

**EPISODE 4**

[INTRODUCTION]

**[0:00:01] AS:** You know battling food and your body doesn't work. You want to love and accept yourself. And because you're insatiable, you want results too. And wouldn't you know, you bring the same intensity to your life, wanting to maximize your time, potential, and experiences you have here on this beautiful and wondrous planet Earth.

Fair warning, it will be a rollercoaster. But for those insatiable, that's your prime time to thrive. We're here to say "YES!" to the hunger of wanting it all. I'm your co-host, Ali Shapiro, a health coach who helps people end the losing battle of dieting and find a truce with food.

**[0:00:44] JB:** And I'm Juliet Burgh, nutritionist, fitness expert, and a co-owner of Unite Fitness Studio Franchise.

[EPISODE]

**[0:00:52] AS:** Welcome to episode four of the Insatiable podcast, The number one blind spot to healthy weight loss. Are you planning to lose weight in the New Year? If so, you won't want to overlook the Lynch Pen that 90% of people overlook when deciding how to lose weight. Is it any surprise, the failure rate corresponds with this percentage? If you want lasting results this year, this is the episode for you. SO excited we're talking about this Juliet.

**[0:01:21] JB:** This made me want to go, "Dun, dun, dun!"

**[0:01:24] AS:** "Dun, dun, dun!" You know what it is. Before we do, what's up in your world?

**[0:01:30] JB:** I am getting ready to go to New York City tomorrow, I'm taking a friend of mine and we're just going to have a nice exclusion there and of course it's going to be total fitness centric because that's what I do.

**[0:01:47] AS:** Is she into fitness or are you making her into fitness.

**[0:01:50] JB:** No, she's totally into fitness, she's a trainer as well but we're going to be taking classes from two of the instructors that are on the new Bravo TV series called The Workout New York. It's a reality show about a bunch of trainers in New York City and them living off their dreams in the fitness world and the cutthroat industry that is training in New York City which I did for many years. It's really fun and it's definitely total garbage television but I've been watching it every Sunday night, I've been DBRing it.

**[0:02:29] AS:** What classes are you going to take?

**[0:02:32] JB:** They both instruct at Barry's Boot camp.

**[0:02:33] AS:** Oh! Is this your first time at Barry's Boot camp?

**[0:02:37] JB:** I have been many, many times in many places.

**[0:02:40] AS:** Do you think it lives up to the hype?

**[0:02:43] JB:** It depends on the class.

**[0:02:45] AS:** The instructor?

**[0:02:46] JB:** It depends on the instructor but it depends on the class too, it can be a little hectic, it's 50 people in one room so sometimes if the class is full, you just feel like you're fighting for a spot on the floor, doing a pushup with your elbow touching another person's elbow, it can be hectic in there.

**[0:03:08] AS:** Is it Barry's Boot Camp or is that New York City because to me that's what sounds like New York City.

**[0:03:12] JB:** I know, it depends right? I'm in Miami and it was the same thing in Miami. They're very popular classes.

**[0:03:21] AS:** Well that's interesting. I did something kind of becoming more popular the other day and have you heard of the sensory deprivation tanks that are popping up?

**[0:03:31] JB:** I have, in fact I've done that before, once before.

**[0:03:34] AS:** Okay, I bet you are not going to be in the newspaper in a bathing suit, I'm one.

**[0:03:39] JB:** Are you? Were you like a guinea pig for this or how did you get that?

**[0:03:44] AS:** Well I moved here to Pittsburgh and I was like, I need to find likeminded people and in my neighborhood there's a floatation spa called Levity which is really wonderful and I went and I loved it. I went again and then Dave, the owner emailed me and he's like, "Hey, the Tribune Review which is the major newspaper here is doing a story, would you mind if they talk to you?" I was like, "No, I love it."

The reporter calls me and I tell her why I do it, I talk about the magnesium and how it's soaking. For people who don't know, sensory deprivation tank is you basically — you float in thousands of pounds of Epsom salts which is magnesium. You relax and you basically float and all the stimulation from the outside world, you're in a dark tank, it's quiet in there and you just — it's sensory deprivation and you relax in a way you probably can't anywhere else. I explained to her, she was like, why do you do this? We have this big informal interview and then at the — not informal interview but you know how when the press talks to you it's like, "duh-duh-duh-da."

Then she's like, "I want to get you going into the tank," and I was like, "What?" I was like, "Well you have to be naked in the tank." She was like, "Well no." She was like, "Yeah but you mind putting on a bathing suit and we can take a picture of you?" And I was like, "Umm.." It's really interesting because some of my clients were like, "Ali, do you really have a intrusive food? Do you really not care about food or have any issues with it?" I'm like, "I don't, I really feel comfortable with my weight and everything." I felt like this was "how comfortable are you?"

While I'm comfortable, I'm also not someone who is like an exhibitionist and I don't have a lot of myself on social media, it's just not something. In the end, I was like, "Sure, why not." I wanted to say yes to it because I was just like, you know. I didn't do any major crazy working out, in fact

I couldn't even work out because of this arm thing that I have going on, this nerve thing that I have to figure out. I didn't do any cleanses, "Ah, how far I've come?" And they came and they took a picture, I haven't seen it yet but the photographer was like, "This is a really beautiful shot," and I was like, "Okay," I don't know if you really felt that way but just trying to calm me down, I wasn't nervous but I was just like, "Okay."

**[0:06:06] JB:** I mean, any time you're not wearing a lot of clothes, you're exposed in some ways, no matter what kind of body image you have or don't have, I think that anybody, we just feel a little bit exposed, being almost naked. Now, were you in a one piece, a tankini, a bikini, what were you rocking in there?

**[0:06:20] AS:** Well that's the thing. I only have a bikini, I've been moving around so much, I didn't have a chance to go out and buy bathing suit, I don't even know where I would get one here, I'm not a big shopper so it's always like, a little of a "well, I got to go find a bathing suit." So yeah, I was in a bikini, November, haven't seen the sun in like five months.

Yeah, it was interesting because I actually just don't care. I care right? Look, the reporter was like, "You look fine." No, I'm not someone who is like, "Oh my god I feel fat," but I also didn't want the first press exposure of me in Pittsburgh to be in my bathing suit.

**[0:07:01] JB:** Do you go often to do sensory deprivation, to float?

**[0:07:06] AS:** Well yeah, the reporter asked me the same thing, she's like, "How often do you do this?" I said to her, "In an ideal world, I would probably go every other week," but I said to her, "Are you a freelance writer or do you work for a paper?" She's like, "No, I'm free-lance." I'm like, "So you work for yourself, you know that life is very hectic, people think you have your own schedule but your schedule's really dictated by clients and when your website decides to go down."

So I've been trying to go about once a month. I think it would be great if I could go twice a month but it's great, it's like a meditation time for me. I'm not someone who — I believe in meditation, I get it, do I do it? No.

**[0:07:48] JB:** Is that 90 minutes, the session?

**[0:07:50] AS:** It's 60.

**[0:07:52] JB:** Okay, because I did a 90 minute one.

**[0:07:53] AS:** My god. 90? How was that?

**[0:07:56] JB:** That's what they offered, the floatation spa that I went to, they're 90 minute sessions. I've only done it once, was it my favorite thing? No. Was it a really good experience? Yes, I would do it again but I'm not motivated to do it again but I think part of it is just how expensive it is, does it motivate me to do it again? If it was more cost effective then I would do it more regularly but for the amount that I was spending which is as much as the massage which is where it feels so good when it's happening, I would rather spend that kind of money getting a massage.

**[0:08:32] AS:** I totally get that, I actually got a bundle at the floatation but it was like a special so I didn't pay full price. I totally... price is always something I have to be mindful of.

**[0:08:41] JB:** They could drop the prices down on those float spas for what they are offering, that's a sign though.

**[0:08:46] AS:** The sanitation that goes into it is really expensive. I saw the back end of it and how you have to make sure the...

**[0:08:54] JB:** In the pod, what did yours look like? Because they're very different and mine was very much a tank, it was a metal tank with a door above you that you pull down and close and there wasn't a lot of space in there at all. If you floated too far to one side or the other you would hit the wall. I know that there are many different ones.

**[0:09:15] AS:** Yeah, mine was, it wasn't like a vertical tank, it was horizontal and it was just lying in the ocean water except you didn't have to worry about jellyfish or like rocks or anything like that.

**[0:09:28] JB:** I have a trainer at one of my studios and he is super into floating and he is the one who actually for my birthday, he got me a float to try. Because he was trying to get everybody to be. He has done five hour floats.

**[0:09:47] AS:** I am not that person. Why don't you just go on a 10 day meditation?

**[0:09:53] JB:** He claims that it just is such a spiritual awakening experience and transformative. Try it for listeners out there. I always try something new you know what I mean? Especially if you're not in to formal meditation, I think floating is actually a really great thing to do. I felt so relaxed, my body was — I definitely had that body high when I left. Every muscle, it was probably from the magnesium, was so loose and I was just like, "I don't care about anything right now."

**[0:10:31] AS:** Carlos came with me once because he had a session and we walked out of there and we were like giggling and we walked there, you walked up the hill but then on the way down it was obviously downhill and we were like kind of like laughing because we were walking faster down the hill than we normally do. Then we were like, "This is hysterical," because we're both so I don't want to say anxious but we're both intense people.

Yeah, let's get to today's episode because floating is great and everything but I bet most people and I remember, I always felt like a cliché and was frustrated but I still put weight loss on my new year's resolution list when I was struggling with food. A recent study, I think this is perfect timing, a recent study came out and it was done by the Orlando health center in Florida. They're a hospital system down there and they commissioned a national survey of a thousand people and I'm not sure how the survey was setup by the demographic of people.

But the results about what people think it takes to lose weight and their barriers came back pretty similar to what I say in my practice and I'd love to — when I tell you the results Juliet, if you see the same thing. Here is what — and most people missed the number one thing which we're going to talk about today and it's with most of our episode is on. The results came back and this is what people said, "31% of Americans think a lack of exercise is their biggest barrier to weight loss. 26% thought it was what you eat, 17% said the costs of a healthy lifestyle, 12%

said the necessary time commitment but only one and 10 thought the psychological wellbeing or the relationship to food was a factor.”

Dian Robinson who has her PHD and is a neuropsychologist and a program director of integrative medicine at Orlando Health right? I'm sure Orlando Health was trying to get themselves in the press. She said, “That's not surprising.” She said, “Most people focus almost entirely on the physical aspects of weight loss, like diet and exercise. There is an emotional component to food. The vast majority of people simply overlook and it can quickly sabotage their efforts.”

So I want us to spend some time today talking about what do we mean by relationship to food? I asked a couple of people and my clean eating reboot group, what they thought it meant so we have some concrete examples. Maybe we can also talk about in relation to you being allergic to the holidays but what do you think? What do you think of those results?

**[0:13:04] JB:** I think they're spot on, I think that 31% of Americans that a lack of exercise is a barrier, I can tell you right now that there is not a lack of exercise in my world where pretty much 90% of my clients are avid exercisers, hardcore exercisers and that's not the problem, it's not that they're getting a lack of exercise and whether or not we see results.

As far as the part about what they're eating. Yes, there is a component to it but yeah, I think there's so much more to this with the emotional connection to food and your body and how you view food and the all or nothing mentality that a lot of us have with food. I think there's such a barrier for people when it comes to seeing weight loss results.

**[0:13:52] AS:** Yeah, I think too, when you say even as I was like outlining this episode. It's something I work on every day with clients, it's like relationship to food and I'm like, “What do people even think that means?” Some of my clients know they'll use the language, “I stress eat.” They know they use food when they're stressed out or they know they use it when they're tired. But I think what's interesting is, that's like the habit but underneath that is the way that they're relating to the stressors in their life, right?

They either feel like, a lot of people turn to sugar or carbs which we talked about all in episode three of good or bad carbs. But they're turning to carbs because it gives them stimulation, it almost lifts their mood to deal with the stress. If you feel like you have to plow through work or that you have to go through a meeting, that's going to be difficult, isn't it so fun to just grab some M&M's? And it's almost like — not the same thing as a drug high but it's like, "Oh my god, you're fuelled by this sugar.

**[0:14:52] JB:** Yeah, the same thing goes for, if you're coming off of a really long day where it's just been decision after decision and a lot of stress and you get home and you just want to numb out and relax and sugar is a really easy way to do that or any kind of carbohydrate that is going to give you that same kind of stimulation that sugar does.

**[0:15:14] AS:** Yeah or like what I used to say and a lot of my client say is "I deserve this." The way that it's interesting is that they're looking for reward through food. The relationship there is that food is a reward, it's a symbolic substitute for that and it also is kind of a mirror for how people relate to their lives right?

Push really hard and then we all want some gold stars for surviving versus what I think this indicates is that we feel often like we're sacrificing or that we, in our day to day life, the relationship is more than just seeing food as a reward. It's saying that the rest of our life feels very sacrificial which is this idea like, "If I work hard, I will be rewarded."

**[0:16:00] JB:** Yeah, that's weekends are so triggering for people.

**[0:16:04] AS:** My god yeah.

**[0:16:06] JB:** Over and over again, I hear, "I'm so good, on point, like Monday through Friday but Friday night through Sunday, it's just, I'm a hot mess." That's that whole thing about like you're working to pushing so hard, you're trying so hard and then you do, you want a pot of gold at the end of that rainbow. You deserved to just like go off the rails, right?

**AS:** Yeah. That's what I want to talk about today in terms of, what do I do with this idea that I have to pay attention to my relationship with food? I asked some people on my clean eating

reboot. I said, “When you think of relationship to food, what do you think of?” And one woman said, “How do I transfer my feel good vacation cooking mindset to celebrations?” She was saying that actually on vacation because she has time, she’s relaxed, again, she feels good so she wants to continue feeling good and cooks and eats really well.

**[0:17:06] JB:** I hear that a lot from clients going away on vacation and actually losing weight.

**[0:17:09] AS:** Yeah, because you change your environment?

**[0:17:11] JB:** There’s two sides to it. There’s the other part to where it’s like, I went on a cruise and I gained seven pounds and seven days right?

**[0:17:18] AS:** This is yeah, what I want to talk about is people think that they can’t control themselves around food. They’re a good or bad, they’re really a bad eater who is trying to be good. The reality is, we are all the same person. My clients are people who can control themselves at work, they get good grades, they’re responsible, they’re law abiding citizens, right? But then there’s certain conditions that make them good and certain conditions that make them want to eat badly.

I think this is so important especially if you look at all the psychological research. Women especially, if we have a bad eating day, we’re bad versus made bad choices versus if we’re good then we also think, “Oh I’m good and I got to keep this up.” Rather than seeing that there’s certain triggers that we’re actually the same person and it’s figuring out the environmental triggers that turn you into, as my clients would say, good or bad.

Another one I want to talk about and one of the women in the cleaning reboot group said, “My issue is the cortisol and stress eating from living in the same house as my ex-husband.” This is a perfect example of she’s right now, there’s some conditions that have changed that have brought about stress right? While stress on the surface seems like it’s the issue, it’s how we’re relating to that stress that really determines the food choices. That’s what I want to talk about today.

**[0:18:50] JB:** Amazing.

[0:18:51] **AS:** Yeah.

[0:18:52] **JB:** What are you so, what triggers do you see of all this?

[0:18:54] **AS:** Yeah, I am such a Dr. Bernie Brown fan girl, are you familiar with her work?

[0:19:02] **JB:** Love her.

[0:19:02] **AS:** Yeah. She is amazing for everyone who, if you haven't heard about her, please go look at her TED talks.

[0:19:07] **JB:** Come on our show.

[0:19:10] **AS:** Yes, my god. I might pass out.

[0:19:15] **JB:** I live for the day for that.

[0:19:18] **AS:** I'm not really into celebrities and stuff, I'm more like, "Oh my god, she's an amazing researcher!" I'm such a dork. Her work is on vulnerability and what's great is she's given us language and stuff to talk about vulnerability, what I see is that people don't see how their vulnerabilities are showing up in their lives. This even happened to me like I realized I've kind of isolated myself from sharing what I'm working on with my health in the past couple of years of what I've gone through with my newsletter list.

I didn't even realize I was doing it. It was just a gradual pulling back. But there is certain triggers that cause all of us to feel vulnerable, no one is immune to this. What's really fascinating about anxiety or stress eating which is often why people or to your point you say, you feel allergic to the holidays, you said that in episode three, we can talk about this relating to try to figure out what conditions make you feel that you want to overeat at the holiday or at thanksgiving and Christmas.

What's really fascinating about anxiety and stress is that it's often not the anxiety or stress that causes us to eat. It's feeling defenceless in the face of it that there's nothing we can do. That's actually, I'd love to hear your thoughts on this but I see with my clients and myself, I actually thrive when I'm challenged okay? When it's a self-chosen challenge right? Most of us, I think resiliency and creativity, we actually thrive in those situations but it's when that same tension feels like we don't have any skill set around that that then it becomes a vulnerability. What would you — does that resonate, do I need to clarify? I mean, sometimes they get stuck in my head so let me know.

**[0:21:06] JB:** No, I think that definitely resonates and correct me if I'm wrong. The way that I'm thinking about it just on a personal standpoint is when you are thriving in something that you're passionate about and you're connected to and maybe it's challenging as are many things that are worth it in your life, right? They're going to be challenging and exciting and scary all at the same time but if it's something that it's yours, it's self-created then that's a different thing than if it's something that it's almost a pressure like you're doing it for somebody else or it's not really something that you're passionate about, it's probably your job, you're working for somebody else.

Even though you're trying to be as good as you can and as excited as you can about certain projects, if they're really not your own, it's a totally different energy that you're bringing to the table. I'm thinking about that just from a standpoint of — I have two business partners, not all of my fitness business is self-created. When it's something that I'm given as a task that just supports the business side of things that isn't maybe the thing that really excites me, I do feel defenceless sometimes and I do notice these patterns of, "I'm just going to," — for me it's like, I'm going to take a nap. Maybe for other people, I'm going to have some M&M's."

**[0:22:31] AS:** For me it's like, I'm going to skip working out and just keep working.

**[0:22:35] JB:** For me it's nothing in the past, as my business is really ramping up and we're becoming more successful, there's just a lot more work and there's a lot more pressure and deadlines. I have noticed this defence mechanism I have which is I'm going to lay down, I could go to sleep, it's the strangest thing. It's not strange, I know what it is. Is that a healthier habit

than some others? Sure, it's still a defence mechanism and I think a lot of us use food in that same way

**[0:23:07] AS:** Yeah. What is so interesting about really understanding your relationship to food and again knowing that its conditions is that so many of my clients have struggled for decade's right? The story is, "No, I just really love food. I really am out of control around food or I just feel crazy around food." That story has worn away so much self-trust that the skill set that they actually need, it has atrophied. Right? They had it a long time ago but now that food has taken that. You have two things that need to happen is you need to develop whatever the skill set is around your vulnerability and then you also have to — which is going to be a little bit uncomfortable but then also know what your defence mechanism even is.

You were talking about as your business ramps up and everything. That's like long term thing but when I think about the two women in the reboot, how do I transfer this feel good mindset to celebrations right? There is something in those celebrations and here's where it gets tricky. It could be different triggers at different celebrations that make her feel defenceless. Right? And then with the woman who has to live in the same house as her ex-husband right? No one would choose to go through a divorce. No one would choose these conditions.

To your point when it's not something that you would choose or something that is, you really feel is driving your agenda, you feel even more defenceless and I know what I've discovered over years was so much of my eating was feeling defenceless from having gone through cancer. It was kind of like, "Oh my god, I'm defenceless against life." And rather than develop some resiliency around that, I try to be skinny because I thought that was healthy, that's what I equated with healthy.

I have good intentions but because I was so young and the culture supports right? Then you're like, "Oh the culture is telling you that being thin is the answer," that I didn't develop the skill set that I really needed. And I share with my clients and I guess I'll share here, I feel like building my business has been the best thing to help me transform my relationship with food because I am forced to deal with failure — I mean not failure but not getting it out right off the gate right? Uncertainty. I have to deal with conflict, all these stuff that never, I really had to work on before. Nor did I know it was related either.

So I often think it's, for people who are listening, in situations where you wouldn't have chosen them personally doesn't mean that they're inherently bad but that tends to be where — what I see with my clients is they stick to what they're good at, they hate feeling like beginners like I do as well. That tends to be when they're triggered the most with food. They feel like what's been asked of them at work is too big. Something bad in their life has happened or they're starting their own company or something right? It's this new territory.

So Juliet, if you had to sum up one word with how you relate to food, especially in the past, I know it's changed now, you nap now but wouldn't' the past. If someone would have asked you that, would you have even had language for it?

**[0:26:23] JB:** It's complicated. How's your relationship to food? It's complicated. That's probably what I would have said.

**[0:26:32] AS:** Yeah, I was thinking about this for myself and in the past, what I would say now, at the time I thought I was highly self-aware but what I would say now is I was highly monitoring my food but no awareness. So again, I was highly monitoring it but there was no awareness about what that meant beyond good and bad.

**[0:26:53] JB:** I think for me I actually, it was a little different. I had awareness but I had too much knowledge about food and I had read too many books and I had also seen too many therapist. I was actually overloaded with awareness to the point where I couldn't have even listened to my own soul and intuition about what it was that I needed to be doing with food. It was just, I was using it just to kind of like mask everything.

**[0:27:24] AS:** Yeah, I guess I should say, I was in the same boat, I had read so much but what I meant was, I was monitoring myself being good or bad versus really being aware of why I was being good or bad. So I thought I was so self-aware. I was into self-help, I had been to therapy right? Kind of thinking, I know myself. No.

**[0:27:50] JB:** You thought you knew yourself but then having most issues with food then you probably thought, I'm broken in some way right? I can't fix this thing. Why do I have this issue with food?

**[0:28:00] AS:** Yes, my god. Just with a client this week who said, "Why can't I just fix this?" And I said, "Because you're not broken."

**[0:28:08] JB:** Good answer.

**[0:28:10] AS:** Yeah, and she was like, "What? No, I just really want to just figure this out," and I was like, "You have to come at it from a I am whole, not necessarily I'm whole because we have to work at that but I can trust myself to do this and if I trust myself, I can experiment and I can look at it." Because if we feel like we can't even look at it and see ourselves and own the good and the bad then we'll never get out of the gate, we'll continue to be what people call crazy or trying to fix it. So much of the healing process of how you relate to food is that you have to feel like you're the one in charge. It's a very nuance line but you have to become your own expert rather than just working with plans.

What I thought would be really great for this episode is I would love if just both of us to like, because we work so much on the — we have a very high awareness now of our own relationship to food and so much experience with clients. I love for us to just take these two women who have shared their examples and what you would suggest for them or what you would want to ask or your perspective on someone comes to you and says, "How do I transfer my healthy feel good vacation cooking mindset to celebrations?" How would you approach that in terms of knowing that this is about the relationship to food?

**[0:29:33] JB:** Just to be, I probably want to ask a couple more questions about what they mean when you're saying celebrations. What are we talking about specifically when she was saying that to you?

**[0:29:42] AS:** Yes. Social events, it's the holiday season so going to social events where it's like a potluck or there is a group of people where you're supposed to be having fun with, who you're supposed to be having fun with.

**[0:29:55] JB:** Yeah, I guess I would want to dig a little bit deeper and just understand what it is that she's doing on vacation that is drastically which I'm guessing different from how she is interacting in her everyday life. Is she taking more time for herself, is she slowing down and I think that we probably have to transfer some of that, those vacation feelings into her real life by probably slowing down and taking more time and overloading herself because I'm guess that's what's going on, she's having more time just to breathe and have space and she doesn't give that to herself in real life.

**[0:30:35] AS:** Yeah, I love that you said that because I often say with my clients like I used the analogy or is it metaphor of a cellphone battery right? I always say like there's tired Ali and inspired Ali right? Tired Ali is what people would think of as their bad side and inspired Ali is who you think of as your good side.

If that battery is drained too low, you're the same person but now that you haven't slowed down and had space, you are using food probably for energy or to like reward yourself all that stuff. I always say life looks very different on eight hours of sleep versus four, it's the same thing right? If your energy level, if your battery level is at a four versus an eight, you make completely different decisions.

**[0:31:19] JB:** Yeah, or maybe even just to get through those awful holiday parties, you're eating your way through it because you're not enjoying them. That's also something to know about yourself. They're not for everybody, those parties, especially if you're going to ones that you really don't have to go to, I don't know how many of those social gatherings you can really go to.

**[0:31:41] AS:** Right, exactly. This is exactly how you can see your relationship to food mirrors your relationship to life right? How comfortable are people to say no? There's fear of missing out, fear of looking like you don't like the person, fear of looking like you can't do it all, whatever it is. Right. So it's like, "Oh my god, I'm afraid I can't say no to food."

**[0:32:06] JB:** I have learned to say no so much and no is like one of my favorite words, I like it better than yes. Because it's honoring myself and understanding my limitations and its okay to have limits, none of us have super powers. To think that we're a better person the more that we

can do, that is the wrong mentality, we're a better person the more space that we allow ourselves so that we can be inspired Ali and not tired Ali.

**[0:32:43] AS:** Yeah, when I make plans I'm always like, "Make them like you're tired Ali so that you actually," — how much running around I think I can actually do. Stop putting on your green tea fresh after breakfast, fresh after eight hours of sleep lens on your day next week.

**[0:33:00] JB:** You do have to know your limits and there's certain periods of your life where you may be less social than others depending on what's going on, you have to just gauge it as you go. That's what I think I would want to give advice to that client. I'm guessing that that's what's going on in her life, she's running on a low battery, just pushing yourself too hard.

And then when she's on vacation and she's really more of her authentic self, which is probably more of a relaxed happy self that she's able to make better choices with food. We would have to just find ways to translate that into her regular everyday life. There's definitely some exercises that she can practice, saying no is one of them you know? It's making more time.

**[0:33:48] AS:** Yeah and I think how I would approach this and I have more background information than you do. Not a ton, but I shouldn't say I have more background information, I would say given the way that I look at food and when people ask these questions how I look at it is, I also see that sometimes people have a fully charged battery and then something like a social celebration like that drains it instantly. Like their battery is not holding the charge.

What I would ask her is, given that she's going from vacation where she's probably has more time and all that stuff but I would also assume if you're going on vacation, the people that you are with, you tend to feel more comfortable and intimate with than the people at a social celebration. I would ask, "How are you being differently in this social situation compared to when you're on vacation? That's what I would want to know because as part of coaching is — in coaching we assume the client is resourceful, we assume that they are brilliant.

And we assume also when you enter into a coaching relationship with someone, you assume the person wants to take responsibility for what they can do and a lot of type A people like that right? Even though sometimes, we have to do things we don't want to do, we at least feel in

control. I'd want to know to her, what makes you feel vulnerable with people that you don't know as well? How do you think you have to be and then what behaviors does that translate into? For example, I just wrote two long post about this, about when you feel invisible and self-conscious with your eating, a lot of people, I see this with clients, either they have food allergies or they're trying to eat healthy but no one around them is. They just "go with the flow" because they don't want to look like they are on a diet or they don't want to feel left out from the group.

What they do is they just, they don't bring the food that they need to the potluck or they don't ask the hostess, hey, do you have anything that's wheat free or something like that. Always looking at how you're being with people who you don't feel as intimate and intimate is not sexual, it's just that you feel you can be...

**[0:36:10] JB:** Comfortable.

**[0:36:11] AS:** Comfortable with and yeah, really say that. To me, that's kind of where I would go from questioning and saying how are you being differently and what you think of our habits or really, how you think you have to be in those situations? How can you try a new behavior next time you're in those social celebrations? It can feel uncomfortable but say to someone, "I'm wheat free so I brought my own dish," or whatever right?

So many times, clients are shocked that it is in a conflict. People are like, "Oh my god, I've heard about all the GMO's," you know what I mean? It starts like a really good conversation and that's how you actually lose the emotional tension around food because you don't have to muscle your way through it, you don't have to pretend it doesn't exist or push it aside, you really just want to transform it.

That's a really concrete example of how we relate to food and I think how people often sabotage themselves even when they don't want to be. They know they don't want to eat dessert, they don't feel like it, I hear this a lot with my clients, "I actually didn't feel like it but I didn't want to look like I was on a diet because I haven't lost weight yet,' we've been working together for two weeks.

And then they're like, "I haven't lost weight yet and it looks like I'm failing," and there's all these subtext right? The subtext, not really what's happening but what we think what I call, we have mind reading capabilities.

**[0:37:37] JB:** A lot of times, that fear of failure is creating failure because you're sabotaging your success because you're so afraid to fail that you keep just doing the same sabotaging techniques that you've learned over and over again. You're never going to be successful with it with weight loss especially.

**[0:37:57] AS:** That's the irony right? I actually said this in an earlier podcast, I didn't really explain that really but the fear we usually have the most we're already living with. If you feel like, "OH my god, people are judging me," which means then am I going to be alone, that's like the real worry right? Will I be alone and judged, it's like my god, how alone does it feel when you're with people but you can't be yourself?

**[0:38:23] JB:** That's a great point. Here is a tangible scenario for you Ali that I think you could help people with. A lot of holiday parties especially a lot of work holiday parties or catered holiday parties, free food everywhere right? People are feeling like they can't control themselves around the free food. I think that this has to do again with how they're feeling in the social setting because food is a great way to just distract you from actually having to be present and makes small talk with people.

What are your thoughts on that? Do you have any tips for people in that situation where it may be is a corporate event or this could be any kind of — it doesn't have to be holiday but it could be any kind of corporate event where there's free food everywhere and maybe you ate already but it's just hard to not go around picking.

**[0:39:21] AS:** Yeah, this is great. There would be two things that I would ask. First of all is how are they defining free? Just because it doesn't monetarily cost money does not mean there isn't a cost to eating it. I don't mean a weight gain cost, I mean, are you going to have trouble sleeping? Are you going to get heart burn? Are you going to then be hungrier after you eat right? If it's a blood sugar, cause I used to struggle with this too in the corporate world and I was like,

“Oh my god, it says it’s free but then I’m like hungrier afterwards.” I’m actually going to have to pay and go buy more food right?

**[0:40:08] JB:** I think that for a lot of my clients, it’s not even so much of a physical cost but it’s a mental emotional cost that they feel so guilty afterwards.

**[0:40:19] AS:** Right. That guilt and that I’m doing something wrong, that is definitely a longer term thing that guilt and getting out all or nothing. Because part of why people love this food this time is because what they say to themselves is, “Well in the New Year, I’m not going to be eating this,” right? What’s funny, what’s interesting is, this all or nothing mentality that does take, it takes a good — you know I run Truce With Food, coming up in February, it’s four months because it takes a while to wear away that all or nothing mentality.

Part of what’s driving that all or nothing mentality is people think they have to be perfect to get results, there’s a big story within or assumption within there. When you’re going to holiday parties, I think the big thing is first, think about free, the cost of is and really think to that. Then here’s what I would say to my clients because they’re like, anytime someone says, “I always do this.” I’m like, “You do not always do this,” right? In their mind they’re only remembering like how awful they are.

**[0:41:19] JB:** That’s the story, that’s the intense language that they’re using around something and you have to reroute that story because that’s not your story, that’s a fictional story that you’re making up.

**[0:41:30] AS:** Yes. I would ask people and okay, I would say, when was a time that you were with, you were out and you made healthy choices? It’s pretty amazing that people remember that they will remember that if you ask them? What was it about that time? Again, what was it about the conditions? I did this with a client the other day, she has all these parties coming up. Well I know I got eight hours of sleep to your point slowing down and resting right?

“Okay, so you know you need to go to parties rested?” Practically, if the party — say the party is eight o’clock at night right? When are work parties? Like right after work or say it’s right after work, if it’s right after work and you know that you’re tired, know that you’re going to spend less

time there that you're just going to leave early so you can get sleep. Often times though we have to stay the whole time. Again our battery, even just the mental "Oh my" dread drains our batteries. If the party starts at seven or eight, find something that restores you ahead of time. If that's what works for you. Looking at the conditions underneath that enable you to make good choices.

Another thing that's huge for my clients that they're shocked at is that they can find one person, they do not need to make small talk with everyone but if they can find one person where they can have a genuine conversation with, it changes everything, I had a client interest with food two years ago. We were talking about this connection concept and how when we isolate ourselves and we feel lonely, we eat more.

And she was saying how she was on this work trip and she was someone who like loves sugar and sweets so she thought the ones she figured out her blood sugar, she realized that was half of it but we're still working on the emotional stuff. She was at this event and she met this woman and they ended up talking about like all these random stuff and she really brought kind of the more personal side to herself at work for the first time. She's like, "I totally forgot about the brownies."

**[0:43:29] JB:** I was just going to say, when you are really connecting with somebody over a meal, notice how little he eat or the difference in how much you eat or how much you even notice your food because you're so engaged with the person.

**[0:43:44] AS:** Exactly. I'll ask clients even sometimes. I'll say, "Hey," if we're working on portion control, "tell me a time when portions when you had stuff left on the plate that you were full." It's like, "When I go out with my girlfriends we talk so much and I'm just full, I always get bag wrapped up versus work lunch." Work lunch people are monitoring themselves a lot more but then they'll eat in the afternoon.

Yeah, those are the conditions, you don't need, I mean I'm so extroverted I thrive in these situations, my husband Carlos, introvert, right? It's been interesting and our marriage and our relationship because he is like, "how long," ahead of time, he's like, "How long are we going to stay?" Sometimes I'll stay longer I'm like, "All right," especially when we live in Philly, "I'll just go

home on my own,” you know? He’s like, “All right, cool.” We had that agreement before we went.

A lot of my clients find relief not staying the whole time at the event or feeling restored ahead of timer, maybe they need to get outside a little bit, maybe they need to go home and take a nap. Starting to think about the conditions that enable you to thrive and just think about when you make great choices, right? A lot of people will say to your point, “Oh my god, I make really good choices during the week and then the weekend I go crazy.”

Some people think — so if that’s the case, it’s like, “Okay, I’m going through this, sacrifice, push, reward model. What if I go to the party, what if I don’t,” — a lot of people won’t eat all day, right? “All right, what if I actually don’t arrive at the party starving right? Set myself up really well and then know I can have one or two things,” sometimes putting that pressure off. Some of my clients don’t have problems with moderation there, some do. It all depends on the person.

But I would start with thinking, part of why people do well on Monday and Tuesday and Wednesday and not the weekend is also because their energy is depleted. right?

**[0:45:34] JB:** 100% yeah. You’re like okay, I’m starting off fresh from a weekend where I had time to slow down and relax and then you’re recharged Monday Tuesday, by Wednesday on that health day it’s like, “OMG, I’m drained again,” and then you’re like, “I need to report myself, I need that glass of wine, I need that ice cream tonight.” Really, Saturday and Sunday turns into more of a Thursday Friday Saturday Sunday.

**[0:46:05] AS:** Yeah, often, my whole master’s thesis was how we put weight loss into this battle story and we think, we’re just saying I’m tracking points, I’m doing boot camps but that actually creates a feeling of how we think we have to be. A lot of people think they have to gear up but what I’m really telling you is you have to soften and tune down and that is actually the productive action that helps you with those parties and helps you with things.

When you soften instead of trying to gear up, things change and even with, I was talking about the one woman in my Facebook group who is living with her ex-husband. What I would ask her there is, “Okay, obviously this is not ideal right? Let’s acknowledge that,” and I have no idea why

they're breaking up. "But when things do work with, when things were working with your husband, how were you in that situation? What was different?"

And I bet if she would answer that, it would be a softening rather than a hardening or a defensive mechanism but there's always ways that we can be and part of this again is not about someone winning or losing or us being good or bad but it's about saying, "What do I really want here? What is my end goal at this party? Is it to just eat my way through it, is it to numb out or is it to have a good conversation and then head out early and have a win/win situation?"

So I know I kind of jumped to the client example and this client didn't ask for coaching so she doesn't have to take my advice right? I just want to give a — I thought it was a great concrete example of how, "Okay, stress does fuel my appetite," which is what she talked about in the group, "and this is a stressful situation yet they're still — if I can just turn soften and turn down the stress even one or two notches, I don't need it all to go away. I just need to feel like I have some skill set here so that I don't feel so defenceless and so exposed," which people often feel at holiday parties especially if they don't know a lot of people or it's work, et cetera. That's what I would say.

**[0:48:15] JB:** Let's not forget about self-created stress with food. How stressful it can be to micro-manage your food all the time. I recently, I was working with a client and we were going over her food diaries and all the food that she was saying she was eating were just so bland and they were really clean healthy foods but it was like a plain organic Greek yogurt, nothing in it, just plain. Everything was just so bland, not a lot of flavor to it, not a lot of excitement there.

It's no wonder that this particular client felt like on the weekends she just needed to go crazy and eat kind of whatever she wanted and then it was like back on Monday, starting over again but that is really stressful right there when you're really stressing yourself out with the kinds of foods that you're eating when you're not enjoying your food at all, do you find that?

**[0:49:13] AS:** Oh my god, well that's what I was talking about if I would to sum up my relationship in the past, it was self-monitoring. Yeah, I think this is the big thing. In my work with my clients, I am not one of these people that's like, I want them to find the medium between eating whatever they want and then being deprived right? Part of getting there is knowing what

to measure and people think that if they're thinking about food a lot that it's going to lead to better action or better choices and it actually does the opposite.

They think like, "Oh my god, I'm paying attention, I'm monitoring myself from all the stuff." It's so many mental gymnastics that they get exhausted and when you emotionally are exhausted, that's when the excuses start to come in. "Well I'm just going to have one glass of wine, right? Wait but I'm going to get the eight ounce glass instead of the four."

**[0:50:04] JB:** How much mental energy it takes when you're thinking about food that often, I remember one of my aunts said to me a long time ago, "If you would only spend half the amount of energy that you spend thinking about food and the size of your ass, you would be a millionaire by now, you'd be the CEO of a company you know? You're so determined and your mind is always churning but you're not using it for productivity." And I was like, "Oh my god, you are so right, I'm holding myself back from what my gifts are by just thinking about food all the time and my body, it's like a waste of mental energy."

**[0:50:48] AS:** Right. That's how we kicked off the call right? People act like you are determined and you thrive on a challenge but with food, many people feel defenceless because they're not looking at the conditions that cause them to feel so defenceless rather they just stick to the monitoring thinking like, "Okay, I'll figure this out eventually, this is something to fix, this is a logic problem," when it's not a logic problem.

It's an emotional one, it's a, how are we relating right? How do we relate to food, how are we relating to the situation that we need to pay attention to. Yeah, it's all about the mindset and understanding we're the same person, right? You can be a determined person in a great way but for many of us, if we aren't self-aware, which I was trying to explain before but I know how it's clear, our strengths can become weaknesses and they turn on us.

I think it's so important like people often think like I need the mindset and like the right mindset which you do but rather, it's not the right mindset, it's moving along the continuum from self-monitoring to self-awareness about how you're using food.

**[0:51:53] JB:** 100%

**[0:51:54] AS:** Yeah. I think the big take away for people listening to this is like, think about what conditions are present when you are eating well, if you have a certain situation that's coming up and you're nervous about, think about that exact same situation one time when you were successful and what did you have to do?

Often clients think it's this big changes, but it's like these little things of like, "Oh my god, taking a nap, life looks very different," right? What changes when you're eating poorly? What storm brew comes in, is it people that you're not as comfortable with? Is it that you don't feel comfortable saying you need that you're dairy free or that you're looking like you're on a diet right? I have a post that goes into how to change this in more detail on my site at [Alishapiro.com/overeatingandloneliness](http://Alishapiro.com/overeatingandloneliness).

The last one is, how can you take responsibility to change those conditions. Thinking about what your end goal is, maybe not, if it's a party, what's my specific end goal at that party? Not just food wise right? Who do I want to talk with? What would be interesting to do tonight right? If there's some of these holiday parties like there's activities or there's dancing. Rather than what will look good, what do I need to feel good is a really great often question?

And too, just kind of a little plug but in the New Year I'm going to have a quiz to help people identify what conditions help them thrive and which ones sabotage them. It will probably be available the second week of January and I'll mention it on a podcast and officially announce it here but this is really important. Yeah, there's four main patterns that I've seen over the past eight years. Also looking at it through my coaching lens. Yeah, Do you have any more thing to add or anything else Juliet before we wrap up here?

**[0:53:49] JB:** I think just we were talking about mindset today but I also think that what I was saying earlier about not having excitement in your diet create more excitement in your diet. Have a little bit of chocolate throughout the day, don't feel like you have to save it for a special occasion. It will make it so much better that you won't have to save it up, you won't feel that deprivation feeling and that moderation is so key here when it comes to your diet right? Like Ali was saying, we're not going for deprivation, we're trying to find like a middle ground here with food.

**[0:54:27] AS:** Yeah, again, sometimes people are afraid to do that because they think they won't get results, but you don't have to be "perfect" to get results. And Juliet, that is such a great point that you brought up about excitement in your diet because I'm always looking at the metaphor, talking about how we relate to life as how we relate to food. People get so excited about weight loss not because of weight loss but because they think it's going to bring possibility.

They think it's going to bring excitement to their lives. And sometimes it can, hey, it feels great to feel good in your clothes but you have to get the excitement in first for it to keep going. I'm so glad you brought that up because that's another huge pattern and why people depend so much on weight loss, they think their real life are more exciting life is going to start there. It can start now, it can start now.

**[0:55:15] JB:** Yeah. I have abs now, I didn't have abs then. It's really funny because people are like, "Oh my god, how do you have six pack abs? You must be on a crazy new diet." And I'm like, "No I just love food and I don't deprive myself, I take naps. My body is responding in a really great way and I'm not forcing anything and I'm not forcing anything and when I love myself if I didn't have abs? 100%."

And I think that's really what it all comes down to is like, loving yourself at any time in your life. You're loving yourself because you're respecting your body and you're feeling good about the choices that you're making and you're not waiting for something to make your life better. You're living in the present moment.

**[0:56:04] AS:** Yeah, that's so important and I often tell my clients, often times they resist what you just said like the loving themselves because they think that's self-acceptance means resignation. And to your point, self-acceptance is basically, you can love yourself and work on yourself at the same time.

In fact, I think learning what works for your body and learning to your point not what to force but I'm using the word soften in to but what is your body really craving, not from the outside

expectations. Not from the self-monitoring but from the self-awareness, the internal queues, that's how you can get results from self-acceptance right?

**[0:56:43] JB:** Yeah, and just to wrap up here, I think Ali and I will definitely be doing a podcast on cravings because there are many different kinds of cravings.

**[0:56:52] AS:** Oh my god, we could have a whole podcast dedicated to cravings.

**[0:56:54] JB:** Which we will, we'll break different cravings down for you. I'm craving chocolate currently but you know...

**[0:57:02] AS:** I'm actually craving a nap.

**[0:57:04] JB:** I'm always craving chocolate so that's okay, that's just my... this is one of my favorite food group.

**[0:57:09] AS:** We'll have to do one then on all the good chocolates because I just kind of get like 70% with almonds and I realize I need naps more than chocolate.

**[0:57:18] JB:** We are so excited, everybody thank you for listening today, we have so much great content coming up and we would love it if you could leave us a review on iTunes and we have a little incentive going that we're going to be picking two people, one for Ali, one for myself if you leave a review we will pick two people that we will be diagnosing your food journals and kind of giving you some great tips, we'll do 30 minute consultations with you. Please go ahead and leave a review, be honest about your review, we can take it, we promise.

**[0:57:51] AS:** Yes, definitely for the month of January, two people we'll pick. Of course connect with us on social media or by email with your questions. Juliet is @unite... what's your Twitter handle?

**[0:58:04] JB:** JulietUnite. Everything is JulietUnite. You can find me on Twitter, on Instagram, you can find Ali @Alimshapiro and then you can also just check on our show notes for our emails and please feel free to email us any questions, any comments that you may have, we

are very excited to share our knowledge with you and hear your feedback. Thank you guys so much for listening and we will see you next week.

**[0:58:30] JB:** Thank you so much for listening to the Insatiable Podcast. We hope you enjoyed today's episode. You can connect with us on social media. Follow me on Twitter and Instagram @JulietUnite and Ali, @AliMShapiro — M stands for "Marie". Please feel free to also email us any questions. We would love to hear from all our listeners. You can reach at [ali@alishapiro.com](mailto:ali@alishapiro.com) and [juliet@unitefitness.com](mailto:juliet@unitefitness.com).

We'll see you next time.

[END]