

**EPISODE 30**

## [INTRODUCTION]

**[0:00:02] JDR:** In the real world, if you lose over a hundred pounds, less than 5% of the people keep that weight off a couple of years later, which is no different than alcoholism, drugs, it fits the same category. On our show, we're more than 10 times the national average. So if we're talking about what's the best mouse trap? We have it. "What's the number one thing I can do to lose weight?" And I always say the same thing, "Clean your bedroom." They're like, "That burns that many calories?" I'm like, "No, the issue that I see most often is people open their eyes for the first time in the morning and they open their eyes in chaos."

**[0:00:51.0] 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.

**[0:00:43] JB:** And I'm Juliet Burgh, nutritionist, fitness expert, and a co-owner of Unite Fitness Studio Franchise.

**[0:01:41.1] AS:** Welcome to the Episode 30 of the Insatiable Podcast. Today we have JD Roth who is the executive producer of *The Biggest Loser* and *Extreme Weight Loss* and the author of the new book, *The Big Fat Truth*. Today we talk with JD about three main things. First, the hidden mirror you need to look at to change your weight loss mindset. Why developing grit is more important than more nutrition information and finally, how societies ails are making you fat. It was a lively conversation and we look forward to you checking it out.

## [INTERVIEW]

[0:02:14.6] **JB:** Hi JD, welcome to the insatiable podcast.

[0:02:18.0] **JDR:** Thanks for having me.

[0:02:18.9] **JB:** We're very excited. Your book, which I just got to read when I was on a trip to Hilton Head with awesome day read on the beach is called *The Big Fat Truth* and what I took away from that, it's really about mindset. It's interesting because you've done a lot of this weight loss shows when the executive producer on extreme weight loss, *The Biggest Loser* and what we see a lot of those shows is about moving more, changing your nutrition but I was actually really pleasantly surprised that this book was more about mindset and half the book wasn't about recipes, exercise routines. So did you know that it was going to be about mindset like when you first...

[0:03:02.1] **JDR:** For sure, because the whole game is in your head. Your body is the outcome of what's going on in your mind. So if you fix your mind, the body fixes itself and yes it's great drama for television to have trainers screaming at contestants and all of the drama that goes along with that is good. But ultimately, you don't need me to give you recipes, you don't need me to give you work outs. There are so many prescriptive book out there by people who are a lot smarter than I am. I wanted to deal with what I think is the most important muscle in your whole body and that's the one that you're operating in your head.

[0:03:37.1] **AS:** JD, when you first started out producing, because you have a long history of producing and have recently got into the weight loss — not recently, I mean it's been decades, but that wasn't where you started out. Did you know that it was going to be mindset or were you really, "No, we're going to focus on training and changing how they eat?" Was that something that you observe to become more and more important as the seasons went on or did you know that?

[0:04:00.7] **JDR:** I think I always knew that it was "move more and eat less" and it's this crazy idea that if you stick to that, it actually works. So I was never really shocked by that but I think I was shocked at the notion that you could ask a grown man why he thought he was overweight and in a matter of seconds, he would be crying hysterically right in front of you. I had never seen a grown man cry up until that point in person.

So it was a unique experience and one that I realize people were suffering, they were in a lot of pain and nobody wanted to listen to them. The bigger they got, the more invisible they became, which is so against what you would think. It's so against how your brain operates. The larger you are, the more recognizable you should be in a room but it's actually the opposite.

I could feel their pain from the beginning and I knew, I don't know if you know the story but when we first sold *The Biggest Loser*, I promised the network the world, that's what you do as a producer, "Oh, the transformation's going to be amazing!" I knew nothing. The reality was when I called weight loss facilities and doctors and nutritionist around the country, they all tell me the same thing, "You can only lose one to two pounds a week." I panicked!

So I went back to the head of NBC behind close doors and kind of a whispered voice. I said, "Hey, it turns you, you can only lose one to two pounds a week." The guy said, "If that's true, you'll never work at this network again." I had to come up with an alternative plan like any good producer, you're a problem solver. So the way I was going to solve the problem, as I told my partner, my business partner Todd Nelson, we're going to love the weight off of them.

We're going to help them and tell them how much we believe in them and we're going to wake the beast inside of them, we're going to do what science has never tried. Science just looks at calories in versus calories out and calories left over. We weren't going to look at that, we're going to obviously do that part but we were going to try and take it to the next level by making it all about what's going on in your head.

**[0:06:00.3] JB:** How did you even come to that conclusion though?

**[0:06:04.1] JDR:** Panic. Sheer panic. Yeah like, "Okay, I'm at the big time now, prime time NBC, I promised this network they're going to look a certain way, I got to deliver. Well how can I deliver? I'll put on running shoes and I'll run with them. I'll take their feet to the bike pedals and move their legs for them." Whatever it was going to take, I was not going to be defeated and I think in life, if you look at every obstacle as an inspiration, you'll always be successful.

If you look at an obstacle as a problem then you wake up, there's problems every day. I'm always inspired by whatever somebody puts in front of me. It's like I tell my kids, overcoming obstacles, you get a point, every time you overcome one. The person with the most points wins. So all this people that have charmed lives, they never have to climb over an obstacle, everything's given to them, eventually that catches up with you. You become an adult and now you don't have the tools or the ability to achieve anything.

**[0:06:59.2] JB:** Yeah, it's interesting you say that because Ali and I talk a lot about, on our podcast, just this idea of resiliency and building up a resilience and how that is really one of the prime tools to being able to keep weight off, lose weight, be healthier is to build up that resiliency. Or as you're putting it, be able to overcome this obstacles and embrace them as part of just life and working through that.

**[0:07:25.2] JDR:** Yeah, I mean I was running in Central Park not too long ago and my phone buzzed and I looked down and it was the New York Times news feed and it was a front page article about The Biggest Loser that I knew nothing about. But it just popped on and there I was, I stopped running, I was with my teenage son in New York and we read it together and I was shocked because what I realized is, nobody gets it. In the end, some doctor somewhere looks at a bunch of people who gained the weight back and they say, "Oh well, it's not their fault."

Now you're giving them a reason to eat donuts, "It's not my fault," when there are a lot of contestants who make hard, difficult choices every single day to make sure that they stay fit and they stay healthy. Those choices are those obstacles that are put in front of you and they're making the right choices and instead of focusing on that, it's much easier to focus on the people who didn't keep making the right decisions.

**[0:08:21.2] AS:** Yeah, one thing that I was really surprised in your book, at the end you talked about how you guys actually track the progress of people after the show and when you compare the success of The Biggest Loser to the average population, you guys do have a more successful rate than the average dieter. Which I took that from the book because I tend to be like — and you talk about this in the book. Slow and steady wins the race, you have to be in it for the long haul but your numbers, since you guys are tracking it are better than the average

equation that does say it's calories in, calories out even though we know science has proven it's gut micro biome, it's your blood sugar.

**[0:08:59.8] JDR:** Nobody has the perfect mouse trap. If they did, everybody would do it right? So in the real world, if you lose over a hundred pounds, less than 5% of the people keep that weight off a couple of years later. Which is no different than alcoholism, drugs, it fits the same category. On our show, we're more than 10 times the national average. If we're talking about, well what's the best mouse trap? We have it.

So why would they attack that mouse trap? In my opinion, because we've figured it out. We know how to do it, and part of it is a lot of our contestants quit their job at 3 Day Blinds after the show's over and become a trainer. So now they're trading on their celebrity and that keeps them honest. What you're trading on is how you make your living, then you have to stay fit, you have to stay healthy. And I think that that's a big decision in life to make, and a lot of contestants have gone that route. Those are the ones that typically keep the weight off.

**[0:09:55.0] AS:** That's really interesting because I know the average — our listeners and my clients don't want to make weight loss their lives. They actually want to — some of my clients have no weight to lose, they're just trying to think less about it. And you talk about, one of the things that you're really big on is reflecting and I really like that because as a coach and Juliet is a coach as well, reflection is so important and what do you get the contestants to reflect on? Before you even get to that they're going to be on the show because in the book...

**[0:10:26.9] JDR:** I mean there's so many things. If I had to attack one though, I'd say, most people in the world, but especially in America spend their whole life looking up the window and looking at the view and that view is, in their mind, is the future. Whether it's someone who wants the, "it's a picture of me in a bikini or it's me driving a fancy car, being successful," whatever that view is. That view is very far off in the distance.

Most people spend their lives just looking out the window, at the view and they never do the work to get that view closer to them and that work is done in the mirror. So you looking in the mirror is the toughest work of all. It's the work that's most dramatic, it's opening Pandora's Box

which not everybody wants to do and you have to look pain in the face. But that provides the greatest moments of growth, the greatest potential for growth.

Sure, you can sit down and look at the view all day and it's beautiful but if the view never gets close, who cares? It's just a picture, go get it, go get the view, go be in that window. The only way to get that view where you want it to be inside that window is by doing the work in the mirror. Without the mirror, there is no window.

**[0:11:34.5] JB:** For those listening. I think one of the things you're referring to about the mirror is the shock value on the show for the contestant a lot of times is when they have to take off their clothing, right? And step on that scale and actually face how much weight they've gained or what they look like when a lot of people, they kind of have their blinders on for a long time and they have no idea really what they look like, how much they weigh and how bad it really is.

**[0:12:00.9] JDR:** Oh you don't know how much flak I've taken, not only in the press but in family barbecues, even from my own mother of like, "How could you do that to those people?" I say, "Mom, you don't understand. This is their kiss the curb moment, this is their hi, I'm Bob, I'm an alcoholic." This is their moment because remember, they don't even look at the reflection of the spoon that they're lifting up to their face anymore, they don't get dressed in the light. They're not with their husband or their wife in the light. Everything's done in the dark, everything's done in private.

A woman came to me once, very overweight in one of our auditions, our final auditions and she said to me, "It's terrible. I'm overweight and I'm not even intimate with my husband anymore." I said, "Well, why aren't you intimate with your husband?" She said, "Well look at me, would you want to be intimate with me?" I said, "No disrespect. But I'm pretty sure, at night, in the dark, if you're his only option, he's taking it. My point is, it's not about how he feels about you, it's about how you feel about you. When you don't feel beautiful and you don't feel sexy and you don't feel whole as a human being, you can't give that to another person."

**[0:13:10.2] AS:** I think too, for our listeners, mirror, you also mean metaphorically because I think our listeners tend to be very conscious, they're too high self-monitoring in some ways that it almost wears them down and causes, definitely the private eating. When you're talking about

mirror on the book, you mean the internal reflection and I think when you talk about that external view, we always think external motivation, something outside of ourselves, right? “When I lose weight then I’ll be this, then I’ll be that.” I think your real message, especially if it’s a mindset is that it’s the internal mirror of your psyche. I loved how you said, “It’s — the food is at hand, it’s looking at your life that’s hard.”

**[0:13:46.8] JDR:** Definitely. Think about it. No one’s hungry enough to eat themselves to 400 pounds, it’s impossible. No one’s that hungry. So what is it? What’s the reason that you’re eating? If you look at that, then you solve the problem for life, not just to get into that pair of jeans that you want to fit into. Because ultimately, this to me isn’t about looks. This is about health, this is about being around for your family, for your kids, for your kid’s kids and enjoying what life is bringing you. It’s kind of a cruel joke that you work your whole life as you possibly can, when your kids and your family need you the most, you work the hardest.

Then your kids leave you and you retire and you’re alone and you sit there, looking at the other person, it’s almost backwards in a way, that’s when you should start working hard. So now you sit there and you don’t have your health and you don’t have the things that you really should have been taking care of. You sacrifice those things to give to others and unfortunately your life is cut horribly short and I see that all the time. How many 400 pound people do you know over 65? None, because they’re all dead.

**[0:14:48.8] JB:** Yeah.

**[0:14:49.3] AS:** One of the quotes that you — you quote Carl Jung, who I love, and my Truce With Food method that I created in grad school is all about this quote. What you said, “Until you make the unconscious conscious, it will direct your life and you will call it fate.”

**[0:15:04.5] JDR:** Right.

**[0:15:05.3] AS:** So I was curious, which I love that quote because it’s so true. I think we all think that we’re so in control and we’re rational people but your unconscious is really guiding most of your decisions.

**[0:15:16.0] JDR:** When you think about it, it truly has a mind of its own, that's how the saying came about right?

**[0:15:21.0] AS:** Yeah, exactly.

**[0:15:23.0] JDR:** It has a mind of its own and by the way, it's way more powerful than your conscious mind because you're not in control of the thoughts. So now you go to bed or your subconscious is constantly working every millisecond on survival. I believe, and maybe I'm in the minority, but I believe that a lot of the people I work with have dealt with some form of loss or abuse that they did not know how or have the tools to figure out how to manage.

So for instance, if your mother passed away at a young age. Some people can process that and use that as inspiration to move forward in their lives. Others, and I've dealt with people like this, nine years after their mother died, they still had their mother's insulin shots in their refrigerator. It's as if you circled on the calendar the day the mother passed away and you never moved forward past that. I don't blame that or judge that person, they just don't have the tools to know what to do to emotionally put this in the right place.

Then they start to eat, that's their outlet. So what I try to do is I try to help them bring all of those thoughts that have frozen them in time out of their subconscious into their conscious and can only do that by talking and crying and having all of those emotional breakdowns to have an emotional breakthrough.

**[0:16:38.8] AS:** Yeah, I like how you say "it's frozen in time". With my clients, I find a lot of times, sometimes there's something traumatic in the past like a death or abuse. But often, it's the little things that wore away at them and they didn't have the resilience at the time. They've actually over performed in their lives like at work or whatever. They've gotten rewarded for it, right? The same way that people who tend to be I guess four or 500 pounds, they get rewarded for always being — always putting everyone else first in a weight right?

I like how you say "it's frozen in time" because I always say to my clients, "Look, your skill set is just like eight years old or nine years old," whenever some of this — maybe a lot of my clients have had dysfunctional families. They would want to have to step in and it's like, "Look, your skill

set at the time was over performing, taking on what wasn't yours and now it's eating because you can't keep up because society will always offer you more to take on these days." But yeah, unfreezing it from time, I really like that.

**[0:17:37.3] JDR:** The universe always has a way of correcting these things, whether you want them to or not. In the case of overeating, you're filling up some emotional need that you have somewhere else or some emotional pain that you have somewhere else and I don't think that's overweight has these dark stories in their past but certainly every 50 pounds over the normal weight that you should be has its own layer of issues.

**[0:18:01.5] JB:** Yeah, I want to talk to you a little bit about that because the shows and the book reflecting on the contestants that you had, obviously for the drama of television and to have good contestants, you are finding people and screening people who have had different sorts of trauma or maybe abuse, right? When you're looking for somebody for the show. Are you also working with contestants who have had none of that and are working with just this little things like we're talking about?

**[0:18:31.6] JDR:** I find some of those the most interesting. So we had a woman named Georgeanna on Extreme Weight Loss and she was a soccer mom. Young mom and she had a great family plan and she had a horrible "me plan" is what I refer to that as. She had no plan for herself. So from running the soccer tournaments and taking care of her husband and making sure her family was perfect, she never took care of herself and although that's a very boring headline for a story, it's extremely relatable as a television character. For me, she's a loving mom, a loving wife who never took care of herself.

Well now all of a sudden, she's 175 pounds overweight. Okay, so "what do you do and how do you unravel that?" to me is just as interesting as the guy who was abused by his neighbor and never told anyone about it and has been fighting for years of his life. I think there's all sorts of variations on the same theme. Ultimately, the book to me isn't even a weight loss book. It's a book about how to take your life to the next level. It's a motivational book about how to evaluate where you are in your life and are you happy there. Although I am using the themes of weight loss to make my point. I think there are a lot points in the book that work for just about any issue that you have.

**[0:19:45.3] JB:** Yeah, I definitely agree with you. I was talking to Ali before we recorded that as I was reading the book, it was definitely motivational. I was like, “Oh, I want to go do something. I need to be productive right now and go to the gym.” Even just the way that I work with clients, for me it’s sort of hit a nerve where there are some clients of mine that I need to have a little more tough love with and that definitely motivated me. So your book definitely has that to it, for sure.

**[0:20:13.6] JDR:** That’s my style for sure as not only a producer of these shows but I think as a guy who runs a company, as a father, as a husband, I feel like when I say to my kids, “Great job.” They know I’m not kidding because they know I wouldn’t say it unless I really meant it. So it’s earned. In this day where everybody gets a trophy and everyone’s told they’re good at everything, nobody knows what they’re bad at anymore.

So I think it’s okay to say, “Hey, your art, it’s not that good. But man, on the basketball court, you are unstoppable.” So if we build — let’s build our kid’s self-esteem both on what they’re great at and also helping them to identify what they’re not good at. Because I hire a lot of these kids now. Now I’m the oldest guy in the room and I hire a lot of these kids in their 20’s. They have no clue that they’re not good, and by the way, if you don’t tell them that they’re fantastic every minute of the day, they come apart.

**[0:21:06.2] AS:** Well, and I also think too like take the child example of “you’re not good at art”, you may not be good at art yet. That’s growth mindset, Carol Dweck on your coast up at Stanford, that you have to put in the effort and I think that’s one of the things I liked about your book and I said to Juliet it also reminded me with some of my clients I have to give tougher love that this stuff takes effort. Nothing worthwhile comes easy and I think sometimes.

Juliet and I are very balanced between body love and then eat whatever you want. Those two extremes I think. Eat whatever you want but then also being judgmental and critical of yourself. I think in between, it’s talking about that this takes effort to be healthy. It isn’t just going to happen and it’s not always a popular message though.

**[0:21:50.5] JDR:** No, and look, the first page in my book in big giant caps, bold letters, it says, “It’s always too soon to quit.” So I’m with you. I’m a big believer in that and I tell my kids the same thing, “If you want it, A, you have to go get the A. The A doesn’t get delivered to you, it doesn’t get handed to you, you have to earn it,” and I did a big speech to a group of high school teenagers in the last couple of weeks and the topic of the speech was, *The Definition of An Overnight Success*.

I went around the room and I said, “Give me an example of an overnight success?” So these are kids getting ready to go to college in a year or two. They said, “Oh Bill Gates. Coby Bryant.” The named all these names. No, the definition of overnight success is “never”.

**[0:22:32.6] JB:** Those people put in tens of thousands of hours of practice of work.

**[0:22:36.5] AS:** I heard someone say, and overnight success, it takes 15 years.

**[0:22:42.7] JDR:** Of course. And you know, they see the life I live and the view of the ocean and nice cars and, “Oh he’s so lucky.” I say, “You know it’s funny, the harder I work, the luckier I get.” I don’t necessarily know that that’s a message that everybody really wants to listen to.

**[0:22:57.5] JB:** Especially in our culture where everything is about instant gratification.

**[0:23:02.8] JDR:** Yeah, I tell my kids, “Look, you got to do what you got to do before you do what you want to do.” You want to check your phone and get on Instagram, great. Did you already do what you got to do, which is your homework and cleaning up your room? The answer is yes, knock yourself out. If the answer is no, you need to create habits in life that lead you to success. Procrastinating and putting off the things that you need to do only will get worse, it won’t get better. So just do what you got to do before you do what you want to do.

**[0:23:31.2] JB:** I think that’s the space for a lot of our clients that we try to work in though. So okay, so we know that you need to take action and people know what to do right? There’s a million diet books out there, workouts, trainers. Then there is that disconnect of, “Okay, I know what I need to do but how do I get there? How do I get to the point where I do get off the couch

and go do that thing, right?” That’s where we’re talking about taking a look in the mirror, then there is the piece of, “All right. Looking in the mirror, I see what my issues are, then what?”

**[0:24:04.3] AS:** That’s hard to figure out. I mean, Einstein said, if you had an hour to save the world, he’d spend more time defining the problem accurately and solving it. It’s hard to get that clarity.

**[0:24:14.4] JDR:** It’s funny. I look at it a little differently and maybe this is the kind of tough love in me, which is stop thinking. Just go do it. Stop thinking about it, stop questioning, stop wondering how much you have to do, just get out of the chair and go do something. Something usually leads to something more and then you want more and then pretty soon you’re on the track.

But if you don’t get on the right track and never get started, then nothing’s going to happen. You can let the steps overwhelm you, how many steps? Oh I’m too far gone, I’m too far to go, I’ll never get that. Then you can let that overwhelm you and then that will beat you. You could just take one step. I know the distance between me and my front door is 30 steps. Well, I can’t get there unless I take the first one. But if you’re only thinking about the 30<sup>th</sup> step, you’re never going to get there.

**[0:25:03.6] AS:** One thing that strikes me JD, in talking to you, especially as you own your own company, that’s very entrepreneurial, you’re a father which is very entrepreneurial, each kid is its own entity, and then you’re an executive TV producer which like the head guy. To me, you know you have a lot of agency in your life. One of the things that you talk about in your book is you can choose.

I think the challenge of why people may not take the first step or have the motivation to — I think a lot of people are great at starting, right? But it’s what I call “the muddle”, the middle, the muddle, turns into what’s happening. What do you suggest for people? I find, because what my whole model does is restore agency. It shows people that they can be more entrepreneurial, more in charge. They have more power than they think they do versus life just coming at them.

Do you have any tools that you give the contestants so that they know that they have the choice to say no to all the requests? They have the choice that maybe work is difficult but they can choose to interact with their colleagues better or whatever the emotional drain is.

**[0:26:07.7] JDR:** Well you have to reduce — first thing, you have to reduce the noise in your life. I look at people who are on Facebook, talking to 20 year old high school lovers and people who are too social. People have too many things going on in their life. The only thing I have going on in my life is work and family. That's it.

I don't go watch football with the guys, I don't travel to this place or to that place, I don't hang out with another group over here. I have nothing else. I've been with my wife for 25 years and it works because we work on it. We work at it constantly and I have a great relationship with my kids because I put the work and the time in.

So you can make those decisions to reduce the noise in your life which only makes those two things even stronger. So my work life and my personal life are that much stronger because those are the only two things I have so I work hard on those. A lot of people I feel like are spread way too thin. "Oh, I don't have the time. I can't make the time for any of this." But you can make the time.

**[0:27:05.3] JB:** Simplifying is really what you're talking about?

**[0:27:08.8] JDR:** For sure. Look at most people's lives, they're running here and there and back and forth and up, they're exhausted, they don't get enough sleep and when you're on the run, you can't eat right because you can't make your own food and we all know going out to a restaurant is not going to be the answer to health and weight loss. So there's just too much going on in people lives and everyone's over scheduled.

Come on kids don't even just go outside and play, you have to set a play date, meet with a certain person's house, and you have to drive the kid because they could get kidnapped on the way. There's just so much anxiety going on that reducing that, I think reduces the noise going on in your head.

**[0:27:42.2] AS:** Well and I think too, I've know with my clients have discovered a lot of the "I'm too busy" is this badge of honor because they feel not enough in some way? So the business fills that hole. You talk about it in your book, "the gaping hole", people are trying to and often, being busy is like a band aid to feeling enough. "Well, I must be important if I have got all the stuff to go on or I'm doing enough."

**[0:28:05.0] JDR:** Right, and, "Not only in my work but I'm getting another degree at school at night." Okay, why? What is the end game? I always say, people are willing to look into the bottom of an ice-cream tin as it sits on their belly when they're watching TV at night but they're not willing to really look inside themselves. You go spend a \$500 to tune your car, you'll go spend \$200 on your hair, you'll get your nails done yet you won't do any of the maintenance, the personal maintenance that involves the voices going on in your head. That's where the work needs to be done. If you took all that money and put it into getting your thoughts in order, you'd be set. You'd have nothing else to worry about.

**[0:28:40.8] JB:** Obviously if we're like, for our listeners and those out there who are reading your book and they're not on the ranch, they're not on extreme weight loss, they don't have you coaching them, bringing that out in them, do you suggest a therapist, a coach?

**[0:28:57.8] AS:** A health coach for sure. I was like, "They need a health coach on The Biggest Loser."

**[0:29:01.8] JDR:** Yeah, I don't think that you need a ranch, I don't think that you need trainers, I don't think you need refrigerators full of food. I've had plenty of contestants who have not made the show and gone on to losing more weight than the actual contestants on the show. So I think that that's very possible and a support system is kind of, sounds like what you're referring to, always helps. Don't try to reinvent the wheel, do what works.

By that I mean, put a T shirt, make a T shirt that says, "This year I'm going to lose a hundred pounds", and wear it every Monday. That's going to create conversation that work, on the street, with neighbors and plant a flag in what your future is going to be. So I think that's a little bit of like taking control and that can be a little scary because you're like, "Oh god, if I put it out there

and I don't do it, then what?" That's just the fear of failure that you need to get over pretty fast but acknowledge that you're doing it.

If you do it alone, it's very easy to quit. We've all been there with the Girl Scout thin mint cookies and you finish one sleeve and you're like, "Oh my god, I'll put the other sleeve in the freezer and eat that one in an hour," and we've all been there. The difference between someone who is thin and fit like myself and some of the people I work with is, I don't let shame creep in. I don't get quiet and get in a dark room and start feeling bad about myself.

I turn to my wife and say, "Oh my god, I just ate a sleeve of thin mint cookies, you have to make sure I don't eat the other sleeve." That's sharing with somebody and although that's a little scary to let somebody in, when you do, chances of you making the same mistake again are zero in my opinion.

**[0:30:36.0] JB:** I do agree with you with the transparency I think it's really important. Just like taking the curtain off and really showing yourself, especially to letting your loved ones in, letting your friends in, letting them know what your goals are and you talk about how there are a lot of people out there who won't be supportive of the fact that you want to become healthy because they themselves are not ready to make that journey. So misery loves company.

**[0:31:02.8] JDR:** For sure. Partners in crime, who are they going to eat Chinese food with at the all you can eat buffet? They're offended that you've chosen a better life. You want to be around like minded people and I think you should not let those people drag you down. You know people talk about Biggest Loser has more marriages than all of the relationship shows in television combined. What they don't talk about is we also have more divorces than any show you could ever imagine.

The reason is, I leave for six months and I reinvent myself. I lose a lot of weight, I do the work necessary to achieve greatness. I realize, "Oh my god, I settled. In every area of my life I settle, not just in a relationship," and I go back home and I see my husband sitting in the same barker lounge with the same seven meat sandwich that he has. Well guess what? That's headed right away for problems. But if I go home, and while I was gone, he decided to do the same thing too, what a display of love towards the relationship and a real partnership and those people become

much closer than they ever were before. So you can make a choice in life, whether you want to retreat and just be the same person or whether you want to move towards the new you, your new identity. I think when you get couples that, they're closer than you could ever imagine.

**[0:32:21.5] AS:** Yeah, it is so much, we've talked about this on the show and that's actually what my Truce With Food program does is really help people create this new identity that often times, they don't even know the identity they're wearing is holding them back in a way because again it's unconscious.

**[0:32:35.6] JDR:** Well yeah, if the same problems follow you wherever you are, who is always there?

**[0:32:39.2] AS:** Who is the common denominator? That's what I said to someone the other day.

**[0:32:43.1] JB:** Yeah, with relationships, who you're picking. I had to take a good look at myself after I had like three horrible relationships, they all have the same things going on. I'm like, "Okay, time to reevaluate and reinvent myself because my picker is off, it's not them. It's me."

**[0:32:57.3] JDR:** You need to use the little kind of mental tricks that give you the advantage over your subconscious because you're not making a decision consciously to put yourself in bad relationships. No one would be crazy enough to do that. But that same person sometimes is making the same decisions in the food that they eat.

It's across all levels of their lives and you have to take control back. People always say, "Okay, what's the number one thing," — everywhere I go, I got to hear this. "What's the number one thing I can do to lose weight?" I always say the same thing. "Clean your bedroom." They're like, "That burns that many calories?" No. The issue that I see most often is people open their eyes for the first time in the morning and they open their eyes in chaos.

I've seen bedrooms, you can't believe with mail piled to the ceiling, hasn't been open in a year. Laundry everywhere, a big gulp in the corner still with the same sweat mark from the day before, candy wrappers, food. You can't even believe what I've seen If your day starts off in

chaos, that is the mental picture that your mind is taking. Your day can never get better from there. So I believe in emptying your bedroom completely, literally nothing in the bedroom.

Doing a deep clean of that bedroom and putting three things back in. Put a bed, put a thing of drawers and put a place to sit and start there and nothing else. Then slowly let yourself wake up in calm, let yourself wake up in organization and let your mind — it takes a little bit of time. Let your subconscious get used to that and then you start making better decisions. This is another silly example of something you can do but everyone says, “Oh I go out with my friends for dinner and they all have dessert and I can’t have dessert. Boo hoo, woe is me.”

No, order the dessert. Go ahead and order it, when it comes, take a big giant spoonful of that desert. One, enjoy it. Open the salt shaker and dump the entire salt shaker on the dessert and ruin it so that it’s inedible. Pour a glass of water on it, whatever you need to do, make it inedible. “What’s that going to do?” Well that tells your subconscious, you made a decision not to eat it. Your subconscious doesn’t know you put salt on it, it just knows you didn’t eat the whole dessert.

**[0:35:09.9] AS:** Yeah, I thought that was really interesting in reading that and I’m just curious about the research behind that. I thought that was very intriguing to me when I was reading that part.

**[0:35:20.5] JDR:** The research from my standpoint, doing it over the last 14 years was I don’t know how many hundreds of people it works, and if you take that methodology and apply that in other areas of your life, you’re really playing a game against your subconscious. All you’re trying to do is win.

**[0:35:38.9] JB:** The reason I bring this up JD is because I’m a recovering binge eater and when I was going through the throws of my binge eating, I remember, I would throw out the food in the trash and I’ll tell you, I’ve gone in and eaten the food out of the trash but I would put dish soap all over it so I wouldn’t anymore. But it didn’t really take away the emotional surge that I was feeling. So I’m wondering if I didn’t do it enough?

**[0:36:10.1] JDR:** You still have to do the work, you still have to do the work of fixing, the reason why you would go into the garbage because that's another level of commitment and you need to look at that and that level of commitment channelled to something else can be amazingly powerful, you're like a superhero.

**[0:36:27.8] JB:** I love that that you put it that way, because that's true. Tenacity was always the thing that was...

**[0:36:32.3] AS:** It's a strength and weakness.

**[0:36:33.6] JB:** Exactly, all of our strengths could be our weaknesses, right? I love that you're saying that. You look at your weaknesses and turn them into strengths. It's like, if you have that much tenacity to go into the garbage and eat the brownie, imagine what you could do with that. And I remember people telling me that when I was a teenager. My aunt would say, "If you cared as much about something else as you do about how big your ass is, imagine how successful you can be?"

**[0:37:00.4] JDR:** Yeah, well that probably never is going to work right? Not with support like that. On the flip side, I'll tell you this, some of the most miserable people I know can run an 8.5 on a treadmill for an hour.

**[0:37:12.0] AS:** I love that you mentioned that in your book, you said, "Extreme exercisers are trying to fill a hole too." And I totally agree with that.

**[0:37:17.7] JDR:** I always say, "What are you running from?" 60 miles a week. "Okay, well what's chasing you?" There's a point where it's not healthy anymore and I really believe in vigorous exercise, I believe in living that whole food plant based diet, not only for your own personal health but for the sustainability of the earth.

You can take it too far as well and the only difference is what I do and my entire family will tell you that I've taken it too far. What I doesn't kill you. What they do and take it too far does kill you. So I guess what kind of life do you want to live? I think that's again, it goes back to the work that's done in the mirror. What kind of life do you want? I see these people at 60 years old

walking with a limp, they can barely get form their car and parking up to the restaurant, hundred yards away. They have to stop two or three times, and it makes me sad because at 60 something years old, I'm going to be racing my grandkids to the restaurant front door and I'm probably going to beat them.

So I feel like it's all what you want. Life is out there for all of us and who is going to take it? Anything that you want to accomplish in life takes grit and I feel like grit used to be this very appreciated term. Now it's almost looked at negatively. Like you're hardening your kids or your coworkers or family and friends by demanding that they have more grit. I don't think it's a bad word I think it's an important word, it goes back to what you guys said, which is you have to have that persistence gene to be successful at anything and people forgot how much work it takes to be successful at anything, not just fitness.

**[0:38:51.6] JB:** I agree. Even in my business, my personal mantra the past year has just been patience, how important having patience is because things, like you said, there isn't an overnight success. Things take time.

**[0:39:04.9] AS:** Well and that's part of the culture of ease, right? It plays into Dr. Carol Dwek's fixed mindset. If you think everything comes automatically, it also sets you up to think that you can lose it right away. But part of fixed mindset is you look at effort as unnecessary. It should just come to you. So I think that's an important part to realize.

**[0:39:23.4] JDR:** Look the world the most of our kids are growing up into. They sit there and live vicariously through all their friend's lives by being on Instagram and Facebook and everybody's life looks perfect. Then you talk to the parents and they'll tell you the things going on in the kid's life and it's the exact opposite of what you see online. So their whole experience is not experiencing. So it's a difficult thing, they're growing up in that first generation of complete immersive online lifestyle.

**[0:39:55.0] JB:** Online narcissism really. Everybody puts their best self on, we've talked about this, on social media.

**[0:40:04.3] AS:** I always say “their polished self” because I think the best self for people who have empathy and compassion and depth.

**[0:40:08.3] JB:** Yeah. The image that they’re trying to portray that they think that people are going to like, literally “like”, the like button the most.

**[0:40:17.5] JDR:** Yeah, I always tell my kids, “There’s seven billion people on the planet. Get to know some of them. Personally, eye to eye.” The phone used to be this great amazing thing when you got a teen line when you were a kid. You could talk on the phone for hours. Now, the only thing the phone is not used for is talking.

**[0:40:35.0] AS:** Yeah, one thing also that’s interesting about instant culture, because grit is studied by Dr. Angela Duckworth. She actually got into Arthur Genius Fellowship, she had a TED Talk and she’s at U Penn in Philadelphia and she talks about grit being this combination of persistence and perseverance but one of the challenges she finds is that people don’t have — everyone here is passion, right?

They’re like, “Oh I need to be passionate about something.” Passion really is perseverance tied into that. I think people don’t stick with being informed enough right? JD, another thing you say in your book is like, “You know, on TV, we’re about big, dramatic results but in reality, it’s slow and steady and it’s making small choices every day that add up.”

**[0:41:17.1] JB:** Yeah, I think you’re pretty honest in the book about that most people aren’t going to have the opportunity to be on a ranch working out, six plus hours a day. The reality for them is that they do have to do things at a slower pace. It’s not going to necessarily be a 20 pound weight loss in a week.

**[0:41:37.0] JDR:** No, it’s also the goal to me is not “I weigh 250 pounds and I want to be 175.” That’s not the goal. The goal, in my opinion, is lifelong health. If we know as a fact that you can avoid almost every single major disease on the planet by eating less animal protein and moving more, eating less refined sugar and moving more. Why aren’t anyone doing it? You look at the commerce of it all, we have our wallets, our tax to all of this decisions people make.

So if we were to say, “We are no longer going to eat fast food,” the fast food restaurants will close or they would have to adjust their menu, there aren’t enough people willing to kind of put their money where their mouth is and help make decisions that would improve the lifestyle and the quality of life for people. I think when that starts happening, then that’s the first major step. The second major step is, you can become an RN in the united states and an MD in the united states without taking one nutrition course.

**[0:42:43.2] JB:** I know, it kills me.

**[0:42:44.8] JDR:** How is that possible that these medical professionals are giving us the advice on everything medically related in our entire lives and they don’t take one nutrition course?

**[0:42:54.6] AS:** Because who’s funding their education? The Pharmaceutical companies.

**[0:42:58.6] JDR:** Whatever happened to “let food be thy medicine”? This is the saying that’s been around for who knows how long. We’ve lost touch with that and now, food is just a pleasure principle and that’s it.

**[0:43:09.0] AS:** Yeah, I do think tho, to your point about the first point that you said, I think part of the confusion at least with our clients is, yeah, they may go to McDonalds here and there, in secret. Because it’s shameful to go to McDonalds, but there isn’t one diet that works for everyone. I think that does confuse people. I really use metabolic typing, Dr. Kelly’s work, Dr. Nicolas Gonzales Influenced me. There isn’t one diet and so I think for — I agree with you that we all need to cut back on refined sugar.

We all need to sleep, water, we need more fruits and vegetables but there does — I find people still don’t know how much fat they need. That causes a lot of these other symptoms. I do think it’s, the research and this success I’ve had in my practice isn’t just looking at calories in, calories out. But really looking at people’s health and the symptoms that they have and the using food, like you said, to be thy medicine to reverse those and then that also creates an internal sense of inspiration rather than shaming themselves into change.

**[0:44:06.8] JDR:** Yeah, and I'm not a fan of the word diet because we've been intuitively now, we've been trained to know that a diet has a start and a finish. So as soon as you start it, you just can't wait to be finished with it. You know what I mean? My other least favorite term about people who are trying to lose weight is "cheat day".

**[0:44:27.5] AS:** I hate that too, it's part of a mentality that healthy eating is depravation.

**[0:44:32.9] JDR:** Think about it, if you cheat on your taxes, what happens? The government comes and gets you. If you cheat on your wife, you get divorced. If you cheat in sport, you get a penalty. So if you cheat on your health, fill in the blank. It seems so obvious to me like, "Well why do you need a cheat day? If you're living this healthy, great life, you don't ever feel like you're being cheated of anything."

**[0:44:55.8] JB:** Like you said, if you end up having a sleeve of thin mints, there's no shame involved, you just move on and make the next healthy decision.

**[0:45:03.5] JDR:** Absolutely and I always say, if you're going to do something above and beyond what you should, multiply whatever calories you got times three and that's what you need to burn at the gym the next day. Pretty soon you'll think, "Oh man, should I really eat this? Because three times a hundred is extra 300 calories I got to burn tomorrow."

**[0:45:20.3] JB:** I think you just have to be a little careful with that, and this is coming again from someone who has dealt with disorder, exercise and eating because I would have that mentality years ago and then would punish myself at the gym. Then repeat that same pattern over and over again. I think it has to come from a place...

**[0:45:39.6] JDR:** There are extremes to everything and I think that that addictive quality, whether you end up being a drug addict or a food addict or bingeing or purging or whatever those things are, that's kind of a personality trait that needs to be figured out. But the majority of the population I think deal with things in terms of "what I did right, what I did wrong" but I agree with you, there is a danger yet that's also the problem with cheat days.

Now I have suppressed any amount of food I'm going to eat prior to the cheat day so I could really unload on the cheat day. Now I'm binging on the cheat day and now what do I have to do? I have to restrict my calories on the other day. Now you're restricting your calories and now you have an eating disorder.

**[0:46:21.8] JB:** Yeah, exactly. It's like you talk about not over thinking, right? Just more doing. That's the whole thing with a food mentality is people are overthinking it and they're using the brain way too much.

**[0:46:35.6] JDR:** "Oh I'm gluten free, I'm this, I'm that." Everyone's got 72 problems when they have to think about food. I don't really think all those problems are there. I think it's made to make things more complicated, it's there to help you make excuses for why you're eating an apple turn over. Again, going back to New York Times article, it's a perfect example of not holding people to their decisions but giving them an excuse, "It's your metabolism, it's not you." Now, it's the Frappuccino that you had at 11 o'clock in the morning followed by gigantic lunch at some taco place of stuff that you knew you shouldn't be eating."

**[0:47:09.0] JB:** I definitely think there's major gaps in a lot of these studies and what people are looking at.

**[0:47:14.1] AS:** So JD, do you think there's different tools or different approaches based on how much weight someone has to lose? Because I know Juliet and I. I tend to work with people who have probably under 50 pounds to lose, if not, no weight to lose and whenever I was struggling with emotional eating, I never had more than 30 or 40 pounds to lose. It seems like I know what's been successful with my clients is more of this, I don't know, not the black and white but really understanding why they're eating and everything.

I get if you're 500 pounds or 400 pounds overweight, that there's got to be a more probably more immediate intervention. I'm just wondering what your thoughts on that? Difficult kinds of weight loss, different approaches?

**[0:47:54.5] JDR:** The techniques are the same for anyone. Whether you have five pounds to lose, 50 or 200. The techniques are all the same. First, take caring of yourselves. By that I

mean, it's okay to say no to people, it's okay to say, "No, I can't do your work or I can't babysit your kid or I need some time for myself." I think that a lot of mothers especially are so dedicated to their kids at a fault to themselves.

But what if you were really teaching your kid how to take care of themselves by taking care of yourself? So if the kid woke up and said, "The cereals downstairs, the milk's in the refrigerator, grab a spoon and make breakfast. Mommy's gone for a run and will be back in 30 minutes." What you've just taught your kid A, that your health and your fitness are important to you and B that they can take care of themselves and make their own breakfast and C that you love yourself enough that you're taking care of yourself.

A lot of times I see people sacrificing so much of themselves to give to their kids but they're not using it as a teaching moment. To me, that's a great example of the way to teach your kid and still get the benefit.

**[0:49:00.4] JB:** Yeah, because they're so afraid of neglect and then they won't think I love them and there's just so much that it goes beyond.

**[0:49:08.0] AS:** What efforts matter? Carl Jung who cited in his book talked about the best way to parent is to be the best version of yourself. Otherwise your kids will live out your unconscious life that you never lived and I think, you talk about this in the book JD but kids pickup on what you do, not what you say.

**[0:49:27.0] JDR:** Oh 100%. There's no doubt about that. I definitely live my life that way because I feel like you can talk until you're blue on the face and they just eye role you but they watch every single move you make and like you said, plenty of parents say, "I only give my kids the good food. I eat the bad stuff but they only get the good stuff." They know, the kids know what you're eating, they know what they're eating and believe me, and they're going to end up eating exactly what you're eating.

**[0:49:51.6] JB:** Because it gives them permission at the end of the day.

**[0:49:54.2] JDR:** For sure. All we're doing is watching what's around us, there's the genetic part of your life but the epi genetic part of your life, the environmental part of your life weighs more heavily at times than your genetics. The thing people always says, "I have the fat gene, every one of my family's overweight. Oh I got the fat gene." I say, "No, you have the bad decision gene. You've learned those bad decisions from generations of your family who are also making those bad decisions, there's no such thing as the fat gene." So it's a culture of your family, it's the culture of decision making that has gotten you to this point.

**[0:50:33.0] AS:** So I'm curious because I, just so much what's in your book I agree with. I'm curious why more of this emotional insights and understanding aren't captured on the shows? Because like you said, I do think this is — I appreciate that in the book you say, TV is, and we've talked about this on the podcast. TV is in the business of visual transformation right? It's all about visuals.

I'm curious, have you ever thought of doing like a follow up on a lot of the — maybe it's not a whole entire season or series but documentary or something that really shows over the long haul how profound this emotional mindset shift change is?

**[0:51:11.2] JDR:** I sold the new show called The Big Fat Truth based on the book. Channel called Z living. It's about 50 million homes, it's a great channel that believes in preventative medicine and good living wellness, taking care of yourself and that's the whole spirit of the network, it's been a network that's had a lot of acquisitions as far as they've bought shows that have already aired in other places.

We're going to be the first prime time show that the original program that they put on the air. I'm hoping to deal with some of that but the whole TV show is based on the motivational techniques from the book. So there's no working out, there's not trainers, I'm hosting it, it's pretty much using the motivational techniques to change your life and to show you that you don't have to have six hours of working out in a gym to get the same outcome and it's not for people to have 200 pounds to lose. It's for people that have 30 to 50 pounds to lose.

**[0:52:05.0] JB:** That is incredible.

**[0:52:06.1] AS:** That's so exciting. We approve!

**[0:52:08.8] JDR:** You can go to Zliving.com and check it out now and then also on the website shows if you have the channel and where you have the channel so that you can be made aware of that.

**[0:52:18.7] AS:** I think also the time is right. I've noticed that when I had my own business for nine years full time now. In the beginning, I was talking about whole foods and getting people all processed food because that was very new back then. Believe it or not, everyone listening 10 years ago, not all magazines had health sections or newspapers. It was such a different era, but I find people coming to me more and more just being like, "I know this is emotional, yes, I still have the questions about what to eat," and I use functional medicine to help filter that out for them. I feel like people are, it's in the collective consciousness that yeah, this is the issue. It's an emotional one at this point.

**[0:52:54.3] JDR:** Sure, I mean look at the map dating back to 1991, there were less than two states in America that had an obesity rate over 10%. Two states in America. Flash forward 20 years, there are 49 out of 50 states that have an obesity rate above 30%. This can't just be because, "Oh well the portions are big and we're eating more." It's because we've made an association with pleasure and food. The more we eat, the more we feel loved and the more we need. Because the experience of eating has become more important than the taste of the food.

**[0:53:32.4] AS:** I also in my work, I find my clients a lot of it, the root is that they feel unsafe in some way. Mainly emotionally, not physical safety. Most of them live in safe neighborhoods and don't have to worry about that, but when we're talking about grit and effort, they haven't developed and I didn't have a lot of resilience either until I started my own business.

I thought I was tough, I had survived cancer, all this stuff. But I find that a lot of people feel more unsafe because they haven't learned how to put effort in, they haven't had to stick with things so their sense of resilience has also decreased on top of replacing food as pleasure. So I think there are a lot of dynamics going on.

**[0:54:08.8] JDR:** One week they get on a scale and then the numbers and what they want it to be at, “Ah, you see it didn’t work. I told you.”

**[0:54:13.6] AS:** Yeah. When Juliet was saying like patience, I think that’s one of the biggest skills in sticking with those ups and down’s is something in our culture today that is thought of as “you shouldn’t have to do that.”

**[0:54:27.4] JDR:** It’s funny too because you get on the scale, it’s not the number you wanted and nine times out of 10, people are like, “Oh all right, whatever.” Instead of the reverse of that which should be, “All right, I’m going to do double the work this week and see what that gets me to. I’m going to commit even more of my emotional vibe to this thing. I’m going to commit in every way possible.” Instead of recommitting, they kind of cut the corner.

**[0:54:50.1] JB:** Yeah, I always tell my clients because I’m all about the best questions and when the scale is going down, what’s working? When it’s going up, what’s not working? And we just evaluated good or bad, you don’t learn much. You just don’t learn really your path and what works for you. So you definitely have to shift the mindset which is why I’m so glad that it’s going to be in the collective more. That between your book, the series, a podcast like ours that it’s a lot more new ounce of a conversation then.

**[00:55:18.4] JDR:** Yeah and I think that people who are listening to your show want to educate themselves but they’re not big readers on books, and I certainly are not forcing my book down anyone has wrote, there’s a lot of great documentaries out there that they should watch like Forks Over Knives, I think is sort of a....

**[00:55:34.5] AS:** That Sugar Film is a great one. Have you seen it?

**[00:55:35.8] JB:** Yeah, that’s a great movie.

**[00:55:36.5] JDR:** That’s really cool and I also think of Fat, Sick and Nearly Dead is worth watching.

**[00:55:41.3] AS:** Oh yeah, we had Joe on our podcast.

**[00:55:43.3] JDR:** Oh he's great. Even Plant Pure Nation is another good one. There's a lot of ways out there to visually educate yourselves especially who everybody loves TV. If you could sit down and get entertained by it, I think that's an important part of the process and educate yourself. This is the information age. It doesn't take much to press a couple of keys on the computer, you have all the information that you want. Go find it, there's great services too online. Purple Carrot, they deliver all plant based recipes and the food to go along with those. It's like a Blue Apron for plant based people.

**[00:56:13.1] AS:** Or the Green Chef, we get the Green Chef here.

**[00:56:15.7] JDR:** Yeah.

**[00:56:16.1] AS:** I love it because it's all organic, the packaging is recyclable and you can do, I am gluten intolerant and so you can pick whatever kind of diet, diet as a noun not verb.

**[00:56:28.2] JDR:** Yeah just like a filter.

**[00:56:29.3] AS:** Yeah and you can pause it because I travel a lot and so does my husband. We can pause it when we're not going to be here and so I love the Green Chef.

**[00:56:38.1] JB:** That's the thing, we have so many resources to be healthy. It's just utilizing them.

**[00:56:42.8] AS:** Yeah, well and I find that my clients who travel a lot, before we work together they're like, "Oh it's so hard." But then once they know what to look for and they know how to balance their blood sugar or they're into it, they're like, "It's amazing how many more choices were always there."

**[00:56:57.0] JB:** I like to make it, and we talk about this, a fun game but it's all about your mindset and what you're in. Whenever I travel it's super fun to me to go to a new fitness studio and I know that if I don't pay for a class, then I'm not going into the hotel gym and do it on my own. So I book class somewhere or hire a trainer to come to you. I mean not everybody has the

money, but there's so many ways that you can make it almost like a fun game of how you're going to take care of your health while you're traveling or while you're out of your routine.

**[00:57:27.8] JDR:** I am a big runner and I love running. But in the last 10 years, I can count on one hand how many times I've run by myself. There's a lot of people that solve the world's problems when they run and they think they're thinkers and I'm not. For me, it's a social experience for me. So I took ownership of that. I created a group of guys and if I send the e-mails out, everybody meets at my house in the dark of the morning and we all go for a run.

It's amazing when you're on an eight or 10 or 12 mile run with someone what you'll tell each other, the emotions behind your life, stories about your life, the good, the bad, the ugly and so you have to create that environment. So if I am travelling on the road, I'm looking for people to run with because I know if I leave it up to myself, I'm not going by myself and so you have to know what you're good at and what you're not good at.

**[00:58:14.3] JB:** And I had a client this morning actually and we were discussing utilizing our time and how we go out and I said to her, "You know I don't really go out a lot. Like I will go out in the weekend a little bit, but part of why I don't go out is because I don't need to be going out and eating and drinking. I am trying to maintain my health," and she said, "If only I did that, I would look like you." I said, "Well there's a lot of things that you can do that aren't around eating and drinking that are fun activities." Socialization. Because that's really what people are looking for, socialization.

**[00:58:47.0] AS:** Looking for the connection that you get on your runs JD.

**[00:58:50.2] JD:** All of it and there are lots of ways to get that and if you look at the studies that have been done about people who live to a 100, the one thing that they all have in common is that sense of community, sense of connecting with other people. Not only that but going for walks and taking naps and reducing the stress in their life. But the one main thing that they all have in common is that connection and so that's why I say, "Put the phone down, step away from the television and go talk to somebody."

**[00:59:15.5] AS:** Yeah, well JD what are you running from?

**[00:59:18.8] JDR:** You know there is something to that, wanting to be fit and the desperation to always be the fittest guy in the room and that competitive side of me is definitely my issue but again, like I said, you could take anything from extreme. So if I run 25 to 35 miles a week, I have friends in my group that run 55 or 60 miles a week.

So you can always compare yourself, “Oh I’m not the guy who’s running 60 miles a week,” and I want to be a runner forever. I don’t want to be the guy who said I used to be a runner so I try and take it just on the level of before injury.

**[00:59:51.0] AS:** That’s great.

**[00:59:51.9] JB:** Level nine not ten.

**[00:59:54.0] JDR:** That’s doing it.

**[00:59:54.8] JB:** That’s okay, no, that’s great. Well this was so enjoyable JD. We are so grateful that you came onto the show and I think that our listeners, I know Ali and I got a lot of this in reading the book is wonderful. I do recommend it.

**[01:00:07.7] AS:** And we really are rooting you on for your new show.

**[01:00:11.0] JDR:** Oh thanks and I want to say too, I admire anybody who makes the effort to try this. It’s not for the weak at heart, it’s not for the soft person but if you take this on and look at the obstacles an inspiration, I should tell everyone that they inspire me too and it’s brave and anyone who takes on anything in their life whether it’s health and fitness or any emotional issue, it’s hard work. It’s hard to do and they should be proud of the work that they’re doing in any little bit that they accomplish is better than the day it was before.

**[01:00:43.2] AS:** Yeah and that’s, just in closing, I love that you talked about measuring how far you’ve come. Not where you end up but how far you’ve come and I think that’s such a great measurement.

[01:00:52.7] **JB:** Because there is no where you end up.

[01:00:54.2] **AS:** Right, it's a life commitment.

[01:00:56.3] **JDR:** I totally agree.

[01:00:57.1] **AS:** Thank you so much JD.

[01:00:59.7] **JDR:** Thank you guys, have a great day and we'll talk soon hopefully.

[FINAL MESSAGE]

[01:01:04.3] **AS:** Hey Insatiable listeners, Ali here. I know the interview has technically ended but after we interviewed JD, I woke up the next morning really wanting to ask one more further question about this idea and premise that weight loss is a simple numbers game. Because in my personal, professional and academic experience, it's much more complex than that especially from a physiological standpoint.

So I e-mailed him because I wanted to know, "Will you changed the calorie deficit premise in your new show, where people have between 30 to 50 pounds to lose?" I even included with him to tell him that there's emerging research with the gut micro-biome that with gastric bypass surgery, researchers are hypothesizing that 20% of the weight loss is due to changes in the gut bacteria and how they're interacting, not just this simple numbers game.

I wanted to tell you what he wrote back because I thought maybe the things, his premise will shift given that his new show is about people who have less weight to lose. What he wrote back, my new show is based on the most effective form of healthy living I know, which is whole food plant based. I don't ever count calories or even think much about portions because it is so healthy. I still have always believed that the deficit comes from the difference between what you eat and what you burn. I have never believed in calorie deficit starvation diets. They are unsustainable and unhealthy."

So that was his answer and then I followed up with, “Will the experts you choose in his new show have backgrounds in functional medicine who use foods to heal the body and skilled health coaches who are experts at mindset transformation? Or will it be experts like trainers who are trained in the calorie deficit weight loss model?” He wrote, “I am hosting the show and basing everything on my book and my experiences over the last 13 years of weight loss, transformation shows I have produced.”

So that’s his answer. I guess he is still of the mindset that it’s a simple numbers game and yeah. But I needed to ask the question. And I am sure it’s in some cases it’s a simple numbers game, but I know still sticking with my hypothesis, and I will continue to refine it, that weight loss is more a side effect of healing your physiology and your emotions. So wanted to not leave you guys out there hanging if you were thinking but you guys don’t believe that it’s just about a numbers game. That’s the follow up question I had. I hope it was helpful.

[END OF INTERVIEW]

**[1:03:37.9] 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](mailto:ali@alishapiro.com) and [juliet@unitefitness.com](mailto:juliet@unitefitness.com). We’ll see you next time.

[END]