

**EPISODE 14**

[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] JB:** Welcome to Episode 14 on the Insatiable Podcast. Do you need Weight Watchers, a health coach or a trainer? Often times, we don't really know where to turn when we're trying to lose weight, right Ali? Or when we're trying to change our diet and there are so many different options out there. You could try a diet, you could buy a book, you can hire somebody to coach you through it. You can just get a trainer, so how do we know what we actually need and what's going to work for us. That's what we're going to be talking about today.

**[0:01:22] AS:** Yeah and I think this is such an important topic. Spring is around the corner. I think there's going to be an early spring this year.

**[0:01:28] JB:** There better be.

**[0:01:30] AS:** This is when people are like, "Wow, I spent February eating sugar and not working out and now, I'm going to reboot," right? And I think often especially in this explosion, the wellness industry isn't regulated. So anyone can call themselves anything and then we're

both health coaches and there's thousands of other health coaches but we all have different training and approach things differently.

**[0:01:53] JB:** Yeah, let's back up a little bit though. It's not regulated. Let's explain it to people a little bit more because I think that this is so important and I know that I myself make sure to kind of get to know if someone's credential's a little bit more and to know their background and who they work with. You have to sort of be a detective with this stuff when you're try to hire the right person. Often times, and we talk about this in another podcast when we were talking about trauma, what podcast was that? That was episode?

**[0:02:25] AS:** 13.

**[0:02:27] JB:** Yeah, Episode 13. We talked about that there are a lot of practitioners and coaches that can project their own stuff onto people because they themselves aren't healed. So I think this is really important. If you want to talk a little bit Ali about what do we want to look for when we're trying to find a coach?

**[0:02:43] AS:** Yeah it's such a great question and I think first, I want to frame for everybody that there's a reason the wellness industry isn't regulated. We're in a huge transition right now. So when we really think of health care, we call it the health care system but it's really sick care and there is a place for that by all means.

I'm the first one to say western medicine saved my life, it's been very helpful for me at times, however if you don't want to stop the bleeding, if you don't just want to take medication, if you want to actually feel better, you have to ask different questions. I use the sports analogy. I grew up playing sports. I feel like sick care, health care is asking, "How do I not lose? How do I not lose?"

Whereas wellness is asking, "How do I play to win? How do I play to win?" So you're being on the offence. So this industry is being born out of a need that health care right now has not been able to provide and so it's very new and so it's not that people are being dishonest and they're not trying to get deregulated. It's just right now, we know what doesn't work and we're all figuring out together as an industry what does work.

So that's why it's like the Wild Wild West out there and I think that's so important for people to know because you then get into the online marketing world and you have these coaches telling people, "You know enough, you call yourself an expert. It's just because you're not — you fake it until you make it." And no, you do not fake it until you make it when you're coaching and meddling in people's lives.

It doesn't mean we all have to start somewhere. I myself started nine years ago helping people just get off processed foods but there is different level of expertise and it's not about a self-esteem issue. It's about actually having the time and the training. So I just want to explain that to people what's going on because if you're an everyday consumer who doesn't know the industry, I would throw my hands up and shut off the Internet and go eat Oreos. That's what I would do.

**[0:04:37] JB:** Yeah or you just get into the cycle of trying a million different things and it not working and then, "Oh, this next one might work, and then this next one might work," and then it's just a vicious cycle that you're in.

**[0:04:48] AS:** Yeah and I've had people actually in this past year now that health coaching has been around for a year, I've had several people come to me who will work with other health coaches and even after a consultation, they say to me, "Whoa, that was not the experience I have with another health coach," and it got me being like, "What? What do you mean?" And I know that I have different training.

I'll get into that but a lot of coaches aren't really coaching and so this brings up, we'll get into that on the difference between a trainer and a coach but here is what I would recommend and this is what I do when I'm looking for my own practitioners and Juliet, I'm sure you can chime in too but I first want to know not if someone — for everyone to first know, there is no legal definition of nutritionist.

Anyone can call themselves a nutritionist and legally be okay. There is registered dietician, so you'll see an RD after someone's name and that means they have gone through clinical work.

RD's traditionally work in hospitals where they help people who were very sick get the nutrients they needed. They couldn't chew, that kind of stuff.

All registered dieticians can do their practice the way that they prefer however the governing body of the registered dieticians gets significant portion of their funding from food companies. So I had taken an intro class to consider becoming an RD and I was uncomfortable with the mix of Johnson & Johnson who makes Splenda sponsoring my textbook.

Now, there's a lot of RD's out there who are fighting this. They are aware of this and so this isn't to throw RD's under the bus, but the downstream effect of that is that also RD's tend to look at things in fat, grams and proteins and meal planning type of things and making sure you are getting enough nutrients according to the government food plate.

I remember going to a nutritionist, an RD in high school and I was struggling with my weight dieting but I walked away feeling and again, this is one RD at one point in time but feeling like I didn't have any new insights. I could meal plan for myself. I knew I needed protein, carbs and that kind of stuff.

But a lot of RD's really know their stuff really well. We are having Jennifer Cassetta from Your Diet is Better than My Diet next week and she talked about the RD that was on that show and that she really knew her stuff.

**[0:07:03] JB:** It depends on the RD right and their approach. If they take a more holistic approach using whole foods but incorporating their knowledge of macronutrients and micronutrients, vitamins and minerals and how much you should be getting, then you really have a win-win situation if you can find somebody like that. If that's what you're looking for.

**[0:07:23] AS:** And that we'll get into when you need a coach versus meeting a traditional nutritionist, however what I look for is someone who is trained in functional medicine. So functional medicine is this emerging science, the science has been around, it's all relative but basically looks at the body as a system holistically. So functional medicine says, "If a plant is dying, rather than just cut off the leaves, is it getting the right soil?"

Is it getting the right nutrition of the soil? It is getting the enough light?" And all that stuff. And it's very new in the sense that many doctors are trained in it, many nurse practitioners are, many health coaches are and so the reason that I want to know someone has at least some level of training in that field is because that tells me their looking at food as medicine and food as a tool.

Because I studied how adults change it's really important that as adults, we start to experience relief and results pretty quickly, otherwise we're not going to stick with something. A functional medicine practitioner can help you start to connect with, "Hey, that bad PMS you think you have to live with? No, no, no you don't have to. You know that those low moods and those mood swings guess what? You don't have to deal with those. Guess what? That depression maybe, we can be on the road to getting you better, to feel better in the short term and the long term."

In my case, it was my irritable bowel syndrome. I had to learn on my own because it wasn't as well known. It's still very new but wow, all that heart burn wasn't from too much stomach acid. No wonder why my antacids weren't helping, it was from too little and so when you start to look at that, it seems like the subtle, "Oh," you just look at it differently but the motivation to continue because you start to feel better and better, it has a huge domino effect of looking at that. So I always look for someone in nutrition that has had that sort of training.

**[0:09:22] JB:** So any kind of nutritionist you are looking for Ali, you are looking for them to have studied functional medicine.

**[0:09:27] AS:** Or doctors or a course.

**[0:09:29] JB:** Yeah, the obvious would be a doctor, yeah. So if you're having any kind of physical symptom or even mental emotional symptom, that's where you would start? You would always go to someone who is trained in functional medicine?

**[0:09:40] AS:** Yes at least has some sort of understanding of that and there's enough people out there now. You can go to the institute, Google Institute for Functional Medicine and you'll come up with a website. You can type in your zip code and some of them take insurance. Many do not, that's a whole other podcast of how the standard of care has been created.

But before even that, I would highly recommend people check out their blogs. Many of us who practice functional medicine we're out on our own because the traditional system doesn't support this way of looking at things because insurance basically covers diagnostic tests not outcomes. So this gets into all these layer but really looking at that because you want to look at just what they're going to tell you to do or tell you something different you've heard about.

But you want something that's sustainable and even though weight loss maybe the long term goal or healing depression or healing fibro — whatever your conditions are, functional medicine practitioners, some of them not all but they can start to connect the dots for you in a way that's like, "Wow, you mean I don't have to live with this day in and day out?" and that's starts to really change things. Weight loss is more often a side effect of healing your physiology than just cutting calories. So that's where I would start and make sure that person has some sort of training in that.

**[0:11:02] JB:** That's if somebody is needing obviously something more on the physical side of things. Having physical symptoms or maybe mental emotional symptoms but how do we determine what we need, is that what we need or if we're looking for general weight loss? A client comes to you, I want to lose weight, obviously, you'd be the coach for them Ali right?

**[0:11:24] AS:** But not always, no. I'm not the coach for everything.

**[0:11:26] JB:** Yeah, exactly. So how do you determine right? Is this the right fit or do they need to go see a trainer or do they need to see a different type of health coach or a registered dietician? How do we determine?

**[0:11:37] AS:** Yeah, I think this is a great example. You and I are both health coaches but we both work with very different types of people, right? So you work with people who sounds like training very hard core, they're working out a lot and they need to understand how to fuel their workouts.

**[0:11:51] JB:** Yeah so athletes versus...

**[0:11:53] AS:** Yeah, I have no idea how to coach an athlete to eat. I don't and it's not something that I would. I would say, "Call Juliet, she's the nutrition director at Unite and she can help you do that." A lot of times when people look to a health coach, they're not athletes. They maybe or they are aspiring ones but this is where it starts to get dicey.

So one of the biggest schools is the Institute for Integrative Nutrition. Juliet and I both went there and it's a holistic school. It's where I found functional medicine and it's also where the first place that really acknowledge this emotional connection to food, which I found so reliving.

**[0:12:30] JB:** Yeah, it was very, very inspiring and it was really profound and it came at a really great time in my life because before that, I had no idea about a lot of this stuff, and about functional medicine. So kudos to them for shining a light on that for a lot of people.

**[0:12:48] AS:** Yeah and what we are talking about on the trauma episode to have someone validate your sense of things and for me to finally be like, "Oh my God, this isn't just about food. No wonder I can't figure this out". So I think though in terms of training, if you're someone who has read a lot and this comes back to — I'm going to put an asterisk.

All of this stuff, whoever you're looking at read their material. Talk to people that they've worked with, really see if it resonates with you because one of the biggest indicators of success is if you can trust that person and if you cannot, if you're not going to feel comfortable opening up to them or if you don't believe them, right? A lot of health coaches are they're what I would call subject matter experts.

They're really knowledgeable on being vegan or they're being very knowledgeable on being vegetarian or they're really knowledgeable on being gluten-free or they're being knowledgeable on keto and that is super helpful however, that may not be what works for you. So if someone has a functional medicine lens, they could at least know, "Hey, I'm in a humble position here of trying to figure this out alongside with you."

I know how to help you figure that out but I'm not going to come in here with my agenda and what I believe works and so when it comes to the emotional stuff, this is where I might differ

from a lot of people. There's also the Institute for Psychology of Eating which Juliet and I have both attended to.

**[0:14:06] JB:** And why did we do that Ali? It just seemed to me that I think it's helpful for our listeners to know that we went from Integrative Nutrition School to doing another coaching program, why did we need that? It's because we realized that there was a lot more to it than just helping people figure out what foods were going to be the best for them.

There was a much more deeper level of understanding to why people even though they would know what the right things to do were, they weren't doing these things and it was because of traumas or they were stuck in certain patterns and habits. Ali and I wanted to kind of figure out and we want to be able to support and coach people to getting through that and unveiling that and so they can realize how and why they're doing the things they're doing because that's how they can get unstuck.

**[0:14:57] AS:** Exactly, yes, yes.

**[0:14:59] JB:** Like how do you eat the Kale salad? Well, it's beyond just, "Okay, you need to eat a Kale salad." No.

**[0:15:06] AS:** How do you eat a Kale salad and not the Oreos after.

**[0:15:10] JB:** Yeah, exactly.

**[0:15:11] AS:** Yeah but both of those programs are wonderful and they're certificate programs and I share that because what happens when you go to those programs, they're so valuable, however you get a lot of tools to use. However what I was finding in my practice because my clients were, this was not their first self-improvement rodeo. This was not the first time they thought about this stuff.

I thought I needed a tool box, which brings more precision to something. I have all these tools but when do I use what? This is really deep stuff I do not want to be a therapist. Therapy is

hugely helpful. I've been in it twice in my life and it's been profound for me, however, I am generally — what I love about coaching was it was looking forward.

I believe that what happened — and therapy and coaching can happen together. Many of my clients do both but coaching to me what I thought the magic of it was is that if you change your future, your past means something different. For example, I always come back to having cancer. That's something everyone can understand. I have to come to a lot of acceptance and understanding how that affected me but by leaving my corporate job, creating a health coaching practice and helping others, my understanding of having cancer has completely changed.

It still sucked, it was still brutal however, it's opened me up to this other side of life that I would have never had. I chose to use it for growth. It took me 10 years after beating my head up against the wall. That was what appealed to me about coaching and I found in my practice that again, I needed this precision because I think a lot of people know their issues or whatever but to be able to help people to see it in a way that they haven't seen before. Or to make the connection requires really understanding a ton of different coaching methodologies.

That's why I didn't go to just one coaching school because they tend to teach tools and a lot of cognitive behavioral. For my people in the world of therapy or if you are familiar, if you're a therapist yourself, cognitive behavioral therapy is where you really focus on people's thoughts and reframing them and bringing a level of mindfulness which is super helpful. So some coaches, this is getting back to training, will have been certified through the international coaching federation. That tends to be the standard.

So you will see some people might have IIN training and then they've gone on to get their ICF certificate or a different level but you definitely want to see this someone has some level of training and coaching, but then from there you have to see not just what level. Just because I have a master's degree it does not necessarily make me a better coach than someone else.

But each different trainings will inform how people approach things and so I learned several different coaching theories and the one that really resonated with me that really sticks to and speaks to food challenges is immunity to change theory and some other different ones. I use a

shmorgishborg but I don't have ICF training but I have my master's degree and I've been doing this for nine years.

So I would look for some level of deeper training and coaching aside from the Institute for Integrated Nutrition and the Institute for Psychology of Eating. That's what I would look for because I want someone who has the tool box and not just the tools and really read. You will get a sense that a lot of this about trusting yourself.

Juliet, when you look for practitioners, don't you have a sense of, "Well I look at the world this way so I want someone else." If I'm going to hire a coach and I've done this for business coaching, if I look at someone and they say, "Here's a formula," or you see this Facebook sponsored post, "Here is how I went from broke and unhappy to helping my husband leave his job and making six figures in one year."

I'm like okay, as much as that is attractive as losing 30 pounds in 30 days, that's not real life and I don't want anyone giving me formulas. I do not believe in formulas. So it just isn't a right fit. I would be fighting that approach the entire step of the way. I look for people who are like, "No, look you have to figure this out and you've got to learn discernment and you have to learn what's unique for you."

**[0:19:23] JB:** That's only come with time for you Ali with figuring that out because if we interviewed you in your 20 something self, you might have been more swayed in the direction of, "Oh my God, you know, lose 30 pounds in 30 days," right?"

**[0:19:40] AS:** Totally. What do you mean would've? I was.

**[0:19:41] JB:** Part of the reason that Ali and I wanted to do this podcast is to talk about that with people and to have you guys realized that there is a little more to it than that, that it's deeper than that and for myself, with finding a practitioner especially who's going to be influencing me because these people are really influencing your life on deep levels. If I'm going to have somebody influencing me, I need to be able to trust this person and I have a bullshit meter that I can read really well with people.

**[0:20:17] AS:** Me too.

**[0:20:18] JB:** Right? And it doesn't matter how much schooling you've had. I went to see a therapist probably a couple years ago and master's degree, PhD, the whole nine. Like credentials up the wazoo. Holistic therapist on paper, it was everything that I wanted and what I looked for. I read her blog, video, all that stuff. When I got to the session, it didn't click.

Inside of myself when I would leave, I didn't feel right about it. I didn't feel that I could really be myself in front of this person and sometimes, energies just don't match and that's okay and just because the person is supposed to be the best of the best, doesn't mean that they're going to be that person to get you to go to the next phase of your life that you're looking to get to, really put your bullshit meter on because everybody vibes with people differently.

**[0:21:11] AS:** Yeah, that's such a good point. I think reading their blogs and all that stuff is a beginning point because that's one thing I've learned. I'm so honest to a fault.

**[0:21:22] JB:** Yeah, you are. I try to tell Ali, it's the fault of everybody in the society including myself and Ali. We all feed into marketing and we're all marketing ourselves and putting the posts up on social media that people are attracted to and there's formulas for this stuff. What we know gets more likes versus what doesn't gets likes. I love that Ali is honest but sometimes I'm like, "Ali, you're not going to get likes on that girlfriend."

**[0:21:56] AS:** I know and I'm learning, I'm learning. But apparently, not everyone is who they say they are in the Internet so you bring this great point that the in person connection or if they offer a free call or whatever they're offering. It's not about the education level at all. I kind of like people who do have education but are also are educated in a lot of the "alternative" fields.

We're going to have to have Bob on, the therapist we both used and he's an art therapist and the work I did with him was equally as profound that the PhD therapist that I worked with when I was in my 20's and so I just think with health coaching, it's so new. Not a lot of people want to invest in a master's degree in coaching, by no means.

It's a huge risk that I took. I also happen to love learning and I was so curious about this as to what my transformation my clients are going through. Part of it was for me as much as to be able to provide more value to my clients but I was like, "What's happening here as they become more in control of their body, they're more in control of other areas of their life?"

Yeah, I think Juliet that is such a good point. You have to vibe with the person. I think this brings up a good point about coaching though. The difference between a coach and a trainer. I see a lot of coaches saying, "I'm going to help you hold accountable," or people will come to me and say, "I need someone to hold me accountable," and I'll say, "I don't do that," and it's like, "What? But you're a coach,." I think people think of coaching as traditional Lacrosse coach or field hockey coach.

**[0:23:32] JB:** Someone to push you to that next level and to build you up and to punish you if you don't do the right thing, kind of, you know what I mean? To guilt you or punish you and to make you a better person.

**[0:23:46] AS:** Yeah and coaching does that but on an emotional level. It's about making yourself accountable by becoming more brave and so it's pushing you in a different way. My goal is to always make my clients self-sustainable and to make them want to be accountable for the goals that they already want.

**[0:24:02] JB:** Yeah because you're not going to have a coach forever, right?

**[0:24:04] AS:** No.

**[0:24:05] JB:** So it's a temporary fix if you're working somebody that's like, "I'm going to be holding you accountable for these 25 personal training sessions that we're having" and granted let me just say this coming from a trainer, trainers are not trained to be coaches. Most of the time, we're just trained to know physiology and kinesiology and be able to support you and doing the right exercises that are going to build muscle and help you to increase your metabolic rate.

But by no means, unless they have that extra training, are they a coach in the way that Ali is describing. So when a trainer is saying, "I'm going to hold you accountable," they're legitimately saying, "I'm just going to be on your ass and did you get to the gym today? Did you eat healthy today?" It's not going beyond that and the most important thing is to be able to learn how to trust yourself so you could hold yourself accountable and do those things because having somebody hold your hand for six, eight, 10 weeks, that's all it is. Then they let go of your hand and then you're all by yourself again and you don't have any of the tools to be able to do it without them.

**[0:25:18] AS:** Yeah and that's why coaching on an emotional level is so important because it builds resilience within you so that you do trust yourself. It makes you more brave. I can't wait to ask you about training because that is still an important piece of it. I find coaching is such a great step especially the way that I coach us because one, people a lot of times think they know what they should be eating.

But I have yet to have a client who's actually eating correctly. I don't know, do you find that? Like the people are like, "I know what I should be doing," and then I look at metabolic type, I look at the health conditions they have and I'm like, "No". It's not always far off but it's often enough that it's not making them feel better.

**[0:25:55] JB:** Yeah, often times it's not coming from an intuitive place of "I know this is what I'm needing because I know this works for me, this feels really good," it's more or less, "I'm eating this way because I read that this is the way that I'm supposed to be eating from women's health magazine."

**[0:26:10] AS:** Yeah and those magazines will never be able to have a perfect alignment with you.

**[0:26:15] JB:** Most people are just really confused at the end of the day right? I remember even reading those magazines. One issue of Women's Health or Shape or whatever you're reading says one thing and then the next issue is saying completely the opposite thing and then it's just mind boggling.

**[0:26:32] AS:** Yeah, so I think when you're looking to hire a health coach or considering coaching, I think one of the things you want to know so that you're actually getting a coaching experience is look at someone's website and coaches can't promise specific results.

**[0:26:47] JB:** I love that Ali, and I'll just say, one of the things Ali will tell her clients and I know this is, "weight loss is not guaranteed here." So if that's what you're looking for, I'm not the right coach for you but I think that everybody should understand that weight loss is not guaranteed anywhere.

**[0:27:05] AS:** Thank you for saying that.

**[0:27:07] JB:** I even tell that with personal training and with working out. There's no weight loss guarantee because there are so many things that go into losing weight on a mental, physical, emotional level, there's so many layers to it that we can't just say "Oh working out X amount of times is going to do this for you."

**[0:27:28] AS:** Yeah, you're speaking the truth and I've been working with some clients lately and one client I think said it so well. She goes, "Those plans make me feel desperate anyways. I don't want to feel desperate," and I was like, "Yeah, that's a really great reason to work with a coach," because coaching assumes that the client is resourceful and has everything within.

The right questions just needed to be asked etcetera but when you look at a coach's website, you can tell that they're actually legit and a solid coach if, they don't guarantee results but they promise — because it's a renovation. You don't really know what's behind there. You can have ideas but until you get into the process, you don't really know what you're working with.

Look for some sort of training, some sort of coaching-training. It doesn't matter or unless someone I will say has been at some sort of similar role for 20, 25 years and the skill set is transferable, right? That also can happen a lot. A lot of therapist I think make great coaches because they understand patterns and all that kind of stuff. They might not need full on training or whatever. But they can switch back and forth but therapy and coaching, I always say coaching isn't therapy but it's therapy but it's therapeutic.

**[0:28:42] JB:** Do you think everybody needs a coach Ali?

**[0:28:45] AS:** I would love everyone to have a coach but you do have to be at a place where you want to be stretched emotionally. I do not agree that everyone should be working on themselves. That's f-ing exhausting. To always think you have to improve and that to me is baked into the problem.

**[0:29:03] JB:** I was just going to say that. The people that I know who no matter what, they're always doing the next coaching program or they're going to the next seminar, they're reading the next self-help book and it's this never ending trying to transform themselves. Those usually are the people who are the most stuck.

**[0:29:20] AS:** Yeah and you can't see it and I was that person. I mean I remember reading book after book after book about weight loss and depression and self-help and all these stuff and it was like, "Oh my God".

**[0:29:31] JB:** You have to live it though. How are you going to live it if you're just reading about it and trying to absorb information. You actually have to feel it and go through it to actually experience any kind of change.

**[0:29:41] AS:** Yes and that's what the difference between learning and changing, right? It's great to have an "aha" and I love them as much as the next person. They are like jellybeans for me.

**[0:29:52] JB:** They are, they are very addicting. The light bulb goes on above your head, you're like, "Yes!" The connections.

**[0:29:59] AS:** "Oh I'm fixed! I'm fixed," and then you're like, "ugh" implementing that aha takes longer and so coaching, look for people who want to work with you over a longer period of time. Yes, you can have insights and all that stuff in a consult and I start everyone with a consult but genuine coaching is over the long haul and that could be three months.

Everyone sets up things differently but coaches, the good ones, are going to talk about helping you become your best expert. They're not going to talk about holding you accountable. They are going to talk about asking the right question and tapping into your own self and I think that's how you can really start to snuff it out and to Juliet's point, use your bullshit meter.

Trust that and don't believe what you feel online but if people are ready. I've said this on my before podcast now but there is an honesty in exhaustion and if you are at the point where you don't feel like you can figure this out on your own and honestly, most of us can't when it comes to food, it's too hard. There's too much misinformation, no one is looking underneath the emotions.

A lot of the health coaches will help more people get more comfortable with their emotions for sure and then I like to work on the stories, the beliefs that are creating those emotions because I just don't think anyone has the bandwidth to constantly be feeling their feeling. It's important but a lot of these feelings drowned us because they come from stories and beliefs that aren't necessarily true.

If you don't edit those beliefs, it's almost like a battery charge. Your battery is constantly being drained and so then food becomes even more attractive versus if you can edit this beliefs, your battery holds the charge much better. It's the difference between getting eight hours of sleep versus four hours of sleep. If you edit the beliefs and you don't have to be controlled by them anymore, you just wake up every day feeling refreshed in a different way than if you are constantly feeling the intensity of the emotions.

Of course, I want people to go with their emotions. I think looking at that and if you really feel you're ready for changing not just in the information gathering stage, not just I want to learn but when you feel like you need to do something different because a diet, weight watchers, the Whole30 — the Whole30 is great. It's wonderful and those can be helpful.

But if you've done that before and find that it wasn't enough to help you or maybe it wasn't the right thing for you, not everyone does well on a Whole30 tip of diet but that's when I think a coach really makes sense when you need a little bit more. That's what I would say, what would you say? Because you've worked with coaches?

**[0:32:35] JB:** Yeah. Well first of all, I don't coach anymore and I'll tell you why. I don't have the time to dedicate to somebody because that's I think what's really important about a coach is they care. Not that I don't care but I don't have the time to spend three, six, 12 months with somebody, which it takes time with people and it takes following up with people and having a level of supporting that person that in my current profession, running a gym.

I still see some people for nutrition but not coaching like Ali is talking about and I did do that at one point and I loved it and there are days where I'm like, "I really miss this. I want to do this again" but it takes a level of dedication and time that I don't have right now. I think that you need to make sure that the person that you're working with has a level of care for you.

I remember even working with Ali. She would e-mail me, she would send me things, she would follow up with me and that is super important with a coach, that you don't feel like you're just seeing that person once a week and then they're forgetting details about you. You want to make sure that they are actually truly understanding you and remembering things about you and you are creating a connection with that person.

**[0:33:52] AS:** Yeah, that connection is so important.

**[0:33:54] JB:** It's the same thing with any kind of professional that you are working with. You were talking about how do you know when you need a trainer.

**[0:34:00] AS:** Yeah, let's talk about that. Let's move onto that. If you feel basically like you don't know what to do or you want to be challenged in the next level emotionally, I think that's when coaching is really helpful but so onto a trainers because I right now have signed up at the gym for HIIT classes. I know that a medium to fast burner.

Check out Episode six about exercising for your body type so after that episode, was like, "I need HIIT classes," and I'm not going to do it on my own and so this is when I find the trainer, I'm not working when I'm home but the class is super helpful but how do you know Juliet when a trainer actually knows what they're doing because everyone calls — even HIIT.

I'm like, "This isn't the HIIT I knew I did before," or like, "Does it matter?" I know that as long as I am going up and down, intensity or whatever but so many different trainers will have eight different things beyond their name like letters and I'm like, "What does that mean?" And I know that there's Ace Fitness and then there's this and then there's Pilates.

**[0:35:06] JB:** Not regulated, just like we're talking about with any kind of coaching practice. It's really the same thing for any kind of fitness professional. You can call yourself a yoga instructor and all you've done is go to a two day course, a weekend long course and then you can call yourself an instructor but it is really important that you — I think you have to work with somebody who's been doing it for a little while too because if you're working with somebody who's extremely novice.

Like they just started and they are not supervised and that's also really important at least if you're working with somebody who is newer, that they're supervised by more of a head trainer in their facility and a lot of times, when you go to gyms, you will be paying less for that session, which is nice when you see that. There's different tier levels, that's always great to see but I personally would not trust a yoga instructor who's only done a very short weekend long certification.

So you can always ask your trainer what their certification is, how long they have been doing it for. If they have any transformations they could share with you with other people just like Ali was talking about, like you kind of have to poke and prod a little bit. You can't always trust what somebody is promoting online or even selling to you on the gym floor.

It's your job, just like it is with any doctor that you go see or any therapist or coach, that you dig a little bit and find out what is their training, how long have they had this training for, how long have they been doing this, are they experienced are they novice?

**[0:36:37] AS:** Is there anyways for like, you know, I talked about wanting someone with functional medicine because I know the neighboring assistance lens which is a fancy way of saying customized. They know a lot of functional medicine practitioners know how to, not all, it's unregulated but at least your hope is they can customize and really help you with fitness. I feel like if people go get trained in yoga and they're like, "Yoga is the best."

Or if they get trained in kettlebells then they're like, "Kettlebells is the best." Is there anyway certification that you can go to a trainer and they can know how to say like, "Okay," I mean I know a branded mentor who is a friend of mine, I don't know if you know Brandon.

**[0:37:16] JB:** I do yeah.

**[0:37:18] AS:** He was amazing at that. When I was in Philly, I would get a work out from him once every six weeks and do the same thing and I've sent clients to him. They know how he moves or they — he'll pay attention to how they move and their injuries. Some of my clients have injuries but what certification should someone look for if they want a more customized approached rather than someone who's like, "Yay kettlebells!" I mean I like kettlebells but you know what I mean.

**[0:37:42] JB:** Yeah, any good trainer should be looking at the way that you move and they should be deciphering what areas of your body you need to be strengthening and what areas of your body you need to be stretching and not overworking the areas that are already a little bit too strong naturally from sitting in the same posture.

You might have imbalances posturally or from doing repetitive movement in your job. You wouldn't want to be doing exercises that are going to inflame you even more. You don't want to start stretching those areas and then you want to start strengthening the ones that are going to help to also alleviate some of your symptoms like if you're having back pain or whatever it maybe.

A lot of that is because kinetically something is going on in the kinetic chain just like functional medicine. We talk about everything is connected. Everything is connected when it comes to your muscles and your joints and your tendons, everything is all connected as one. So if something is off, then other things are going to be off. So a basic postural scan is something that you would want to look for that a trainer is doing.

**[0:38:46] AS:** And what will they'll tell you that they're doing that? What's a sign?

**[0:38:49] JB:** Yes, when you have an initial assessment with your trainer, the first thing they should be doing with you is they should be asking you to do certain movements and they should be assessing how you're doing those movements and taking notes to know, "Okay her knees are going over her toes. Her knees are knocking together, she's leaning forward when she's doing this exercise or he's doing this exercise," and then they can determine from there.

Well, it looks like you have overly tight IT bands, you have weak adapter muscles, so we're going to want to start working on that first. You have to build a base, you can't just throw somebody into a hard core workout and for those out there who are doing that, a lot of times you go to a class. That's not happening when you go to a class.

You're not getting that personalized attention and that's okay. I would always suggest that maybe you invest in one or two personal training sessions over the course of your life with a really good trainer because the information is very valuable and you could also do this with a physical therapist. It doesn't have to be a personal trainer because physical therapists are trained in that same way as well where they can assess your posture and do a basic movement screening with you.

To determine what's going on with your body because if you just throw yourself into a crazy kettlebell class or a HIIT class and then a week later you have horrible shin splints or you're Achilles is starting to inflame and you're getting tendonitis. There is a reason why that is happening. It's because you didn't build up to get there, sometimes you need to do a couple extra things before you can do that stuff.

**[0:40:25] AS:** That's so interesting because I feel like most people would say, "Oh I'm out of shape this is why this is happening." Like they would blame it on themselves rather than just going too quickly. Is that a really good clue? People will know if a trainer knows what they're doing if they sign up for like — a lot of times, it will give you an introductory session.

If they don't do a body scan, should you say — I am actually getting a free session with the gym that I joined here on Saturday so should I make sure that he does a body scan?

**[0:40:50] JB:** Yeah. If they're just going to throw you into a workout like, "All right Ali, let's do this, this and this, lunge, burpee, pushup," you know what I mean? If they're not even taking notes on your or circling you and looking at the way that your body is moving and to even throw you into such intense exercises and some things that are multi chain exercises like a burpee. I wouldn't do that unless I could assess a couple other things first.

**[0:41:16] AS:** For everyone out there, if you do that, if you go to hire a trainer for even a session and they don't do that, speak up. I feel like a lot of people are worried. I can just hear my clients be like, "Uh that feels uncomfortable." No, it's your body. I will say, "Aren't you going to do a body scan?"

**[0:41:34] JB:** Yeah, functional movements screening.

**[0:41:35] AS:** Functional movement screening, if that sounds weird.

**[0:41:39] JB:** Every trainer doesn't know.

**[0:41:40] AS:** We're not at the airport.

**[0:41:41] JB:** I know, if a trainer doesn't know though because they do not call it the body scan but if a trainer doesn't know what a functional movement screening is, here's another thing that I always because I train all of our staff at Unite. So I hire a lot of our trainers and I work with them and making sure that they're doing the right things and the right protocol.

Not only that but you want to make sure that the trainer is taking some sort of assessment of you, asking you the questions, have you ever been injured, what is your workout history? If they are legitimately not getting to know you in any kind of level of your past history your medical history, even just finding out if you're cleared by a doctor, believe it or not a lot of times that doesn't even happen.

Then that's putting the trainer at risk too but it's putting the client at risk but you need to make sure that they're actually asking you some health history questions too.

**[0:42:40] AS:** That's so important.

**[0:42:41] JB:** And not just throwing you into a workout. I think there's a lot of — there's trainers out there and it's so easy to become a trainer. Just like it's so easy to become a coach, right? You can just go to a weekend long certification or not even go anywhere. You can just do it online, take a test.

**[0:42:56] AS:** Or you can say, "This worked for me, now I'm coaching everyone." That's one of your favorites.

**[0:43:01] JB:** Yeah, "I'm a boot camp instructor. I know how to run a boot camp. I work out all the time so I'm going to," and there's nothing really wrong. I want to say don't ever go to a class. If someone is really motivating and they're giving people safe exercises, modifications that's fine but when it comes to working with someone really one on one and they're manipulating your body in different ways, definitely make sure that they have a level of care for you. That they are asking you the right questions, they're looking at your posture and they're not just giving you the same workout that they're giving every other client too because that happens a lot.

**[0:43:34] AS:** Oh, tell us more. Now this is money saving tips.

**[0:43:40] JB:** A trainer might have five people in a row and they're just giving the same workouts to every single person. It's time saving for them.

**[0:43:46] AS:** And then you give them Insatiable Podcast Episode six and you say, "Do you know about this, body types?"

**[0:43:53] JB:** Well not even the body types thing but what I was talking about earlier is their posture and their imbalances in their body and not everybody has the same kinetic chain going for them.

**[0:44:06] AS:** That's why, I mean we don't have to talk about my arm pain anymore but it got triggered by a kettlebell class and it was already probably set up because of my posture at the desk I was sitting at but I know that it was totally triggered by the kettlebell class. Another

question I have, people should also speak up in general classes. I'm a class person, not everyone is but if you are, ask to make sure that you're getting the right form.

**[0:44:31] JB:** My gosh, yes. The instructor should be going around. The instructor should be going around and helping with the form.

**[0:44:37] AS:** Many of them don't.

**[0:44:38] JB:** That's true, many of them don't. If you notice that the instructor and this happens to much where the instructor is just yelling and motivating and that's all great. You want that from your instructor, that's what I look for. I look for great music, great persona.

**[0:44:51] AS:** Do you like growling?

**[0:44:54] JB:** I do actually, one of my favorite flywheel instructors here in Philly, she's a growler. Hannah, shout out to Hannah, I love your growl.

**[0:45:01] AS:** Wait, is it the Swedish Hannah?

**[0:45:05] JB:** No, no.

**[0:45:06] AS:** Okay, I can't pronounce her last name.

**[0:45:08] JB:** She's actually a doctor which is just like incredible. I was like, "Do you growl when you deliver babies?" But beyond that because it's awesome to have somebody who's motivating and charismatic and has amazing music and they're pushing you with their words and their motivational quotes, that's awesome but if they're not walking around and they're not correcting people's form, then they're more into themselves often times that can happen where trainers just look at themselves in the mirror.

They're just really being into being the star of the show because in a class, often times they're on a stage, or you know what I mean? It's a way for them to be the star but at the end of the day, that's not what it's about. It's about you motivating and helping other people and so part of

helping people is making sure they're doing shit the right way and not that the trainer can't go around sometimes to every single person in a class but at least notice that they're coming and going to some people.

If you didn't get that personalized attention, I love it when people come up to me at the end of the class and they say, "Hey can you make sure I'm doing this right?" Or even in the middle of the class, I have clients. They know to call me over and gesture me. I would be like, "Hey, what's going on?" They'll be like, "Hey can you just make sure I'm doing this right?" and I'm like, "completely. I want you to do it right."

**[0:46:24] AS:** Your trainer loves your curiosity. I love when people get engaged in coaching and what they're doing.

**[0:46:31] JB:** Yeah, we want that. We want you to be like, "Am I doing this squat right? Am I doing this push up right? How can I make it? Am I feeling this in the right place?" Ask those questions. You are not annoying, we actually love it.

**[0:46:42] AS:** And what about bringing some of that to people who work out at home? Is there anything that you have and how do you feel? This is off topic but how do you feel about all these multilevel marketing groups that are just coaching people through exercise groups at home?

**[0:46:57] JB:** Yeah, again, like I was talking about how it's not customized at all. It's just like giving everybody this general plan and it doesn't always work for people maybe it does work for you but are you getting results at the end of the day?

**[0:47:10] AS:** You'll know pretty soon I guess.

**[0:47:13] JB:** Is it something that you enjoy? You really want to make sure that whatever you're doing, you like it and you're having fun with and you're not forcing yourself to do it. You need to have a healthy relationship to exercise and one of the ways that you don't have a healthy relationship to exercise is if you're doing something because you feel like you have to do it.

So if you're doing something at home like a DVD or a plan and you like it and it's really enjoyable and you're looking forward to it, that's also something I always ask my clients like, "Do you look forward to it?" And at first, that might not be the case. It does take a little bit of time but if after a month I would say that you're not looking forward to it, don't do it anymore and find something else.

**[0:47:53] AS:** Yes, it's probably a sign that it's not working for you.

**[0:47:55] JB:** Yeah, exactly. Sometimes you do have to give things at least that amount of time and I'm so glad I did that with yoga because years ago, if you would ask me to do yoga, I'd be like, "Oh my God. I hate yoga so much," but I never gave it a real chance. I did yoga one or two times. I tried a few different kinds of yoga and I fell in love with it. It doesn't mean that that will always happen but it did happen for me.

**[0:48:19] AS:** Yeah, well it's probably people you want to separate, "do I not like this because I'm a beginner at it and I'm not maximizing the pros or because I'm just confused" versus the thing itself. I know whenever I first go to a class, I just feel uncoordinated and I'm like, "I can't keep up and I'm on my left when everyone else is on my right," but you have to realize that maybe you're not loving it at first because of that not the class itself.

**[0:48:48] JB:** I think to wrap up our episode today, just with everything with how do you know if you need a coach or if it's the right coach or a trainer or if it's a right trainer, any kind of practitioner? The level of care has to be there. Even if you're going to a gym like a studio, like the studio that I co-own, we want to know people's names, we want to know what their goal is and we want to support that person and they're not another body coming into the gym.

The goal and I stress this with every one of our coaches and trainers there is, you need to find out what this person's deal is and this is why I hope that you got into this profession because you cared about changing people's lives for the better and you weren't doing this to become a fitness superstar, which is happening way too much now.

**[0:49:41] AS:** And it's fake. I've met former trainers who have coached with me a little bit and they said that they have gotten breast implants, they have to fast before photoshoots. I was shocked. I was skeptical but I didn't know if people went to those lengths.

**[0:49:56] JB:** Working out is becoming like...

**[0:50:00] AS:** If people want to get breast implants, that's fine. I don't want to question but I just didn't know that all these ones went into these photos.

**[0:50:05] JB:** Well working out has become a very fanatical thing for a lot of people and a way to show off and sexualize themselves and a way of becoming like a model without being like a model. Instagram is a way that a lot of fitness professionals or not even professionals or experts or however you want to phrase it or however they phrase it, they are using it to show themselves off.

Show their bodies off and gain a lot of followers and attention and it's all self-serving. So at the end of the day, if you're getting the body that is a self-serving thing for this person and it's not about them helping you and changing you, then that's the biggest red flag you need. You don't need to work with that person.

**[0:50:53] AS:** And also, it's probably do they have again any background to help you? Or is it about...

**[0:50:57] JB:** And even if they do though, I read a really great article that came out of Well and Good in New York City which is an online publication kind of like Be Well Philly, Philly has that. It's a wellness hotline publication but the article was amazing because it was talking about that, how trainers need to get back to that. They need to get back to not wanting to be like the star of the show and fill their classes and get that top tier and just feel like everybody bows down to them. It needs to get back to like, "No, I'm here to change people's lives for the better and actually help them."

**[0:51:30] AS:** That's what leadership is, it's being actually in the background and helping people excel. So before we wrap up, when do you think someone gets their most bang for their buck

and also emotional bang for your buck? Because part of why it's so important to know the difference between coaching or weight watching or training is because every time you try something that it's, not right or wrong for you, but isn't the right fit, it's not at the right time, you do lose confidence in yourself.

I spend a little bit more to go to these HIIT classes but I knew I was in a place where I was going to go versus the past couple of years, I just don't have the energy to make that commitment and I know myself well enough, I knew all of that, thank God, to stop trying to constantly try and stop and start, stop and start, so when do you think it makes sense for someone to invest in a trainer or say, "All right I'm really going to dig in and figure out what works for me exercise wise and really find something that I love?"

**[0:52:27] JB:** I definitely think you have to create space for it in your life. So if you have so much going on and you're really, really stressed out, you might not be able to have the space to put that in there. You might have to create the space. It is really helpful when you're really stressed out. As we know exercise releases a lot of feel good chemicals so it can make you feel less stressed.

I'm always all for everybody moving their body at any stage in the game. Obviously if you're really deeply depressed, that is probably not going to happen and that's a whole other topic but you just have to try things and see what resonates with you and what you like. Working one on one with a trainer isn't for everybody but I always think that you should just experiment.

Get your free session at your gym or your intro session. The first session is usually at a much cheaper rate or it's free so try a trainer and see if that resonates with you and if you're like, "You know what? I don't know" take time to figure it out. Try a trainer one day, go to a class another day but do your research as well to make sure where you're going has the credentials on there. They have the transformations on there but again marketing, everyone markets themselves so you've got to do your due diligence anyways and then go and see what it's all about.

**[0:53:42] AS:** Yeah and I think about classes, I think people especially if you're considering hiring a trainer or not, use the classes that you take to get personal attention. I'm always are

asking about my form especially after I've had some injuries and with kettlebells I'm like, "Am I doing this right?" Ask because trainers may forget or they may be busy but they want to help.

So you can make sure that your form and all that stuff which really will change things. If anyone has taken yoga or even kettlebells or any weight class, if you really do the right form, the exercise is so much harder. Your workout, you're doubling. I'm such a maximizer, I love efficiency so make sure your form is right. If you really feel like you need accountability not in a shameful kind of way but I think, when you're starting a new habit, it can be really helpful to have that one on one attention until you get going.

**[0:54:39] JB:** Yeah and queueing for those out there too when you're in a class. If the trainer is not queueing meaning they're just saying, "Okay, now we're going to do this" and it's like mountain climbers, okay ten of those now do pushups. If they're not queueing you during the exercise like "here is how to do it, this is where you should be filling it".

Then when they say, "okay, three, two, one go" and in the in between time where everyone is doing the exercise, they should be queueing like, "Make sure you are doing this, make sure you are doing that" so you can listen for that to help you with your form. If they're not doing that, that's also an indicator that they might be a little novice. They need a little work, they need to not be self-involved. They need to look around and help people a little more.

**[0:55:15] AS:** For sure and I just want to say a couple of words on weight watchers because we had a listener write in and bring up some really great points that I think in an earlier episode, we didn't bring up the positive of weight watchers but she was saying that weight watchers help you lose over a 100 pounds right and help you really have the confidence to even start to step into a gym and other things.

She was saying that weight watchers really helped her understand portion sizes and also just become more mindful of her food and what she was eating and so I think weight watchers can be really beneficial if you don't have a lot of knowledge of what to do and you've never really tried before. It could be a really great low cost, low risk, you can do it online, starting point for people.

I don't know what the new program is or what not, I wanted to circle back to her e-mail into that point because I think we didn't even think about that in terms of for people who, they estimate about 5% of the population needs basic information.

**[0:56:17] JB:** Yeah and like I was saying, I don't coach anymore but a lot of what I do at my gym is obviously, I make meal plans for athletes a lot and then just general population but my job mostly is to educate people because it's amazing how people just don't know what's healthy food or that the processed food that they're eating is causing this health problem or can lead to this health problem. So education is major. Things like that can educate you can be so eye opening and can be really transformative.

**[0:56:52] AS:** Yes but if you've tried it a couple of times, I often hear from people, "Well, it worked well. I was on the plan" but if I didn't internalized and it didn't stick then don't think it's you. It's just that, that worked for you then and you need something different. It's also not for everyone. I'd be really interested to see how Oprah's public involvement with weight watchers unfolds just from a purely sociology and psychological stand point and from a market value standpoint.

**[0:57:22] JB:** That's because everybody is doing something, "Just because everybody is jumping off the bridge doesn't mean you need to too."

**[0:57:28] AS:** Right that was my point. I love Oprah and she's very influential and she also talked about it in an interview that she did with Brené Brown how this is the thing that still makes her feel vulnerable and I really appreciated that. I just really felt she opened her heart in that interview and I appreciated that she said that because I think so many of us feel like, we don't even think, "About what do I actually need next in my journey or my step and we're just running from the shame and running from the frustration that we're still dealing with?"

We can't believe it and we don't sit and say like, "What do I actually need at this point?" do I need a trainer? Do I need a coach? Do I know what works for me and I need to just read some books on how to make these type of food. That can be a whole other avenue or am I in the phase of just starting to entertain different ideas? So there is something out here for everyone

but do know that it is The Wild, Wild West right now and it's not you. I am constantly amazed when I am finding people coming out with their own coaching methods and branding them.

Anyone can brand anything these days and I'm like, "Oh that's interesting" but there are amazing coaches out there and there are people doing amazing work. So definitely amazing trainers and people who do amazing things with food and recipes and I'm like, "Oh my God, that's so simple thank you." So there are a lot of wonderful resources. They just sometimes take a little while and they're not always the most popular ones so I think that's important to know too.

**[0:59:01] JB:** 'Cause they don't have the marketing dollars.

**[0:59:02] AS:** Yes that are often given by food companies.

**[0:59:06] JB:** Yeah.

**[0:59:06] AS:** Oh the irony, the irony. But yeah, so I think that's about it. Any parting words Juliet for people? I said my piece.

**[0:59:13] JB:** Yeah, well just feel free to follow Ali and I on our social platforms and if you have any questions, you can always tweet us.

**[0:59:23] AS:** Facebook us, I'm going to be more active on Facebook, I like that one.

**[0:59:26] JB:** Right, old school.

**[0:59:29] AS:** Old school. I am grandma of the pair here.

**[0:59:32] JB:** Did I see you sponsor stuff on Facebook recently?

**[0:59:35] AS:** Oh yeah, I've just been experimenting but it was like a dollar. I'm just like, "Let me see it. I don't know what I'm doing."

**[0:59:41] JB:** I know it's really interesting. We won't talk about that on the podcast but Facebook advertising is really interesting. I just started getting into it a lot more myself.

**[0:59:49] AS:** Yeah, I even had a typo. It's like, "Ahh!"

**[0:59:53] JB:** We're all human.

**[0:59:54] AS:** Yeah and if you guys like the podcast, please share it. The growth has been amazing and Juliet and I continue to be blown away and we need to ask you to share it some more.

**[1:00:05] JB:** And leave reviews. We've had such amazing reviews ones that have made me cry so thank you guys because for this to resonate with you and everything means so much to us because this conversation, why Ali and I are doing this, we just feel that it's so needed.

**[1:00:22] AS:** I wish I have this when I was a teenager. I don't know if I would have listened but at least in my early 20's and then college. So yeah, so thank you everyone and we'll be back next week with Jennifer Cassetta from My Diet is Better than Yours, so definitely tune in. Take care.

[END OF DISCUSSION]

**[1:00:44] JB:** Thank you so much for listening to the Insatiable Podcast. We hope you enjoy today's episode. You can connect with us on social media. Follow me on Twitter and Instagram @julietunite and Ali @alimshapiro, M stand for Marie. Please feel free to also e-mail us any questions. We would love to hear from all of our listeners. You can reach us at [ali@alishapiro.com](mailto:ali@alishapiro.com) and [juliet@unitefitness.com](mailto:juliet@unitefitness.com). We'll see you next time.

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