

EPISODE 15

[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]

[0:00:52.2] AS: Welcome to Episode 15 of Insatiable with Jennifer Cassetta from My Diet is Better than Yours. I am so excited to have Jen here today, she's a friend of mine. Before we get in to all of the wonderfulness that she is, I want to give you a little bit of her official bio. Jen was recently featured on the ABC's reality weight loss show. My Diet is Better than yours which we're going to talk about today.

She's a clinical nutritionist, personal trainer, and third degree black belt in Hapkido. In 2005 she completed the Institute for Integrative Nutrition health coaching program and went on to get a graduate degree as a clinical nutritionist from University of Bridgeport Connecticut in 2009. While doing so, Jen spent 10 years training under a nationally recognized top hapkido instructor in the country. Talk about intense.

All of this training sparked a deep sense of strength, determination and empowerment in her that she now shares with others around the world. Now based in LA, Jennifer consults for various companies creating corporate wellness programs, teaches self-defence seminars, and

travels the world with VIP clients. She's created the Stiletto's and Self-defence DVD series and most recently coauthored her first book, *Hear Me Roar: How to defend your mind, body and heart against people who suck*.

Jennifer has made appearances on The Today Show, The Doctors, Rachel Ray and many more and she contributes to help publications like Women's Health, Fitness, Shape and the Huffington Post. What she loves the most is connecting with her audiences either online or as a key note speaker at colleges around the country, spreading the word of wellness, empowerment and safety.

Welcome Jen!

[0:02:32.0] JC: Hi Ali, hi Juliet, thank you guys so much for having me.

[0:02:35.7] AS: Thank you for being here. One of the reasons that I think we first bonded when we met out in Los Angeles was you I know what you're talking about.

[0:02:44.5] JC: Thank you. That's a better credentials than all the whole bio.

[0:02:50.6] AS: I think that help you create it but I just was always so impressed that you have a level of knowledge and I think all of us like Juliet and myself and you, our educational backgrounds are so varied because the health system is so siloed but if you really want to bring everything to a client you need to have what seems like varied education but it's all inter related.

[0:03:12.3] JC: Absolutely. I 100% agree on that.

[0:03:17.1] AS: Before we get in to, as much as you're accomplished professionally, I think what was so interesting to me. The title of our podcast is Insatiable and it's also about the hunger of wanting it all. I think what's really fascinating is your personal story of how you were insatiable for meaning that led you in to wellness. Will you share that with everyone?

[0:03:39.8] JC: Sure. I guess my quest for my life's purpose began a few years out of college and I was looking really just for a way to work out. I was bored of the gym and I decided to try a

martial art and it just so happen that next door to my office I fell in love with this martial arts school. Kind of, I started as, “Oh I’ll go three times a week,” and then it was five and then it was six and they’re like seven days a week just training because I loved it so much. I felt the mental, the physical, the spiritual benefits of this martial arts training.

Fast forward maybe a year or so into it, I was down — now at this point I was working at an event place like basically a big beautiful loft downtown New York city where they would have parties and I was doing the marketing for these events. It was actually the day before we officially launched the event space was 9/11 and I went, showed up to work that morning and kind of the rest is history. Do you want to hear the details?

[0:04:54.5] AS: Yeah, we’ve got time.

[0:04:56.2] JB: Yeah, definitely.

[0:04:58.3] JC: When I took the subway down from where I was living on 96 street, I took it all the way down Wall Street where I would usually get out, got up out of the hole and just felt chaos, there was just people running around and screaming and crying and looking up and pointing at the World Trade Centres.

My gaze followed their fingers and I saw this huge gaping hole in the World Trade Center and really, both of them, one was kind of behind the other from my view point and just thick, black, billowing smoke was coming from the holes and I just was in complete and utter shock. The cellphone service was down at that point, I couldn’t call anyone to figure out what was going on. So I just kept walking towards my work.

My work was located three blocks south of the World Trade Centres, so on Rector and the West Side high way. When I got to the corner of the West Side high way in Rector street, I noticed this police officer staring again up at that hole and he was weeping like it was just this moment in the morning where everything just stood still for me and I got this huge sense of doom. Something really horrible is happening here.

Because I just — now actually or later I realized what he was probably staring at was people jumping for their lives and perishing just because that was their best option. I didn't know it at the time but I did feel the sense of dread and straight over to my building and the doorman wouldn't let me up, he's like, you can't go in there, why not? I have to go to work, I'm still in this, "got to go to work" phase. He's like no, no, no bomb, he didn't even know what was going on.

Anyway, long story short, first tower starts to fall and we're all just like pushed into inside the building and into this closet and it was basically a big storage closet and now there's about 20 people in there including a police officer and I'm just crying. I'm a disaster and thinking like this is it, this is where I'm going to die. Out of nowhere, this part got edited out obviously, they're giving you a lot more detail than I was able to on the show but this woman came out of nowhere, I swear to god she was like a guardian angel that day and she just looked at me and said, "What's your name?"

I was like, "Jennifer." She's like, "Jennifer, my name is Nancy and you and I are going to get out of here and we're going to be okay, just let's hang together," and I was like, "Okay." I stopped crying and then all of a sudden the cop kicked us all out of the building. I don't know why, I guess he probably felt that maybe that building was going to come down on us. So we were thrown out into the street like again covered in ash like you see in the pictures and we just didn't — everyone kind of scattered, there was no one telling you where to go. So we went south, we found another building.

Long story short, second building comes down, they kick us out of there, I guess for the same reasons and I made my way up north to Soho to find my martial arts studio. They took us in, we turned on the TV, we saw what was going on, took a shower, got water like it just felt like a little refuge. From there, hours later, my friend Nancy left and I've never seen her again, ever. I don't know if I had her contact number or what, I don't know? For like years I've tried to find her, I don't know her last name, I thought maybe by telling the story over and over, at some point she would surface but anyway, it's been so many years and I don't know where Nancy is.

Anyway, the whole point of telling the story was, in the next six months to a year, I did a lot of soul searching. Took self-development classes, I read a lot of books and was just like, "What is it that I'm doing with my life?" That job was gone because that building was eventually. Now the

whole building is actually gone but you couldn't go in that building for at least a year. So my job was gone, so I started bartending in the middle of all that and managing a nightclub.

[0:09:41.8] AS: The opposite of health.

[0:09:43.1] JC: I know, right? I was managing a nightclub till one, two, sometimes later in the morning and then wanted to get to the dojo the next day to work out and feel good about myself physically and emotionally. I just got to a point where I was like, "This doesn't make sense." When your life is not in synchronicity and I think I pretty much learned that term from Deepak Chopra right? He talks a lot about synchronicity and alignment. I just felt like my life was completely out of alignment with the way I wanted it to be going.

One day I just said, I'm quitting all of this nightlife stuff and I want others to feel emotionally strong, physically strong, safe, able to protect themselves, I loved all those benefits. I decided to quit the rest and do martial arts and then I also got a job personal training and got certified and was able to make a living with a client base in new York city based on mostly the physical stuff. Later on, you know the story, I went back for my nutrition school stuff.

[0:10:54.4] AS: Yeah. I have so many questions Juliet, do you want to...

[0:10:57.9] JB: Yes. I mean, I'm just blown away.

[0:11:00.1] JC: Really?

[0:11:01.9] JB: I grew up in Manhattan, that's where I was born and raised.

[0:11:04.4] JC: Oh really?

[0:11:05.4] JB: We actually, my parents, we left in 2000 so we just missed 9/11.

[0:11:11.9] JC: No way.

[0:11:15.4] JB: Yeah. Anyway, I lived in Battery park city, I lived across the street from the world trade center most of my life.

[0:11:21.9] AS: I lived down in the financial district that summer I moved out in August, like right before.

[0:11:28.6] JC: Wow, both of you guys just missed it.

[0:11:30.7] JB: I know, I mean friends, our apartment building got destroyed. I had a lot of friends that were displaced and everything and lost their homes. You were just bringing me back there but it's an amazing story that you were like in it, you know?

[0:11:47.4] JC: Yeah. At the same time, I have this guilt and I even still feel guilty.

[0:11:52.5] JB: Survivor's guilt.

[0:11:54.2] JC: Yeah, when I tell the story because I'm like, "Oh the story's no big deal, I definitely don't want pity, or I'm not telling the story for that reason," because there's so many people that had it so much worse.

[0:12:08.2] AS: Trauma isn't limited.

[0:12:10.5] JB: I know, Ali and I talk about that a lot. Everyone's trauma is different in so many ways and anybody who was there that day experienced trauma. There was global trauma from that.

[0:12:26.4] AS: I would actually, this is something I would love to do because you talked about, you want to help people feel safe Jen and at a deep level, you have to look at the physical for sure but a lot of emotional eating and weight is about not feeling safe.

Even if you don't know you don't feel safe, that was a big thing for me with my own emotional eating but our country as a whole. I think before that we thought, "Oh —" people go through tough stuff but our country as a whole has not gone through what most of the world has gone

through. I think it was the first time where that veil of security and the illusion of security was punctured.

I've read statistics about addiction going up from that point forward. Weight gain, all those kind of stuff and I just so believe in metaphor and what's happening on a micro level happens at a macro level and I think our country in general felt, especially people on the east coast. I've never lived anywhere else besides the east coast. So I think it was a huge safety knock for the whole country. So of course you're going to feel that way.

[0:13:32.4] JC: Yeah, and just like honoring your story because it was a transformative experience that you had. It made you look at your life a lot differently in any kind of traumatic experience is that's what it does.

[0:13:45.4] AS: Not always.

[0:13:47.2] JC: That's true.

[0:13:48.9] AS: You have to choose. I don't believe everything happens for a reason, I think the healing is in making a reason.

[0:13:55.4] JB: Yeah, you saw that as an opportunity kind of take a look at things a little bit differently and make some decisions in your life.

[0:14:04.9] AS: The same way, people that are healed of illness, right? If they are lucky enough to fight an illness off or something. Sometimes that's a new lease on life for them. But like you said, they have to choose that because they can also go back into victim mentality or any kind of, just the regular life they were living before without the transformation. Yeah, that's a good point.

[0:14:27.8] JB: How did you end up from New York city to then where you are now?

[0:14:33.1] JC: I stayed until 2009 and it's just like a bunch of reasons but nothing really huge other than I felt like I was in a bit of a rat race.

[0:14:46.8] AS: In New York? No, that's a story you're making up. Just kidding.

[0:14:52.0] JC: Right.

[0:14:53.2] AS: Carlos calls it a young man's game.

[0:14:57.6] JC: I mean, you know, it kind of felt that way and...

[0:14:59.7] JB: Where are you from? Where were you born and raised?

[0:15:02.3] JC: Mahopac, New York which is an hour north of the city. That's where I was from and I was going out to Montauk in the summer time, weekends just to have a little space and also train clients out there. If I didn't have that break, I think I would have lost it a lot sooner. I was living in China town on Mulberry canal, the summer smells down there, the amount of people, it was just too much sensory overload. Too much.

[0:15:35.8] JB: I agree, I've been in Philly and I was seven years. I was born and raised in New York and then my parents moved us to near Woodstock, New York. Then I ended up moving back to New York on my own working in fitness and I was a trainer in Manhattan but I lived in Williamsburg, Brooklyn.

[0:15:53.6] AS: Okay.

[0:15:54.4] JB: Still, that's the reason I ended up leaving as well, it was just like, I couldn't deal with just the sensory overload and everyday stress. It really got to me, so that's how I ended up in Philly. Other reasons too.

[0:16:05.4] AS: It's really hard to be healthy in New York too, they have the latest workouts and there is like, the latest gluten free and vegan food but everyone eats out, you're constantly stimulated, you have to drink caffeine.

[0:16:17.5] JC: I have the most sugar cravings when I lived there that I have had anywhere.

[0:16:20.9] JB: Yeah, because you have to keep going.

[0:16:24.2] AS: I need something at all times just to keep me with it. Then you left and one thing I'm curious about though, this is, you did martial arts and you loved — and Juliet and I were talking about before we actually got on with you, we don't even think of martial arts. It's such an amazing workout and what about it, like what did you love about it? Because I think a lot of people should consider it.

[0:16:50.9] JB: Definitely.

[0:16:52.0] JC: I'm so bias.

[0:16:55.8] AS: At least you know you're biased.

[0:16:57.1] JC: Yeah, totally. I could say things like, "Well, look at all this trends coming today," this has been around for hundreds of years, it's not a trend, it's not going anywhere, it is definitely here to stay. The trendier part I guess is now what a lot of people are doing like the MMA stuff, which I'm not in to but traditional martial arts, like I said, it's like timeless. It's been around for hundreds of years for various reasons and I think now even if you're not in to the fighting or the self-defence, it is a fantastic workout.

You get your cardio, you get your strength, you get your flexibility all in one and as well as an emotional spiritual side of it. There's not too many workouts that have all four components. Actually, I don't know one because yoga is not a cardio workout, yoga has the flexibility, the strength, sort of, and the emotional and spiritual side but they're still missing that...

[0:18:00.3] JB: The high intensity cardio piece.

[0:18:02.1] JC: Exactly. I don't know of another workout that has all four.

[0:18:07.0] AS: I know we separate emotional, spiritual and physical because it's a way to kind of compartmentalize and know like an entry point. I really believe they're all the same but what

do you think is these emotional, spiritual effect of doing that? I'm curious because I've never done martial arts.

[0:18:23.3] JC: For sure. So many! I would say the biggest one which I saw not only in myself, not only my clients, but even the children that were taught at the school would be confidence. I think there's something about learning how to protect yourself that is empowering, learning how to use your body as a weapon if you needed to is empowering. The physical movements are so outside of a normal workout or your everyday routine, that's empowering.

We use our voice, we yell, a spirited yell in Korean it's called the Kiap. So you're literally yelling during this workouts, that's empowering. You're using your voice, your body in ways that are completely outside of the norm. You're constantly training outside of your comfort zone and that's one of the main reasons that I use that workout. Like I use that workout for the safe and sexy plan on the show, My Diet is Better Than Yours, because I just felt there is no better workout to really get somebody outside of their comfort zone.

[0:19:30.5] AS: Yeah, I'm curious, how do you think you carry yourself differently now because you know that you can defend yourself and your body can be a weapon?

[0:19:40.5] JC: Yeah, it's changed my life completely. I wouldn't be where I am today, whatever that means, but I wouldn't be the person I am today without the martial arts training. I don't know where I would have been or what I would have been doing. I honestly have no idea. I know that it's completely shaped my future.

[0:20:00.4] AS: Yeah, but I'm curious, like even on a physical level. How do you — I notice when I'm walking I'm always looking down so I don't trip but do you — when you come into a room, do you approach it differently?

[0:20:16.2] JC: Yes. I still teach self-defence classes all over the country, sometimes at colleges or here in LA and one of the first things that I teach is how to powerfully communicate and most of that is through body language. Walking with perfect posture, shoulders back. Looking people in the eye, it exudes confidence.

[0:20:44.2] JB: And it protects you. I think about that living in Philly when I was leaving at five in the morning and there's some sketchy people out there. I know that if I hold my body in a certain way, it's going to make me more vulnerable to have somebody attack me versus if I am like self-assured, confident, like I don't have any fear and I'm aware of my surroundings, totally different.

[0:21:10.8] JC: That's self-defence 101 right there.

[0:21:14.8] JB: I've watched a couple of YouTube videos Jen.

[0:21:17.7] AS: Juliet, I want to see you cartwheeling down Pine.

[0:21:20.0] JB: Oh my god.

[0:21:24.7] AS: I'm like getting really inspired to try self-defence because I'm pretty confident but I like that, like walking differently and feeling safer in the world. The exponential effect of that is what I think you're describing.

[0:21:38.0] JC: Right, and I think from the time that I started teaching this years ago to now, I think the direction, unfortunately, is that people are more frightened of what could go on out there because there are such random things happening that didn't happen 10 years ago. People didn't walk into movie theatres and shoot people and now that actually is a possibility. So I used to say things like, "Make sure when you go into a theatre or your classroom or wherever, you know where the exit signs are."

People used to look at me funny. Like, "Oh paranoia," you know? And now it's like, "No, you need to know where the exit signs are anytime you're in a closed space so you know how the hell to get out of there if there's an emergency." So I think people are responding to the talks and stuff better now which is good, like I said, it's just unfortunate because we're living in a less safe world I think.

[0:22:40.3] AS: For sure. So let's talk about this show since you said that's why you chose that workout. Now tell us — first of all, for people who haven't seen it, give us an overall premise and then tell us your diet and I want to know how you came up with that.

[0:22:54.9] JC: Sure, so My Diet is Better Than Yours is a show on ABC that basically it pits different weight loss methods against each other. There's five contestants, each with an expert and each expert has a different approach to weight loss. My plan is called the Strong, Safe and Sexy plan and that includes the martial arts training, which in that like I said, there's so much involve med in there, it's not just one dimensional but I would also take her to the gym and do weights and strengthening and all that kind of stuff. Then the diet, which I hate that word, but the nutrition plan that I used was...

[0:23:38.2] JB: Diet as a noun, not verb right?

[0:23:41.7] JC: Exactly. Was based on my own philosophy of how I eat which is pescetarian and gluten free even though in real life I'm "gluten light". For the weight loss plan, I definitely believe that a gluten free diet is helpful for weight loss.

[0:23:59.4] AS: Tell people what pescetarian is?

[0:24:02.9] JC: Sure, it's basically a vegetarian diet with the inclusion of fish and sea food.

[0:24:07.3] AS: Okay, cool.

[0:24:08.4] JC: I've been trying to get that down into one sentence and that was it.

[0:24:12.8] AS: I had a feeling that's what it was but I knew it was fish.

[0:24:17.7] JB: So pescetarian...

[0:24:17.9] JC: Or you could say it from the other way around would be like it's...

[0:24:21.9] AS: Vegetarian plus fish? Minus gluten? How many ways can we say the same thing? That's another point.

[0:24:32.0] JC: No cows, no pigs, no ducks, no turkeys, no chicken.

[0:24:35.9] JB: Just anything that swims. I guess mammals can swim a little bit.

[0:24:39.4] JC: Minus humans.

[0:24:42.8] AS: Can you be a cannibal on your diet?

[0:24:45.2] JC: Anything with a face, except fish.

[0:24:48.1] AS: This brings up a great point because, there was what was called the wild diet which was basically paleo, right? But the guy on it probably did his spin and I'm sharing this with everyone because I know so many of my clients are confused with everything. This guy was calling the paleo diet "wild", there was another woman who actually won, who was doing the super foods diet which I didn't even really — I wasn't even really clear on what it was.

Maybe using super foods, but to me all whole foods are super foods and then there was another person who was doing the no diet, diet. I wasn't quite sure what that — I'm just saying I don't know because they didn't really show it. I get the no diet, diet approach and then there was, this was wild to me, the one woman, before she had the other guy come in who was doing nutrient timing which I had heard are for bodybuilders but not. She was doing something that was basically just clean your house and really not pay attention to your food which it was like, what?

[0:25:49.2] JB: Taskersizing.

[0:25:50.2] AS: Taskersizing. That's what it was called. I felt so bad for that woman. And then once she started actually paying attention to her diet, things took a turn for the better but to the person who isn't familiar with all these diets, it looks like no, minus taskersizing which didn't even include nutrition. It looks like there's all this different diets but can you explain to us how most — they were actually all very similar except for a couple of different things

[0:26:17.8] JC: Yes, yeah, I think that is the greatest point and that's why a lot of us are friends still, even though we were on a competition show. We all really were in agreement with a lot of things. Definitely there are a few things that we disagree on like for me example, I don't eat

meat except fish. So I disagree with a paleo type diet because I don't believe in eating other animals. For the most part, nobody's eating junk food, nobody's eating processed food. Nobody is overeating dairy is limited, was limited in most of the diets there and the processed carbohydrates like breads and pastas and cereals were either eliminated or cut way back on.

Again, a lot of it was in common and it was funny because a lot of times during the taping, they wanted me to talk about gluten free. "Why gluten free? Why gluten free, blah, blah, blah." They kept harping on it during filming and I was like, look at all the experts behind me, look at all these guys and nobody is promoting bread, nobody is promoting breakfast cereals in the morning for breakfast. It's less about the gluten and more about the food that the gluten is in.

[0:27:38.0] JB: Yeah.

[0:27:38.5] JC: If that makes sense.

[0:27:39.5] JB: It's because it's the hot topic for people

[0:27:42.3] AS: It's the silver bullet.

[0:27:43.3] JB: It's the buzz word.

[0:27:46.6] JC: Exactly.

[0:27:48.1] AS: Well now here's one thing I'm curious about though because do you see that that diet works for all of your clients? The pescetarian, gluten free one?

[0:27:58.1] JC: I don't think there's one diet for everyone based on a few things. Okay, you know this right? So people have religious things that they want to stick to. So they wouldn't eat certain foods. They have emotional things that they want to stick to so they won't eat certain foods.

You can't just say, "Okay this one diet is perfect for everybody." Yeah, I just don't believe in that. If I had to choose one diet like I had to for the show then I'm going to use that diet because like I

said, it's the one I believe in. But for all my clients, I kind of work within their food structure if that's a word or what they like to eat and then try to get them to eat the best quality of that diet if that makes any sense.

[0:28:45.5] JB: Yeah.

[0:28:46.2] AS: Yeah. Can we also talk about how men and women respond differently? I was so happy that a woman won. I know this is like, a certain point in time but especially the paleo, the guy was on paleo, right? And it doesn't factor in that women have — cutting carbs completely, especially women can be really bad for your hormonal system. No one talks about that. They're like, "Oh this is just the best diet." Yeah, if you're a 350 pound man, maybe. I was screaming at the TV, it's so annoying to watch these shows with me.

[0:29:24.7] JB: Or for certain autoimmune problems right? You might go on a more paleo-esc diet. You're right, there's so many factors, it's not — like you were saying Jen, Ali and I talk about this too, there isn't a one size fits all, you have to work within where people are, where their health is, what their dietary preferences are.

[0:29:42.8] JC: Budget.

[0:29:43.5] JB: Budget, yeah, that's a big one.

[0:29:44.6] JC: The paleo diet, if you're doing it correctly and not eating factory farmed animals and you're out there eating grass fed animals every day, that's a huge commitment to price and budget that most people in America don't have that option. That's why I don't believe in telling people that paleo, paleo, paleo's is great because there are going to resort to having the factory farmed animals which is way more harmful to you than not doing paleo at all.

[0:30:14.3] JB: I agree.

[0:30:16.9] AS: Also too, I look at nutrition from a little bit of a different lens of looking at someone's — I mean the technical term, parasympathetic dominance versus sympathetic

dominance, the kind of oxidation and so, some people, I know, it's not a large portion of the people I see because I lot of the clients that I work with struggle with carbs.

Some people do really well on whole grains, fruit and that kind of stuff and so it's not even about budget concerns or this or that but it's also, people's bodies based on your origin and do you have a medical condition that trumps your genetics or that's flared up.

[0:30:54.1] JB: Also coming from like a fitness background, not that I CrossFit but I know a lot of cross fitters and most of the elite CrossFitters, the people who are actually in the CrossFit games, they're not paleo.

[0:31:04.9] AS: Really?

[0:31:05.9] JC: It's just really fun.

[0:31:06.8] AS: You heard it here first folks.

[0:31:09.8] JB: They're not. It's not like they're hiding anything but they eat grains, they do eat bread, they carve up a lot for some of the competitions and the endurance that they have to have.

[0:31:21.7] AS: A lot of people on paleo binge on almond black bean brownies on the weekend. They do.

[0:31:30.0] JB: Well there's a lot of jokes with paleo too. Paleo plus beer, paleo plus ice cream.

[0:31:38.7] JC: I used to say that when I first came out, first got popular, I was like, "Um, I'm sorry, I didn't know cavemen ate cupcakes. Give me a break."

[0:31:47.3] AS: What about cavemen ate bugs for protein. Although there is a cricket bar out now.

[0:31:54.8] JB: Yeah cricket protein, it's sustainable. Again, it's the buzz words, paleo again is a super buzzy kind of diet right now so people are really attracted to that.

[0:32:05.6] AS: Yeah you know I always tell people, the media, which we all partake it right? All three of us here, I'm not saying that you've got to get your message out but the media is in the business of what's new. They are not in the business of health, this is why people think Dr. Oz has jumped the shark, right? And I'm like, "Well, his show is ridiculous but he's in the media business," he's in the what's new and sensational. Dr. Oz, I don't know if he believes that, I've actually met him.

[0:32:30.7] JB: He wouldn't even get his message across though if he didn't do that, it's the thing. People wouldn't be tuning in, they wouldn't get the ratings so in order for him to even be on to say anything of importance that he's trying to get across, he also has to talk about that sensational stuff.

[0:32:45.2] AS: Well of course but I think it's part of, as consumers we have to stop buying that because it's kind of like people say, "Well there's sugar in everything." Well, food companies, if they cut back on sugar in ketchup, no one buys it. We have to — look, I understand we need systemic change and I am so about "you have to create an environment where people can make healthy choices" but we are the environment.

We are dollars drive, you vote with your dollars in this country. At the voting booth, everyone vote but — so another thing I want to talk to you about Jen is because you had kind of a dramatic turn of events so you were working with a woman named Taj.

[0:33:24.9] JC: Tell me about it.

[0:33:27.6] AS: You were working with a woman named Taj and you were her second trainer. With this show you were allowed to change your trainers once. The taskersized woman who I was so excited for, I'm forgetting her name.

[0:33:37.5] JC: Clean Mama. Yeah.

[0:33:39.3] AS: Clean Mama taskersize.

[0:33:40.6] JC: Latasha was the...

[0:33:42.6] AS: Latasha? Yeah, she let the taskersize go and got a new trainer but once you got one new trainer, you couldn't get another one. So Taj — I didn't start watching until you got on. So Taj had let someone else go and then you worked with her and you guys were getting great results and then to be fair, she was going through a divorce, right? Which is like very emotional when she talked about it. But she shut down and there was a very contentious parting in the ways and she ended up saying she didn't want to go on with you.

[0:34:09.5] JC: Right.

[0:34:12.4] AS: This brings up this bigger question of when are people ready. Because I've had people say to me, "You should rename Truce with Food, truce with everything," right? Because people, as much as they may know that their weight has some emotional component, I think the sometimes, when you get really, you were getting really deep into — how do you know when someone's ready? That's my first question. To really make the commitment.

[0:34:38.9] JC: Well, this was an isolated incident with a lot of different factors and...

[0:34:46.1] AS: We don't have to talk about her specifically but when you're working with a client — I think it brings up this bigger point of we think we're all ready, we want to do the work and then all of us hit resistance and shut down in different ways.

[0:34:58.1] JC: Right. I know.

[0:34:59.7] AS: We respond to it differently. We have different behaviors.

[0:35:03.1] JC: Yeah, I'm bouncing between talking about that experience and just in general. You want to hear more like in general, how do I know if a client's ready? You know? I don't know that they're ready at first. Through an initial consultation, I don't know. I don't know until I see them do the work.

I listen to their language and that's the first part and if the language has to be positive and as soon as I start to hear, language patterns that sound like, "Well, this is just how I've always been. Therefore I'm always going to be that way. It's just how I am, it's just what I do." People sound stuck in their ways then probably they're going to convince themselves that that's where they should be stuck.

So really, language is one of the first clues and queues that I listen for and I can try and work with them to change that language first. If they're open to that, great, if they're not then I know there's going to be a lot more resistance coming. Second is going to be what their lifestyle habits are like and again, if they're open to changing or they're not. Because if they're not open then to change in transformation then how can we possibly move forward? Does that kind of make sense?

[0:36:17.6] AS: Yeah, I think for our listeners who are thinking about, if you're ever thinking of investing in a health coach or a trainer or signing up for a boot camp or anything. Especially with nutrition and the emotional piece, you talk about being open to change which is exactly it. But What I've realized is someone who — I myself am actually very stubborn when it comes to change which is why I'm a coach, we teach what we need to learn but I didn't know that.

I love to learn and I'm very curious but there is a big difference between learning and changing. For people listening, I think before you invest money, you're half of the equation is my point in that. You're signing up for someone's expertise but it will fall on deaf ears if you're not really open to considering maybe you haven't — maybe that isn't really who you are or the habits and stuff like that. I just want to kind of...

[0:37:08.9] JC: Yeah, with that, with Taj on the show. You can talk about that particular client with Taj on the show.

[0:37:12.3] AS: Yeah, you could talk about it if you want, I just don't want to...

[0:37:14.6] JC: Sure, I was with her for five weeks every single day. So when you see the show, it's so edited down to such small, small, small segments that the viewer at home doesn't realize

I think how much time we really did spend together. During that time, in the first few weeks she was, “Yeah, let’s go, I want to do this.” We would hit a bump in the road.

She would start resisting but as the weeks went on, the resistance got worse and usually with clients, it’s bad in the beginning and then they’ll start to open up because they start to see results and she was getting results. But she just stopped trusting the process and wanted to do things her way, she wanted to lift more weights, she didn’t want to finish the food. I would get pictures from her, I would say, “All right,” like I’m holding her hand this whole time, “This is what you want to have for dinner.”

She just couldn’t do it on her own. I’d tell her exactly what to eat and I would get a picture, “All right,” it would be like half eaten and she’s like, “Do I have to finish this?” It wasn’t even a lot of food but I knew it was enough calories and protein and everything that she needed for the workout the next day and sure enough, I’m talking to a child almost. Like, “Yes, you have to finish your dinner.” It’s just like, little like that resistance every single day, every single day.

And then the massive resistance which you did see on camera, which is when she quit the first challenge that we were — on the track together and yes, I understand, people are going through big emotional shifts in their life but I know the back story and she knew that was going to happen before she signed on for the show. You sign on for a competition show, you’re in a competition, you’re not just doing this for your own, just for like at your own pace. I think that’s where we had the biggest break downs.

[0:39:17.1] JB: I’m thinking while you’re saying this is just the whole time I’m thinking it’s just self-sabotage.

[0:39:23.1] JC: Yeah.

[0:39:25.1] JB: Who knows where that comes from if you got a lot of her back story but I know for myself when I have clients that have that kind of resistance, it’s typically that they are just in the self-sabotage pattern because they’re just trying to prove to themselves that they can’t do it. It’s like, “I’m not good enough,” and it’s a comfort of just feeling that defeated feeling. As horrible as it is, it’s comfortable for them.

[0:39:53.4] AS: I also don't think they understand it's self-sabotage though. That was my point, is that — 'cause you kept using the word resistance which is exactly what it was. I think about my own self, what I struggle with in life. I don't struggle with food anymore, I've gotten through that but whenever I'm grappling with something, I'll just shut down and get defensive.

Even with Carlos, right? I mean we have an amazing relationship, if he ever gives me — he's a great writer — and editing feedback. I've had to learn my pattern is, I get really defensive and I'm like, "No, I don't want to talk about this," and then the next day I'm like, "You're brilliant, you're right." At the time though, it was just felt like irritation, he doesn't understand me.

I think often there are people listening is to recognize that. Especially in a world of positive happiness and positive thoughts and this should be great. People think when they come up against this comfort that, "Oh I'm doing it like — I need to stop when really it's just you're coming up against in my view of belief about yourself that it's time for revision.

I think it's so important that often times people don't understand that they're self-sabotaging. That's just the best skill set they have and I think about like I always tell my clients like, "Think about the age you were when you had that original wound of whatever it was." It's like, oh my god, getting constructive feedback, I act like a five year old. Because that's the level of ways that I can maneuver that right now.

[0:41:19.0] JB: Right.

[0:41:20.0] JC: Right, yes. It's so true and as soon as you said self-sabotage yes, my mind goes directly to that last weigh in when she quits on the show. Now, it was weird the way it played out on TV because that was episode seven and eight was the last final episode but in between seven and eight, the trainers go home and the contestants are on their own for seven weeks.

She was supposed to follow my plan for seven more weeks in order to qualify to get into the last weigh in. She decided to quit before that because she was basically self-sabotaging. She used an excuse that I cursed at her the day before as a way to kind of just unfold the whole thing and

forget about it. But I think I could see and so could the two million people watching could totally see that that was self-sabotage. It had nothing to do with me cursing at her in the dojo, which yeah I did.

[0:42:20.8] JB: That was an easy thing for her to point the finger to.

[0:42:23.7] JC: Of course.

[0:42:24.6] AS: That's what happens is when we're self-sabotaging, we cling on to some evidence right? Because — and this actually ties in to safety. I always say to my clients, unfortunately most of us would rather be right than happy because right is a safety, right? It's like, "Okay, I know how to do this, I know how to shut down, I know how to quit," and it feels vulnerable to continue on. And so I think for people listening, start to recognize what feels like when you're starting to get uncomfortable like being curious.

And we talked about growth mindset in an earlier episode, but, "How is this pattern serving me?" Because I often think people self-sabotage as self-protection. So it's like, "How does this benefit me from getting crabby or from shutting down or whatever?" You start to realize pretty quickly that it's not working for you but you have to see that that's what you're doing. I think it's often the hardest part. She thought she was just. I don't know what she thought exactly but probably that she was in the right, right?

[0:43:27.4] JC: Oh yeah.

[0:43:28.5] JB: Change is very uncomfortable for people because you're opening yourself up to a possibility of being someone that you've never known before and it's just really scary and it's just unknown territory. It's like, "Okay, I just don't even know what that's going to look like 'cause we can't see into the future. I'm just going to stay here in my comfort zone."

[0:43:48.5] AS: Yeah.

[0:43:48.9] JB: Even though it's measurable.

[0:43:50.1] AS: Right. But it's familiar.

[0:43:51.2] JB: Familiar, yeah.

[0:43:54.2] AS: I think that's what's so great about — it sounds like martial arts, is it like you learn to move your body in a way that is resilient. We've talked about resilience in an earlier episode, we're going to have to do a whole episode on it.

[0:44:04.7] JB: Ali we talked about resilience in every episode.

[0:44:06.7] AS: I know, it's like my favorite thing because we're all deficient in it. I used to think, I was telling Juliet that I was resilient, I've been through cancer and all this stuff and all this health issues but going through a protocol of chemo and radiation was easier than trying to figure out on my own and forge my own path about what would work for me in my life especially building a business and all that stuff.

So I think a lot of us are confident when things are going our way or there's a plan. But when it comes to trusting ourselves, and to Juliet's point, becoming someone we've never been before, we don't have the resilience we need and our culture doesn't provide it. Now I never thought I'd be this person but I'm like anti-everyone getting a trophy. You don't think everyone should get a trophy.

[0:44:51.8] JB: Quite the opposite, like you're saying, our culture doesn't promote it and especially Jen for women and just being powerful and strong and even doing something like martial arts, like our culture doesn't promote that. I mean I guess more now than you were talking about MMA, I guess that's, you know, like Ronda Rousey and like that. It's glorified and it's not...

[0:45:14.6] JC: It's extreme.

[0:45:15.5] JB: Yeah, it's extreme, exactly.

[0:45:17.4] JC: It's extreme, there's not much middle ground.

[0:45:20.5] JB: Yeah.

[0:45:21.5] JC: I want to be super feminine, I really work on trying to balance it to be honest especially my relationship because I can tend to have a very masculine way about me.

[0:45:34.3] AS: Is your boyfriend more feminine because I know my husband's more feminine than most men because I'm more masculine than most women.

[0:45:40.0] JC: Right. He definitely is very in touch with his feminine side, I'm sure he would hate to hear that.

[0:45:47.1] JB: That's what's so sad.

[0:45:48.5] JB: But when we're talking about the feminine and the masculine, we're not talking about it in the way. Just for our listeners who might not be familiar with thinking about things like that. It's energetically being in touch with them or the feminine, which is more self-aware and emotional and in touch with — exactly. Masculine is like hard and type A and got to get shit done.

[0:46:13.3] AS: Yeah, the feminine is resting and not having to be macho man.

[0:46:19.9] JB: And you know, women and men we all have those different sides to us.

[0:46:22.3] JC: Absolutely. Through our relationship, we both been doing more self-work, self-development work. So through the years, we've been together over six years now and I can tell you that A, it's better than ever because now, he's on the hoard too doing a lot of that work, our communication is so much better and also we've learned to — like he's becoming more, I guess the word is "masculine" in his communication style and I'm able to be more feminine at times and it works. Like it just — it works.

[0:47:02.1] AS: Yeah, well unfortunately in our culture, we think of the feminine as less than, then we have to be masculine but they're both equal and they both have their equal value.

[0:47:11.2] **JC:** Absolutely.

[0:47:12.3] **AS:** So getting back to the show.

[0:47:14.4] **JC:** Yeah sorry I went on a tangent.

[0:47:17.2] **AS:** No, no, I am the queen of tangents. Sometimes I'm like, I remember when I was doing my master's thesis, I had a breakdown because we had to do this lit review which is basically you have to define every word in your thesis. "I believe that The is defined as the because —" and it's so minuscule and I was hyperventilating. I was like, "I can't do this." Let's talk about tangents right? Bu the show ends. Now, have you kept in touch? Like have any of the contestants, have they kept off their weight? By the way, what is the super foods diet?

[0:47:49.2] **JC:** Super food swap.

[0:47:52.0] **JB:** So it's like your swap, I don't want to answer over you, but it's like eat this versus that, like the upgraded version of some of your favorite foods, eating them in a holistic, whole foods way?

[0:48:02.5] **JC:** That's it.

[0:48:04.6] **AS:** Can I ask you? I'd love both of your opinions on this. I always think of those foods as bridge foods. As you're working through your emotional stuff. They help tide you over. But I think we've created this false sense of idea that you can have all those all the time and still get results. Like the almond brownies that all the paleo people eat.

[0:48:24.1] **JC:** Right, or like upgraded mac and cheese or whatever.

[0:48:29.1] **JB:** If you're eating gluten free pasta, it's okay.

[0:48:32.1] **AS:** It's organic from Annie's, right? And it's goat cheese, they have been massaged and like...

[0:48:41.0] JC: I just feel like there's just different, I don't know if this is answering your question, but I feel very strongly about, there's a way that we can eat when we're really on a weight loss journey versus maintenance.

[0:48:57.0] JB: 100% I agree with you Jen.

[0:48:58.9] JC: Yeah.

[0:48:59.9] AS: Take me to church.

[0:49:04.0] JB: I tell my clients that. This is not the way you're going to be eating forever when they're trying to lose weight. But in order to lose weight, you are going to have to focus a little bit, you're going to have to be a little bit more specific about things and then when you're maintaining, you can relax a little bit more.

[0:49:22.1] JC: I relax a lot.

[0:49:26.2] AS: Take me to church, me too.

[0:49:29.0] JC: Like big time, but I also balance between that and my fitness. I'm just aware of what's going in and what's going out really. Yeah, when someone's on a weight loss journey, they have to remember how long it took them to put on that weight in the first place and then how fast they want to take it off and not to be in such a rush but really to make a nice overall lifestyle change and I get that I was on a weight loss competition show but we still, the experts that they chose, I feel like we all still fell within the "this could be a lifestyle diet". Versus like "let's drop weight as fast as you can".

[0:50:13.3] JB: Which I was actually, that was the one thing I was impressed by with the show. Was that, the diets that they were choosing, you were saying, we're a little bit more lifestyle approaches versus the Atkins diet, the Zone diet, the Nutra Fast. They weren't promoting any of the big companies. It was about more of the practitioner and what you guys were bringing into the table.

[0:50:37.4] **AS:** And the relationship.

[0:50:38.5] **JB:** The relationship yeah.

[0:50:40.1] **JC:** Yeah, well there has to be drama, right? So of course I got the one drama client.

[0:50:44.5] **JB:** Good you got more air time.

[0:50:48.5] **AS:** Yeah, so the show, millions of people watched. What has been the response in your life now? When I went on the show afterwards because — so I watched one of the episodes and you and Taj were getting along and I was tweeting back and forth to both of you, I had no idea.

I went on Twitter afterwards and I was to be honest I a little disappointed how people were pitting you two against each other. There needs to be apologies and for sure. To me, I was looking more at the relationship of what was unfolding.

[0:51:14.0] **JB:** Right.

[0:51:13.9] **AS:** I was like, “Ah but the way they cut this for TV is probably not what really happened,” and then every relationship often, your coach is going to challenge you. It’s going to be tough and unfortunately, when you sign on for TV, it’s different when you sign on with your own money commitment. People were like — had all of a sudden taking sides and I was like, “It’s not about that. Let’s figure out what really happened here.”

[0:51:40.6] **JC:** I could tell you that what happened was what you saw, just a lot more of it.

[0:51:45.3] **AS:** I mean like, what has the public — have you, what happened with your practice? Are people doing martial arts now?

[0:51:52.2] **JC:** I have had so much positive response from people all over the country tweeting, Facebook, writing me emails, paragraphs long about their struggles and I think what was so

positive. Okay, the relationship is a disaster, her and I do not speak, and I could talk about that just being a coach and having someone completely disrespect you and throw you under the bus in front of two million people. Like I have to have my personal boundaries too and I'm not trying to be a cry baby about it but I don't need negative people in my life like that. I would have fired her as a client and if that was real life, way beyond, way before.

[0:52:33.0] JB: Have you fired clients before Jen in real life?

[0:52:35.1] JC: Hell yeah.

[0:52:37.5] JB: Yeah. Ali, have you?

[0:52:39.0] AS: Have I fired clients? I'm trying to think, I've learned to screen better. That's one of the things because.

[0:52:46.6] JB: Not take a client on?

[0:52:48.6] AS: I'm very clear, when I do a consult with people, I'm like "I cannot promise weight loss and if you're someone who I believe weight loss is a side effect of healing your physiology and your emotions. If you're someone who needs to lose like 10 or 15, I'm just not the right fit because you're going to lose."

I'm also really sensitive as someone who is tried a ton of things. Every time someone tries something and it doesn't work, that's like another evidence. I need to make sure people are ready, that's why I had that question for you because it's really — so I have had clients who stop returning, they just won't continue on. I'd rather...

[0:53:26.3] JB: Yeah, they just avoid you.

[0:53:28.1] AS: Yeah, I'd rather have them talk to me about it but I also know that we are all have different skill sets around that and I do my best to reach out and then that's — but I think screening and it just is also a process of me getting more clear on what I can really help people

with. I don't know a formula for weight loss. With so much genetically modified food and toxicity and you never know what you're getting in to with someone.

[0:53:54.6] JC: Oh yeah.

[0:53:55.7] AS: Medications they're on. What about you Juliet though, have you ever fired clients?

[0:54:01.3] JB: Yeah I have, not that many, just a couple but just saying, "It's not a good fit, the relationship is toxic, it's not working for you, it's not working for me." Usually I never had it be really too negative of an experience, it does hurt though, you know what I mean? It's a relationship. You're saying Jen, "We're human, it hurts." You want to be able to help people and you want all the relationships to be positive but sometimes that just doesn't happen, everybody's the right fit for each other.

[0:54:33.6] AS: Yeah, I really respect Jen that you said, "I have to have my boundaries too," because I think early on in my coaching career, I wanted to save everybody, right? I was like, "Oh my god, there's so much potential," and I remember lowering my rates to accommodate people who couldn't pay and then they were the ones who never showed up.

I understand that there's a huge privilege conversation that you have to overlay with that conversation but I think I learned through the years that that was like more. I can't rescue anyone is my — and they don't need to be rescued. I was also bringing this approach to them that wasn't necessarily like the best. It was in small ways, I wasn't like, "I want to help you." But it was bending over backwards.

[0:55:12.6] JB: Also I know for me, I definitely for me, one of my things that I've always tried to work on is not being such a people pleaser. It's always just trying to please people and feel like I was doing the right thing all the time because same thing, accommodating people, sliding scale with the rates. That's not healthy for you as a practitioner because you're feeling resentful also towards the client and so.

[0:55:39.7] AS: Well yeah. Kind of a side note, if you're not someone who is selling multilevel marketing products or I would call it selling out but you're promoting big food companies. It's not like people in the wellness industry are like living in the lap of luxury. I'm a minimalist, it's okay but a lot of the people who are the huge names too, people are like, "Well they have a ton of money."

You're getting the quality of a shake versus having someone's coaching or nutritional knowledge that we can all bring is very different. But everyone's in a different path and everything. But yeah, so have the other contestants kept off the weight or are they going to do a follow up?

[0:56:24.7] JC: I'm still in touch with most of everyone really except her. They're continuing the weightless journey. They have not stopped and again, slow and steady wins the race. They're not doing anything crazy, I actually have to go to Atlanta to speak at a conference so I'll catch up with them when I'm down there again.

[0:56:45.5] AS: Is that where you guys filmed?

[0:56:46.8] JC: Yeah. I was in Atlanta for five weeks.

[0:56:48.3] AS: Why Atlanta?

[0:56:49.5] JC: Lots of TV filming down there these days because of tax breaks or something. I think that's the reason, a lot of TV stuff going on.

[0:56:57.5] JB: Yeah, more in Philly now too because of the — well, same thing. I think that is actually now getting harder with taxes here too.

[0:57:04.3] AS: I loved in Philly, they would come film in Philly but then they would make it look like New York.

[0:57:08.1] JB: Yeah, that's why, there would be like New York City cabs outside of...

[0:57:12.0] AS: The metro stands.

[0:57:13.6] **JB:** I'm like, "What are these New York City cabs doing on 12th street?"

[0:57:18.4] **AS:** I remember they filmed on that Cameron Diaz movie. I forget what it was. It was a Jennifer Winer film but on my street, when I lived in Locust street in Philly, I came home, I was in the corporate abroad and they had put fake snow everywhere. I was like...

[0:57:31.6] **JB:** That's awesome.

[0:57:33.6] **A:** I like had to do a double check because it was like snow everywhere. And then people are like, "No, they're filming." Oh, in her shoes was the movie. Before I forget, I have a friend who loves Shante, I don't even know what he does but she loves him, he is great as she thinks he is?

[0:57:47.1] **JC:** Yes. He's as genuine, authentic, beautiful man, like I adore him. He really cared about all the contestants and he really tried to jump in and kind of save the relationship with my client and I.

[0:58:06.3] **AS:** He looked devastated.

[0:58:08.3] **JC:** Me? Yeah.

[0:58:08.9] **AS:** He did too though.

[0:58:11.3] **JC:** Oh he. He was crying, we were both crying. It was like — it was for real. There was nothing on the show that was made up, it was all real and he definitely cried. He wanted to step in and try to save it but I guess the background, the producers were like, "No, no no, just let it play out as it's playing out." But he really yeah, he was upset and he's a really great guy.

[0:58:36.1] **AS:** Well, I'll have to tell her to listen to this episode so she can — what does he do? She would just be like, "I had a date with Shante this morning," and I was like, I don't even know what he does?

[0:58:47.7] **JC:** Total fitness guy, if you've heard of Insanity, that's what it is.

[0:58:52.4] **JB:** Now Size, it's his new thing.

[0:58:55.3] **JC:** Hip Hop Abs I think was his first one even before Insanity.

[0:58:58.4] **JB:** Super famous in the fitness world.

[0:59:01.9] **JC:** Fantastic guy.

[0:59:02.6] **JB:** Him and Tony Horton, they're on that P90X guy, they're on that same level,

[0:59:07.1] **JC:** Yeah, they both worked for Beachbody basically.

[0:59:11.0] **AS:** Oh, the Beachbody franchise. What's next for you Jen? Are you getting back to all the emails that people have written to you?

[0:59:19.1] **JC:** I'm trying to. I have really made an effort, I haven't done Instagram yet because it was way too overwhelming but pretty much everyone that reached out, I have tried to respond to because I found I was so deeply touched by everybody's message and support that I wanted to make sure that they were heard and the biggest thing that I was going to say before was. A nerve that was touched or whatever that thing is.

[0:59:47.0] **JB:** Sounds good to me.

[0:59:48.3] **JC:** Thank you. A cord that was struck in so many people was the whole mental health therapy fit that went along when I said she needs professional help meaning at this point I can't help her with what I'm trained in. She really needs professional help like therapy. She took that as a huge insult, "You're calling me crazy. Blah, blah, blah." And even Shawn, I love that they left it in. Shawn said, "I go to therapy."

[1:00:20.8] **JB:** There's such a stigma with it which I don't understand. There shouldn't be but...

[1:00:25.9] JC: Exactly. So many people reach out to me responding that, “You said the right thing and it shouldn’t be a stigma and she really should get professional help but there’s nothing wrong with that.” I think that was like a really great message that hit home and everything played out the way it was meant to.

[1:00:44.3] AS: Yeah. You did awesome, I was cheering for you and — I think it show that the show showed I think consistency. Again, a lot of these diets had a lot of similarities in them and it was about consistency which Juliet and I, we’re going to do another episode because consistency is where a lot of people fall off right? Where can people find, can people download the smart...

[1:01:07.8] JB: Wait Ali, I want to interrupt you really quick because there’s one thing that we had mentioned earlier that Jen didn’t respond to yet, so I want to just bring it back. Ali was curious about when you are working with like a VIP client.

[1:01:20.1] AS: Oh yeah, that’s right.

[1:01:21.5] JB: How did you put it Ali?

[1:01:22.5] AS: Well okay, so we’ve met in person and all that stuff and you go around the world with these really VIP/wealthy. What kind of workouts do you put them through? How do they work out? How do the rich and wannabe not famous, right? A lot of rich people want to be like behind the scenes. Can you tell us some of the experiences? Not naming names but just...

[1:01:47.8] JC: Absolutely. I’ve only had maybe three, it will be four. Three clients that I’ve traveled with and one was the majority of the world travel that I did. China, Africa, Paris, Brazil, I can go on and on and went to the most amazing places. So I want to work with a client where they are, right? So you want to see what do they like to do in the first place?

He loved to “wog”, I would call it — walk, jog, walk, jog cities. We would land in a city, I would map out like a 10 mile course around the city and that’s what we would do most of the time. Or if we were like in China, “All right, well let’s do the...”

[1:02:32.8] **AS:** Great wall.

[1:02:33.7] **JC:** ...great wall. Thank you.

[1:02:36.7] **AS:** Was it that wall?

[1:02:39.6] **JC:** "In Cape Town, we're going to climb, we're going to do a hike and climb Table Mountain." So it was a lot of like really cool things like that and then obviously he's a super business man so he's busy and sometimes we would just have to go to the hotel gym and do a quick workout. Weights and martial arts, boxing, that kind of stuff.

[1:02:58.3] **JB:** A lot of it is just like he was hiring a really awesome fit friend.

[1:03:04.2] **JC:** Yeah, pretty much.

[1:03:05.9] **JB:** That's amazing. Sign me up.

[1:03:08.6] **AS:** Can you bring your boyfriend when...

[1:03:10.4] **JC:** No. It was business.

[1:03:13.2] **AS:** Do you find that your health goes downhill because of the time changes? I'm so affected by time change in travel. Are you just like, "No, this is what I'm paid to do and I'm loving it."

[1:03:22.8] **JC:** Yeah. I just made it work.

[1:03:26.7] **JB:** If you're in that work mindset, I know like when I'm on and I'm training clients and I'm seeing nutritional clients, I'm on my game as far as my health, my eating, it's like you have to live by example versus for me like if I'm on vacation and I'm not in that mindset then things can go a little south.

[1:03:45.9] **JC:** Well to be honest, I still, I mean I would drink wine every night on the road, I wasn't being like super healthy just because I was working because I'm still like when am I ever going to go to Rio and South Africa?

[1:04:00.3] **JB:** You were feeling kind of like vacation mode a little bit. I mean I can't say I've ever traveled to those places and still doing business. I'm sure it would be.

[1:04:09.4] **JC:** I think that's the healthy choice.

[1:04:11.9] **AS:** I'm in Rio and what do they eat there? I don't know.

[1:04:15.6] **JC:** We ate fish and lots of seafood and stuff but definitely drink mojitos every night.

[1:04:22.3] **AS:** Do you find the food is fresher? When I lived in Paris and went to the farmers markets, I worked there for a while and lived there. The strawberries tasted so different.

[1:04:32.1] **JC:** I know. I know it's so sad, I agree. Pretty much Europe and Brazil, the fruit in Brazil was to die for. Then I didn't have such great food in China.

[1:04:32.1] **AS:** They eat dog there don't they? Don't they eat dog in China?

[1:04:52.0] **JB:** They just eat different parts of animals that we have in America we don't. Chicken feet and just really different. They just utilize more of the animal than we do.

[1:05:03.0] **JC:** Right, which is cool but I don't eat animals anyway, except for fish. So I was just like, trying to stay away from all that.

[1:05:11.5] **AS:** Where can people find the Safe, Sexy — oh my god, I can't believe I'm botching this?

[1:05:18.3] **JB:** Let Jen, do it

[1:05:18.2] **AS:** My blood sugar's dropping. Take it away.

[1:05:22.6] **JC:** The Strong, Safe and Sexy plan.

[1:05:24.9] **AS:** Yes, now people will remember it because I botched it.

[1:05:27.4] **JC:** That's okay. You could find all my website, JenniferCassetta.com.

[1:05:32.9] **AS:** Spell Cassetta for people. And you're two N's.

[1:05:33.4] **JC:** Right. Cassetta is a cassette tape with an "A" at the end. Super easy.

[1:05:42.8] **AS:** Great, what's next for you? You do so many things.

[1:05:47.2] **JC:** I think speaking, I really love it, I'm continuing on the college market and hopefully be on that too, more corporate stuff or organizations and still doing nutrition counselling and group coaching and on and on and on. A lot of different stuff but I love it all.

[1:06:06.4] **JB:** Cool, people can catch My Diet is Better Than Yours on YouTube right?

[1:06:10.9] **JC:** I think it is on YouTube, it is bootlegged on YouTube which I didn't realize but it should probably still be on ABC on demand.

[1:06:18.4] **AS:** On demand.

[1:06:19.8] **JC:** Or .com.

[1:06:21.1] **AS:** Oh my god, it's so clear how weird I am because I'm like, I don't know any of this stuff because we don't have cable.

[1:06:27.2] **JC:** Right?

[1:06:28.2] **AS:** I was able to watch your show, we have like an antenna that when a car drives by outside it goes out but we watch Netflix and stuff like that. Well Jen, thank you so much and where can people find you on social media as well?

[1:06:43.7] **JC:** @jencassetta. So two N's, to S', two T's.

[1:06:47.2] **AS:** You're on Twitter, Facebook and instagram?

[1:06:49.5] **JC:** Yes, absolutely all of it. I'm really easy to find. I'm the only person with that name that is doing anything health related. It's pretty easy.

[1:07:00.7] **AS:** All right, great. Thank you so much and everyone, consider martial arts, check out Jen, check out my diet is better than yours and stay safe, strong and sexy.

[1:07:11.1] **JC:** Strong, Safe and Sexy. Love you guys.

[END OF INTERVIEW]

[1:07:16.8] **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 on ali@alishapiro.com and juliet@unitefitness.com. We'll see you next time.

[END]