now called Unite, I hope I can still elude to that, it used to be Fusion.

I remember working out and I was talking to someone and I told them that I had completed the Institute for Integrative Nutrition training and they said, “Oh one of our trainers here was there, is going there,” and I was like, “Oh that’s great,” because I don’t know if you’ve experienced this as you’re a full time trainer but I find that trainers often give the worst nutrition advice to people, not necessarily the best.

[0:08:36] JB: Really bad. That’s part of what got me into my field and bridging that gap between trainers and nutritionist and I train a lot of my staff on how do you actually give good advice or don’t give any advice at all. There’s an area, there’s a grey area there but it’s really important that for those out there who have trainers, don’t listen to your trainers and what they’re telling you about nutrition unless they really have the knowledge and the certifications to tell you.

[0:09:04] AS: Yeah, the minute they recommend muscle weight power and body building bars, you should probably say, “Hmm?” But I remember, I met you and I’m someone who — I always joke with my clients, I’m more of a side eye coach, I’m the like, “Oh my god, you can do anything and be anything.” You can but I bring more of like, “Okay but we have to be a little bit

more discerning.” When I met you, I was just so impressed with your presence and gravitas is just a word that comes to me.

We then agreed to work together, you as training me and being my yoga teacher and I was just so impressed that you were committed to being on the path of health. I mean yes you had, as we all have when most of us who get in to this, get in to fitness and nutrition because we’re trying to figure out our own stuff. You were just so young yet still had so much wisdom and had been through so much stuff which I’m sure will come out as we talk more.

But you had this wisdom that defied your age and I was like — and you brought this serenity to fitness that I hadn’t experienced before and it was something that I wanted because when we met, I was still working through my own emotional eating issues and had viewed exercise as punishment or as something that had to be sacrificed to be achievable and you just brought this serenity to it that was like, “No, you still have to do it but it can be done in a different way that helps you almost gather your energy versus spills it out into the world.”

And as you know, you taught me so much. You were one of the first people I thought about when I was like, “I wanna do a podcast.” That’s how we met originally and I think that’s one of the most beautiful things that you bring is that how do we approach exercise or movement from something that will actually give us a return on our investment instead of just stress us out and make us feel exhausted and guilty if we miss it so thank you for that.

[0:011:17] JB: You are very welcome. It’s funny because when Ali was saying, “Do you remember how we met? You probably don’t even remember.” I don’t even remember because my memory is not the best. It’s something I’m working on, maybe you can recommend a food for me that will help me with my memory.

[0:11:37] AS: I forgot.

[0:11:41] JB: But for me, it was a really — it was a little bit of a different experience, I was actually really struggling at the time that I met you. And you transformed my life in ways that I can’t even express. Honestly, when Ali asked me to do this podcast, I started crying from happiness. And I was like, it’s just to go from being her client to being her friend now, to working

together on this, it's such an amazing thing for me to see how far I've come from the time that we worked together. It's been such a transformative experience and she really helped to coach me.

I had just moved out of New York City to Philadelphia from ending up a really toxic relationship and during that time I had started to experience these patterns, habits we were calling them of emotional eating and overeating and I felt very stuck and I had no joy in my life at the time that I was in New York and when I moved to Philly, I started to gain my joy back by ending that relationship and starting anew and really working on myself and Ali was a big part of that.

She helped to coach me and to see why I was using food for pleasure and really pain, it's pleasure and pain all at the same time. Also why I was using exercise in that way as well. I'll talk more about that as we go on in this podcast about what she was saying, not feeling guilty when you're not exercising and doing it in an appropriate way that really feels good for your body but she was such a big catalyst in all of that for me.

What I remember about you Ali is just how you sort of transformed my whole view on food, on health, on wellness, emotional, sanity, everything. It's a big blur but you are a good catalyst in that and then from there I went on to study other programs to do other things but you were the first person who really was like, "Hey, this is what's going on, you shouldn't be walking while eating a slice of pizza."

I'm like, "You're right, I now this." You made me look at things for the first time. I was really in hiding mode and really was putting blinders on to my own patterns and then you were that person that was like, "Take the blinders off, look at what you're doing," and then I think we all need that person to get real with us.

[0:14:22] AS: Yeah, thank you for that. That was so beautiful, I had chills when you told me that — I didn't know that you got teary when I asked you, yeah. What I think is such a powerful illustration of often my goal with my clients is to make them their own best expert, I don't look at them like, "I'm the one with all the answers." No, "I got questions but I don't have your answers," and how, in order to be a teacher, you also have to be a student and I always try to tell all my clients, "I am one person that is going to help be your advocate, hope teach you to be your

advocate, your doctor is one person. But you and your intuitive knowing is that center. I think that's a great illustration of that.

So thank you for that. Thank you too, I also tell all of my clients because yeah, the work is challenging, any good coaching is going to actually challenge you in ways. I just want to thank you for being willing to be challenged because those are my people, those are the people who are insatiable. They're like, "I got to figure this out because there's so much I want to do."

[0:15:28] JB: It also takes the right timing and for those of you out there listening, there is something about having a breakdown in order to get to a breakthrough. If you're struggling really hard and you're feeling like you're having a breakdown, it's actually a really beautiful thing because that is what's going to allow you to get to the next place and have a breakthrough.

[0:15:51] AS: I love that you brought that up because when I quit dieting, it's been 13 years ago. I thought at the time, I mean 13 years ago, dieting was still pretty popular. It's still popular now but there's other stories and ways of approaching food sanity. I remember saying to myself, "Oh I just have to give up, I have to accept being happy and fat." I was 30 pounds heavier than I am now. I thought it was like giving up and I really share with my clients. That was the turning point and one of my favorite quotes is by Wendell Barry who is a writer, he is a farmer or was a farmer.

The gist of the quote is like, " Maybe when we no longer know what to do that the real journey has begun." I just tell my clients, "When you feel really lost and you aren't sure which way to turn, that's when change is happening." You're actually reorienting yourself to something outside of your current story with food. You think, "Wait, maybe this battling isn't working," and even though you think you've tried a lot of different things, underneath it all, it's still this battle, it's still this good, bad evaluation. I'm so glad you brought that up, it is beautiful, it does not feel that way but I'm glad that you pointed that out. Again, defining things so clearly, thank you.

So what we're going to do for this first episode is ask each other five questions so that you guys get a little bit more background beyond part of this podcast is for us to share more of ourselves and what we've gone through and also how that will benefit you. You can only do so much on a website. Juliet, I'm going to start with questions for you.

[0:17:32] JB: Sure. And I didn't rehearse this by the way.

[0:17:37] AS: Yeah, I didn't rehearse mine either.

[0:17:37] JB: Well I didn't have time let's be honest, we're both really busy but also, I should know the answers to these questions. Let's see.

[0:17:51] AS: Yeah, let's see. Okay, the first question I have for you is what is your earliest memory of being separate from your body, being outside and judging it?

[0:18:04] JB: Okay, there is a very distinct memory of this for me and who knows why this is the memory but it's the one that comes to mind over and over again in my life but I think I was about 12 years old and I developed stretch marks on my hips and on my breasts and it was like, it felt like it all happened overnight for me. I remember just taking my clothes off and staring at my body and feeling this sense of disgust with myself. "What are these, this doesn't even feel like me."

I was going through puberty, I think I just gotten my period and it just felt so — it just felt such an out of body experience. Like I'm staring at this other thing and it's not who I feel like I am inside. That's the first memory I have of just really judging myself and not feeling comfortable and it was a turning point for me with my confidence.

[0:19:03] AS: Yeah, I'm curious, did you — why did you feel, because it's always about what we make things mean right? When you saw those stretch mark's, someone told you beforehand that those were wrong or was it the process of puberty itself? Or was it just a knowing, no one planted that idea in you? I'm just curious if you knew.

[0:19:26] JB: It could be a multitude of things, it could be my mother who my whole life I remember her, judging her own body from having — so I'm a twin and so my mom had, we were the only kids in the family, she had me at my brother and she has really stretchy skin and stretch marks on her stomach and my whole life from elementary school, I can remember her saying, "I want a tummy tuck, all these stretch marks are so gross." That could be part of it, who knows?

I think also just that time, puberty, seventh grade, 12 years old, that is when that pressure starts to just circulate in your life with media and magazines that I was starting to get like Seventeen Magazine, I wasn't reading Tiger Beat anymore. Which is just as bad now, maybe it wasn't then. You're getting messages about being a woman and what a woman should look like and male attention starts in school.

There's a multitude of things, so who really knows where that came from. I also kind of attribute a lot of that time to my parents getting a divorce. There's a stressful time in my childhood. I think that was also part of me not feeling good about myself.

[0:20:45] AS: Yeah, I think you bring up a good point in that most "food issues" are a multitude of things right? Yeah, you had a lot of forces that came together and unfortunately I think being a woman often in our culture is just traumatizing. Just grow up "normally" and still, what we've normalized is not normal at all.

[0:21:11] JB: That's why when I have clients who I work with and they're like, "I didn't have anything traumatic happen to me in my life so I don't know why I feel fucked up." I'm like, "Its okay, you don't have to have trauma in your life to have issues with food or your body image." Just being in this society with all of the messages that are coming at you, that's traumatizing enough.

[0:21:35] AS: Totally. I think women, I don't want to get in to like women versus men because I think gender is a lot more fluid but I do think women's intuition has been turned against them and that internal knowing. And so that is traumatizing. When you're cut off from the most powerful source that you know because people even today call it "woo-woo" or — where's the data on that?

You know I'm a big science researcher but I also know that gaping holes in science right? It's a continuing quest for knowledge, there's a lot of uncertainty and yeah, you don't need anything over traumatizing to then have that translate to food issue, it's a really great point. So that was kind of your, I would say your beginning of realizing that the internalizing that there was

something wrong with you inherently. What were the top three turning points in your own piece with your body and food?

[0:22:36] JB: Well, starting back with age 14 to 16, my father was really overweight, we could classify him as morbidly obese and he actually did pass away from a massive heart attack at age 54 when I was 16 but a couple of years before he died, I became really conscious of just trying to take better care of my own health from seeing how my father really was sabotaging his health. He was definitely an emotional eater, over eater, food was totally his pleasure point.

There was a healthy way I did this/unhealthy you could say because I did become a little obsessed with wanting to eat healthier and you could call it dieting at that time of my life. I began to exercise but at the same point, it was so empowering for me at that age to go to the YMCA was my first gym membership and start lifting weights actually with something that would just made me feel really strong inside. And I don't want to get in to my whole story, it could take forever and it will unfold as we go but my father at that point was a single father and my brother, and it was like two boys against one girl, me.

Creating that kind of strength within myself, with physical activity and exercise and like eating healthy and just feeling strong, that was definitely a turning point for me and just feeling more capable as a young woman. Other turning points — well, definitely you Ali, that was probably another real turning point for me. Meeting you and working with you and getting that kind of coaching after I really had sort of gone off the deep end with my relationship to body and food and being in the fitness industry is a very, very challenging for most people.

I'm not in the thick of it right now, I never plan to be again but for those of you who are in the industry or know someone in the industry, it's a very competitive, very judgy industry. When I was working with Ali, it was really about shedding that for me and just loving myself and just accepting myself for who I am. And then the other turning point I would say is probably in the last year or so as I've become more of a strong business woman and have really shed those last few layers I had of having issues with food and my body.

In the past couple of years, I don't know if there's any specific turning point there but I feel like every day is a turning point honestly. Every decision I'm making lately is like, "Yeah, go you!" I feel really good about it.

[0:25:35] AS: I love that you talk about that because what you're saying is like at different points, there's different metrics of success and I totally know that point where you're like, it's just gradual every day, things falling away and surprising yourself. I think what you're talking about is in each different point, you need to be measured, what you need to be doing is different and I think that's such an insightful thing to notice right?

[0:26:08] JB: I mean, there's so many things just to give an example of two hours ago, I had a quarter of a dark chocolate bar and it was amazing and I don't care, it was enjoyable experience, I don't have any judgment about doing that, I have no guilt. It is what it is, it was a choice that I made and feel amazing about, it's not — whereas years ago would have been like, "Oh my god, how can I go work this off, how much treadmill do I need to do?"

[0:26:42] AS: Yeah, that's great making it tactical or practical for the distance you've journeyed. Given that, where you are now. I love that you are really at a neutral place. What habits do you look upon that you thought were healthy at the time but now you realize, totally were not helping you, that they weren't healthy?

[0:27:09] JB: Well, I would definitely say exercise for me. It's obviously very healthy to exercise but I think that being again in a fitness industry, skews your perception of healthy exercise and how much is appropriate and at the time feeling like superwoman, "I can teach three spin classes in a day." That's so not healthy. I think I was lying to myself a little bit back then.

But now it's like, "I really need to take care and preserve my body for the future and give myself a rest and support and move my body in different ways than being so hard core all the time." I think that's something that we could say looking back on and realizing that wasn't the best thing.

[0:28:07] AS: I love that you can see that because often to your point, the fitness industry is so competitive and it's like, "If I use those metrics of what's healthy, three spinning classes a day,

I'm a rock star right?" Okay, I've got to get out of this fishbowl and realize, "Okay, if I'm going to run the marathon of life, what would preserve me?"

[0:28:29] JB: It is like you said, fishbowl, it is such a fishbowl, you're in such this niche community when it comes to fitness and you feel like you don't even know what the outside world is like anymore. I think getting out of that and socializing and going out for a drink like a "normal person". I need to be doing more of that stuff.

[0:28:57] AS: Yeah.

[0:28:58] JB: I needed to be less healthy.

[0:29:02] AS: According to that industry.

[0:29:05] JB: Yeah, exactly. It skews your whole perception, everything that you do, no matter where you are, what industry you are or what you're focusing on does skew your perception a little bit, you end up becoming very fixated on this kind of one, two, three ways of being and there's so much more out there, you just have to open up to it.

[0:29:26] AS: I think that's the beauty of when you really start to follow your intuition and know what works for you because you can then see what's happening right? I'm able to see, and this is going to sound weird, but I can see when people in the nutrition field are still working out their own food issues based on what they recommend.

Granted, they're helping people with where those people are but I can see like, "Well here's why she's saying that because this is what she's measuring right?" Not that I have all the answers, I have the questions. I can look at someone who if they recommend that to be training for a triathlon, and I'm like, "Well actually, is that where I'm at right now? Will that actually be good for me?" It just helps you filter information and not be overwhelmed, it really simplifies your life.

So last question, what is your current edge with food, exercise or health?

[0:30:20] JB: My current edge. Well, I think definitely finding more of a balance still to this day of how much I can do, how much rest I need, it's hard for me to listen to that intuition I think still because of how engrained my patterns are. I'm still working on that not teaching as many classes, taking more care of my body, stretching more, doing mobility work. And for my athletes out there you know that you have to do those things, you can't just go hard all the time, you have to incorporate the soft into things as well.

The other thing as far as my edge with health is and Ali you probably have this too is that intuitive health more that nobody is the same, we're all totally different people. And so what you're eating, what you're doing for yourself, what feels healthy to you is going to be different than what is healthy to the next person. Ali and I don't do the same workouts, we probably don't — I don't even know how you eat but I know we don't eat the same. But that doesn't mean that you're doing it right or I'm doing it right.

For me, it's just like really listening to my intuition now with health and teaching my clients to do the same thing. Hard earned journey and I'll tell you that I get a lot of push back from it with people but I'm really, really very defiant when I'm like just really listen to the process and trust the process. An example is I do a lot of sports nutrition and so a lot of people that I'm working with, their goals are the lost fat loss, performance goals, all these stuff so they want this definitive plan, "Can you just tell me what to eat and I'll eat it?" And I'm like, "No, I can't tell you what to eat, you have to tell yourself what to eat." That's my edge.

[0:32:28] AS: You know I'm into the metaphors and you were talking about softening and space with mobility and all that stuff but I think that's also intuition is a softening. I think to your point, you said people often give you push back, right? That's more feedback about them, they don't know, that feel threatening to them I think sometimes. You said it's harder, I think it's harder in the beginning like any skill set.

But then when people, you know people who train hardcore and even do this body building competitions, then they bend or do nothing and drink Pepsi and chocolate for six months afterwards. Or for people who diet, they're really good for a short period of time and then when they're in that bad period of time, that's really difficult to be — I mean I was there way too many times and it's like, I always tell clients, "This isn't harder, it's just a different kind of hard but this

is one that gets easier as you go.” And to your point, I think it’s a softening, I said that myself. It’s a softening into “I don’t need to defend myself against what you’re doing. I’m just on my path,” and that freaks people out.

[0:33:42] JB: Totally does because people want the answers. There’s so much uncertainty and they want certainty because we’re all — when I say “all”, like humans, we’re anxious creatures, we want to know what’s coming next and we want to be able to predict the future and we want to be able to have the certainty of what our life is going to become and life is just an open journey.

[0:34:05] AS: It is, I think on a future podcast, we’ll have to talk about it but we also have simultaneously the desire for possibility and excitement and adventure and I’ve seen with a lot of my clients that the fantasy of weightless provides that in a way. We’ll get to how do you navigate, needing both because you do need both.

[0:34:28] JB: Speaking of just weight loss and habits and all that stuff, I have some questions for you.

[0:34:35] AS: Yeah.

[0:34:37] JB: Do you have any one to three habits that you would want to change currently? And why?

[0:34:47] AS: Yeah, so the big one for me is around exercise and being more active. I think we’ve all heard sitting is the new smoking, right? I’ve heard that for a while and I get it but I’m like, “Yeah, I have a desk job, what can I do about that?” And I did just order a standing desk, super excited. Because a couple of years ago, kind of the aftermath of a truce with food, I realize that exercise actually doesn’t influence your weight loss all that much or at least for me.

For me it’s 80% dieting, that’s kind of the percentage for me and since I eat relatively well, and by well I don’t mean perfect. I mean, I do what I need to do and yeah I have dessert here or there but to your point, I just don’t eat, food has no charge to me anymore. So I went for long periods without working out but then I also realized I’m so extroverted and exercise gives me

that — it energizes me not only from a mood and energy standpoint but I love doing group workouts because I'm by myself so much and I'm extroverted.

We just — Carlos who's my husband and I, we just moved to Pittsburgh a couple of months ago and coming from Philadelphia and New York where we were the longest, I walked everywhere and we definitely picked to walk the neighborhood in Pittsburgh but Pittsburgh is still not quite as walkable as Philly or New York.

I'm trying to figure out how do I stay active and consistent with exercise when shame is no longer my motivator, fear is no longer my motivator. I know I feel a lot better and I even have recently developed a little bit of tingling in my arm as a result of desk posture which is what motivated me to finally get to a standup desk, invest the money in it.

[0:36:38] JB: What Ali is not telling you is she thought she was having a stroke.

[0:36:44] AS: Yes, I'm still a hypochondriac which I think having cancer and a couple of things will do that to you. But yeah, I thought I was having a stroke, it turns out this woman was like, "You're not having a stroke, you have horrible posture," and I'm like — and I've stopped lifting weights the past several months. I need — this is the long way of saying, I know all of this stuff intellectually but I have to find out how to be more active given my new circumstances and given that I know it makes me feel better and I never regret it but I also — my gym where I work out is not as convenient as it used to be. So I've got to figure out that line.

That's the habit I'm really working on because sleep, I'm a 90 year old woman inside, I have always gotten sleep, that's something I ever skimp on. Then my eating is pretty well, I also too want to get a water filter for our home because I just think like water and air pollution are so — especially here in Pittsburgh, the air pollution is, it's like one of the worst in the country. I'm really trying to minimize environmental toxins to a cancer prevention standpoint but the big thing is exercise and being more active in general like walking and stuff like that.

[0:38:02] JB: Yeah. So tell me, what do you think is the greatest gift that you received from changing your relationship to food?

[0:38:12] AS: That's such a good one. I think the greatest gift and I think this is also what I teach clients, is resilience. What I basically realized, it took me many years and I think we all gradually get through the doors of what we're projecting onto weightless but what I figured out four years ago was ultimately what I thought it was going to give me was safety of never being sick again. That was the deepest level, but on a more surface level like I didn't want to start dating until I had lost weight. I thought I would be more confident to find exactly what I wanted to do in life once I was thinner and all of those were smaller versions of uncertainty.

What my own journey with food taught me was resilience, not that everything is going to go well but that no matter what, you can handle it. When you have resilience which to your point, no one likes uncertainty. I think part of why health is still declining on a national level here is, America is kind of been sheltered from a lot of uncertainty that is now creeping in to our borders, it's always been there but now we're being forced to deal with it. And I think we as a culture don't give people the skill set to develop that.

And I'm someone who is really accomplished in school and my career. Anywhere the steps, there were steps outlined for me, I knew how to do them including how to look good, right? From a social standpoint. I mean my weight was not good but I knew the right things to say to boys, not that it always worked. But I knew the right grades to get, I knew the right moves to make whenever they were outlined for me.

When it came to figuring out actually what would make me happy and fulfilled, I have no compass for that. I had ideas, I had inklings of curiosity but to have the strength and the bravery to follow them, to me it requires resilience and I think I didn't have resilience until I started really sinking into being imperfect with my eating or having to be confident even when I hated my clothes and what I looked like and putting that aside.

So I think that really taught me resilience and I thought I had it before but I definitely didn't. Now I've got it now, I am amazed at the — I said to Carlos the other day before we started moving around, I was like, "Oh my god, the me of eight years ago would have been eating my way through this transitions that I've had the past couple of years." I can't believe that things haven't gotten easier, I've just gotten tougher. It was a real kind of like, "Ha, ha, life in your dark humor moment."

[0:40:59] JB: Yeah.

[0:41:01] AS: That would be the greatest gift.

[0:41:02] JB: Yeah, that's amazing. With those amazing gifts that you received from changing your relationship to food. Do you think that there is like a story that you keep kind of going back to that negatively dictates, I like to call it the Ali show or the Juliet show that is your life. Is there some sort of just reoccurring tape that goes on in your head on repeat and you can't hit the pause button on it.

[0:41:30] AS: Yeah. I work with stories with my clients because I work on stories because it's an emotional thing that drives them and one of the things I realize is I have an inner critic after the fact when things don't go so well or I go defensive but I actually — the story of not having enough time, it drives me in ways that I just continue to become more and more conscious of.

And it's, "Why am I not further along?" Right? Like that questions that I ask myself is because of this, there's not enough time belief. "Oh my god, I'm going to skip working out because I have so much work to do." To your point, like giving yourself space and softening, I'm really working on that. But yeah, even though it doesn't seem like it's related to health, it drives so many of my bad habits of not having enough time.

Even sometimes when I don't cook and we eat out more than we'd like, yes I make healthy choices when I eat out because I realize I'm beyond the all or nothing, I used to totally pig out if I was going to eat out. I would like fantasize, "This is permission to go crazy," and now I'm just like, it's sometimes it seems like I don't have enough time to cook. I have time to cook!

I know intellectually that the fear we most often have or are already living with. If I believe I don't have enough time then I unconsciously create shorter deadlines. I underestimate how long things are going to take, my expectations are unrealistic. So I know all of this intellectually but I still need to work on giving myself space and believing that none of us knows if we're guaranteed tomorrow. That's a really hard thing to juggle especially for me having been through

cancer, it's not something that is just — I mean to your point of hypochondriac, I'm not someone who thinks I have forever, I have the opposite problem.

By the end of the day, you have to become unattached to the outcome. For me, working on how do I make life and the practice of life as enjoyable as possible and for me that's giving myself more space and time. That's what I'm working on.

[0:43:33] JB: Rerouting your story to say I have lots of time rather than saying I don't have enough time.

[0:43:40] AS: Well for me, I don't know if it would be lots of time because I am insatiable and there's always more things to fill out but I think, I don't know? I should think of the positive one but I think for me actually it's the time exists for the best experience to unfold. That would probably be mine because I have noticed. Cause I'm big on, I tell my clients, to actually wear a way, chip away at that emotional drive, you have to measure new things and see if like, "Hey, is this really true?" Our stories come from a very real often wounded place but when I have time and time again, when I try to rush things, I always have to redo them, there's ample evidence. I'm just getting better at testing myself.

[0:44:30] JB: No, that's great, that's good lessons and take away for everybody. Same question you asked me, I'm curious with you, what's your current edge with food, exercise, health?

[0:44:41] AS: Yeah, part of the flip side of this not enough time story is the current edge for me is how good can I stand it. I tell my clients, the question you come in with is like, "Is this food good or bad or how do I lose weight?" But if you really work the process and become your best expert in intuition, the question eventually becomes, "How good can you stand it?" My life is really great right now, I have someone who has never had like, "I need to be at this position in my career by this time, I need to be married by this time, I need 2.1 kids, that's just like never been..."

[0:45:20] JB: You've never had that before?

[0:45:22] AS: No. I think being sick at a young age really rewires the sense of control. I think part of my own transformation was reclaiming agency that I thought I didn't have. From cancer when you're 13, I mean I know what contributed to it now but you just feel completely like, "Hey, life is really dangerous and it can come out of nowhere," and that's still true. And you also have an amount of control in your life.

So my edge is, if I extend my time on, life is really good. Carlos and I are checking out Pittsburgh, we just moved here to have more financial stability, to have more time and resources so that for me, I'm trying to develop my identity outside of work because as you know, running your own thing it can become all-consuming, and it is but you have to learn how to develop. I want to develop an identity outside of that so that the pressure, you can't base your moods on how well your business is doing.

It's part of it but you know, things go up and down, it's a rollercoaster. That's life. But if I really extend the timeline on stuff, I'm like, "Oh my god, I'm in an amazing marriage, amazing partnership, I have amazing friends that I want to see more of. We live in a great neighborhood, we're in a new city," even though I'm from here, I've been gone for 18 years. And really good opportunities are coming and I have a really exciting creative projects on the docket and like this. I freaking love this. I want to be able to enjoy it, right?

For me, my edge is extending that timeline and just not — I should say, part of that is, I'm so afraid the other shoe will drop. That's what I'm working on is like not speeding up timelines and not making it unenjoyable and also not thinking just because in this big, vast universe, things are going well that all of a sudden, tragedy or drama is going to come out of nowhere. Kind of how good can I stand it?

I don't mean that in a way of like, "I have everything figured out," right? I'm in a huge growth phase with my business, I still want to be making more money, I still need to be exercising. Nothing in my life is "perfect". I've realized that you have to enjoy the ordinary because that's pretty much most of life, you have to like your routine.

[0:47:45] JB: You have to have gratitude, you have to learn to become more present of just the simple everyday things.

[0:47:52] AS: Yes, and realize that they are what's extraordinary. I read this in the newsletter recently. Flying, do you realize that when you're flying, you're in a metal tube going 500 miles per hour in the air?

[0:48:06] JB: Yeah, I try not to think about that.

[0:48:10] AS: I think about it and I am just in awe.

[0:48:13] JB: You're in awe and I'm scared shitless.

[0:48:18] AS: So yeah, I'm so glad we didn't know the questions ahead of time or prepare for them but we both wanted to ask the current edge question because it's a really important question because it shows you that there is never this end destination. If you're in "an all or nothing" mentality or if you're in this "weight loss will give me a finish line, is a finish line mentality", you think that there's an arrival point and Juliet and are both really strong believers and there's always an edge and that's a good thing, right? That insatiable drive is really creativity and curiosity and you want to nurture that.

We're going to get into other shows about how life often gets more intense for a while in the immediate aftermath of healing your relationship with food. But part of knowing that there's always an edge, it can at first be a little deflating and maybe you think you'll be the exception, that's okay, I always thought I was the exception too. It's the positive side of feeling so insecure right? Thinking you're the only one's struggling with food. The flip side of that is you also think you can be the exception.

But we wanted to share that because it may seem deflating at first yet paradoxically, I find with most of my clients once it really sinks in and I think Juliet you'd agree too, it takes the edge off. The time pressure, "I need this results immediately." It's like, "Oh my god, that worked in the short term but I needed to do a little bit different skill set for the long term." We just want you to bring as much serenity I guess.

[0:49:56] JB: You know what one of my favorite words to use I think that it just really eases this process for people is the word permission. Giving yourself permission to let go and be in this process, permission of acceptance that this is an okay place to be and it's okay to have these feelings about yourself and food and feeling like you're out of control a little bit. You're allowed to have that happen. We're all human and it's actually a part of it, it's a part of the change and the process. Permission and the allowing yourself to feel these feelings and be okay with it.

[0:50:34] AS: Brilliant and beautifully said. I always tell my clients because I'm a maximizer, I don't know if you are but I like to maximize everything I do. That permission that you're talking about Juliet which yes I just want to scream, "Yes, yes!" It can be uncomfortable but you're developing resilience because you're going to have to learn with uncomfortable feelings. At least know you're developing your resilience muscle as you muddle through your permission.

[0:51:00] JB: Yeah.

[0:51:03] AS: Yeah, and just in closing, I want to leave you guys, you'll find that I'm a huge metaphor person. But that this health journey is a spiral staircase and that I really believe that each of us has a couple of questions. They're different questions but different questions that we're all trying to learn and we get to one phase and we see ourselves from a different angle. If we can bring permission, curiosity and really this coaching, intuitive mindset, we'll get to see ourselves from better different angles and we'll continue to make progress. Keep that in mind.

[FINAL MESSAGE]

[0:51:37] JB: Thank you so much for listening to the Insatiable Podcast. We hope you enjoyed today's episode. You can connect with us on social media. Follow me on Twitter and Instagram @JulietUnite and Ali, @AliMShapiro — M stands for "Marie". Please feel free to also email us any questions. We would love to hear from all our listeners. You can reach at ali@alishapiro.com and juliet@unitefitness.com.

We'll see you next time.

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