

# Balance365 Episode 114 Transcript

ANNIE BREES

Welcome to Balance365 Life Radio, a podcast that delivers honest conversations about food, fitness, weight and wellness. I'm your host Annie Brees along with co founder Jennifer Campbell. Together we have a team of personal trainers and nutritionists who coach thousands of women daily and are on a mission to help women feel happy, healthy and confident in their bodies on their own terms. Join us here every week as we discuss hot topics pertaining to our physical, mental and emotional well being with amazing guests. Enjoy.

ANNIE

Jen, welcome back to the show. How are you?

JEN CAMPBELL

Good morning. It is very early.

ANNIE

I know you always make fun of me with my talk singing and "Jen, how are you?" But, it is, it's early for me but it's considerably earlier for you. What time is it there?

JEN

It's 5:36am.

ANNIE

You have that sultry morning voice.

JEN

I do. I have barely cracked my first coffee.

ANNIE

We are recording early because we're a little more limited on when we have quiet time in the house. Thanks to kids being with us a little bit more.

JEN

Yeah, my house has been considerably louder with quarantine going on. And so I thought, "Well, let's just get this done before they're out. Because that's the only quiet time I have."

ANNIE

I don't know if it's smart or sad or both. [Laughs]

JEN

These will be the, these are the days that we tell our grandkids about.

ANNIE

You gotta do what you gotta do sometimes.

JEN

You do.

ANNIE

So today though we have a great topic as usual. We are talking about four beliefs that keep people stuck and repeating the same mistakes over and over and over and over. And this can make it impossible to ever, to find a weight that's healthy and sustainable for you, because for anyone who needs a reminder, your beliefs drive your feelings, your feelings drive your actions and your actions drive results. So until you're ready to address your beliefs, you're likely just to stay in the same cycle, right? Which is why we spend so much time on mindset.

JEN

Right. Exactly. It is very important. And I feel like a lot of our podcast is about addressing beliefs. So if you're new here, keep listening.

ANNIE

Yeah, but people just want to, like, change the action. They just want to change the behavior. And we're like, well, there's like stuff under that. You gotta go a little deeper.

JEN

Yeah, and that's what coaching is, right? We go, most people, what they want to tell you is the result that they're getting. And they're feeling about that result, whether it is, I'm thrilled or I'm frustrated. But if you are in a position where you're frustrated with your results, and you want different results, you have to trace the path backwards and figure out why you keep doing the things that you do. Which for us, what we deal with really is women who keep dieting. Why do I keep going back to these diets?

ANNIE

We often make the analogy to an old boyfriend that we know is not good for us. [Laughs] Right? But he's familiar and he's -

JEN

[Laughs] available.

ANNIE

And he's smooth. He says all the right things. [Laughs] He makes these promises but never delivers.

JEN  
Hmm.

ANNIE  
[Laughs] I mean, neither one of us have experienced that. We're talking about friends, right?  
Friends. [Laughs]

JEN  
Yes.

ANNIE  
Anyways, okay, so let's, should we just dive right into it?

JEN  
Yeah, let's do it.

ANNIE  
Okay, so belief number one. This is a big one for women. Fat is bad, therefore I am bad. Right?  
You want to tell us about that one?

JEN  
Yeah, we did a podcast really early on, I think it's Episode Four on something called Fat Phobia.  
And it is the fear and dislike of fat people and the stigmatization of individuals in bigger bodies  
and that could include yourself. And the truth is fat is neutral. It is neither good nor bad. It's just  
that your relationship with your body and with your body fat are what are keeping you trapped  
here.

ANNIE  
And this can be a heavy, intense belief to unpack because I think a lot of times we have  
internalized these beliefs to such a core level that we don't even realize how harmful they are to  
ourselves, how harmful they are to others. We've just accepted them as "right," quote unquote,  
or the truth, right? And once you start seeing fat phobic behaviors and talk and bias, you see it  
everywhere.

JEN  
Yeah and we know that through different studies that have been done that this starts happening  
at a really young age and once you have it pointed out to you, you do start seeing it everywhere  
and so many people have talked to us about how Peppa Pig the kids TV show actually talks  
about, I think it's the, my kids never watch that show so I could be wrong here but the dad pig?

ANNIE  
Daddy Pig, yeah.

JEN

Yeah, is always talking about his body or something. Which seems weird when you say it out loud like that, but anyways, and I've had different, you know, and just think of different children's books. We had an issue last year with some with Bernstein Bears book that my son had kind of internalized some of the messaging there around bodies and so lots of unlearning to do on that front.

ANNIE

But the thing about a fatphobic mindset is that this fear of fat, or fear of becoming fat, can lead to developing unhealthy habits like negative self talk, obsessive thoughts about food and exercise, pursuing fad diets, yo-yo dieting, restricting and bingeing and purging exercise habits, all in all it means to avoid becoming fat. Because that's the worst thing you could be and like, don't ever let that happen.

JEN

Yeah. So we think, we believe that women's health and freedom lies in letting go of this belief, because you are never going to be able to stop reacting to situations, emotionally reacting if you are intensely afraid. So it's very difficult to make long term decisions when your biggest shame trigger has been activated. Being able to make calm, rational, objective decisions about, maybe it's your body, maybe it's about food, requires somebody with, I guess somebody that's just calm.

ANNIE

Someone that isn't in panic mode.

JEN

Yeah.

ANNIE

Or like, and we've talked about that feeling, especially, we see it often when a woman steps on the scale, or they try on a pair of pants or they see a photo of themselves in a bathing suit. And they don't like that, what they saw, the weight on the scale, they didn't like the way their pants fit, or maybe the pants didn't fit at all. And they have this panic moment that they're like, "Oh my gosh, I just gotta do something, I gotta regain control. I gotta like, do something to get this fat off my body or this weight off my body." And that's where we see women make a lot of choices to go back to dieting, to go to extremes, to beat themselves up and -

JEN

Right. Yeah, to do things that are very harmful and often it backfires.

ANNIE

We're not about that.

JEN

We're not about that life.

ANNIE

Ain't no one got time for that.

BOTH

[Laugh]

ANNIE

Okay, we could spend all day talking about fat phobia. And in fact, if you want to go back and listen to that podcast, that was an early early podcast, it's been a minute since we recorded that.

[Laughs]

JEN

I'm sure the sound quality is just awesome on it. [Laughs]

ANNIE

I remember recording and in fact, bless Bethany our guest on that episode. I think we asked her to come back to another episode and I don't think we ever got around to it because there's just a lot to cover in that topic. And we wanted to do it justice, but.

JEN

Right.

ANNIE

It would be a great listen. Okay, belief number two, you have 100% control over your body size and shape. Is that true, Jen?

JEN

It is not true. And you guys, this blew my mind when I learned it. And after I learned it, I was like, "Yeah, of course I don't have 100% control over my body size or body shape." And these are the kind of lies that we are taught by the diet industry or the fitness industry sometimes. So the truth is that your weight is partly genetic. And it's partly determined by your environment and your habits. But that split is about 70/30.

ANNIE

Yeah, and what I find fascinating about this is we widely accept that you can't control your height. You can't control your shoe size, like, these are genetic. These are just part of our makeup our build, but yet when it comes to our body size, people are all like, "No, I have complete control."

JEN

Mm hmm.

ANNIE

It's like you don't see people walking around shaming themselves for, well, I mean, they might shame themselves for the shoe size or their height but then these ridiculous extreme measures to try to solve it and fix it.

JEN  
Right.

ANNIE  
Although I did hear that Tom Cruise got some flack for wearing lifts in his shoes or to be taller.  
[Laughs]

JEN  
Right. [Laughs]

ANNIE  
I know. But yeah, the amount of control that we do have is so much smaller than we are led to believe.

JEN  
Right. So yeah, just as I said, it's about 30%. And fine print, of course, there's going to be outliers to this. So, you know, you might know somebody who's lost quite a bit of weight, but it's very, very rare to see somebody lose an extreme amount of weight, like half their body size or something and be able to keep that off. And the point is that we need to start paying attention to our body types and learn to work with what we have, not against it. And if there are naturally small or petite people, we have to accept that there are naturally large people as well. And then of course, there's a whole lot of us in between.

ANNIE  
This was a real moment of peace for me, I guess you could say, because it seems like my experience was always dieting to shrink the size of my thighs. And it seemed as though regardless of what I weighed, or how lean I was, I still had big thighs. And it was like at some point I had this moment that was like, "This is just, it's just like that sometimes, Annie." [Laughs] "I just can't control it all." And making peace with it opened me up to so many more possibilities than trying to constantly find a way to shrink my thighs.

JEN  
Yeah, we can't control where we store fat. And then I guess another belief many of us have, because what we're told is that we can control how fat comes off our body. And I forget how common it is for people to believe that until I'm in, I don't know, Facebook mom groups or something and somebody's posting, "Hey, can you guys tell me some exercises to shrink my belly?" or whatever. And then I remember that, "Oh, people believe that," and then I log on to Pinterest and there's all those pins for exercises to shrink this body part, exercises to shrink that body part. And so where we store fat is...

ANNIE

Genetically driven.

JEN

Determined, yes, it's genetically driven. Annie and I have very different bodies, and we store fat in different places. And there's no amount of like, mental will that her and I can do to make that change.

ANNIE

But I know, I spent a lot, and I know I'm not alone, but I spent a lot of time copying what thin women did, because I thought then I would be thin. And I was just miserable and exhausted. And it was just, now I know, it was time wasted. I could have been figuring out what works for me.

JEN

Yeah. Or just focusing on healthy behaviors that help you find a healthy weight for you.

ANNIE

For you. Yeah. [Laughs]

JEN

For you.

ANNIE

Are we really hammering that point home? Like, it's about you, not about her, or them, or what the celebrities are doing. Okay, belief number three: successful people know something I don't. What is everyone missing, Jen? Am I missing something? [Laughs]

JEN

Yeah, I don't know if this one's as obvious, but a lot of people spend a lot of time trying to figure out the secret. And, again, I have to check myself sometimes when I realize people still do this. I'll be reading an article and I'll scroll to the bottom and it's like, the number one secret that you don't know. And I think, "These articles still exist. They're still out there." I don't even see them anymore because I know they're BS. But people are still clicking on them and they can't help themselves. Because they really do believe there is just this one secret that they don't know. And what that leads to often is that people with the body types that are deemed, you know, quote unquote "desirable" can sell you a lot of \*\*\* because you will buy anything from them, to look like them, because you think they have a secret.

ANNIE

Yeah, in fact, one of our what would I call her? Allies? Friends? Kathleen posted about that on Instagram not too long ago, she's she's a beautiful woman with the quote unquote "ideal" or, you know, culturally accepted beautiful body and face and she flat out was like, "I could sell you a lot of stuff because of the way I look and people would buy it because that's just the culture we live

in." And she of course, wouldn't, because she has values and morals that don't align with that, which is why we love her. But people that do have that, that look, that figure, or even have been photoshopped to look like that figure. [Laughs]

JEN

Yeah, Kathleen also posts all the time about, you know, in regards to her body, she'll say things like, "I don't work hard at this. And I was born with this" and even she's posted photos of herself when she was younger, in a swimsuit or whatever. And she'll say, "I've had a six pack since I was 12 years old."

ANNIE

Yeah.

JEN

And yeah, I love the honesty of it. It's awesome.

ANNIE

It is, I feel the need to clear this with our audience. I personally feel like I am immune to like you said the secrets. I don't click on them. I don't pick up, I used to buy the magazines all the time at the checkout line. Like, you know this new workout, diet, and I was like, "Oh, what is it? What's on the inside? What are they gonna tell me?" I don't do that anymore, but I'm still super susceptible in other ways.

JEN

I know.

JEN

Oh, yes. And that's just a theme right? It's just a theme of -

ANNIE

Like it's marketing.

JEN

It is marketing, and it's sort of like, maybe our hopes and dreams that there's just one thing we can do that will make it all okay.

ANNIE

So I guess I just I wanted to say, like, if you're still struggling with like, "but I am still looking for that." I understand, I can empathize, because I it still shows up in other ways and other areas of my life. It's just I've done the work as it comes to food and fitness to not be susceptible to buying those. Right?

JEN

So, the belief here is that successful people know something I don't. But the truth is that people who are successful with weight loss, they respond to problems in a different way. And so what are some things we see any in women who are successful?

ANNIE

Well, the first one we cover in our workshop, our free workshop, is they stop dieting. Right? Because we know now that dieting is setting you up for not only failure, but weight regain. People that diet are moving further away from their goals than they are closer. Right?

JEN

Right. Yeah.

ANNIE

They also have a commitment to long term success. And this is something we preach in Balance365 coaching, that we ask for a six month period, at minimum, because we're not, we've done and we've worked with women who have done the quick fix stuff. And it's not working. And it's like at some point you have to say, "Okay, like, I gotta hunker down and like really commit to this process," because it's a process. It's a journey. It's not a, like, you start, finish and then you're done. And then you can go about your life, like, this is something you adopt forever, which is why we preach sustainable habits.

JEN

Yeah, and it doesn't have to feel hellish. It doesn't have to feel like you're on a diet for the rest of your life. It should feel like things that are sustainable for you, that you want to be part of your lifestyle. So yeah, commitment to the long term. I also think that women who are successful have learned to parent themselves, which means they've learned to find that balance between having lots of self compassion in that they know, when they need to be comforted, and maybe to gear down on some of their habits. And they know when they need to be pushed out of their comfort zone. And to do some hard things, and to gear up on some of their habits. And we see this all the time, how women intuitively know how to do that with their children. But it can be a hard thing to apply to ourselves.

ANNIE

Yeah, I just posted in the group last night. I don't know if you saw, about these tough love talks that I've been having with myself. Because I would love to just scroll social media and chill out and watch makeup tutorials on Instagram -

JEN

[laughs]

ANNIE

And eat Chipotle. But I also have a list of stuff that actually needs to get done. And not doing the things that need to get done doesn't feel good either. Right?

JEN  
Yeah.

ANNIE

And so at some point, I have to be like, "Annie, commit to finishing a project that you started, put your phone away. Focus." And it's knowing when that voice needs to kick in versus the, "Just chill out. You've had, it's been a day, just veg out for a little bit," because both are good and both are needed. But it's knowing when you need to use that voice and the other voice.

JEN

Yeah, because often we're using them when we shouldn't be, often we are being hard on ourselves when we actually need to go easy on ourselves. And other times we're going easy on ourselves when we actually really need, we really need a push. Yeah. So that's a, that's a fine balance. And I feel like successful women have mastered that. They also have a complete identity shift. And this I think, was captured so well in the book Atomic Habits by James Clear, in how if you want your habits to be easy and effortless, or I don't know if those are the right words, but where you don't question your habits anymore? It's because you've had an identity shift, because this is who you are now, you're not grappling with "should I or shouldn't I? This is who I am. I'm not just exercising to exercise. I am Jen. I exercise. Period."

ANNIE

Yeah, he talks about that. Like, I think he uses the term identity based goals, which is something we also talk about in coaching, too, that if you want to be a marathon runner, what behaviors does a marathon runner have? Like, who is that person? What are they doing? And that's how you become that person. Right? That it's just part of who you are. And it's very much in alignment with your values and what you want, how you want to spend your time and who you want to be.

JEN

Yeah. And there's some work behind that, that a lot of people don't do, like creating a wellness vision, figuring out what your core values are. Are that can reduce the resistance to change. Which we see a lot of. [Laughs]

ANNIE

And we've also included that in Balance365 coaching, it's like we thought of that. And we're very mindful of it. And our program is just amazing [laughs], how holistic the whole thing is. Successful people also lead into discomfort and failure, which we've spent, I feel like, has been a real big theme for us in the last six months, talking about people who are discomfort avoidant, or if they fail, they get a case of the "screw it"s and they're just like, "I can't do this. I've never, like, I'm just gonna throw in the towel." And we're over here like, "No, this isn't gonna always feel like rainbows and unicorns and be super cozy and you're going to screw it up."

JEN  
Yeah.

ANNIE

And that's, both are going to happen. We totally expect it. It's part of the process and if you want fat loss, or improvements to your health, and you have to commit to that process, and that process is going to include missteps. Failures. Mistakes.

JEN

All the time. Yes. The rest of your life. [Laughs]

ANNIE

Yes.

JEN

And if you're waiting to take action, which I used to do this all the time, if you're waiting to take action until you're sure you're going to be perfect at it, then that time is never going to come.

ANNIE

Yeah, no, because that doesn't happen. Actually perfect isn't even a thing. It's just not. But what we see women do is they do it until they have a mistake, or they they go "off the wagon" quote, unquote, they lose control. And then they sit on the couch and eat whatever they want for three months, and then they diet again, and it's just a cycle, which we opened the show with. It's these that keep you stuck.

JEN

Yes.

ANNIE

And right along that same lines is successful people keep going when the new and shiny wears off. And sometimes this isn't fun. It's boring.

JEN

It's very boring. And we see a dip in people's commitments probably around the three week mark, would you say? Three to five week mark. And it's like, this is the work, like, pushing past this boring phase when you find yourself disconnecting because it's not new and shiny anymore. That is the work, like, that's called, that's maintenance, right? That's called maintenance, that's called...That's where you learn to maintain the behaviors, which is that whole thing of keeping the weight off that most people struggle with.

ANNIE

Like once that honeymoon stage is over, it's not all exciting and gives you butterflies and you're not super amped and motivated and like giggling when he texts sort of thing. [Laughs] Like you're gonna have to stay on the couch and listen to him chew at some point, you have to, like just stay on the couch. You can't just run off every time.

JEN

Yeah. Yeah. So this is super important, successful people are in this for the long haul and that means a lot of things they do day in and day out are boring. They're boring self care.

ANNIE

Yep. Okay, last and final belief, dietary restraint equals weight loss, is that true?

JEN

It is not true. Dietary restraint, which would be restricting basically equals binge eating food preoccupations and weight cycling. And often that means gaining weight kind of year after year after year.

ANNIE

Yeah. And people don't often see this cycle all the way through because they think "I cut carbs, I lost weight." And then it's like, therefore, no carbs equals weight loss. And it's like what happened after you put the carbs back in your diet, like keep going, follow that trail a little bit longer. And then tell me what happened.

JEN

Yes. And how many times have you done that in your life? You know, if you zoom out and look at the last 10, 20, 40 years, how many times have you done that in your life? And dietary restraint does not work.

ANNIE

No. And it's not fun. I'm not, I don't want to live my life without foods I love. I want pizza and brownies and wine and coffee with my creamer. I don't want to live on chicken and brown rice and bread, although I mean, I do eat those foods, but now it's because I like them. And I cover them in soy sauce and Sriracha.

JEN

[Laughs]

ANNIE

Not because I have to eat them. But I mean, we see this a lot, that people believe that they need to remove foods, their favorite foods or whole food groups from their diet in order to achieve results and it's just not true. And in fact, it could be the thing that's keeping you bingeing on the bread basket or Karen's candy bowl. or ice cream.

JEN

Yeah, no, the way you eat, you need to be able to stick with for the rest of your life. That's how you stop this bingeing food preoccupation weight cycling cycle, I guess.

ANNIE

Yeah.

ANNIE

So, yeah, instead of trying to stop avenging, if you're struggling with that, if you're like, I cannot stop eating chips, or bread or whatever, brownies, whatever it is, we would say, "Well, how often are you restricting those? You need to stop at the restriction phase of the cycle."

JEN

Yeah, you need to eat them regularly. Yeah.

ANNIE

You heard it here first. Eat the brownies regularly. [Laughs] Okay, should we do a quick quick recap?

JEN

Yeah, four beliefs that make it impossible to find a healthy sustainable weight. Number one: fat is bad, therefore I am bad. Number two: I have 100% control over my body, the size and shape. You don't have zero control, but you do not have 100% control. Number three: successful people know something I don't know, successful people respond to problems differently. And number four: dietary restraint equals weight loss. This could not be further from the truth.

ANNIE

Yes. So good. So meaty. This was fun. That was a great topic for beliefs. And if you're struggling with any of those, we get it. We've been there. We've had them. We're here for you. Happy to help.

JEN

Yeah, let's let's unpack those beliefs. So you can move forward.

ANNIE

Amen. Stop getting stuck. Okay, Jen, thank you so much. We'll talk soon.

JEN

Yeah, thank you. Bye bye.

ANNIE

Hey, everyone, if your mind has been blown while listening to this podcast, just wait until you work with us. Let us help you level up your health and wellness habits and your life inside of Balanced365 coaching. Head over to [balance365.co](https://balance365.co) to enroll in next month's coaching round.