

**EPISODE 38**

**“NL:** I hope it becomes a consequence of self-management and it should become a consequence, it should become a cry that comes from that, of being self-disciplined. But the reality is that it really comes down to positive habit formation. Right? It comes down to, and the reason why — and I have to type this back into willpower for a second. Behaviors that are routinized, behaviors that become routine or habit, do not tap into or do not deplete your well of willpower.

“I deserve cake, I deserve wine.” So I’d look at that and I say okay, if you’re saying to yourself, and this will get back to the reframing thing, “I deserve cake.” What you’re really saying to yourself is, “I deserve to be struggling with my weight or over weight and I deserve to have a sugar crash and I deserve to feel exhausted at 6 o’clock at night when I had the cake and I deserve to be cranky five minutes later.”

[INTRODUCTION]

**[0:01:02.3] 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.

**[00:01:43.8] JB:** And I’m Juliet Burgh, nutritionist, fitness expert, and a co-owner of Unite Fitness Studio Franchise.

**[0:01:52.3] AS:** Welcome to episode 38 of the Insatiable podcast. The rule of discipline in weight loss with Dr. Nicole Lipkin., in today’s episode, we’re going to discover first why weight loss and health isn’t all puppies and rainbows? In other words, it can’t be all fun and games and what to do instead. The key difference between willpower and discipline and why that matters.

Third, how to use the right kind of discipline to transform your negative self-sabotaging and behaviors. Before we get to the episode, here is a little bit about Dr. Lipkin. She is an organizational psychologist and the CEO of Equilibrium Leadership Consultant, a leadership and organizational development firm. She's also the founder of Equilibria Psychological and Consultation Services.

She's a speaker, consultant and coach and has shared her expertise everywhere between NBR, NBC, Forbes entrepreneur, CBS, et cetera. She is the author of what keeps leaders up at night and the co-author of why in the work place. Managing the me first generation and she's one of my best friends, you're really going to enjoy today's episode.

[TRUCE WITH FOOD MESSAGE]

**[0:03:00.3] AS:** Hello Insatiable listeners, it's Ali here. If you tune in here, you'll get that diets are a losing battle but are you equally afraid if you give up, you'll blow up? Fortunately, there's a better way and it's called a Truce with Food because here's what you already know, when you struggle with food, you struggle with life. As Candice from Pennsylvania, a past Truce with Food participant said, "Truce with Food is not just a plan but a lifesaving journey."

So here's what we do in the program, which starts this September. We stop the sabotage cycle and we get to the root of bad eating and most importantly, we figure out what food combinations work for you. Get the first lesson free and find out what is the better diet for weight loss, vegetarian, Mediterranean, or Paleo. Log onto [alishapiro.com](http://alishapiro.com) and find out.

[INTERVIEW]

**[0:03:52.3] AS:** Okay everyone. Full disclosure before we start with our guest today, Dr. Lipkin. Nicole is one of my best friends, she was in my wedding, we've known each other for almost 10 years. So I'm probably going to agree with everything she says. You do not have a biased interviewer today. Anyways, welcome to the show Nicole, we are so happy to have you.

**[0:04:13.8] NL:** So excited to be here.

**[0:04:14.0] JB:** This is my first time actually meeting you, Nicole.

**[0:04:16.3] AS:** Are you serious?

**[0:04:17.0] JB:** Yeah, I've only heard you ever talk about Nicole for years and years, so this is very exciting today.

**[0:04:20.3] NL:** Awesome.

**[0:04:21.9] AS:** When I want her professional opinion, I refer to her as Dr. Lipkin. You're just funny. So Nicole, the reason I wanted to have you on the show is because you and I have had so many talks about, we both run our own businesses, we both, you know, we get grit is important and I feel like there's this big trend in the exercise and food and weight loss industry that everything needs to be pleasurable. It needs to be fun, you need to be able to have a beer in the afternoon if it's going to be sustainable.

There is an element to that, it cannot be a complete grind, and I think Juliet would agree with that about exercise but in exercised and food, you make the most gains when you're willing to be uncomfortable. So I want to talk today about where is that line between this has to be enjoyable but I also have to bring some discipline to my approach and so that's what I want to, we really want to grill you on today.

**[0:05:16.2] JB:** Also with discipline, does that equate to the word willpower, I think that that word is highly charged word for people when it comes to any kind of weight loss or trying to exercise. I would love for you to touch on that word as well, willpower, what that means.

**[0:05:31.8] NL:** Well it's so funny because you bring up that idea that there's this trend going on that it has to be a little bit fun if it's going to be sustainable, but I say it has to be a habit if it's going to be a sustainable thing. Whether it be exercise or whether it be food or how you're approaching food. I think we really underestimate how much we operate within habits and then when we don't operate within habits, how much that can mess us up and kind of veer us off the path. Because the truth is, there's really nothing that fun about having some times to restrict

your diet or having to force yourself to go work out repeatedly, especially when you're exhausted and you don't want to.

It can be fun, this things can be fun but it's not always fun all the time and that's I think the part the kind of people that espouse, "Yay it's great, put on some lipstick and look great and everything's going to be fine and you're going to be skinny and everything's going to be great." I think there's something wrong with that thinking actually because again, at the end of the day it comes down to human nature and how we approach this stuff and this stuff is hard stuff and it's hard for most of us. So again, I think it's important to focus on that habit.

**[0:06:41.3] AS:** Before we get to habits, I think Juliet's right, can you define the difference between kind of willpower and discipline and what we know to be true based on research I guess about what these things really are?

**[0:06:53.3] NL:** Absolutely, willpower is absolutely one of my favorite topics and since becoming aware of it and really kind of immersing myself in it, I've really seen how depleted it becomes. So what we know is that I don't care who you are regardless of who you are. How powerful you are, how successful you are, we all begin the day with a tank of willpower and by the end of the day, that willpower is depleted and there's a bunch of different things that deplete willpower.

So implementing new behaviors deplete willpower, filtering distractions out, resisting temptations, suppressing your emotion towards people, restraining aggression, suppressing your impulses, taking any test or doing hard work, trying to impress other people, coping with fear, doing something that you don't like doing, doing something that you don't enjoy, selecting or focusing long term goals over short term goals.

So that's an example of the things that deplete your willpower. Not for nothing but the minute you wake up in the morning, the minute you press snooze or choose to press snooze on your alarm, you are taxing your willpower. Every single decision that you make, what to wear, what to eat, if you're going to shower that morning and hopefully you are going to choose to shower in the morning.

**[0:08:04.5] AS:** That's a big one. Especially if you work from home.

**[0:08:05.8] NL:** Right, exactly. By the time most of us get to work, we're already, our tank is already a little bit depleted because we've made so many decisions by the time we get out the door. So these are all the things that deplete willpower and the problem with that is as our willpower depletes, our ability to control our choices depletes, our ability to make good decisions depletes, our ability to manage our emotion depletes, right? So it becomes more difficult to manage or control what we would judge as "bad behavior", right? The trick is actually, we're shaping that problematic behavior, that's why certain people like Mark Zuckerberg, Steve Jobs, they wore a uniform.

**[0:08:51.7] AS:** Mama only has two suits.

**[0:08:53.7] NL:** Exactly, that's why these people wear uniforms, the hoodie or the jeans or whatever it might be because that takes a huge decision out of the way. If you know, and for women, obviously okay we're not going to wear suit or we're not going to wear the hoodie and the jeans every day. Maybe we could, that's like my dream.

**[0:09:12.0] AS:** I will be ripped apart.

**[0:09:14.1] NL:** Exactly. You know, you find kind of a uniform, let's say it's skirt and button on shirt or pants and whatever it might be. Whatever it is, buy a bunch of different outfits in that color or different colors and that's your uniform. You're going to deplete your willpower less but basically what I'm trying to say is that by the end of the day, our willpower's depleted. By halfway through the day, our willpower's depleted, just tougher to make this decisions and it becomes more and more difficult.

**[0:09:38.8] AS:** I think what's really frustrating, especially when it comes to food because you talked about temptation or worrying about trying to impress people, a lot of what's underneath people's bad eating and they're worrying about their appearance is are these things, right? What's challenging is that willpower is based on glucose which is how every food breaks down into your body. So you actually need food to have willpower.

**[0:10:04.3] JB:** When you're saying based on glucose, you're saying energy.

**[0:10:06.1] AS:** Yeah.

**[0:10:06.3] JB:** The energy that you have from food is how your willpower is created. If you are already low blood sugar, you didn't eat, your willpower is going to shit.

**[0:10:16.0] AS:** Or you still have work to do in the evening then you go to Starbucks or you pop some dark chocolate, it's like, "Okay, all of a sudden, not only do I have a little bit more energy but I've got more willpower to power through this."

**[0:10:26.7] NL:** Right.

**[0:10:28.3] AS:** That's my whole reason why you have to have a truce with food because it just unlocks, it takes away so much of the element of food and what you're worrying about, what you look like and all the stuff because you're spending it on all this other decisions like...

**[0:10:41.3] NL:** Right. Decisions you have to make.

**[0:10:44.6] JB:** This is also the common diet dilemma of, "I've been so good breakfast, snacks, lunch," but by the time they get to dinner, it just all falls apart.

**[0:10:54.0] AS:** Often their definition of good is actually depleting their glucose. It's like, it's actually a physical deficiency of will power that they're trying to overcompensate for.

**[0:11:02.9] NL:** There's two things I want to say, also, sleep repairs willpower, right? The other thing that ties into that is that when we start getting deprived of sleep, what ends up happening is the part of the brain that it hits, so you have the part of the brain that processes positive information and a part of the brain that processes negative information.

As you get more and more sleep deprived, it's easier for you to retrieve information from that negative part than it is from the positive part. That's why depression and insomnia often goes hand in hand. So the other thing again, remember when we were talking about willpower, the

things that deplete it, the lack of sleep can also make it way more easy to retrieve your negative experiences and negative feelings.

That is a very deletable thing. It ends up being this horrible cycle that makes it harder and harder to snap out of it. Sleep, glucose, energy, all of that stuff, these things are so imperative not only for your ability to make the right choices for yourself but also for your mental health and as well as your physical health.

**[0:12:04.9] AS:** Yeah, on another side note was sleep related to will power is when you are sleeping, you're bathed and I hope I pronounce this right, a norapephrine. When you're dreaming or when your brain is categorizing the day, you're emotionally rinsing out and that chemical makes sure that you don't reenact in your dreams or whatever. But if you're not sleeping deeply, you aren't getting that emotional rinse out of the day you wake up even more wound up. It's really important, we're going to have to do a whole episode on sleep because it is everything.

**[0:12:34.9] NL:** I'm so glad you brought that up. It's everything. The thing is Juliet, you were saying before, "I did so well at breakfast, I did so well at lunch and now I just screwed up at dinner." That's really important because the way we beat ourselves up, again, that applies to willpower, but the way we frame that, the way we beat ourselves up, what is a bad choice? When we start applying those words, "bad choice", "bad job", "bad Nicole", "bad piece of cake", whatever it might be.

All of a sudden we're also tapping into that wealth because what we're doing there is we're having emotional reactions, we're having to suppress our feelings, whatever it might be, we're also dipping in to contribute to more and more bad choices, also starting to tap into rationalization, justification, all my favorite different psychological defenses that pop up for all of us. It really starts spiraling.

**[0:13:27.4] AS:** So kind of the bridge then? That's what willpower is and then there is this importance of delayed gratification and self-control, which are different and I think what's interesting in this diet conversation of "you need to love what you eat and you need to love how

you exercise and you need to put on lipstick and love your outfits now”. There is this idea that the habits are, more pleasure, more materialism.

**[0:13:52.4] JB:** More self-care, more self-love.

**[0:13:55.2] AS:** That’s all external based, right? It’s never looking inward at, “Why am I making bad food choices, why do I love cake so much?” Because I know if you’re out there listening and you haven’t looked at your relationship to food, I know you think you love cake but there is a lot that that cake is doing for you beyond the taste of it. So talk to us a little bit about the importance of being able to have self-control and delay gratification and then we’ll talk about how we bridge that gap in weight loss and food.

**[0:14:30.4] NL:** Okay, I’m a shrink and I know I’m supposed to tout all the self-love and happiness and everything’s wonderful and love and joy but I can’t.

**[0:14:36.8] AS:** That’s why we’re friends.

**[0:14:40.2] NL:** I can’t, it’s nice and I hope that becomes a consequence of self-discipline, I hope it becomes a consequence of self-management and it should become a consequence. It should become a cry that comes from that of being self-disciplined but the reality is that it really comes down to positive habit formation, right? It comes down to, and the reason why and I have to tie this back into willpower for a second. Behaviors that are routinized, behaviors that become routine or habit do not tap into or do not deplete your well of willpower, okay? It just doesn’t.

**[0:15:17.3] AS:** Because they’re automatic?

**[0:15:18.2] NL:** If they are automatic, right? For example, when you try to teach yourself to be a morning person right? When you say it like I want to exercise, I want to be a 5:30 AM exerciser yet you’re very used to waking up at nine and that’s going to take some practice and it can take 66 or more days to change a habit by the way. But overtime, what you’re going to do is you’re going to start self-disciplining yourself, this is not going to be fun. You’re going to start self-disciplining yourself to wake up maybe half an hour early or half an hour earlier, go to bed half an hour earlier, whatever it might be until you become someone that starts waking up at 5:30.

That whole process of getting there and you may never be that bright shiny bush eyed, whatever it is.

**[0:15:59.6] JB:** Bushy tail?

**[0:16:00.1] NL:** Bushy tailed.

**[0:16:02.2] AS:** Clearly all three of us have never been described like that, otherwise we'd know.

**[0:16:06.8] JB:** I think it's bright eyed and bushy tailed, or something like that..

**[0:16:08.3] NL:** That's what it is, yeah.

**[0:16:10.1] AS:** What is that? Like a pony tail?

**[0:16:11.5] JB:** I don't know, it sounds like a raccoon to me or something.

**[0:16:13.6] NL:** It's a deer.

**[0:16:14.8] AS:** I don't want to know the origin, it's probably something sexist, racist, like I don't want to know.

**[0:16:21.7] NL:** I'll be bushy eyed instead.

**[0:16:22.7] JB:** How much motivation does someone need to have to create a habit?

**[0:16:27.3] NL:** A ton! This is the deal: when you are learning a new habit, you are — I'm going to get all geeky on you. You are activating this front part of your brain, prefrontal cortex, right? This part of your brain, this is like your master part of your brain, right? This takes a ton of energy, it takes a ton of energy to learn a new habit just like it takes a ton of energy to learn a new skill, whatever it might be.

So when you first were learning, when all of us were first learning to ride a bike, it was exhausting. It took a ton of energy to learn that but after a while, it became second nature. So that learned habit goes down or that learned skill goes down to kind of a lower part of your brain, which is just kind of like the part of the brain that's just, the second nature part of the brain, right?

So when you're first trying to change something, it's exhausting, when you're first trying to shift something, it is incredibly depleting. Like I said, learning a new skill, implementing new behaviors, those are part of the things that deplete willpower. But over time, once it becomes a habit, then it's not exhausting anymore. So over time, getting up and working out is not as exhausting or depleting as it used to be.

Over time, choosing to eat a piece of fruit over a piece of chocolate cake, it's not as exhausting anymore, it kind of just becomes a habit. But it's going to take time, it definitely takes time switching over into that habit and that's again unfortunately inhabit creation and this is where the not so fun part happens. This is where you have to delay gratification, this is where you have to control your impulses. The cool thing is that hopefully as a child, this is one of the big skills of childhood. Like potty training, things like that, this is part of the phase of development that we have to go through.

So the go on news is that most of us have had to do this and have had to do this over and over again. It's just as we got smarter and older and more life experience packed into our brains, again, the psychological stuff starts coming in, the rationalizations, the justifications, "Okay, I'll just eat this but not do that or I've been so good so I can do this, I can treat myself with that." It's just the lies we tell ourselves that interferes with getting that habit kind of deep rooted or rutted into our brains.

**[0:18:36.6] AS:** Yeah, what if justification is a habit though? Because I think a lot of people do that, they're good all day, right? Then every night it's like, "Well I need to be rewarded or I deserve this." That is where I think in my view and how I approach things, the delayed gratification has to come into, okay, the self-inquiry process. What's really going on here? Committing to figuring that out rather than thinking it's just that you love food or that you can only reward yourself through food.

**[0:19:04.9] JB:** Well one of the things that I was thinking about is your habits aren't going to last, you're not going to be able to form any of this habits if there's not some sort of emotional connection behind the habit. For example right now, I'm trying to create a habit of meditating every day and there's a reason behind why I want to meditate and that reason is very, very strong and there's a super emotional connection to it, which is why I have to force myself every day to do this meditation, which is totally out of my comfort zone. It's not something that I just naturally want to go do and sit there quietly you know? It's hard, it's fucking hard.

**[0:19:37.1] NL:** It's hard. It's hard and yeah, it's not fun.

**[0:19:41.6] JB:** "Oh meditation, just sit there on a rack and close your eyes and you're going to be elevated, it's going to transform you and enlighten you," and I'm like meditating and I'm like, "This fucking sucks." But afterwards, I feel great and there's reason why I'm doing it.

**[0:19:57.8] NL:** At least your present with the thought of "it fucking sucks", right? In the moment.

**[0:20:02.7] AS:** I think that's what's interesting though is, Nicole, we wanted to talk about this study about, it's very famous, it was done by a psychologist named Walter Michelle out of Columbia, it's infamously called The Marshmallow Study and for everyone listening out there, Nicole, if I'm getting some of this details wrong, please chime in.

**[0:20:25.0] NL:** I will.

**[0:20:25.3] AS:** Basically, what he did was he had school aged children who were very young and he gave them, he put a marshmallow in front of them and he said, "Look, you can either get one marshmallow now but if you wait one minute, you will get two marshmallows." Now, remember, when you were three or four year old kid, one minute feels like...

**[0:20:44.6] NL:** The world.

**[0:20:45.4] AS:** Yeah. A year in adult time. What they basically found was the kids that — well this is how the popularization of the study went. That the kids who were able to wait, the one

minute, they had better SAT scores, they made more money, they were happier in their marriage, they had lower BMI's. Versus the kids who couldn't wait the minute and just ate the one marshmallow. So everyone kind of took this and ran with it but it was actually he himself will tell you that everyone misinterpreted this study.

Because what they went back and did is they told the kids who were struggling with self-control. "All right, I just want you to imagine that there's only one marshmallow there, it's not really there and if you can wait a little bit, two marshmallows are going to come out." Basically he said, when they did that, the reframing, "just imagine that those are there", the reframing, those same kids were able to wait 15 minutes but everyone, that whole part about the reframing got left off.

**[0:21:47.6] NL:** Got left out, right.

**[0:21:49.1] AS:** So to Juliet's example of the meditation, it's like, "Okay, I don't want to do this." But she's reframing that it's going to help her with the bigger goal, the goal is not to meditate right? the goal is to, what's the bigger role with the meditation Juliet?

**[0:22:03.1] JB:** To slow down my nervous system, to be able to handle the stress in my life.

**[0:22:08.6] AS:** Yeah, so what I was talking about like if you want cake, a lot of my clients come in and they're like, "I just love carbs, I love this, I just am out of control around food," the reframing isn't automatically I love food or whatever but it's like willing to delay the gratification of, "Tell me what to do, give me the answers, give me the answers, give me tips and tricks," and it's like no, there could be 3,000 things going on right now. We have to first, is your blood sugar out of balance? Which is why you're craving that chocolate cake because believe it or not, half the time, that's why, that's at least making the desire for cake so strong that you don't have the willpower. It depletes all the willpower.

But then the second line of inquiry is like, what am I projecting on to that cake or to, why I think I deserve three glasses of wine at night? That takes time because the answers aren't instant. You have to become your own best expert and no one can tell you. These people who are selling you this, "I'm your girlfriend and I'm going to help you have fun with this," they can't tell you why you're doing that. You have to figure it out for yourself so that you develop the self-trust. I think

that the reframing is important and it's connecting your food journey to discovering more about yourself not just weight loss.

**[0:23:22.9] JB:** It's funny because I was talking to Ali about this before we got on and I said that a therapist that I had seen had told me to talk to the dark chocolate at night because I said, "I have this habit, I very much worked through all my food issues but I still have this habit of needing dark chocolate every single night." And she's like, "Talk to the dark chocolate," and what she said, "Dark chocolate, are you going to solve all my problems tonight?"

**[0:23:51.4] AS:** She wanted you to say it out loud too.

**[0:23:52.3] JB:** "Dark chocolate, are you going to comfort me tonight? Are you going to take my stress away?"

**[0:23:57.7] AS:** Was she videotaping you while you while you were doing this?

**[0:24:05.3] JB:** I know right. I should videotape myself. But that's the thing with food is that we have such a connection to it as far as what it's doing, what it's soothing, we're using it for a purpose.

**[0:24:14.0] NL:** Right.

**[0:24:15.4] JB:** It doesn't just taste good, you know?

**[0:24:17.4] NL:** Right, it's so interesting because there's a theme, there's a word that I keep on hearing, the "I deserve" word right?

**[0:24:24.6] AS:** Spoken like a therapist. "What I'm hearing is I deserve."

**[0:24:28.4] NL:** "Tell me how that makes you feel?" Actually, please don't. "I deserve cake, I deserve wine." So I look at that and I say, "Okay, if you're saying to yourself," and this will get back to the reframing thing, "I deserve cake." What you're really saying to yourself is, "I deserve to be struggling with my weight or over weight and I deserve to have a sugar crash and I

deserve to feel exhausted at 6 o'clock at night when I had the cake and I deserve to be cranky five minutes later. I deserve a glass of wine or I deserve three glasses of wine." You deserve to be drunk, you deserve to have a hangover tomorrow? So to me, the whole touting of the self-love and do things fun, it's interesting that how fun and feeling like shit because we know that sugar crashes and hangovers make you feel like shit. It's funny how that having fun and all of that got associated with feeling like shit somewhere.

**[0:25:27.4] JB:** Don't you think underneath the part about feeling like shit that I deserve it is really people's cry for "I deserve and want pleasure in my life", but they don't know how to get it in the right form?

**[0:25:37.6] NL:** Sure, it could be for certain people. The "I deserve" might be something else for someone else. I think it's very, again, this is the emotional connection to food, your emotional experience in life, your emotional experience in situations. But that's why I think understanding this, it has to start, we use the term "reframing", it has to start with what do you actually feel like you deserve?

What is, let's explore your self-worth, right? What do you deserve? How do you deserve to feel? How do you deserve to think and I put think there because obviously food and alcohol, all of this stuff affects our thinking. What do you deserve with regard to your energy level? So I think this is where...

**[0:26:15.5] AS:** Sleep too especially...

**[0:26:16.8] NL:** Your quality of sleep and you know what? Ultimately your quality of life. What do you deserve with regard to your mental health? Do you deserve the agonizing pain of constantly struggling with whether or not you should eat the piece of cake? We all know that situation sitting with a group of friends at dinner and you're not there because you're agonizing over what you should eat or how you should eat or when you should eat or what you should choose.

You're actually not being present. So I think it really actually starts with self-worth and figuring out what do you feel you deserve? If there is a disconnect there, that's where kind of the coaching or the counseling or whatever it might be really kind of should focus in.

**[0:26:57.9] AS:** Well and you know, two things come to mind, I think one of the challenges with this is that part of having low self-worth is thinking someone else can give you the answers. I'm broke, someone else can tell me because I think this is a bigger issue. Again, I'm just so big on people becoming their own best experts, it's the only way. From a narrative coaching perspective, if a new story is going to stick, you have to be the author of it.

**[0:27:20.5] NL:** Yeah.

**[0:27:21.0] AS:** I think so much of this lack of self-worth comes from not feeling like we have agency, not feeling like we know who we really are and that even includes, what should I eat every day? I always joke with my clients, there is no nutritionist, deer don't have nutritionists, animals don't. We are part of nature.

**[0:27:39.0] NL:** We know.

**[0:27:39.2] AS:** We know but we don't have, I don't know if it's self-worth or it's like self-doubt or the self-trust. I think part of the food struggle is that first people don't know what works for them. Because what I see with my clients is, as they start to figure out what foods work for them, the discrepancy and what three glasses of wine does to them, once they know what works for them and once they've cleared up some energy and cravings, the discrepancy there between how they currently were eating, it gets bigger and bigger.

So I almost feel like part of the challenges, the normal way most people feel, it's not that much different if they add a piece of cake, or if they add three glasses of wine. There is that first issue is it really self-worth or is it just like, "the difference isn't that great". It's kind of like you get like a 3% bump in your salary. "Nice but not really going to make that much of a difference in my life." Then the second thing is that knowing how to inquire about it and delaying the gratification of that. I don't know if I'm going off on a tangent.

**[0:28:40.2] NL:** Because you're making a good point. So one of the things I think is really challenging when it comes down to self-worth, a lot of us tie our self-worth — it's a hard word to say, self-worth — into external things. For example, into moving targets basically. When you tie

your self-worth into a position in your career or into, “If I’m 130 pounds then that means I’m something,” or into, “If I look this way,” whatever it might be. “When I reach this goal,” when you start tying your self-worth into these goals and goals are important, I’m not saying they’re not but into these moveable targets, that means your self-worth becomes a movable target. That has to be something that’s static. That can’t necessarily be something that’s dynamic and that comes to that self-trust you were saying and all of those things. Just knowing that...

**[0:29:31.3] JB:** Can we define self-worth for a second? I feel like this is a word that’s thrown around so much, but what would self-worth look like for someone, you know what I mean? Because I feel like people, they are very skewed at what they’re attaching self-worth to. So I think a lot of people have no idea what real self-worth even looks like or means.

**[0:29:49.8] AS:** That’s such a great point.

**[0:29:52.8] NL:** Yeah. It’s your attitude towards yourself.

**[0:29:54.4] AS:** Yeah, and I think this actually comes back to kind of this overall conversation of like, “Oh, everything has to be, if I’m struggling, something outside of me, whether it’s a new wardrobe or a lipstick is going to fix me.” Versus being like, “No, this is really hard but I got this. I can figure this out, I can work through the struggle.” To me that’s what self-worth is. It’s not telling yourself you’re great all the time. You have to feel good about your accomplishments and have gratitude but it’s being willing to say, “Wow, I can do the hard stuff.”

**[0:30:26.5] NL:** Right, and also, “I can get to the point where I get what my body needs and I get when I feel good,” and then it comes down to choice. “I’m going to choose today to make my body feel good or I’m going to choose today not to make my body feel good.” But I think that it’s so important because I think in the culture we live in, our society, we’re so habituated to tying our self-worth into these moveable targets and looking because you know, it’s kind of getting off psychological again.

It’s in our human nature to socially compare, that’s very normal and we showed socially compare. When we see someone, it helps us understand where we stand if we need to work harder, we need to — if we’re doing okay or whatever.

**[0:31:08.9] JB:** Much of our brain is so reptilian and just all that surviving.

**[0:31:12.3] NL:** 100% but often we tie our own kind of how we see ourselves into that and that's where we're setting ourselves up, we're just setting ourselves up and talk about depleting yourself.

**[0:31:26.0] AS:** So it seems like then a good path to self-worth is doing the work to create new habits and you said, I think maybe we approach it differently. I first want to hear you how you say it but you're like, "You could start a new habit and solidify in 66 days."

**[0:31:38.2] NL:** Or more, I was just saying that.

**[0:31:39.3] AS:** Well around that.

**[0:31:39.6] NL:** It's a lot, yeah.

**[0:31:41.6] AS:** I guess because I approach it from such a story revision and a meaning making angle, it feels like the timeline is indefinite, you can't...

**[0:31:48.7] NL:** I agree with you.

**[0:31:49.9] AS:** Oh okay.

**[0:31:51.0] NL:** I mean, 66, I've just heard that.

**[0:31:53.2] JB:** That's like the scientific answer.

**[0:31:54.7] NL:** You know what? I don't even think it's scientific. I'm literally — let's ignore that. I've heard it, let's ignore it, yes.

**[0:32:02.5] JB:** There's no definitive answer here. Just do the thing that you want to do over and over again and eventually...

**[0:32:10.4] NL:** Ad nauseam

**[0:32:11.4] JB:** It becomes second nature to you.

**[0:32:13.3] AS:** Well but let's talk about it because I loved your example of reframing Nicole, I would have never thought to say like, "Okay, you think you deserve to feel drunk, you think you deserve a crappy night's sleep." So how does someone, how can they learn to refrain for themselves their specific bad habit?

**[0:32:31.3] NL:** Great question, and this calls upon the whole field of like positive psychology. Also when tying into organizations change management and we're the people that have to change. Whether it's an organization, whether it's our self or whether it's a family, whatever it might be. So when you frame things in a negative way, or the whole thing like, "I deserve to feel terrible and hung over or..."

**[0:32:53.3] AS:** First you have to get clear on that. I think that's the first step.

**[0:32:55.9] NL:** Right, let's use an easier one and then go to the "deserve" one. I need to lose 10 pounds, that's a do. Let's say that is what I'm saying.

**[0:33:05.4] AS:** But what about if it's more immediate. Like I'm out with friends and I want that cake and I know gluten...

**[0:33:16.0] NL:** Okay, "I shouldn't eat that cake," okay? That's saying...

**[0:33:19.3] JB:** That's what you're saying in your head to yourself, "I shouldn't eat that cake."

**[0:33:21.2] NL:** "Shouldn't eat that cake, I'm a bad person, I don't want that cake that cake's going to make me feel like crap, I'm going to put on weight."

**[0:33:27.7] AS:** I've already gone over my points, I'm going to have to starve myself for the week."

**[0:33:31.7] NL:** So what you're doing is you're threatening yourself, you're scaring yourself, you're tapping into your fear, you're tapping into your insecurities, you're putting it in a very negative light, like it's what you can't do right? "I can't have that piece of cake," you're telling yourself, "I can't." Now, when you tell a three year old you can't have that piece of chocolate, what happens to that three year old in the super market? They lose their shit.

Guess what? We're all a bunch of three year olds. When you start telling ourselves that we have not grown up that much. When we start telling ourselves we can't, well our brains react like a three year old and start whining because the reason why is we are designed to maximize pleasure and minimize pain at all cost.

**[0:34:14.9] AS:** That's that survival brain.

**[0:34:14.8] NL:** That's our survival brain, that is how our brain is wired, that's how our equilibrium in our body, that is human nature. So when you start framing things like that, you're fighting against yourself. But if you start framing it as, "You know what? I really want to be able to wake up at 5:30 in the morning and go to my yoga class." Or, "I really want to be able to have an undisturbed sleep tonight."

Or, "I feel really good right now, the food that I ate just nourished me and I feel really good and I'm actually feeling full and I'd like to feel this way to digest my food." If you start framing it positively, you're not fighting against your human nature because you want to maximize pleasure and avoid pain. Does that make sense?

**[00:34:59.9] AS:** Yes, so many of my clients once they figure out what works best for them and then they figure out the emotional reasons they want the cake, they're like, "It's no longer about shaming myself, I just want to make life easier for myself. This the easier choice at this point." But I find though, it takes really understanding how that food will really affect you beyond the shame and judgement.

**[00:35:24.5] JB:** Also it takes going deeper, right? It's one thing to be able to acknowledge the issue and understand where the desire is coming from and then it's another thing to actually do

the things to make the changes so that you're working on the issue, right? So if it's you're lonely and then you need to work on loneliness and not being lonely and finding other things to make you feel like you're not lonely or that's never going to work. You just being like, "I want this cake because I'm lonely," doesn't necessarily make you then not eat the cake.

**[00:35:59.6] NL:** But can I ask you a question, do people you work with, do they often say, "I want the cake because I am feeling lonely," or?

**[00:36:05.1] JB:** No, you have to work to getting to the identification.

**[00:36:07.8] AS:** And the challenge, which I find with my clients who are super introspective, smart, they've been through therapy most of them like I have, it's almost like you don't know how great you could feel. You've normalized feeling bad. If they are lonely they don't realize that they're lonely not because they don't have people in their lives. They would probably tell you they have great relationships but they're not bringing their whole selves to that relationship but they don't know that because that part has been so dormant. Or they know they're comparing but they don't know how that affects showing up fully.

And so the intimacy that they're looking for isn't there and I don't know and that's part of what we do with Truce with Food. It's like, "Oh my God, this actually what's happening. I actually have control over this loneliness or alone." Or, "Oh my God, I can question that negative voice in my head," right? All of these things, that's what's challenging because you also have to get to the point where you really get that it's not about the food. You have to have the awareness and believe in that enough to be willing to do the emotional work.

**[00:37:06.4] NL:** Right, the food is just an object.

**[00:37:08.1] AS:** It is and this is where it gets complicated because again, you have to come to the table well-nourished because if you have a real physical craving because your blood sugar is unbalanced or you crave chocolate cake or cookies because you have a gluten allergy and you don't know that, there is a physical component there too. So I find that awareness that it really is something emotional happens after they get their food right. That's why I work on both because I don't know how to separate the two.

**[00:37:32.7] NL:** Right but what I was saying is that the food is a thing. The food is a thing. Your connection to that food is the emotional connection and then the physical aspect of what that food does to your body and how it impacts your body and then the knowledge behind that.

**[00:37:47.0] AS:** Yeah.

**[00:37:47.2] NL:** But a soda, a Coke, it doesn't have, you've placed meaning on it, you know what I'm saying?

**[00:37:53.2] AS:** Oh right, well that's in Truce with Food, it's all about changing how we make meaning and even though with these emotional situations. I think what would help is maybe if it's not a one off thing where you want the cake but something that you're doing habitually then it's time to look at the pattern. I think that's where...

**[00:38:07.7] JB:** Yeah, like the dark chocolate every night. Or something like that. Or never saying no.

**[00:38:10.0] NL:** Right, in the case of dark chocolate, you should be, you can have a piece of chocolate cake, and you can have a piece of chocolate and you know what? Depriving yourself for your entire life of some of the amazing things that people have invented that taste really good is a bad idea. It's just a bad idea because there's so much to experience.

But yes, once it becomes a habit and you're starting and like what both of you ladies are saying, once you start feeding this habit and tying into different emotional things that are about possibly other things, once it starts getting all messy, that's where it can become, I don't know what I'm saying but that's where it can become...

**[00:38:49.7] JB:** I think you also have to identify is this habit negatively impacting your life or not? Because if you are having dark chocolate every single day of your life, it's become a habit. Maybe it's not negatively impacting you maybe that is the thing that you have, you have a piece of dark chocolate every day and it's not messing with your life so there's no need to change it.

**[00:39:07.6] AS:** That would be me.

**[0:39:09.6] JB:** That's me too, you know? But if something becomes to the point where you identify it as, "This isn't getting me to my goal, I know it's not getting me to my goal and it's in — I feel," — then there's negative sensation around it then that's time to try to reform.

**[0:39:26.6] NL:** It's interesting because I'm an ex-smoker and talk about the worst habit on the planet, right? That effects everything. That habit, I mean, all the things we're talking about, "I deserve to have this cigarette," that I would say that throughout the day, every single hour, whatever it might be, "I deserve this after every meal." Whatever it was, that was my thing. We all have our things sometimes right, that was my thing.

But quitting that habit obviously I was depleted for a very long time until being a nonsmoker became my habit but the emotional connection to it, it just like any habit, again, it takes time to build and it's going to be, the truth is, I'm definitely a nonsmoker and I identify as a nonsmoker but this is something that I will have for the rest of my life. I think Ali you were talking to that, it's an ongoing process.

And there will be, I hope that there will be not no times with the smoking but it doesn't mean that I don't think about it sometimes. It doesn't mean that that intrusive thought doesn't pop up. I'm sure with other people, it doesn't mean that chocolate cake intrusive thought doesn't pop into your brain. It's an ongoing thing, it doesn't mean once you form the habit, it just disappears, the craving desserts.

**[0:40:29.4] AS:** Do you think that you have to hit a certain place before you can make this decision to actually change the habit? I'm just going to use the term "rock bottom"s for an example. Do you have to get to a place where you're so fed up with what this habit is doing to you that that's why you change this habit in order to make a change or you don't have to get to a low in order to change?

**[0:40:49.9] NL:** You do not have to get to a low in order to make a change...

**[0:40:52.6] AS:** Oh that's great news.

**[0:40:55.1] NL:** ...at all. You do not have to, you do have to make a choice. The thing is that that change, when we're faced with change, it impacts the same part of our brain that's impacted when a gun's held to our head, except your brain doesn't know the difference. Change is we are literally designed to fight change at all costs. That's it, we are designed to fight change.

**[0:41:15.3] AS:** That explains the Trump rally.

**[0:41:19.4] NL:** It does. You have tons, we don't even have time for it, so many psychological biases or lies, whatever you want to call them that start playing against being faced with a change, it's just really hard to make a change.

**[0:41:35.0] JB:** That sucks.

**[0:41:37.5] AS:** But, I think part of it is though, the more you do it, the more freedom and the more meaningful your life becomes because I think...

**[0:41:45.4] JB:** Well if you know what you're getting out of change right? If you know that when you change, really good things happen, positive things happen and you take that leap of faith then you start making those connections of like, "I know when a change comes, okay it's going to feel scary because that's my reptilian brain, I'm designed to feel scared and to have anxiety." However, you know that the result will be good.

**[0:42:06.8] NL:** Right, it's like any person, you need expectations, you need to go into a situation knowing what to expect. So you go into this situation know what to expect but it's additive, especially with kind of body stuff. If I start cutting out, if I have a gluten sensitivity and I start and I cut out gluten, I'm going to start feeling better and then if I move to sugar, I'm going to start feeling better. It has an additive effect, if I start working out I'm going to feel even better. All this have additive effect, these kind of building blocks build up and it becomes harder and harder to go back because that has become your change. It would require change to go back.

**[0:42:45.6] AS:** One thing I think that we haven't said explicitly but we've said, kind of danced around, is we talk about how external things, like self-worth is a moving target. Putting on perfume or buying new clothes is not going to help you lose weight or find peace with food. But you also have to connect the new habit to something that is internally meaningful to you. So many people connect "if I am going to eat well, I'm going to look better" and they'll tell you because look, my clients are brutally honest with me. "Yeah," it's like, "Okay, maybe I'm not doing it for myself. I tell myself and everyone else, I do it because I just want to feel good but yeah, it matters to me when I look like coming up at this reunion."

I'm not saying that you just ignore the external pressure but at the end of the day, it is not deep, it is not a reason enough that will help you change, it has to be internally meaningful to you. How is it going to improve your life on a day to day basis? How is meditating every morning going to give you a benefit, not what it's going to look like to other people to say, "I meditate." It's especially important with, if you do have to give up something like we've mentioned gluten.

I discovered nine years ago that I was gluten intolerant. There were not the gluten free options that were today and it took me eight months to go gluten free because I was an emotional eater and I discovered that York peppermint patties and Reese peanut butter cups, and gummi bears are gluten free so I would be binging on them and I'm like, "This is ridiculous." It wasn't that I stopped wanting to lose weight but I was like, "Do you want to get better? Do you want to stop waking up in the middle of the night with IBS symptoms?"

I think that's where, it wasn't about self-worth but it was about self-worth if we define of like, "I can do this, I can work through it." It wasn't about the weight loss, it was genuinely about this freedom that I wanted because I hated popping in acids, I hated being worried about, you know that I couldn't figure this out. So I think a lot of times when people set goals, it's not intentional but we fool ourselves about when we want to change a habit, what it's really going to mean. It has to be something personally that really affects you.

**[0:44:57.9] JB:** Again, it's the external that you were talking about Nicole, right? Always looking outside of ourselves for validation. Like, "I want to look better because then people will see me a certain way and I'll have that status symbol."

**[0:45:11.0] NL:** Right, and the thing is, that external of — okay, you were saying before, “Okay, I want to lose weight because I have a reunion coming up.” Okay, fine. You know what? If that’s getting you started, that’s fine but I think the problem with — that’s fine. It’s not sustainable but it’s fine. What you guys were saying before is what makes it sustainable is when you tie in your personal meaning.

**[0:45:35.3] AS:** Yes.

**[0:45:35.8] NL:** When you tie it in but for the short term, if that’s what’s getting you started, all right, that’s what’s getting you started but it’s not going to sustain over the long term, over the long run till you find that personal meaning.

**[0:45:45.2] JB:** Yeah, just going into these things knowing that.

**[0:45:48.0] NL:** Yeah, and knowing it evolves. It evolves. Again, our relationship with food, our relationship with our body, it evolves when we start on this, start down this journey.

**[0:45:59.5] AS:** I’m glad that you said it evolves because I think what’s interesting is being so far on the other side of emotional eating and really being through it, is seeing how my definition of delayed gratification, of discipline, of willpower has changed. I have become more resilient, so the risks I’m taking now or the delayed gratification now feels even though it’s harder, it feels the same as when I was just trying to not eat gluten for the day.

The risks I’m taking in my life or how I’m pushing myself. I think ultimately, if you really want to change habits, I’m going to go deep because that’s what I like. But you have to want to know the truth, you have to want to know the truth of what works for me with food? What works? Why am I eating this? Why don’t I believe in myself to get through this uncomfortableness? And if you want the truth, you will change habits. I think that’s just kind of...

**[0:46:47.4] NL:** Yeah, absolutely. It does take time and it takes a ton of work, commitment and emotional work.

**[0:46:56.0] AS:** Commotion, I would even say.

**[0:46:58.2] NL:** That can be exhausting. For some, I think that's why many people do approach it on a surface level but again for that sustainable long term and also just that kind of peace within yourself around it, that does require the deep dive.

**[0:47:13.5] JB:** I like what you were talking about earlier with the suits and everything and simplifying some things in your life. You might need to look at your work current world. If there is some habit that you want to create that's really important to you and you know it's going to change you for the better then you may need to slow down a little bit and just simplify some things and it's incredible, you don't need as much as you think you need or have as much going on in your life as you have going on. It's okay.

**[0:47:39.7] AS:** That's what I find as people get healthier, I see all this people promoting these weight loss coaching programs about basically like, "You have to get a massage, you have to buy all this stuff," it's about materialism and I find that as my clients really get healthier, they want less products, they want that simplification because their life has more meaning. I'm not saying that fashion or anything is, that stuff can be very expressive. But there's a tipping point where I think we look to that stuff rather than going inward.

But I've noticed my clients like once they get through food and clear up a lot of emotional stuff, then they're looking for like beauty products that are minimalistic, right? Or they are cutting back on things and threat relationships and actually simplifying, to Juliet's point, because they want the calm. They're done with all of the stimulation and the, "Ah!" They want to feel that grounded and rootedness.

**[0:48:30.8] JB:** In order to kind of get to the next place in your life, you have to simplify, you have to have some space because your brain, it's like you're too full.

**[0:48:40.8] AS:** Your plate is overflowing.

**[0:48:41.6] JB:** It is overflowing. I just talked to one of our trainers and he was so gracious just to tell me a little bit about what he's doing with his life but just that he's like, "Sometimes I coach a class and I go home and I sit for two hours and not do anything." And he said, "In this society,

that would be considered lazy and I'm not being productive and I'm not going for my goals and trying to get another job to make more money."

He said, "But in order for me to kind of figure out what I want to do the next phase of my life," he's in his mid-20's. He's like, "I need to have this time to where I'm not doing anything. Maybe I'm not making as much money, maybe I could be doing more," right? Everybody could be but he's making a choice that he needs to simplify in order to be able to have a clear head to move forward for a greater purpose.

**[0:49:30.5] NL:** So smart.

**[0:49:32.1] JB:** I was like, "Oh my god, you're so wise." Like a little Buddha.

**[0:49:35.8] AS:** We've got to wrap up and Nicole, let's go back to just, now that people understand the difference between willpower. I think the big thing with that, figure out what foods work best for you, so you have it and simplify. Automate a lot of decisions that you don't have to make every day.

But then we come to this different part about discipline, delayed self-gratification, reframing. So for people, you know I hate "the three steps", "the top three tips", because that's just not how life works but for people to walk away who are listening, I loved how you said, with the food or with the exercise, I'm working on right now, implementing more cardio. We're all in this journey. Rather than saying, your first tip is like reframe it in the positive. What do you get?

**[0:50:22.3] NL:** Yeah, reframe for what you get versus what you can't have.

**[0:50:25.3] AS:** I love that. What if you're still like justifying, "Well..."

**[0:50:30.0] JB:** I absolutely love what you were saying about, "I deserve to feel like shit." Do actually say that to yourself with a straight face? No.

**[0:50:38.1] NL:** Honestly, I would say that out loud. I would actually say it out loud because when you say things out loud and you sound, then you can hear if you sound ridiculous and also

if someone sitting around you, because we usually talk to ourselves in ways that no one else would talk, we would hit them if they talked to us that way. You got loud, other people can hear you, you can hear yourself and sound ridiculous, just switch it around. “You deserve to not be hung over, you deserve to be able to wake up and be bushy eyed in the morning,” right? You deserve to feel fit and you deserve to feel healthy.

**[0:51:14.0] AS:** Yeah.

**[0:51:14.8] NL:** So reframing it that way.

**[0:51:15.6] AS:** Reframing for an internal benefit or I like to think a more immediate benefit rather than, “Oh maybe this is going to help me lose weight, maybe I’ll look better in my pants by Friday.” No, what is the immediate benefit to myself?

**[0:51:30.0] NL:** Right, and I think the other point that we talked about which is really important is maybe self-worth is the wrong word, maybe self-esteem, whatever it is, do not tie it to moving targets because when you tie it to moving targets then you’re setting yourself up for failure. So that has to be internal.

**[0:51:49.0] AS:** So the new habit that you are trying to change, connect it to something that really matters to you or that is internal.

**[0:51:58.4] NL:** Matters to you. Not matters to your social group or like, “I should do this, I should run a marathon because my best friend’s running a marathon and I want to, and I should run a marathon.” No, that might really honestly, first of all if you don’t like running then do something that you like. I know we’re talking about not necessarily doing, that sometimes it’s painful but if that’s not good for your body, if that’s not...

**[0:52:24.0] JB:** If you were getting injured, if you feel pain...

**[0:52:25.0] NL:** Don’t do it.

**[0:52:26.0] JB:** You don't want to push through physical pain. A little mental pain, a little mental toughness, that's different.

**[0:52:32.1] NL:** Mental toughness is good.

**[0:52:32.4] JB:** That's different than like, "My Achilles feels like it's going to rip out of my leg right now."

**[0:52:38.0] NL:** Right.

**[0:52:38.6] AS:** Yeah. It's the difference between discomfort from it being new and different versus like, "Oh my god, this is just not a right fit."

**[0:52:48.2] NL:** And actually, you just said a word that I love, that mental toughness word, right? The one thing is, obviously get — everything we're talking about, getting through this stuff like we said, it's exhausting, it's tiring, it hurts your brain, right? If you're learning something new. Actually this weekend, I had to learn about a new organizational model and I spent three and a half hours learning it. I literally, when I was starting, I'm like, "I can't do this." I felt like the little engine, "I can't do this." It was so confusing and complicated.

When it started clicking and by the end of it, I was so stoked that this noggin actually learned a completely complicated, crazy, physics like thing and I was able, I'm actually able to explain it now. It's not really physics like at all but that's what it felt like. I'm actually able to explain it, like I felt super powerful, super cool and like refreshed and alive and energized. I know that sounds really nerdy and weird but when you push through something, whether it be physically, emotionally or whatever it might be, and you actually get to that understanding that deeper understanding, that deeper feeling. Man does it feel good.

**[0:52:50.0] JB:** It fuels confidence. It feels good because it gives you confidence.

**[0:52:52.0] NL:** It's amazing, it feels great.

**[0:53:54.8] AS:** It's that self trust .

**[0:53:56.2] JB:** That's self-worth though right there. That's confidence, that's building your self-worth.

**[0:54:00.5] NL:** Yes. And that's grit, that's working through it, that's perseverance.

**[0:54:03.6] AS:** Do you think it's some kind of like the third point then people should realize is look for that, "I did it." That's how you know it really is internally meaningful but I still think for a lot of people listening, they're going to be like, "No, I want to lose weight just for myself." Or, "I do, this is about me when." It's hard to see what's really in the beginning. I find it's hard to see what is really I've absorbed from the outside world and what's really mine.

**[0:54:26.8] NL:** Yeah it's very hard.

**[0:54:31.3] AS:** Yeah. This has been — any other things that you want to leave with have to change?

**[0:54:35.1] NL:** I think we're good, there's many different topics we could touch on right now and I could talk for hours and hours but I think...

**[0:54:44.2] AS:** Yeah, we'll have you back on. But for this?

**[0:54:45.5] NL:** For this I think yeah, embrace your weaknesses and shift them.

**[0:54:49.5] AS:** Yeah, oh my god, I love that you say that and again, I think the big message I want people to take away from is, it's okay if you're uncomfortable, it's okay if you're struggling, not everything is about life being easy and free and I find so many people try to do that and then they get frustrated because they feel like it's not working but really, that's just not the path. If you want deeper change, if you really want to get out the route, you've got to simplify, you've got to reframe and you've got to really figure out internally why you want to make this new habits.

**[0:55:23.4] NL:** Yeah and I was going to say, in the words of hairy wise women, "the struggle is real."

**[0:55:29.2] AS:** My favorite quote that I saw on a mouse pad is, “the dream is free but the hustle is sold separately”.

**[0:55:34.9] NL:** That’s awesome.

**[0:55:37.1] JB:** So Nicole, where can people find you if they want to connect with you? You’re based out of Philadelphia right?

**[0:55:41.3] NL:** Yeah, I’m in Philadelphia and they can find me on my website, [equilibrialeadership.com](http://equilibrialeadership.com) or on LinkedIn and that’s under Dr. Nicole Lipkin or Twitter, Dr. Nicole Lipkin or Facebook, Dr. Nicole Lipkin.

**[0:55:55.0] JB:** Awesome.

**[0:55:56.9] AS:** Thank you so much Nicole.

**[0:55:58.2] NL:** Thank you ladies.

[END OF INTERVIEW]

**[0:56:01.9] 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]