

EPISODE 33

[INTRODUCTION]

[0:00:02] LC: You could go out to the store and buy some Prada shoes and they're absolutely gorgeous, right? You can walk down the street and everybody can remark about your shoes and be like, "Wow, those are beautiful shoes." But then you get home and you have that horrible blister on your foot and you're just like, "I hate these shoes!" That was kind of the metaphor of my life. I'm like, "God, everything looks so good and yet I feel like I have blisters everywhere."

Every single person is walking around with junk food thoughts going on in their heads like you are not alone, you are not the only crazy person that's got some tape recorder in the back of your head that is sabotaging, undermining, and being disempowering. So most people aren't dealing with it because they think, "Oh my god if I open up that can of worms, the truth's going to come out, I'm really not worthy or whatever it is that you're ashamed of."

[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.

[0:01:31] JB: And I'm Juliet Burgh, nutritionist, fitness expert, and a co-owner of Unite Fitness Studio Franchise. Welcome to episode 33. Today we have a special guest, Laura Coe who is an author, a blogger and a certified life coach whose mission is to help shed the emotional weight, keeping them from finding fulfillment. Her book, *Emotional Obesity*, talks about how we have habits for our physical health that are engrained in us, showering, brushing our teeth, combing our hair but we do next to nothing to work with the emotional weight that we carry day in and day out.

So how emotionally overweight are you? 20 pounds? 400 pounds? Let's step on the scale and find out.

[INTERVIEW]

[0:02:15] **JB:** Hello everyone, we are here with Laura Coe, welcome to the Insatiable Podcast.

[0:02:21.3] **LC:** Thank you so much for having me, I'm excited to be here.

[0:02:25.6] **JB:** So Laura, Ali and I both read your book and we really thoroughly enjoyed it. It's called *Emotional Obesity*. When you read the title, super highly charged title because especially with the word obesity, you think someone who is overweight, morbidly overweight. Then you have this word emotional in front of it. So it's like, "Is this a book about weight, weight loss? Or is this a book about emotions?" So can you explain to our listeners how you got to that title and what's behind it?

[0:02:58.1] **LC:** Yes, for sure. I'm so glad you started with this question because particularly with your audience, I think it's great to clarify. It's really a metaphor, right? We can't see the weight we're carrying in our minds, our emotional weight. So it's really a metaphor and it's not meant to sort of discuss being, the struggles of getting in shape and what it means. It's really the idea that the weight in our minds, the things that we think about, the way we perceive ourselves, the way we take in information from the outside world.

How does that weigh us down? How does that start to hold us back, give us limiting beliefs on who we think we are and keep us from the things we want in our life. It came out of my own struggle, I was working as an entrepreneur and I was very successful by all definitions of the word success, I had started a company, I had grown it, I had sold it to a Fortune 500, I was an executive at this \$4 billion business and yet I had this deep sense of feeling weighed down by my life. right?

I think a lot of people talk this way and I left the job trying to find something more authentic, more meaningful and that's when I realize, "Oh my god, the thoughts in my head, they're

weighing me down,” and it sort of came to me in a split second moment sort of emotional weight, right? We don’t talk about that part of our lives.

[0:04:22.0] AS: Yeah, I’m a huge metaphor person and Laura and I have spoken before here, also very philosophical. So I love that about you, and I loved in your book you shared that moment kind of when you share this story leading up to how you wanted to lead your job, but again there were a lot of external reasons to stay, right? The status, you knew the world that was expected of you, and I thought this was really interesting. In your book you said, “Some parts of me were authentic and others were not. What mattered was that I could not tell the difference.”

[0:04:55.7] LC: Yeah.

[0:04:56.6] AS: I love that because we hear all the time, “It’s about being authentic,” as if it’s this end point or it’s that it’s so clear and I love that you said that because we’re never completely not authentic or completely authentic, it’s like the sifting process.

[0:05:12.0] LC: That’s right, and it really became a journey of learning how to figure out when I was being authentic and when I wasn’t because to put it really bluntly, I was drinking my own Kool-Aid a lot of times where I had created this justification systems for why I should do this or why it made sense, the pros and con list for my life, right? It was working.

That’s the worst part because if you’re epically unsuccessful, if things are falling apart, then you realize, “Okay, this isn’t my path.” But what happens when you’re successful? It’s deeply lacking meaning. I had reasons I was doing the things I was doing and I was very good at crafting these statements in my head like, “Well this is a good reason for this,” and I would talk to other people and they would affirm my reasons and I was like, “Great, good plan, move forward.”

[0:05:58.6] JB: You can find all few people to affirm any single reason that’s decided, right? Just go to different people, just shop around.

[0:06:05.4] LC: Oh my god, right? That’s one of my favorite points is we learn the people on our lives and you definitely unconsciously are dialling the person that’s going to affirm exactly what

you want to do and then you go forward and you skip the one part and the only part that matters, which is figuring out how to check in with yourself, the deeper authentic self and something that, given I was a philosophy undergrad graduate student and a yoga teacher, is unbelievable that I was terrible at doing.

[0:06:33.7] AS: I think though, we seek what we're trying to find right? This questions and I think often we do have to have such a contrast to what we're looking for and I think what you're also describing it is what was authenticity then? If you created all these, I like how you said them "justification systems". "No, I'm being authentic, this is what I want," and I think a lot of people can relate to maybe they don't feel like they have success in every single area but on paper, "I should want this, this is authentically what I want, this is who I am." Then I liked how you said "it was devoid of meaning or lacking meaning".

[0:07:10.3] JB: So can you talk about the defining moment for you of when you just said, "Okay, I'm going to quit this job, I'm going to move on."

[0:07:16.7] LC: Yeah, the best way to describe it is I kept looking around at the external parts of my life, I've got this job, I've built a company, there's 50 people working for when we built the building, I have a beautiful home, everything looks so good. The only problem was there was this nagging.

I don't know how to describe it other than this sort of gnawing sensation that's restlessness within me that there just had to be something else, and I think a lot of people can really relate to that idea that you're living your life and yet there's this sense that you should be somewhere else that there's something bigger or more and it doesn't mean better, it just means different and you can't seem to let it go.

So for me, that process started and it was kind of this like, gentle nag and it turned into a louder one until I was on an airplane with my brother where I started the book, and true story, I was brought to tears because I couldn't stand this conflict within me that I felt like there was something else I needed to do with my life but yet I couldn't put my finger on what that was.

[0:08:23.4] AS: Yeah, one of the things that you mentioned you were philosophy major undergrad and grad that I love. I really took away from this book was, you talk about how we take our physical health right? We can quantify it, we take it a certain way and we don't feel personally like vulnerable about it. I mean we could feel vulnerable if we feel sick but like you said in your book, hey, if a doctor says, "You have a mole on your back," you're not like, "How could you have said that to me?"

One of the things I really got in your book is like yeah, philosophically, we don't take our emotional health that seriously and it sounds like you did. So what made you realize that I can't take this personally, I have to investigate this and it's worth the effort of doing?

[0:09:10.9] LC: Yeah, it was like a tipping point moment where the discomfort felt so much bigger than my willingness to stay in the position I was in. I just kind of said you know what? My brother said to me, "The world's a big place," and I don't know it wasn't the deepest of sentences but I was like, "God, I really should get out there, explore what this means to me." and I thought it was going to be a really simple process, right? Where I was just going to hop out, "I'm 35 years old, I'm not 20 anymore, I know who I am, I have resources. I'm going to just go find something meaningful." I think the reason I took it seriously to answer your question is, I felt like I could just no longer deny that part of me that was keeping me up at night, like I said, sort of this itch I couldn't scratch all day long. It just felt like...

[0:09:59.5] JB: Would you describe it as anxiety type of feeling or something like there was a cloud over you, not to say that in the clinical sense of depression or anxiety but...

[0:10:08.9] LC: Definitely anxiety for sure, it was showing up at anxiety because everything I was doing in my life was turning into a should. It felt like, like I said, I justified everything, it made sense, I was earning a really great income, I had so much invested in my career, who changes paths at that point? I had all these things I was saying to myself but then because I personally was — I said it the other day like this that you can go out to the store and buy some Prada shoes and they're absolutely gorgeous right? You can walk down the street and everybody can remark about your shoes and be like, "Wow, those are beautiful shoes." But then you get home and you have that horrible blister on your foot and you're just like, "I hate these shoes!"

That was kind of the metaphor of my life. I'm like, "God, everything looks so good and yet I feel like I have blisters everywhere." I was definitely was having anxiety, I started having panic, I was waking up in the middle of the night, I couldn't breathe and I just couldn't put my finger on what it was. So I took the time to explore what was going on with me.

[0:11:08.3] JB: You did eventually — you figured out what it was. That wasn't the right job for you, that wasn't the thing that is bringing you joy in your life?

[0:11:17.3] LC: Yes, it was that I had chosen a career and I was choosing most things in my life based on what made sense instead of what made sense for me.

[0:11:26.8] AS: I think that's such an important point. Do you think though, I think for our listeners, what would you say are some symptoms of emotional obesity or coming from an inauthentic place? I mean there's panic attacks, there's not being able to sleep but I liked how you said there is "the should's". What other emotional things have you identified when you can tell someone's...

[0:11:46.8] LC: Yeah, great question. Actually, out of frustration because you can't run over to the Bed, Bath and Beyond and grab a scale, I created an emotional scale. So if you go to my website it's free, you can hop on and get your emotional weight because it comes out in a lot of different ways and I was really surprised when I sat down to do this that I found 35 different tell signs but anger right? Resentment. So people think of this sort of gross emotions of anxiety or depression but if you're just like short fuse all the time, if you feel deeply resentful all the time, if you feel like you don't have joy in your life. There's just a sort of the sense that nothing feels that exciting or joyful.

[0:12:23.8] JB: Like a discontent?

[0:12:24.7] LC: Yeah, just sort of this overwhelming discontent all the time. If you feel like a sense of low self-worth or not deserving or the inner critic and the inner judge. All these things start to take on a quality that becomes so overwhelming in your mind. If you're walking around today and there is that inner judge talking to you when you go to Starbucks telling you, you can't have that latte for some reason.

Or the low self-worth saying you don't deserve the opportunity to even explore a job change or the person who had just flies off the handle at the smallest of things, these are all signs that something's not quite right. Our emotions are not right or wrong, they are indicators that something inside of us needs investigation.

[0:13:09.8] AS: Yeah, one of the big aha's I had in your book, you were just talking about that inner judge or inner critic, was you said that listening to negative thoughts is instant gratification. I love that because I was like, "Oh my god, it is." You just get to give in to doing, you don't have to do anything uncomfortable, even though it feels like crap, you just...

[0:13:33.3] JB: That is comfortable for everybody, right? The inner critic, the same tape that plays over and over again, that's comfortable for people.

[0:13:39.9] LC: Right, well again, equating it to the metaphor but I don't know about you guys but I don't really like chocolate all that much but if you put a pile of wings in front of me it's like game over, any plans to get in shape are out the window, I can't stop myself. So I think that it's the same thing emotionally, we all have tendencies and patterns towards certain things that in the short term kind of roll around in them and it's not good, later you don't feel well but it kind of works in the short term.

I know later after I eat those wings I'm going to feel terrible, and getting in shape and working out every day and getting to the gym is a much harder path as you mentioned. That sort of short term roll around in your emotional states right? It can somewhat feel a little good you know? I think we're just not honest about it.

[0:14:25.4] AS: Oh my god, and I love like being the victim. I mean, not consciously being the victim but Julie is my sister, they both speak Spanish and sometimes they'll just go off in Spanish and then they'll like, if I'm like whining, they're like, "Oh, pobrecita," which means poor baby in Spanish. It's like, "Awh, it's only you Ali that life's hard for," you know? And I'm like, "Oh my god, that's what I'm doing, I didn't even realize it," but yeah.

[0:14:50.3] LC: That's right. It's another really common one is the victim voice, right? Again, I want to just keep stating over and over, not wrong, the victim in you is saying that because it's triggering something within you that's unsettled, it's a great point to investigate, figure out what is that belief system, what's going on within you. I call them "junk food thoughts".

[0:15:10.7] JB: Yes, I love how you equate everything into like the emotional obesity, right? You're equating it to being weighed down by your emotions? That we're carrying something that we can shed this weight if we choose to.

[0:15:24.4] AS: When you were talking, a symptom, you probably wouldn't be aware of this Laura because it's not your line of work but I would say a symptom of emotional obesity is thinking my real life begins once I lose weight.

[0:15:35.3] LC: Absolutely, I think you guys are focused in that area, people will say, "My life begins when I earn a certain amount of money, when I have kids, when I get married." There's so many of these that I will be — what people are really saying is, "I will be happy when ____." Right? They're outsourcing their own state of mind to an outcome.

[0:15:55.3] JB: At least they're optimistic and they're not like, "I'll never be happy, ever."

[0:15:59.2] AS: Optimistic or delusional? I used to be that delusional person. It makes you really pessimistic in the long run because you're like, "Nothing's changing."

[0:16:07.0] LC: Exactly. That's right, I think that was my story, I acquired all of this external things that people would say, "Oh my god, you have the greatest life ever," and I was like, "That's not where," — to me, this is the biggest point and definitely applicable with food but when I drew the distinction between pleasure, which is eating those wings or buying a new car, right? Pleasure points come in various forms.

But there's a difference between pleasure and joy. When you're hitting pleasure points, it feels good, right? You get instant gratification but the joy of life comes from things that are deeply meaningful and fulfilling, you can kind of see the difference between those, it kind of helps clear up the subject a lot.

[0:16:51.4] JB: I think a lot of people don't even know how to tap in to that at all. Where would they begin, right? Can you walk us through a little bit of just some of the steps that you talk about in your book once you take your — you step on the scale and you see how much emotional weight you have.

[0:17:07.1] AS: And how bloated you are.

[0:17:11.4] JB: All the inflammation going on from your negative thoughts, where to go with that?

[0:17:17.4] LC: Yeah. Great question. The diet industry, the work out industry, it's laid out every step for us, I kind of want to create like an emotional gym somewhere but...

[0:17:25.5] JB: I would love that and you say that we talk about — we work on our physical health, right? Everyone's focused on diet and exercise and taking care of the physical body but I mean, other than someone going to a therapist and doing that under their own volition, it's not something that's in the world as an acceptable part of our society, right? That we take care of our emotional health.

[0:17:48.6] LC: Yeah, it's really unfortunate and I still think there's even stigma with going to the therapist. It's like better and people are getting coaches now, it's a little more folded into everyday life. But it's not just a common place reality that we all discuss and I think — so the first thing is, to your point, the shame. I think people acknowledging that every single person is walking around with junk food thoughts going on in their heads like, "You are not alone, you are not the only crazy person that's got some tape recorder in the back of your head that is sabotaging, undermining and being disempowering."

So most people aren't dealing with it because I think, "Oh my god, if I open up that can of worms, the truth's going to come out, I'm really not worthy," or whatever it is that you're ashamed of. So A, just know everybody's in the same boat. Then to really start addressing it, I call them junk food thoughts and I said to you like some people like chocolates, some people

like wings, some people love that macaroon, whatever. We have this very specific cravings. What is your craving when it comes to your emotional health?

So ask yourself a simple question, in an area of your life that's not working, what would you like to see if everything were to go your way? If I could wake up tomorrow morning and I'm Santa Claus and I grant all your wishes to come true, what would you love more than anything? The moment she start to actually write that down, get a pen, the junk food thoughts will start to come out and you can see them that if you don't jump on the scale that's you uniquely crafty sentences that are very specific to you.

Those are what the belief statements that you're walking around with that are causing this discomfort, the thoughts in your head is what you want to capture. So then, the next step is, I hate like positive self-talk, right? Like, "Just be grateful," and I tried that stuff...

[0:19:39.3] AS: Then you would love our — we just did an episode called *Why Affirmations and Mantras Suck*.

[0:19:45.6] LC: Exactly. It's so silly to walk around and be like, "Be grateful," and then in the back of your head you're like, "I don't feel grateful, I guess I really suck," right? It's just like this pressure that you put on yourself. It's really more like, "Let me check out this belief statement that I'm walking around with, is it true? Can I get an alternative? Can I look at this in a different way? Can I ask an interested friend to maybe show me an alternative way of looking at this?" And so I called them nutritional thoughts but equally, that you have a meaningful sentence that you say to yourself that is disempowering, we want to create something that's empowering for the goal that you want in your life.

[0:20:22.1] AS: I love that you said you don't like positive thinking. Research actually shows like planning for setbacks is more effective but that's a whole other topic. You know, when you did leave your job at everything, I liked in the book how you talked about like, you thought the answers were just going to come and the same way that it's worked to get in shape, what do people do when they don't yet have those answers? You talked about it, it took you a couple of years.

[0:20:48.4] JB: I think that's fantasy too right? From the books that we've read or we've heard that somebody quit their job in the corporate world and then they went on to travel the world and discover who they truly are.

[0:21:02.6] AS: And they paid off all their and and their husbands' debt in six months.

[0:21:05.1] JB: But we don't know the actual details of how long it took. We just hear the fantasy and so we, our thoughts, just the same way we have negative thoughts, we can create a whole story of what's supposed to happen when...

[0:21:17.7] LC: Yeah, absolutely and I hate that answer. So I would say, "Don't do that, don't just quit your job and don't do what I did which was bang your head against the wall for two straight years writing a book, trying to figure it out." It's not that hard and this is why I love coaching clients all the time on this now. It's really, we work upside down. We look out into the world and we think about who we want to be based on the things that are out in the world and we don't start with ourselves. We don't think about what really makes us excited, what we really want to do.

So what are you good at? What are you uniquely talented at? What are the qualities that, are the driving forces? For example, I'm a really great problem solver, that's really what I did at the core of my business, right? Where do I want to do that? I didn't enjoy doing it in healthcare, I really loved doing it in coaching and the work I do now. So A, just find out who you are, what you're really good at, talk to friends and family, people who know you really well and then think, "Well where in the world is that skill most valuable," right?

We work the other direction, we look at all this things in the world and we think, "God, you know, maybe I should be here, maybe I should be there?" Going in circles but start with yourself first and see if you can — I call them mission statements, you don't start a company unless you draft a mission statement about what it is that you're trying to build, you will not be successful if you don't have very clear mission. Then you iterate as you learn. So start with the mission statement about who you are, what you want and then see where in the world you can best place that skill set.

[0:22:46.4] JB: What about for those who are thinking, “Well gosh, I have no idea,” you know? Would it be helpful to have somebody tell you or to ask a loved one to say, “Well, what do you think I’m good at?” Or do you really think it needs to come internally?

[0:23:04.6] LC: I really believe that mainly needs to come internally and I do this with my coaching clients all the time and what I love about the work is that they say, “I don’t know?” I just did this today with a client, “I don’t know anything, I don’t know what I want.” Well it turns out, everything in her life was because she should do it. Until we removed those junk food thought, she couldn’t get to her authentic self, right? The whole problem of emotional weight is, it’s drowning out your real voice.

So the person who says, “I don’t know, I have no clue,” it’s because they have some emotional weight that they’re carrying around that when they start to ask that question, “What do I want?” Boom, that voice kicks in and says, “Yeah, but you should be doing this, you don’t have the skills, you’re not really capable,” right? Until you clear up some of that clutter, it is very hard.

As soon as — we worked together for one week, the next week she came back and I’m like, okay, let’s try this, what do you want to do with your career? Boom, within one hour, we drafted out this incredible thing and she started off on the safe route and then she was like, “Actually, what I really love,” and she went into this incredible fantasy of what she loves to do and it’s not out of reach and she’s only 23, she could really build those skill sets easily.

I said, “Are you surprised that you’re saying all this?” She was like, “I am shocked, I didn’t realize.” It’s right there and for people listening who struggle with this, you’re not broken, there’s nothing wrong, it’s just clearing out some of that mental chatter so you can get to your deeper self.

[0:24:29.2] JB: I love that she’s 23, it’s nice to see someone starting early but you know, 30, 40, 50, 60’s, there’s no age limit to if somebody wants to make a change in their life.

[0:24:38.6] LC: No, no and she is a remarkable case. I usually work with people for their downstream, I call them the pre midlife crisis group and the post. You’re either on a path that you feel like, “Oh my god, I can stick with this but I know that this isn’t quite right for me and in

10 years I will wake up and hate my life.” Or people who have woken up 10 years later and they’re looking around going like, “Whose life is this, how did I get here?” So the goal is to not have to waste those years in the wrong direction.

[0:25:08.1] AS: I think you also, for people listening to this, I love that you said the word “iterate”. What that basically means is you don’t have to have all the answers from the beginning and that you don’t need to make big sweeping life changes at any age but starting in one area, like you said Laura, and thinking like, “What do I want here? Rather than trying to adapt to the world, what do I have to offer?” And then it will change as you go because you’ll only really learn once you’re in it. I’m assuming.

[0:25:36.9] LC: Yeah, this is why I’ve actually started the podcast that you and I were chatting about but I have a podcast The Art of Authenticity and it’s about people who are successful and fulfilled and the reason I did it was because it’s a journey. You don’t start off with a goal at 23 and keep it until you’re 90. The goal is to be true to yourself, which can keep shifting and changing and you’re learning about yourself, you’re growing in what was made sense for me at 25, pre-kids, doesn’t make sense now and so it’s learning the skill set of listening to your deeper authentic self and navigating a life from there on a consistent basis and when you fall off track, you get back on.

Again, similar to staying in shape, right? It’s getting healthy habits so that you can be in shape and feel good in your life and sometimes you don’t, right? Sometimes you just eat like crazy or you have a bad ear and you gained some weight but you have the healthy habits intact so you can get back on and feel good. So it’s much more along those lines.

[0:26:36.9] JB: I know a lot of people say, well fear is what holds them back the most, right? The fear of losing everything, losing what they worked for, being destitute. So I think that is a big emotional weight right there, the fear.

[0:26:52.9] LC: Fear is a big one and it’s the trickiest one because fear plays a little game with our minds, fear is not a bad thing and quite frankly, it’s the one emotional weight that I sort of pull off and I treat differently. When you’re moving into something that you feel passionate about, fear kind of comes with you side by side, right? It’s like the more you care, the more

passion you have, the more you have to lose, the more you're really stepping out into the light and like really exposing yourself, the more risk you have. Fear tends to correlate along with it.

My answer is if you have fear but you're uplifted and you feel excited and drawn towards it, it's a yes. If you have fear and it's like dread and awful and I really don't want to do it anyways then I'd probably stay off. Yeah, fear is a big one and I don't think you can conquer fear, I think that's a myth, I think becoming really great friends with fear and recognizing that it's like, not a bad thing, just something that comes along the ride as you find what you really care about.

[0:27:57.4] JB: It's like you can have good butterflies in your stomach and bad ones, right?

[0:28:01.0] LC: That's right. Look, fear saves our life, you run down the street, you're chatting with a friend, you're not really paying attention and you have that weird sensibility and a bus is driving by, right? You just didn't step into the street. Fear can be really a helpful quality in our life, it just shows up a lot more often than we need it to so it's just a little hyper active, it's like, I heard once "the hyperactive bodyguard". Tell fear, "Hey, don't need you today, I'm good, I'm just writing a blogpost, you don't really need to show up."

[0:28:32.0] JB: Oh my good, I need that for tonight, it's more of like I'm dreading it, it's not a fear.

[0:28:40.3] LC: Yeah, I think partially apart of those things, dread is — why do we do things that we dread right? It's just an incredible thing. It never works out.

[0:28:50.2] JB: Not everything in life you can avoid though based on — we can work towards definitely delegating and you know.

[0:28:56.8] AS: I think too, when you start finding more meaning, even the mundane things take on a different sense of things. I love running my own business, I love coaching people but do I like doing my taxes? Do I like doing like the tedious stuff? No, but it's part of a bigger picture. It doesn't feel — it doesn't have the same emotional weight than it would if it was like, I don't know? If it was...

[0:29:19.4] LC: Absolutely, absolutely and I love that you guys brought this up because it's one of the things I hear the biggest push back is, "Come on, in real life, you have to do a bunch of stuff, you have to suck it up." Okay, true, your example is the perfect example. I love what I do but there are parts where I'm like, "Oh, this sucks," but it is worth it in the grand scheme. The question is when in the bigger picture you're dreading more than you enjoy, right?

For a lot of people, they can dread their entire week, they can dread their entire life, right? They just feel weighed down. Again, back to the metaphor, how heavy do you feel? Right? Is it just a temporary heaviness for something that you're going to do, like you said, tonight and it's over and big deal or is it like ongoing heaviness in so many areas of your life that you stop enjoying the quality of your life?

[0:30:09.8] AS: Yeah, Carlos is a writer and he always talks about in a novel, there is the difference between chronic tension and acute tension. Acute tension is when the chronic tension kind of flares up, right? There's family tension but then something happens that brings up the family dynamics and I think what you're saying is like, if the chronic tension is always there, you got to look at versus the acute tension that hey, maybe they're here and there but it's when it's like continuous.

This is kind of a tangent but Laura, because we're getting more into the philosophical like people are bringing this stuff up and I know that you're very philosophical. In your book, this is something that I'm really grappling with right now, we talked a little bit, when we were just speaking, I'm just having kind of some existential rewiring going on.

One of the things that you kicked off your second chapter with, when you were trying to decide to stay or leaver your job and then basically your company was going to have to lay some people off and if you went, that would avoid some of the layoffs, you took that as the sign. The title of it and the quote you have form Paul Coelho. Is that how you pronounce his last name?

[0:31:15.3] LC: God, I know right? From the alchemist, I can't even imagine.

[0:31:17.5] AS: From Paul, we'll just say his name.

[0:31:19.1] LC: We'll call him Paul.

[0:31:20.8] AS: You said, "When you want something, all the universe conspires to help you achieve it." I hear this a lot but something that I'm grappling with, especially at the time that we're recording this, there's been a — it's a very tense couple of weeks in the US right now. I'm struggling with, does that — when I left my job, I read that quote, I read Joseph Campbell, *The Hero's Journey*, there will be helpers.

For the most part that's been true but I also come from a certain level of privilege right? I came up from a great family, I'm white, and I'm trying to grapple with, as we step out to be authentic and as we want to live this meaningful lives, does it only apply to people who have some combination of gender, racial and economic privilege? I'm just curious what you think about that because you are very philosophical and how that...

[0:32:14.7] LC: Yeah, I love that question and look, a lot of what we're all talking about are first world problems, you know? Or better put, "wealthy people problems". It is an absolute privilege to self-actualize and be able to do what is most meaningful to you and I think for the person out there that has three kids and a lower paying job and is a single mom, what are the opportunities there? It is so much harder, without a question.

I think in the question you're asking though is another question which is, "What does it mean to be authentic in the sense of the success that we define in monetizing?" There are a lot of people who feel they have an authentic life and they're a seamstress, right? It's not necessarily the most lucrative teachers, they don't earn very much but they feel deep meaning in their work.

Jeff Goins just came on my show and he wrote a book where he interviewed, I think a hundred people on having passion in your job and wanted to hear about their stories and what the common theme was. But he talked to people from all different levels of society and there were people who absolutely loved what they did and made very little money. So that said, there are certain industries that are hard to break into without a certain amount of privilege and it is a problem and a challenge if you're not starting off in a good school and you don't have the network and resources.

You don't even know how to network, you didn't learn those skills, it can be very difficult. So those people who — Tony Robins is an example, Oprah's an example and I think the reason we put them on such a pedestal is they came from nothing and have achieved so much greatness but I definitely think it's harder.

[0:34:01.5] JB: But as we know from your story, with making as much money as you did, that did not bring you joy.

[0:34:07.8] LC: That's right, that's why I think that it's such an important sort of question within a question is, first defining it for yourself and really thinking about what that means because I think culture is shoving down our throat, "The more you have the happier you'll be, the more you achieve certain milestones at a certain — if I'm married by a certain date, age and if I have a certain amount of kids by a certain age."

I mean, these questions plague people and what about somebody who is like, "I just don't want kids," right? "I just don't even want to get married." When do we actually get to ask those questions for ourselves?

[0:34:42.2] AS: Yeah, I also meant though, for me, a lot of times philosophically, something has to be true if it cuts across all different kinds of — it can't just be true for like the white male who was born into money, right? Even me or whatever. I'm not even just talking about money but they're like, for some people, there is a cost to being authentic. I mean there can be real cost. I guess that's kind of...

[0:35:05.2] LC: Yeah, I have a dear friend who is an artist and the wife is a social worker and so they make no money, they live in Chicago, it's an expensive place to live and he is going hard at being an artist for 10 straight years and they are broke and I mean it is terribly difficult. The question is, he said to me, "So many people keep telling me to get a job but that feels like the harder path to me than staying true to myself."

I hear the question and it's not just for white men, it's just sometimes the road is a little longer and more difficult and sometimes people step out like Oprah and it was like really quick and she was able to make it, right? There's people who find that journey to be faster or slower but I think

it's not about the fruits of the labor, it's about being in the process of something that is deeply meaningful to you but it can be difficult.

I am not here to say, "Following what is meaningful to you is that you're going to get the fruits of the labor, that you're going to prosper right away." It can be really, really difficult even with privilege. I don't believe that having a networking connections gets you where you want to be sometimes, right? Because you know, just wrong message, wrong time.

[0:36:20.2] JB: For sure, I don't want it to seem like all white men come from — I know my dad is white and he grew up very poor. But he also was able to get out of his circumstances, I think probably easier than someone black or Latino because he was white. I don't want to make this like a political type of conversation but it's something that I'm just personally grasping with, I know that privilege doesn't guarantee happiness or success per se.

In fact, sometimes I think it can probably be a real hindrance because we've seen the celebrity kids of the world, right? They're kind of falling and because they don't have the grit, they don't appreciate certain things. I get that it's both sides but I just appreciate that you say, "Yeah, it's not going to be riding off into the sunset with your big house and your fire walking..."

[0:37:11.0] LC: No, it's really difficult that in my podcast, that's what we're doing is exploring this stories and people have really sacrificed a lot. One person, Strikingly as this great website and he lost all of his relationships with his family because they didn't believe in what he was doing. He left the high paying, high prestige job for a dream and they stopped talking to him and they're still not talking to him even though he's successful.

So I think that the complexities of following your journey and why people don't do it, there's numerous of them, it is difficult. But again, I would really challenge the pain point of maybe less money or having that relationship with that parent who never believed in your deeper self anyways, what damage does that do in the long run of your life?

[0:37:57.3] AS: Yeah, and I've also found, my clients and I talk about this a lot. It seems like in our instant gratification world, everyone wants things like, they'll even say, "It's easy, one, two, three," you know? But work can be so meaningful. The journey itself right? We never end up

anywhere. It's like you do have to appreciate the fruits of the daily labor and are you getting meaning out of it? I think work is like this thing that's gotten a bad rap, but if it's work that you appreciate, there's so much richness in that path I guess.

[0:38:28.9] LC: Yeah, and again, I just can't see enough times, it's just work. Emotional obesity, the art of authenticity, all this stuff is, it's work, getting in good shape is work, right? I would love to do a hundred sit ups, get a lot of muscle and it just stays. Like how awesome would it be if I never had to do one more crunchie? I hate them, right? It doesn't and it's like, six months later it's as if I never did one crunchie, it's not even like you get some benefit.

So life, it is difficult to get the things that we want and people say, "I want to be in great shape but I really don't want to go to the gym at five in the morning," right? Everything that I think takes that extra time and effort in our lives and ultimately helps us feel better in the long run is the certain amount of sacrifice too.

[0:39:17.8] AS: For sure. I know, my own business has been a ton of sacrifice. But I found it meaningful because of the rewards but it's definitely, it's a continuous and every time you get to the goals that you had before, then you realize you have new goals.

[0:39:34.1] JB: It's a never ending process.

[0:39:36.6] AS: Yeah. Was it your book Laura? The layers of an onion or something? I don't know if I read that in your book or someone else's book. But it's just like yeah, even the layers of onions have layers.

[0:39:47.1] LC: Right, there was a study done at Harvard by the Positive Psychology Group and setting goals out in the future and then saying, "I will be happy when I reach those goals," is the most certain way to be unhappy right? It really is finding your path, enjoying every day, waking up and finding meaning and purpose is where people I think find that deep sense of joy in their life.

[0:40:09.6] JB: So how did it work for you? Let's rewind just a little bit, there was about two years of you kind of twiddling your thumbs? So what did that look like for you and how did you

find that place of authenticity and through that, you came to write this book, So it was all from personal experience.

[0:40:30.6] LC: Yeah, like I said, I came out kind of swinging, thinking I was going to nail this in a matter of weeks and be off to it a...

[0:40:37.6] JB: Nail what though?

[0:40:39.6] LC: An authentic, passionate life that had deep meaning. I was just all over it. I'm like, "I am all of a sudden I'm just going to go find what I love and boom, boom, boom done."

[0:40:48.3] JB: Just going to be glowing gold all around you.

[0:40:51.5] AS: You approached it exactly like your old business, right?

[0:40:54.1] LC: Yeah, so I didn't realize that my approach was exactly how I got into my last business and found this emotional weight piling on top of me. So I went out and I did the same things, I had justifications. North Western has an integrated healthcare group that split off, I talked to them, they wanted to hire me to run the program. "Make sense, alternative care is not like the healthcare market I was in, I care about alternative care and I've done this for 10 years, I can really make an impact here."

But I had made this one little promise to myself to make sure something that felt authentic and at the time, I swear to you, I didn't even know what I was saying but I took my promise seriously. I checked in and I was like, "Why do I have this horrible throw up feeling while I'm saying yes to this woman in North Western? Literally, I'm saying yes and I am having a full body reaction no." But at the time I was so disconnected from that that meant that I was like, "Can I get back to you tomorrow?" I slept on it and I didn't sleep and because I had made this one promise I said no the next day.

Then my friend wanted to do a business with me in the same experience and I applied the same system. "Well this makes sense, I've done businesses so I will do this business and she's a good friend," and walked through the process, had that horrible sinking feeling and I'm like,

“God, not this again.” I’m like foiling all my plans. Then I was like, “Well , something more near and dear to my heart, a yoga studio, that will be it, that’s my calling because I love yoga, this is really different.” Then I was like, “Wow, sitting in a yoga studio all day doesn’t sound fun to me.”

I was just doing it all upside down, I was throwing things against the wall, seeing what would stick, applying a bunch of justifications and rationalizations and I woke up two years later just completely exhausted, bored with myself, I couldn’t even tell my friends what I was up to because at first I was really excited and sharing the news, “Oh I’m going to be the head of North Westerns integrative health care that broke out into this private practice.” And I’m like, “Yeah, no I passed on that.”

And there’s this horribly humiliating cycle or loop that I was stuck in, and I had just finally, I’m like, “Stop talking about it, I’m like, this is ridiculous,” and that’s when I started — I thought of this metaphor about this emotional weight and out of desperation, I wrote this in the book. This person said to me, “What are you doing now that you’re off?” I was so embarrassed to retell this stories of all the things I’d gotten started and failed. I said, “Well I’m sort of thinking about this book.”

I don’t know where it came from, I never thought I could become a writer, I had justified a whole life that was very different and that’s when I started writing the book and the book was all about how to find your authentic self and my friend said to me, you’re the book and the book is you. I was like, “Wow, absolutely.” So as I was losing the emotional weight, I was writing and the weight loss was pouring off and it was just this really incredible experience.

[0:44:03.1] AS: I think you bring up what you're describing is what I would view as like, so you made the leap, it feels like that’s the hard part, “I’m going to leave my job.” But then there’s like this identity crisis that happens right?

[0:44:13.4] LC: Totally.

[0:44:15.3] AS: “Who am I now? Okay I know I’m a mom, I know I’m a wife.” But this part for you because your job was so all consuming like there’s a void there and it’s like we want to rush and be like, “Oh this is who I am,” and yet you had to like have the patience and I think for

people who are asking this questions, do you think you can control the timing or does it find you? I mean this is one of those other philosophical things that I'm like, "I think the timing's on life, I don't know?"

[0:44:43.4] LC: First to your first point about identity, absolutely, I think we start having false identity structures and I had decided after years, like I said I drank my own Kool-Aid, "I am a business person." It's like, I like business, I like entrepreneurship but I don't love business, I don't read business books, it's definitely not a passion of mine. But I had started this identity structure of "that's who I am and I need to bring that out into the world". It was really a restart.

Then, I think that we can do this early on, I do, I think that life design is something that we should be teaching in school. We teach calculus and things we never use in the real world unless you're going in to be a PhD in math, but we don't teach how to design a life. We have all this information when we leave college, all this great knowledge but who am I and what do I want to do with it?

If your life is very organized around the education structures where, "I love science and I love math and my dad's a doctor and I'm going to be a doctor. It's perfect," right? The systems work, your family's aligned and there's your path. If your path is isn't an obvious one, how do you design a life that's meaningful to you. Nobody teaches you what that process look like and I think we sort of foible our way around fumbling, trying to make an effort towards something and fail and see if that...

[0:46:04.3] JB: I think we are always looking for approval as well.

[0:46:06.0] LC: We try to get approval, we listen to other people, we just don't know how to do it. So I do think that starting with yourself, learning what matters to you, understanding the core values and skill sets and then trying them a little and iterating, and trying them a little bit and iterating, is a much more powerful way to start off a career. But I do think, if you don't do that then it finds you, to answer your point. Like if you blow off all of that deeper wisdom and knowledge of yourself and you just throw yourself at something, it does start to manifest in you and start to scratch away at the façade that you're creating.

[0:46:44.6] JB: Yeah and I also think that it shows up in other ways. Not only emotional health but it shows up physically for people. A lot of physical ailments I find with my clients because they're of their inauthenticity with the careers, with the life that they're living.

[0:47:00.0] LC: Yeah, you know people don't — science doesn't say that that's true but I agree. I 100% think that over time — look we're chemical reactions, so much of our body and if you're stressed all the time and if you're feeling unhappy all the time, it's going to have an impact on your health right? If you're not sleeping well because you have like sort of existential crisis happening at all times, that impacts your health. So I believe that, I think science will catch up.

[0:47:26.5] AS: I agree, in this last round of Truce With Food, we had a couple of people who first of all, one client was like, we were learning a lot about emotional intelligence, how to label their emotions and how the stories they have create those emotions which is then why people tend to eat. She was like, "Why don't we learn this in school? This would have been so helpful," and I was like, "I know." Well it's because we don't value emotions, we are such an analytical factual, logical society, we don't value the more, what we can't see and hear and intuitive side of things.

In this last round we were working on something like, you know, I really work on people transforming their stories and a lot of people felt as the emotional relief, they felt physical symptoms. Three people did at the same time and I said the same exact thing, science, there wouldn't "be proof" but science is also a continuing quest for knowledge, in most era's like a lot of the science is disproven by the next generation of people. Common sense wise, I think of like the physical manifestation of kind of the emotional patterns that have happened for like decades.

[0:48:36.1] LC: That's right, that's right. People will say, I ask my clients all the time if they — to find those junk food thoughts, I also ask them where they feel it in their body. People know, they'll say, "Oh my stomach just turns upside down when I'm in that situation," right? Well what's going on? That can't be good for you, right?

They're like, "My heart is like pounding, I feel it in my chest, it's pressure and tightness," and it's like we're having physical symptoms from the things we're thinking and how could that not be a negative impact on our health? You're feeling that every day.

I started up a client who said, literally he feels as if he's having a heart attack all the time. The pressure on his chest is so immense and it's because he had a financial situation and to your point like we don't teach about emotions, we don't teach nutrition and we don't teach finance right? Basic stuff but we walk out with calculus, it's incredible. It's like the school system just hasn't been updated in...

[0:49:28.0] JB: We don't teach resilience, we don't teach failure, right? That failure and I don't even need to necessarily call it that but something not working out like you had expected it to or the pressure you put on something and it doesn't go the way that you want it to doesn't mean that anything about your character. It's not the trajectory of your next steps in life, it's something that you grow from and learn from. It should be something that's taught that, "Aren't we excited how many times we're going to fall down and get back again everyone?"

[0:50:00.7] LC: Not if your school system is like A through F and F means that your whole future is ruined, you know what I mean? Right, we teach the absolute opposite. If you get a couple of bad grades and you learn resilience through school, you can't get in to a good college. So how is that good, right? Yeah, I think kids are getting a really tough message that is in total conflict with life outside of school early on.

[0:50:23.2] AS: Yeah, it's almost like, Laura, you just talked about you had this justification systems, it's almost like our society has justification and feedback systems that don't encourage emotional exploration and, "How do I want my life to go?" And resilience and all that stuff because I just — one of the things I just love about how authentic and real you are that you don't ever ride off into the sunset, like you're like, "I'm authentic. Yay!" I feel like life is just so much of an unlearning of who we are and you get to like the core but it's continuous, it's not...

[0:50:56.4] LC: Yeah, my inspiration all comes from the philosophy stuff and yeah, I mean, there's all of this stuff about unlayering the veils that have covered up our soul or it's a privilege

of a lifetime to find out who we really are and you could just go from philosopher to philosopher and quote like, they've known this for thousands of years, this is not new information.

[0:51:16.5] AS: How many times do I have to say it people?

[0:51:20.0] LC: Right, it goes back and it goes back thousands of years in eastern and western and tool tech, it's like look at every culture and the messages are so consistently the same, it's not about, like you said, the failure happened, it's the journey, the growth, the experience and enjoying the life path that you're on.

[0:51:41.6] JB: That alone is just calming, just like ease into that. Like, "Oh okay, that's nice."

[0:51:51.1] LC: yeah, I made this winter of setting up a goal for myself that was so insane, I was like, "I'm going to build a course and have it sold and have everything working in two months," and that didn't work. I don't know where that came from, it was just crazy. Like, "Yeah eight weeks, and not just create all the material and content but to launch it and to sell it." So then I went through a little like "oh it didn't work" feeling. You know that cycle is so demoralizing when in fact I enjoyed the work and I think it's meaningful and it's not about the goal or outcome that you set up and feel somehow that you're not good enough for not completing in the way you think other people would judge you for.

[0:52:34.9] JB: On your book you kind of have like protocol, right? About in the same way that we take care of ourselves, we exercise, we eat well, we brush our teeth, we floss, there are things that we can be doing on a regular basis that are taking care of our emotional health?

[0:52:50.3] LC: Yeah, so that's what this course is actually about. Emotional Workouts. So I did the scale in there and there's 35 things. So I was like, "Well, let me create some work outs for each one of them, like 35 little work out." But when you wake up in the morning, for a lot of people especially as they get downstream in life, their eyes haven't even opened and their lists of what they need to get done start to just ratchet off. "I do this, this is, this, this. I'm already out of time and it's six in the morning."

They get out of bed and it's like a panic gets them out of bed and they're brushing their teeth and they're already lost in thoughts of their day and by the time they get to their office, they're so tired from the thoughts of overwhelm that the day's just begun. So A, just having that awareness that when you wake up in the morning, what's on your mind, what are the thoughts that are draining, right?

Are you already deep in the junk food land and have you already had an "unnutritious" breakfast? Yeah, sometimes you just don't sleep that well and you wake up grumpy, what's going on with you? Check it out, take some time and have that self-reflection all day long and if it's something that you are continuously coming back to, say you're somebody who needs approvals and all day long, you're consumed, "Did the barista at Starbucks look at me weird? Oh my god, does she hate me?"

Check those thoughts, bring yourself back, keep yourself from going down those path just like you grab a bag of chips and you start eating them all of a sudden, you finish the whole bag and you don't know what happened. So you just want to really tune in and start that awareness is the first big step.

[0:54:24.3] AS: Yeah, I like you shared in the beginning but I think it's helpful to share again, like how to start to get like some distance from those thoughts. You talked about the exercise of say pick one area of your life that you'd like improvements in and then you said, "Imagine it going perfectly and beyond your wildest dreams," and I was like, "Where is she going with this?" And you're like, "See, all the negative thoughts that come." I love that, that's such a great idea. That's a really great way for people to start and see like, "Oh my god, this are actually negative thoughts, not thoughts." Because I think people...

[0:54:56.3] LC: Yes.

[0:54:57.0] AS: No, this is who I am.

[0:55:00.4] LC: That was like the big aha moment for me is the thought to my head, the things I'm thinking all day long, this voice that walks around all day like elevator music talking to me, it

can't always be trusted, right? So I just took for granted that it's telling me stuff and that it's real and I have to just buy in and it's often just noise, right? It's just noise. It's endless noise.

If it came in the form of the original person, say your mother criticizes you all the time and you have trouble with that body imagery because your mom kept telling you, "It looks like you gained five pounds," and you're carrying that around with you all the time. If it came in your mom's voice, it would be a lot easier to be like, mom, she's driving me crazy again, it's now you and it's taken on your vocabulary and it sounds like you. That's the biggest struggle is, the thoughts in your head not to take them that seriously, they don't need to take action from them and to start to question the validity of those thoughts.

[0:55:59.8] AS: Oh I love that, don't react. We're always talking about being curious and...

[0:56:03.9] JB: I just laugh at mine sometimes. Like, "Come on, are you serious? Why are you talking to me like that? That's so mean, stop."

[0:56:11.7] AS: "Get back into your corner."

[0:56:13.4] JB: Exactly.

[0:56:14.9] LC: I love that because objectifying the voice as a third party is like such a great thing because it's like, you are kind of your own worst bully, right? And what you're saying is, "That's so mean, why would you say that?" If anybody spoke to you the way that you speak in your own head, to yourself. If somebody else said those thoughts, you'd never talk to them again.

[0:56:33.8] JB: My voice is Julie, sorry to your sister Ali. I named her Julie.

[0:56:41.5] AS: I was like, "I don't think you guys have hung out that much?"

[0:56:44.0] JB: No. So I'm like, "Oh Julie, stop it, get back in your corner Julie."

[0:56:49.5] LC: Is it because it's so close to Juliet without the T?

[0:56:52.4] JB: I think — so it comes from growing up, people would just assume that they could call me Julie instead of Juliet and Julie was just never a nickname that I felt like was me. Jules okay, Jule but Julie is just like a different name, that's not my name. So I don't know, I just named her Julie because I hate it when people would call me Julie.

[0:57:15.1] LC: I love that. People would call me Lorie instead of Laura, I hated that too. Maybe I'll steal that from you. But you know, that is an actual real thing to create this archetypes around these voices in your head and is it, you know, your need for approval is just the hero within you, it's the fixer? You can even have six or seven of those names and call them out.

Sometimes they're helpful, sometimes not Julie maybe, she sounds kind of mean but sometimes there's like the voice in your head that's really the solve it fix it, but it's not helpful when you're in a situation that just requires compassion. So sort of noting all this parts of our personality and not taking them all so seriously and do not feel that you have to take action simply because you're thinking it.

[0:58:04.1] AS: I love that because what they do is they try to, the voices tend to try to make us want to take immediate action because it feels unsafe not to. So it's like, "Wait." Even just giving yourself space to say I don't have to, you were mentioning it, "Can I call you back in the morning? Okay, I just need some space and on my answer will come and I just need some time." Especially in the beginning when you're not used to tuning in. I feel like that — I feel like our authentic self is like, are you going to believe me this time? Is it really safe to come out or are you just going to ignore me?

[0:58:37.6] LC: That's like the hardest part because the authentic self is really like, for all the dog lovers out there, I'm so sorry but it's really like a cat, it's kind of like...

[0:58:45.1] JB: Juliet's a cat lover.

[0:40:47.1] LC: Are you? Well if you've ever had a cat or anybody who has a cat, they'll tell you it's true. If they go underneath a table or under the bed, it's almost impossible to get them out.

You cannot scream at the cat. The number one thing — like you can yell at your dog, and be like, “Get out here,” and it will come running over. But if you yell at a cat, it just kind of goes deeper within and it’s like you’re trying to grab the cat, he pushes himself up against the wall.

Your authentic self if you’re screaming at it and saying like, “Tell me the answer, I need to know what I need to do today!” It just doesn’t work like that. It actually requires space, you have to let it have some room and then it wonders out on its own and it’s very quiet, it’s like a more of a sensation and that’s why we often aren’t listening to it because it’s not the loud, crazy voice in our head that’s taken over the show.

[0:59:34.0] AS: Oh my god, that is fantastic and I think a great point to end on. Because that’s great that you just gave people how to find it as well as all the other tools to start to even identify to get the obesity off. So Laura, thank you so much, tell everyone where they can find you again?

[0:59:53.0] LC: Absolutely, Lauracoe.com. You can hop on the emotional scale there and if you’re interested in the emotional workouts it’s at Emotionalworkouts.com.

[1:00:03.0] JB: Finally a scale that I can believe in.

[1:00:06.9] LC: Awesome, thank you guys so much, it’s been such a pleasure to come on and you guys are doing such great work. So I thank you very much.

[1:00:14.5] AS: Thanks for being with us, it was great.

[END OF INTERVIEW]

[0:56:00] 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]