

**EPISODE 5**

[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] JB:** Hi Ali.

**[0:00:53] AS:** Hey Juliet, how are you doing?

**[0:00:56] JB:** I'm doing well, I'm getting ready for the New Year, I can't believe it's happening already.

**[0:01:01] AS:** I know, we're recording this, it's the day before Christmas Eve and we were talking before the show, trying to wrap up everything. It's kind of more crazy now and we talked about in some earlier episodes, this is actually been a really crazy month.

**[0:01:17] JB:** Yeah, the energy is still going. Somebody asked me today to go to at the New Year's cocktail party and it was definitely New Year's party, really? I have no plans, I haven't thought about anything like that yet, it just kind of just snuck up on me. Maybe I'll go to that or I might just snuggle on my couch.

**[0:01:37] AS:** I know, I was talking to a friend who just started working from home more. She got a new job with a new company and she was saying that when her husband comes home, he is like, “You seem a little stir crazy,” and I was like, “Oh you wait,” the longer that you’re out of an office or a conventional work world, the weirder you become because you have no demarcation of Monday, Tuesday, Wednesday, Thursday, Friday. You have no holiday parties to go. Your work.

**[0:02:03] JB:** Yeah.

**[0:02:04] AS:** It’s just, I was like, you totally start unintentionally opting out of any sort of recognition of time.

**[0:02:11] JB:** That’s funny. With fitness because we’re around people all day every day, you just get to a point where you’re like, “I don’t want to see any of them, I don’t want to talk to anybody, I don’t want to engage, I want to isolate myself,” because you never get that in fitness. You’re with people working out with people all of the time.

**[0:02:32] AS:** Do you like sometimes have to fake how energized you are? I feel like you would have to go in, if you’re a trainer and you showed up and your trainer was like yawning or it would kind of be a downer. Do you have to fake it?

**[0:02:45] JB:** 100% All the staff that I train, I tell them, you’ve got to fake it to make it because you’re someone’s cheer leader and it’s not to say to completely inauthentic but yeah, you can’t be there and be like, “Oh my god, I’m feeling shit today,” that’s not what you’re being paid for. You wouldn’t want your doctor to do that either, any kind of health profession, it’s the same with a therapist or a coach right? You have to, you have to turn it on.

**[0:03:13] AS:** Yeah.

**[0:03:15] JB:** I always wonder with my therapist, Ali and I have a love for this one therapist, we’ll chat about him another time. We’ll just call him bob because that’s his name. I always wonder when I see Bob. Is he — I just wonder what he’s thinking, is he completely present with

me, and any therapist? I'm always like, "Are they really there, are they thinking about what they're going to have for dinner right now?"

**[0:03:43] AS:** Bob is a Buddhist so we know he's not attached to his thoughts.

**[0:03:46] JB:** Yeah, that's right, he's so perfect.

**[0:03:48] AS:** I find with me, when I'm coaching my clients, I am genuinely fascinated by what they're telling me. Sometimes I'm like, "Am I boring you? I'm going on and on." I'm like, "No, this is all to me valuable information and I'm trying to figure out what's underneath all of it." In coaching we call it level three listening. It's this weird paradox of having no idea what is going to happen but also looking for a pattern in that it's taken me a long time to really get to that place but it's a pretty neat place so if anyone's wondering what their coaches are thinking. Well at least this is me.

So we're going to talk about resolutions today, so I'm super excited about it because what I have noticed which is really interesting is I'm actually making resolutions this year. I kind of blew them off for several years but what I've realized is I like the ritual of the New Year. I'm very firmly aware that I'm not starting on a clean slate which is my old fantasy that I'm still me. But I realize that a lot of things in the health world or even in our culture, they've been hijacked in a commercial, consumerism way but their original intentions I think are really profound.

I've noticed more and more people paying attention to the solstice that we just had on was it Monday? Yeah Monday. I love that because it really is a time to turn inward and to rest and it doesn't mean anything's not happening but I think having that and as someone who is extraverted, I find that I can't help but get swept up and the external, even though I don't work in a formal office anymore. Even when the super bowl comes on, I'm like, "Oh my god, super bowl party," or, "Spring break," well not so much.

**[0:05:43] JB:** I think those are exciting you know? It is something to celebrate.

**[0:05:48] AS:** Yeah. I'm excited for us to talk about what our resolutions are and how we each approach resolutions because I think it's very different than at least for me I know in the olden

days it was like, “Okay, this is the year I’m going to lose 30 pounds and I’m going to cut out sugar and snacks,” and it was like all or nothing and I completely, I’ve actually reversed the process. It will be interesting, but one of the things that we were talking about before and before we started chatting and I think it’s something that I really want to mention to people listening because I find with my clients, a lot of them do want to lose weight but there’s this general collective feeling of not wanting to admit it because they think, “Why haven’t I fixed this yet? What is the problem?”

And I noticed in my Facebook feed, I had some sponsored post from weight watchers and other places and the focus is less on weight and more on general health now. Like, “Be the best you” and “healthy at any size”. I think that’s great that we’re shifting the focus off of weight loss. I also think that if people want to lose weight and that’s a genuine desire and goal that that should still be honored. I feel like it’s another way for people to tell, especially women don’t want what you want and I’d love to hear your thoughts on that Juliet.

**[0:07:10] JB:** I think that they have to find a different approach now just from a marketing standpoint to keep up with all of the other brands out there that are still focused purely on lose weight. There is more pills now and supplements out there, there’s isogenics is out there, weight watchers has been around for so long but there’s a lot of new players in the game. I think they have to find a different approach. Also to keep people engaged to have tried weight watchers before.

**[0:07:39] AS:** I never thought of that.

**[0:07:49] JB:** “You’ve tried this in the 80’s and the 90’s but it’s new now, and improved,” and I think to me, all of those companies, they’re so sneaky in how their marketing to people. None of it is authentic in any way. I also have to take issue and I don’t know all about what they offer but I know some of my clients have told me what the kids of foods that they’re saying yes to and no to and you can have as much fruit as you want, it’s a free for all with certain things. I don’t believe in a lot of their nutritional philosophy.

**[0:08:15] AS:** Yeah, I read that they supposedly revamped their point system. I don’t know, it took me years to forget the points on all foods and I’m never going to go back.

**[0:08:23] JB:** One thing that's good is they are less focused on you could eat whatever you want as far as processed food goes and just count the points, they're more focused on whole foods now and unprocessed foods. They do still have — they're saying things like, "You can have as many bananas as you want a day." Don't quote me on this, I could be wrong but that's what I gathered from a client who is looking into doing it. And I was like, "That's a little — how can they justify that?" I don't really understand.

**[0:08:56] AS:** Right, and the problem is, if you're running a weightless business that then your business model is based on failure and someone had written this about Oprah's decision to buy into weight watchers. People are like, "Why is Oprah doing this? She knows how hard it is," and honestly I see a lot of people, they know diets don't work, they know weight watchers doesn't work but they don't know what will. It's kind of like, "Okay, this seems like the least evil to do."

But from a business perspective, weight watchers, reoccurring revenue, the more that you're dependent on the system and I know I had someone — I remember telling someone like, "Yeah, my health coaching practice. I would love to put myself out of business." And they're like, "What?" Yeah, I have plenty of other interest, I love coaching, I would be happy to and I was like, "I have enough clients though," I mean I know that's not going to happen but my goal is oddly to put myself out of business.

**[0:09:52] JB:** You want to be in such high demand? What do you mean put yourself out?

**[0:09:57] AS:** I mean that... my whole goal is to get clients to be their own best expert.

**[0:10:02] JB:** Got it.

**[0:10:03] AS:** Because when it comes down to it, this is what's really interesting, I'm going to mention this in my newsletter in the New Year but this article came out in the Cell Journal and I think I mentioned it in a previous podcast about it was like 800 people they studied and different foods raise people's blood sugar levels to different degrees. When it comes down to, it's not as complicated as it sounds I help people really quickly and my Curb Your Afternoon Cravings

program figure out what combination of fats, proteins and carbs works for them but programs like weight watchers aren't offering that customization.

Once you get a few basic points in of how your biology works, then you can get on to the more emotional stuff as you said in the previous episode when I was talking about "deep shit", right? That's where the most transformation is, you have to get that food right I think first so that you then have the energy and a little bit more hope and confidence and I think programs like weight watchers, because they're built on scale and mass scale, you lose that customization in it and unfortunately, the story continues to build that nothing will work for me.

**[0:11:10] JB:** Yeah, I definitely think that customization is going to be the wave of where nutrition is headed because there's a lot of meal delivery services now that you can use and I currently actually use one for myself, for all of my lunches, Monday through Friday. The one that I'm using, they have the option that you could speak to a registered dietician or a nutritionist to actually customize which meals you're going to get for the week based on what your goals are or what workouts you're doing, how much food you would need, all of that stuff. Then there's a lot of different ones out there that are doing that with a registered dietician attached to them.

**[0:11:46] AS:** The problem then is, this is a whole other episode and look, I have a lot of friends who are RD's, I respect a lot of RD's but the lens that RD's look at food isn't necessary through medicine. You're not trained in this bio individuality which to me a functional medicine really addresses, which is why that's the lens that I look at through nutrition. You're still getting people who have studied and let's be honest, what is it? 10 to 20% of their funding for the ADA comes from food companies. There's a real lack of integrity in the curriculum and I know a lot of RD's are petitioning for their trade organization to cut ties with this. This isn't like, RD's don't know this.

**[0:12:29] JB:** Yeah, I think it depends on the person right? What their philosophies are and what they stand for, you can have RD's that are very much by the book or you can have RD's that are more into functional medicine and they just happen to be an RD that went to school for it and I think in our profession, in the holistic field, RD's do get a bad reputation right? We're like, "Oh, they're just following government regulations and they're not actually helping people heal themselves through food."

**[0:12:57] AS:** Right.

**[0:12:57] JB:** I was just saying with weight watchers, going back to that that I think there are so many companies right now that they're trying to keep up with right? Meal delivery services I think are the next wave of dieting for people.

**[0:13:12] AS:** Yeah, that brings up a good point that people are trying to spin everything as a lifestyle when the reality is, a real lifestyle change involves an identity change and I think is a great Segway into New Year's resolution. A lifestyle change could be sleeping more, it could be exercising more but I really, at the heart of one that lasts is changing how we see ourselves and that's really my approach to New Year's resolution that I can't wait to hear about yours as well and get in to what that actually means.

There's a lot of marketing terms thrown out there and I think — and Weight watchers, as I tell my clients, you may feel discouraged, when they come to me they feel like they've tried everything and nothing has lasted as long as they would have liked or they've rebounded. But I said, "You know, you've learned something from everything. There is key take away that you've learned from everything. You've arrived at this place with a lot of knowledge, there's a lot of unlearning we need to do but give yourself credit and give some of the plants credit for what they did teach you." I think that's important.

**[0:14:14] JB:** I think a lot of the unlearning and tell me if you think this is right is that they're not broken, they do have will power because a lot of times it's like, everyone's down on themselves for like, "I couldn't do it, I'm a failure, I don't have willpower." That's the unlearning right? It's like learning that that's not true about yourself. That story you're telling yourself, that's absolutely not true.

**[0:14:37] AS:** Yeah, revising that story is challenging, let's not sugar coat it but the glory in that is the liberation of freedom and also, you stop looking to external places like weight watchers to fix you because you're the one who has the control now because you understand your biology and your emotional patterns.

But my point in all of this though is I think if you want to lose weight, don't be ashamed about that. I think it's kind of amazing that people, this is the case for me, it'd been 18 years of trying things but that drive was still there and I' so glad it was because as we've talked about in earlier episodes and what I've learned about myself and what I learned really needed to be changed.

Especially for me as an all or nothing person, the gifts that that gave me as much as it's painful, painful at the loss of the time. The working through process had its moments but it was a lot easier than thinking I was burped in. So what is your — do you even have resolutions? What is your focus in the New Year?

**[0:15:44] JB:** I don't have resolutions and I'm a little anti-resolution and goal setting in general in the traditional sense of "I'm going to get here by this time", I don't know, it's never worked for me, it does work for some people and I definitely when I'm coaching somebody, I might use the SMART goal setting; is it measurable, is it attainable? That whole thing, the SMART acronym.

It helps somebody who out that way, for me personally I think it is a very personal thing and you kind of have to know yourself over the years to understand what drives you and what motivates you and that has never motivated me. In fact I have always failed when I do that for myself. I am much more somebody who has to set an intention and a feeling like how I want to feel about something or feel inside, it's more of an emotional thing for me rather than a concrete, "I'm going to get here by then," does that make sense?

**[0:16:50] AS:** Yeah. I guess I should say, when I think of resolutions, I have never — I've tried that like I'm going to be this by then and earlier podcast I said I've never had time deadlines, I need to be married by this or have a kid or whatever. I meant more I guess by resolutions, focuses. So I totally get it and the SMART goals don't work for me either. Because if you're — especially with the body right? The body is on its own healing timeline, for you to try to put a time bound expectation, I find often, most of the stress for my clients comes around the attachment to the time it's going to take.

**[0:17:28] JB:** Yeah, definitely for sure. Especially with weightless right? Clients are like, "Well how much weight can I lose by this amount of time?" And I'm like well, "Scientifically we could lose this much weight but honestly, your body's going to do what it's going to do." From working



with people, you never know what's going to happen, you could lose inches rather than pounds, your body fat can decrease your muscle can increase, it's never something that is so finite like that. People have a hard time hearing that but it's really, you have to just go with it. And as long as you're doing things that make you feel good and healthy and are leading you to the right goal, I think, you don't have to worry so much about, "I have to be there by this point."

Just like, trust the process and be in the process, that's the most important part and that's how I approach all of my intentions, my goals and I don't actually use the "New Year" as a way to transform or shift, I don't think of it like that, I honestly just think of it as another day. I just don't see it like that, I never have, I don't know, maybe from growing up, my parents never talked about the New Year's being like, "Oh New Year's resolutions." But I am just more of like okay, this month, this day, this week, that's how I think of things.

**[0:18:45] AS:** Yeah, well I think you said something really profound earlier about you need to know yourself over the years. I have found for myself that I'm very similar. <y resolution this year is to be more active and to — I feel like I've been working on this for a couple of years but the reason I'm using January as a focus is I have a week off after Christmas, we've moved three times this year and it's just a really nice starting point and I've worked on — I've really identified the problem, I'm bit on, "What is my real problem?"

And so for a couple of months before the new year, I realized for me, I talked about, I had this arm pain where I thought I was having a stroke. I knew I needed to get — and I also knew that often times I blow off exercise because I feel tired. But I had this revelation the other day like last month, I wasn't tired, I felt stagnant and it was from sitting all day and so I have recently got a standing desk, my Rebel Desk which I love and it's making me more energized for the day. I don't have that stagnation excuse anymore.

**[0:19:51] JB:** Let's talk about that a little bit because I think that's really important. You're trying to find the underlying cause for why you haven't done the thing that you're set out to do which is exercise right? I think for our listeners out there, this is really important for any goal that you're setting is you want to lose weight or you want to be more active or whatever it may be. You want to eat healthier. I think you have to kind of rewind a little bit and look at patterns, look at why you haven't done those things, kind of dissect it a little bit and then makes some small changes to

then gain that energy to do the things that you set out to do versus just saying, “Okay, I’m going to do this. It doesn’t work like that. Just to be like, “On January first, I’m going to eat a kale salad.” That’s not — you know what I mean? It’s like, “Well why haven’t I been doing this, right?” That underlying reason.

**[0:20:45] AS:** Yeah, I think one really important tip that can really help people and we talk about how we don’t have any of these timed deadlines but a lot of people probably use or saying, “Well I want to lose 15 pounds or I want to lose 30 pounds or I want to eat less sugar.” All of these things are wonderful goals. However, the best way to approach them is to start to think about the things that you’re going to have to do on a daily basis to achieve those.

So, “I want to be more active,” because one of the things I want to focus at is just you read the stats about how awful it is to be sitting all day. They say sitting is the new smoking right? As someone who has had cancer, my god, anti-cancer or cancer prevention is high on my list. If I said, “Oh my god, I want to prevent cancer,” that’s way too big of a goal right?

**[0:21:35] JB:** Well does it motivate you?

**[0:21:39] AS:** Even though we know that 70% of cancer is lifestyle, I still could have a reoccurrence, I could still get sick again, I can’t be attached to that outcome. However, one of the things that will boost my mood and also too, what’s interesting is long term goals like that do not motivate people, adults especially need pretty instant results. Looking at something that’s going to make you feel better day to day. For me, connecting being more active and being more active and exercising more, it helps my anxiety, it helps stress, it makes me just feel better. I know all of this stuff so then I can start to figure out, “Why don’t I do it?”

**[0:22:17] JB:** Also you like to be social right? There’s a part of you that...

**[0:21:19] AS:** Oh my god, I love social.

**[0:21:20] JB:** You’re missing that a little bit with having a coaching business and being by yourself or just being one on one with someone. When you’re going to go exercise, you’re killing two birds with one stone if you’re doing some sort of a group fitness.

**[0:22:34] AS:** Yeah.

**[0:22:34] JB:** You're getting out there with people, connecting.

**[0:22:37] AS:** Yeah and even though I'm looking at January second as like I'm joining probably the JCC here in our neighborhood, from October, November and December, my goal on October was to work out four days a week or October, November and December is like, "Just get to the gym or just be active, don't care if your heart rate is up, don't care if you're doing the right — two days of weight lifting, two days of cardio, one day of Yoga." It was just like, "Just be active because this is something that you're going to have to do for the rest of your life and I did join a gym, I just found that the classes — cause I know that about myself that I need to have people to go to because I'm so social.

The gym didn't end up working out. So rather than scrapping it all which this past week I have worked out at all, I am going to — part of the reason that I also didn't get there so much, it wasn't just the classes but it was because I needed to take a bus to get there. By joining the JCC, it's eliminating that, I talked about in an early episode. Is the inspired Ali making this decision or is the tired Ali? The reality is if I had to get on a bus to go to a gym, it's just not going to happen.

**[0:23:45] JB:** When you set those goals for yourself and you accomplish them? You have a week where you do the four days of being active, how does that make you feel? Do you feel this sense of accomplishment, what is the feeling that you get? Because I think that is so important and for me, whenever I set any sort of goal for myself and I actually accomplish it, a lot of it has worked for me, I'm a procrastinator when it comes to work that I have to get done.

If I actually say, "Okay, I'm going to get this done by 3 o'clock today," or whatever. I set small goals for myself that are achievable like that. Then I do it. I have almost like this elated, "Yes, go you, you did it!" that feeling, I remember that feeling for the next time because it's actually kind of an addictive feeling, I want that feeling again. Feeling accomplished like I did what I said I was going to do.

**[0:24:34] AS:** Yeah. That builds a lot of self-trust and I was just with a client yesterday and we're working on her story about all or nothing. She's a big all or nothing person and in our work together, we figured out the stories that were driving that all or nothing belief. And one of the things was, as a result of being all or nothing, she really has lost touch with her intuitive side which is I had as well from so many years of dieting and being all or nothing.

You either are really good when you can plan and have all these external conditions in place or when those fall apart. And when those fall apart, that's when you're nothing right? That's when you're in the nothing phase. What we figured out for her was she is a big planner, even though we're working on her making more intuitive decisions and we have some concrete stuff around that paradoxically. What really drives her is having a chart, to know that hey, I'm getting in four vegetables a day, that's what we're working on.

For her the benefit, when we checked in yesterday, she's like, "Oh my god," having that goal, what it did was, it wasn't just checking it off the box, it was, "Oh my god, all of a sudden my whole frame of eating has become, how am I going to fit veggies in?" Her other choices have changed naturally and the payoff is, she's not craving carbs or sugar like she used to.

**[0:25:52] JB:** One thing shifted a lot of other things?

**[0:25:55] AS:** Yeah.

**[0:25:57] JB:** I think for our listeners out there, that's so important to know that it can be one small change and you might think, what's that going to do for the bigger goals that I've set out for, because again with that all or nothing mentality. But as you can see from this client that you're talking about, just that one small change just started shifting that all this other stuff. It's a domino effect with any kind of change you're making with your health.

**[0:26:21] AS:** Yeah, the important thing there is to connect it to the instantaneous result. Weight loss is a long term game, it's a rollercoaster but for her, not craving carbs and sugar as much every day is a really big win. Then the motivation, I often say motivation is driven by stress, it's like fear of gaining weight, its fear of your pants getting too big. Versus being inspired is like, "Oh my god, that just made my life so much easier," right?

For me, when it comes to exercise, and this is again, I feel like I'm always going to be on the deep end a little bit. But one of the big reasons that I know that I'm not consistent with exercise is right now, things in my life are pretty good and when I work out, I reach this limit of like, "Oh my god, I feel amazing." That feels really scary to me. I'm very self-aware at this point.

**[0:27:13] JB:** It's too good to be true for you?

**[0:27:14] AS:** Yeah, I feel like the other shoe will drop and when I look back in my life, a lot of times when I was like — I remember working with someone and talking about how like, in middle school, this is so embarrassing but I had one student council and I was like so excited because it had come off in fifth grade I've been bullied really badly and I think it affected me a lot more than I realized so when I was elected student council I felt really popular.

And then the next week I find out that I had cancer. It was this, "Oh my god, life is too good to be true," and then diagnosed and I've had other experiences like that. Things have also been really good and that hasn't happened but we tend to remember the painful point. I'm really working on this over bigger goal of spaciousness and relaxation and joy.

**[0:28:01] JB:** Maybe you need to set the bar a little higher. Just the first thing, honestly the first thing that came to my mind.

**[0:28:07] AS:** I'm Jewish Juliet, what do you expect?

**[0:28:09] JB:** Exercise is going to make me feel just so amazing that it's like, there's more amazingness than just I think it's what exercise can give you. I think you need to set the bar higher.

**[0:28:21] AS:** Yeah, no, what I meant though is the bar is already feels really high. Exercise happens to be the thing right now if on the surface it looks like self-sabotage right? On the surface it's like, "I have to work," that's why I always blow it off, it's not because I'm watching TV or whatever, it's like, there's deadlines but that's another story of like, "Hey, there's time, there's space to do this." Exercise when I'm doing it consistently, it just creates this — it's like the

threshold of where I feel really good, it happens to tip me over to the other point because everything else, I eat relatively well, I get sleep, I have a great relationship, I have great friendships.

Still here's challenges with growing my business and creative challenges and financial challenges but that stuff feels, I've normalized it in a way. That's often when I'm working on with my clients too is let's not normalize this level of overwhelm or pressure or stress. I'm just saying with how I approach the goal, for exercise, to me, because it's really important for everyone listening out there that you connect the benefit to a way that's meaningful to you.

To me, when I know that I'm being consistent with exercise, yes, I'm really happy that I'm moving more that I am helping myself prevent cancer and improving my health but for me right now, the meaning for that is that I'm expanding my capacity for joy. That's what's really meaningful for me. Some other people may think that's crazy and raise the bar. For me, that's really meaningful right now. I think it's important to look a little bit deeper below the aesthetics that we often think we want. Find what's true to us. Again, turning internally into our intuition. I kind of backed into the goal.

**[0:30:02] JB:** That's your main goal, New Year's resolution for you is to be more active right now?

**[0:30:08] AS:** Yeah, I always tell my clients, whenever they say, "I want to lose weight," or, "I just want to be happy," or whatever. Another way that I help the flush out what their real goal should be and this talks about the identity change that we have to have. When I was growing up, I played all kind of sports, I felt really athletic and then I got really into working out in high school and even my high school friends laughed, I used to be obsessed with this place called Balli's I would like work out on the treadmill, I ran so much, it's crazy.

Then as I talked about in an earlier podcast, once I realized that my weight isn't really affected by working out and work has become all-consuming sometimes, I stopped seeing myself as someone who is athletic. I also have to work on that identity again that I'm someone who I went back to the gym in October and I was huffing and puffing right? Even though my clothes fit and everything, my cardiovascular endurance has gone down completely. One of the things say to

my clients is, and this is kind of all over the place but this gets to the point earlier about this identity change is, “Who do you have, what does your goal want from you?”

They often look at me like, “What?” “Who do you have to become to achieve this goal?” For example, for me to be someone who works out and I’m going to try to work out five days a week, that’s going to be my goal and I need that number in the beginning to really help me have a strong day of progress. I need to be someone who prioritizes their health on top of running a business. I need to be someone who takes time and can experience more joy than maybe I’m used to.

What we need to do is step in to new identities about who we see ourselves, a lot of my clients think they aren’t athletes. Right? They’re like, “I’m not an athlete, I’ve always been someone who struggles with my weight. And I’m like, “Well how are you defining athlete right? What kind of identity or who do you have to be now so that you can accomplish that goal?” If you’re someone who wants to cut out sugar right? You’re known as the sweets girl with your friends or someone who is always up for trying the donuts and the beer and all that stuff, there’s an identity shift that’s going to have to happen there.

**[0:32:19] JB:** What kind of reactions do you get from the client? Can you give me a concrete example of asking somebody that question and what their response has been? When you say, “What does your goal want from you?”

**[0:32:31] AS:** Yeah, I also put the caveat that it will change and unfold overtime right? I’m a big believer of that every stage of our weight loss or our nutrition or health journey asks us to learn different things about ourselves. At first they go, “How am I going to do that? That feels awkward and uncomfortable,” right? “I don’t want to not be the sweets girl with my friends or I don’t want to be the high maintenance person.” They immediately go into all or nothing thinking right? “I’m either the sweets girl or I’m high maintenance.”

I’m always looking for the win/win. “Is that really true and are there other ways that you can bond with your friends?” They’re like, “Oh yeah.” Then we test this out right? This is what coaching is about, really behaving differently and then seeing what happens but knowing what to measure. Half the time when I say that, it feels scary at first but then once they do it and they

realize people are so excited that they recommended going on a hike instead of catching a cupcake and tea or they start to find out that everyone else is trying to be healthy too, it actually is such a wonderful connection point. In the beginning it's like, well, it's the either or thinking, black and white.

**[0:33:41] JB:** I think also people are very comfortable right? It's uncomfortable to try something new for a lot of us.

**[0:33:48] AS:** Myself included right? You just develop more resilience.

**[0:33:52] JB:** Creatures of habit right?

**[0:33:55] AS:** Yeah.

**[0:33:56] JB:** Yeah. The resilience is your ability to be more flexible, shift and just kind of go with the flow more, be more expansive like you were saying.

**[0:34:05] AS:** Yeah, right out that discomfort because that discomfort is a story, it's not reality. Hey, some people will, maybe some people will say like, "You're going to be the healthy one?" Maybe but that also doesn't necessarily mean that you're going to lose that relationship or that you're high maintenance right?

**[0:34:20] JB:** Somebody asked that are you going to be the healthy one? Maybe. I like that, I love that.

**[0:34:26] AS:** Right, well it's like how do people define healthy? God, I see these things going around about people who have been healthy their whole lives and then they get sick early and I'm like, "Well how are they defining healthy?" But at the end of the day it's a good point, you have to be unattached to the outcome because the body takes, you just don't know.

**[0:34:46] JB:** That's been such a learning lesson for me this year with my business without being attached to the outcome because we could talk about this another time but there was a point about a year ago or so where I call it "my nervous breakdown". I was not doing well



mentally and it was because I was so attached to the outcome of what was occurring with my business and our growth. For those of you out there, we just started franchising my business in the past year which is just like a really big step in growing our business nationally and hopefully internationally one day.

The trajectory of how that was going to go and when that we were going to sell X amount of franchise is in all that stuff, it didn't go the way that we had originally planned for it. From the things that we had seen and the people we have talked to and so, I had to really shift my way of thinking about what success is and how I measured it and really let go of the outcome big time. Whether this is what I'm going to do for the next one year, five year, 10 years, 50 years, who cares you know what I mean? I have to just be here now and not think ahead into the future and letting a lot of that go.

It doesn't mean that I don't care about my business I think for people out there, we can help you clarify that letting go doesn't mean you're just giving up on yourself because that's a lot of what my clients will, when I tell them to like let go, relax about losing weight. "But then I'm just going to eat whatever I want and then I'm going to become really a big fat pig." That's not what I'm saying, again, that's the extreme, you're going to the extreme, we're finding this place of like being okay with where you are, setting good intentions, going back to that whole ting I was telling you about not setting concrete goals but just setting intentions and then doing the things that you need to do day in and day out, that will get you there.

**[0:36:40] AS:** You write up such a great point about your business because remember we talked about half the stress is deadlines that the people put on themselves? This is so important from a coaching perspective and how I coach is that what you were making that mean, that it was taking you guys longer or that it didn't go as you had expected. That data that you had at that moment will mean something very different if you look back on in two years or a year, right?

That is so important and that's one of the challenges of our stories is it's all about how we make meaning. I'm glad you brought that up, I say to my clients and Carlos all the time. The same struggles that I'm having with my business, which are different struggles but it's the same, "Everything is taking me longer." I see my clients having the same thing with their weight loss

right? It's just dressed up differently. When I say to my clients, when they say they think they've messed up or, "Oh my god, I fell off the wagon."

I was like, "Great, this is research." And they're like, "What?" I'm like, "What happened? We can learn from this." And the meaning changes. If you've learned something in this process and I can help you figure out what actually happened there. Six months from now, that data point mean something very differently, very different, I don't know if that was correct. Very different than when you're in the moment. With your business, what probably looked at the time like my god, your nervous breakdown or whatever, I bet now, does it look differently now with all this time had passed?

**[0:38:14] JB:** With everything you learn from it, I always, you have to have a breakdown to have a breakthrough. With that breakdown came that breakthrough of what I need to do to take care of myself mentally because I wasn't taking care of myself with my mental health and the stress that I was putting on myself and the pressure. It just helped me now to, I don't put that kind of same pressure on myself, those kinds of deadlines, even if we — you know, you're always going to have deadlines with business, that's just how business works.

But I don't think, if this doesn't happen by this time, "It's the end of me or something bad is going to happen. Okay, we'll just move forward from there and the next thing will happen." So I mean, it's a blessing when you have those kinds of major breakdown just because I don't think I could ever have a breakdown like that again thank god, that one's over, I've got that notch on my belt now.

**[0:39:07] AS:** What you were breaking down over and I don't know the specifics but does that even look different now? The way you made meaning from it?

**[0:39:16] JB:** Completely it looks very silly to me now when I look back on it. "Wow, you let yourself get so worked up over that." It was a buildup, it was a lot of different things building up, it came to this precipice where I couldn't handle it anymore. But it does, it looks silly and like I said I can never let myself get there again because I learned from that experience which is the same thing with your clients and falling off the wagon right? Eventually they can't even get to that place anymore because it's silly to them. I can't get to the place that I used to with food

where I sit down and like eat five bowls of cereal. I can't even get there anymore. It's silliness to me. It can't happen anymore.

**[0:40:01] AS:** Yeah, that reminds me last night, Carlos left to — we're going to Florida this year to visit his family for Christmas but I always spend Christmas even with my family, it's just this non-negotiable thing that I spend with my cousins and all that stuff. But Carlos left and I have had the craziest, it's just been a wild year and then this month has been insane. There's like no food really left in the house and there's this restaurant that has gluten free sandwiches, right? I never eat sandwiches but I was like craving one.

I needed to pick up this library book that is my vacation reading. So I went and got the library book and I stopped and got this like, I think it was like, they said it was like a 12 inch Hoagie, I don't know, it was gluten free so it was expensive regardless. I came home and I was like, "Oh my god, I was enjoying it and I was like, I'm so full." I had the other half, it's in the fridge now and I'm like, my god, the old me would have been, "Oh my god, let me just stuff myself," and it seems so silly, I had this moment where wow, I just love being able to eat half of this whatever. Hoagie and not even worrying about the portions.

**[0:41:09] JB:** Part of the reason why you don't need that other half of the Hoagie, I think for some people who were thinking like, I don't have that kind of self-control, it's not even a self-control thing but for you now, you don't need that other half of the hoagie to survive anymore. I know that sounds really extreme but a lot of why people need to stuff themselves is it's like a survival mechanism just to be okay in the moment of what's going on in their lives. You don't need that hoagie anymore. You're eating, you don't need the other half, does that make sense to you what I'm saying?

**[0:41:38] AS:** Yeah.

**[0:41:41] JB:** Maybe you can say it a little more eloquently than I'm saying it.

**[0:41:44] AS:** I don't think so, I think the best way to describe it is a lot of my clients who do this deep kind of work with me and then people are like, "Oh my god, I can't believe that you just can say no to cookies anymore." If they knew what went through being able to just say, "I don't care

about those cookies anymore.” Again, it’s just a deeper process than focusing on food. It’s not so impossible or challenging. It is challenging. But yeah, so the point is, yeah, I know what went in to that, it was like revising a lot of stories, it was seeing myself differently, it was being unattached to what my weight was. A lot went in to that.

To your point earlier just about, and how we were talking about the meaning of what seems so silly, even though I have just been reading my journals and I’ve been taken back to those places of how awful it was to be consumed by your weight. Now it just seems silly. I would never eat more than, gorge myself the way I used to. Yeah. I totally get it.

**[0:42:45] JB:** It’s the same thing, I was talking to a client earlier about a client right now who is pregnant and this is her second child and she’s having a much different pregnancy now than she did her first time around where she had gestational diabetes and she wasn’t eating healthy and she wasn’t really exercising and this pregnancy, I’m so proud of her, it’s like a complete 180. She’s eating well, she’s really listening to her body and what her cravings are, but fuelling herself. She does not have the facial diabetes, she just passed her test. It’s amazing. She’s exercising five days a week, it’s like a completely different woman here.

**[0:43:20] AS:** So inspiring.

**[0:43:21] JB:** Extremely inspiring. She still has a lot of hang ups about her weight and what she looks like right now. Even though you’re pregnant, it doesn’t mean you don’t care about what you look like right?

**[0:43:34] AS:** I feel like you’d be even more a little bit hyper aware.

**[0:43:36] JB:** It’s like you’re hijacked by something right?

**[0:43:40] AS:** A human, you’re creating a baby.

**[0:43:42] JB:** You have an alien inside of you, is how she’s explaining it to me. “It’s so fucking weird.” I’m like, “Oh great, can’t wait for that.” But we were talking about the scale and how before in her other pregnancy, she had gained so much weight that she just like, she didn’t want

to see the numbers, she didn't. And this time around, she's making all these healthy choices and she's feeling so much better about herself and she can actually face how much weight have I gained during this pregnancy?

She knows the number. She's like, "I've gained this much weight," and I'm like, "That's really big for you that you can — you're facing that you know? That's all part of your journey of just being healthier from the inside out.

**[0:44:24] AS:** My god, completely, I remember when I was working with Bob, the therapist we mentioned earlier, the year end 2012 and I was going through the grieving process of having cancer. I had never gone through that believe it or not it had been like 18 years or something like that. I didn't know I needed to go through it, it seems so obvious now but I was just depressed the whole year of 2012 and I ended up gaining 10 pounds because I wasn't eating a lot. Carlos had been living in Iowa. So I would eat an apple and peanut butter for dinner and I wasn't working out and I had been married, I had lost weight the year before not because I was trying, because I was consistent with exercise and eating well. I remember going to Dr. Raquel, I think you go to Dr. Raquel don't you?

**[0:45:06] JB:** I have seen Dr. Raquel. Just for Our listeners, she's in integrative women's health specialist, functional medicine doctor.

**[0:45:12] AS:** She is amazing, we are going to have to have her on the podcast. I love her. I remember going to her and getting on the scale and she's like, so you gained 10 pounds. I remember being like, "Oh," and not having the gripping fear that I used to feel and the panic of like, "Well that just means it's going to go up and how did I not know that I look heavier or whatever." Because my clothes still fit and everything. I had that moment where I was like, "Wow, so much has changed," because I'm like, look, for right now, the emotional healing that I'm going through is so much more important in the long run than the fact that I gained 10 pounds.

But it was a huge moment for me and that's what I was trying to get at earlier about when you were saying you had the mental breakdown. What you measure and the meaning you make from it in the moment is so — as you start to get more customized on your own weight loss path

or your own health path, you start measuring very different things and you start making very different meaning from things. That's where the most transformation comes.

**[0:46:12] JB:** You have to weight out what you're ready for right? I had a client recently, young woman who is in college and she is in medical school and she was signed up to do a martial arts competition back in her home town in California and her coach out there put her in the lower weight class. From being in school and studying all night and just the hours that she's keeping with being a medical student, she had put on a lot of weight and when she went to go see her coach, her coach was like, a little bit of shock and he said, "I'm setting this weight goal of this," which was a 20 pound difference for her. So she came to me saying, "You know, I have this competition coming up and I need to lose 20 pounds in order to compete to be in the weight class."

**[0:47:03] AS:** Wait, was this wrestling?

**[0:47:04] JB:** It was martial arts. I forget what form of martial arts but as we began to talk and I asked, I got her health history and I was talking to her about her schedule in school and what she's studying. I sort of rerouted, I was like, "Is this — I don't even know if this is going to be possible for you to be honest. Where you are and what you're capable of and what you're willing to do, I think these goals are conflicting right now. Your weight isn't something that you need to be focusing on right now.

I think eating healthier and starting to move a little bit, all those things that will eventually leave you to losing weight is important, but I think to go to this extreme goal of you need to lose weight by X timeframe for this competition isn't going to work with what you're doing right now with medical school. They were completely conflicting.

**[0:48:04] AS:** I love that you bring that up because there is just this unwritten assumption on challenge assumption that you should always be trying to lose weight or that you should always be monitoring your weight right?

**[0:48:14] JB:** She need to lose weight, yeah, she's not at a healthy weight for her size currently but I don't think she needs to lose X amount by X time. The goal shouldn't be just weight loss for

her. It should be actually like simplified. Because there is no way that she could kill herself which is what would have happened with her trying to get that goal by the amount of time that she was giving me to help her. And as a coach, I felt uncomfortable doing that with her.

**[0:48:47] AS:** This gets to the point of is that really healthy? Plus, yeah, she does need o pay attention that if she feels, she's in an unhealthy state and not eating well, yeah, but I bet what would be much more healthier is tying like, "Hey, let's change your food, you're sleeping better," if you're in medical school, they teach you to throw your body under the bus, no wonder our medical system is sick care. The people running it don't even know how to be well because of what the system, it's the systemic pressure there.

But again, getting back to goals, I bet she can set up her physiology and start to heal it in a way that will feel good and be healthy and help take that edge off of okay, I need 20 pounds off. I always say that weight loss is a Side effect of sleeping well, of these other things that make you feel better. Yeah no, how lucky was she to have you to call that out and offer her a different path because I feel like so many people had been like, "Okay. Let me take your money and this is what we'll do." And look, you can lose — anyone, well, I shouldn't say anyone because I have a lot of clients with hormonal problems but anyone can put you on a plan to lose 20 pounds in four months. But if you want to keep it off, that's a different question.

**[0:50:04] JB:** 20 pounds in 20 days, let's get real.

**[0:50:08] AS:** You're in the fitness world. I'm in the like, the turtle like, "Okay, couch to 5K."

**[0:50:15] JB:** Yeah, especially when we're talking about martial arts and any kind of fighting, the fighting world is crazy with weight classes and how fighting is so, I think it's so unhealthy with how much weight they have to lose and then they gain it all back and way to put your body under so much undue stress.

**[0:50:34] AS:** Yeah, god, I think the big takeaway from this is timelines. Double your timeline.

**[0:50:40] JB:** Double your timeline but don't have a specific time where you're a failure if you don't do it by this time right?

**[0:50:49] AS:** Yeah, especially because for most things that will contribute to weight loss right? Sleep, being active, eating less sugar, balancing your blood sugar. Those are the things you're going to have to do forever. Granted, it gets easier when you know what foods work for you and all that and you figure out your emotional patterns but this is like a long time. As I always tell my clients, "What you resist persists and what you embrace dissolves." This is paradox is the path of change. It is the path of change. And so as soon as you become unattached to the outcome, that's when it happens.

Look, still and now people might be thinking, "Well you're contradicting yourself. You're saying hey, if you want to lose weight, honor that," and then I'm saying be unattached to the outcome. But I'm saying your goal with weight loss, take it from a start to finish to more of a what am I going to have to do consistently rather than for a short period of time and focus on that and what does your goal want from you? What new identity do you have to adopt and work on that because that is how you become unattached to the outcome and still get results.

**[0:51:56] JB:** Celebrate trying.

**[0:51:58] AS:** Yeah.

**[0:51:59] JB:** Celebrate, you have to.

**[0:52:00] AS:** Growth mindset.

**[0:52:01] JB:** You have to celebrate all the little things that you do, drinking a glass of water first thing in the morning. Do a little happy dance, celebrate. It might seem like something that's big but it is. The more that you celebrate any kind of small changes you're making then like Ali was saying, you can trust yourself more to make those good decisions and it builds confidence within yourself so that you don't have to think so hard about making those decisions, they'll happen more naturally.

**[0:52:30] AS:** And, to your point. What I love about those small changes is even if you don't know the stories or the beliefs running your life, by starting those small changes, you're



challenging those and that is the key to lasting change. That's why I love health coaching because I feel like if you approach health or weight loss as this doorway into some really amazing transformation, those small habits are actually big. I think when we're caught up in this gearing up for weight loss and everything.

We want the dramatic changes but really, I've found with a lot of my clients who are very self-aware. Working with me is not their first self-improvement rodeo and I'm sure your clients are the same way. But it's looking at things subtly from new angles that produces the biggest — even when I have clients or consults with clients, they're like, "Oh my god, I never saw this in that way and this is so freeing," right? Looking — expecting that only big things lead to change is also another big belief that is often buried within New Year's resolutions.

We're coming up almost on an hour but I do like — just to confirm, now it's public knowledge, I am trying to work out five days a week, I am trying to be more active because of what it will mean for me. But you're going to — and I am probably going to go to bed early on New Year's Eve too but you're going to wake up on New Year's day, hopefully go to brunch, brunch is my favorite.

**[0:53:58] JB:** Brunch is my least favorite.

**[0:53:59] AS:** Really?

**[0:54:01] JB:** I don't like brunch.

**[0:54:02] AS:** Oh my god, I love it because you can get two meals because I'm so lazy. You get two meals and only having to cook one or eating one. It last for me at least now because my blood sugar is so strong. I don't have to eat anything other than dinner that night so I love it, I get out.

**[0:54:17] JB:** Brunch is my least favorite because I love breakfast, I'm always a hungry person first thing in the morning and I love making my breakfast at home and then I love to exercise after I eat breakfast. Then at lunch comes after that.

**[0:54:31] AS:** This is my problem, I love to like wake up late and then not work out when I used to get up so early.

**[0:54:38] JB:** Ali we're yin and yang here.

**[0:54:41] AS:** You have any intentions? Even with your business because that's emotional health, I think maybe we should change it from New Year's resolutions to just what's your intention for 2016?

**[0:54:52] JB:** I mean, we could call — this is, not intention, but I definitely do have things that I'm trying to work on, I haven't quite got there yet but one of my goals is to not watch as much trashy television.

**[0:55:05] AS:** What's your favorite trashy television?

**[0:55:07] JB:** Ali, it's so bad. It's such an addiction. My clients feed in to it because they love it too, we talk about it and I'm like — so bad. I mean, it's embarrassing for me to tell you guys how much trashy TV I watch and how I can even fit that into my day. How is that even happening? Part of this is because, why I want to change this is because it's not stimulating me in a healthy way at all, it's creating stress. I have stopped watching the real housewives because all it is, is yelling. They're all yelling at each other and I was noticing a stress response in my body.

It's true, if you're watching people yell at each other for 45 minutes, it's like, that's stress inducing. Why am I going to be stressing myself up before I'm trying to go to sleep? I think a night time ritual for me it's going to be really important. It's all around my night time routine which is my goal. I guess we could say for the new year but it's my goal coming up, it's just to have a better night time routine where I'm not overly stimulating myself, whether it be with trashy TV or emails or I need to be doing something that is more calming and will just kind of slow me down at the end of the day.

**[0:56:19] AS:** Oh my god, I love that. That really helps with sleep, we have to do a whole episode on sleep and the really unsuspecting ways that we stimulate ourselves and that prevents sleep more than a lot of things. We'll have to do an episode on that.

**[0:56:31] JB:** 100%.

**[0:56:32] AS:** I love that. That sounds so relaxing in of itself. I read today that Kim Kardashian was the number one Googled name in America this year.

**[0:56:44] JB:** Really?

**[0:56:45] AS:** I don't have cable so I don't watch her shows or the housewives but...

**[0:56:49] JB:** I mean, there's just so many bad ones, A&E is a really — I mean hoarders, intervention and a lot of what I'm drawn to is transformations right?

**[0:57:01] AS:** Yeah, they're like the female version of porn right?

**[0:57:03] JB:** Yeah. Totally. That's exactly what it is.

**[0:57:04] AS:** "Oh my god! Someone could come in and reorganize my whole home and it looked beautiful?"

**[0:57:11] JB:** There was a commercial on, last night I was telling my business partner and we can end on this note but let's not watch this people.

**[0:57:19] AS:** This is a cautionary tale.

**[0:57:21] JB:** I'm probably going to have to at least watch an episode but it was called "Fat to Fit, Fit to Fat." It's about a trainer and a client or multiple trainers in their clients and the trainer is going to get fat like the client and become overweight and unhealthy and then the client is going to get really fit and ripped and do what the trainer is doing. They're going to switch lifestyles and that's the concept of the show. Like, oh my god, what are we doing with our world right now?

**[0:57:55] AS:** Weight loss as entertainment is a whole other podcast. Why is weight loss entertainment?

**[0:58:00] JB:** Talk about the biggest loser and how fucked up it is, we're going to end on that note. All right guys.

**[0:58:05] AS:** Just to kind of wrap up, for resolutions, think about intentions, think about things that when it comes to weight loss, if you want to lose weight, great. But look at the deeper way to approach that which is, what are you going to have to do to for the rest of your life? If you need to set some concrete goals around that, four vegetables a day or five workouts a week, that's okay. But then, also think about the new identity that you're going to have to feel about yourself to keep those changes going and those are really important key points to keeping the resolutions going.

So thank you everyone for listening. Juliet and I have so much great content coming up, we can't wait to share it with you. We would love if you could review us on iTunes, it would mean so much to us and we have a little incentive going for January. So if you do leave a review, email us either Ali@alishapiro or [Juliet@unitefitness.com](mailto:Juliet@unitefitness.com) and we're each going to select one person and do a 30 minute food diary review to help you stay on track on the New year.

And then of course, connect with us on Social media, Juliet is @julietunite on Instagram and I'm at @alimshapiro on Instagram and twitter. And our email addresses are in the show notes if you need them again to reach out. We want to get your questions and now that our podcast will be dropping every Wednesday. We totally want your feedback, any questions, what you'd like to hear in episodes. We want to make this as valuable as possible to you. I'm wishing you and I'm sure Juliet will end with her wishes a very year of 2016 full of vitality. Cause to me, that's the best definition of health. Are you in it?

**[0:59:47] JB:** I'm in it and I'm wishing everybody just, since I was talking about not doing year every year a resolution, I'm wishing you guys every day feeling vital and awesome.

**[1:00:01] AS:** Oh I love that, have a good one.

**[1:00:06] 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]