

Balance365 Episode 150 Transcript

ANNIE BREES (INTRO)

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

Hi, friends, let me tell you, Jen and I have coached thousands of women, thousands. That is not an exaggeration. And one of the main reasons we have identified that people struggle with losing and sustaining weight loss is that they keep pursuing quick fix, over-complicated plans. Most of these plans are rooted in control and restriction in one form or another. You may not be able to eat a certain food group or food, you may have to weigh and measure all your food or abide by a point system or perhaps you can't eat outside of certain times of the day. This all is fine and dandy until life, real life with jobs, stress, routines, routine changes, kids, etc. The weight loss goal may be realistic, but the method is not. Which means that the result won't stay. And if you are curious about how to simplify weight loss, how to sustain weight loss, you need to listen to this episode. Enjoy.

ANNIE

Hi, Jen, how are you?

JEN

Great, how are you?

ANNIE

I'm hungry. [Laughs]

JEN

We'll make this fast, then. I don't want to be around you when you're hangry.

ANNIE

[Laughs] I can hang for this topic though. Because I think it's much needed. We are talking about how to simplify weight loss. Weight loss simplified, which is a topic that often gets over-complicated real fast, unnecessarily over-complicated, which is what makes it feel so impossible for many people, right?

JEN

Like, what I was talking to somebody in our free Facebook group a couple of weeks ago. And she had no exposure to us, she found our group joined it, I get chatting with her. And she said,

she basically told me, "Weight loss is impossible for me right now, I don't have time to pack all my food in little containers and run around to my kids activities." And I was like, "Well, you don't have to." But that is her perspective of weight loss, right? Or other people might think their perspective of weight. Or they might think they have to cut out a certain food group. Or they're going to have to axe all their social activities coming up on the calendar or they can't get started until after X or Y happen, because they want to be able to eat a certain way at that event. And we are here to tell you, weight loss can be very simple. And if you can't adhere to your weight loss plan 365 days a year, then it's not a very good plan. And it's not right for your life.

ANNIE

No, and quite honestly, this topic kind of gets me a little bit ragey because we've coached thousands of women, we're good at what we do. And like, I get really protective of them in that. I see a lot of them exerting all this time and energy on the things you just listed and like, supplements and meal timing and intermittent fasting and it's like in our experience, a lot of that isn't even necessary. It's a distraction. It's confusing you, it's overwhelming you, it's not sustainable. You need to nail the things that we're going to talk about.

JEN

Yeah, just, do the basics. And you will be amazed at how far you can get with the basics. It doesn't have to be complicated. And I'm not saying, when I say it's simple, I don't mean that it's always easy, right? There's some layers that we often have to dig through. Which we can help you with in Balance365 coaching, shameless plug, but it can be totally simple. So at least when you are thinking about your plan and your trajectory, and the skills you need to develop, it's not, it doesn't feel like this long to do list with 85 things on it. It feels like -

ANNIE

And it's clear.

JEN

It's very clear what you gotta do. Yeah.

ANNIE

Yeah. So, before we get started though, let's distinguish between weight loss and fat loss, because we often use those terms interchangeably, especially because even in our marketing research within our community, in our audience, the terminology that a lot of women are using is weight loss, in our experience a lot of them mean fat loss, but they're not the same.

JEN

Yeah, they're used interchangeably. And I would say we use them interchangeably, even though we know they're different. And we do this because we know it's the language our customers are using. And we want to speak your language. And even for the purposes of this podcast, we will use the terms interchangeably. But it's very important to understand that they are different, because often when you're seeing weight loss results, you aren't actually getting fat loss results.

ANNIE

Yeah, so talk to me about fat loss.

JEN

So, fat loss is actually the shrinking of fat cells in your body.

ANNIE

Read: your fat -

JEN

[Laughs]

ANNIE

Your fat cells do not turn into muscle cells. [Laughs]

JEN

No.

ANNIE

They're different tissues.

JEN

And weight loss is a change in your total body weight. So most people, when they think about weight loss, they want to reduce their body fat percentage, like, what percentage of their body weight comes from fat mass. But with weight loss, you can lose weight any number of ways, you could drop a deuce, lose some weight.

BOTH

[Laugh]

ANNIE

Can we please meme that?

BOTH

[Laugh]

JEN

Can we all just get clear that I grew up in the sticks of the world. [Laughs] If that didn't tell you that already.

ANNIE

She has this beautiful red lipstick on today, drinking out of her fancy eloquent coffee mug and then she uses the term, "Drops a deuce."

BOTH
[Laugh]

JEN
And so, on that note, a lot of fad diets sold to us actually do lead to some deucing. And -

BOTH
[Laugh]

JEN
- Like, detoxes and cleanses are often just packaged laxatives. And so we feel like, "Wow, I lost 10 pounds in four days with this detox," but you didn't lose fat.

ANNIE
And you didn't leave the bathroom.

JEN
Exactly, yeah, and all these skinny teas and things like that are just packaged up. diuretics really. So, a change in your total body weight is not always a good thing. If you have a goal for fat loss, a better indicator of that, just for simple lay women like us would be to use a tape measure and to look at more, your change in your body composition. And the scale can show that, the scale just doesn't differentiate between. And so Annie and I often tell people to have two ways that they're looking at fat loss progress, right? Like, maybe the scale and how your clothes fit. Or maybe the scale and photos. Maybe the scale and the measuring tape. None of them you should take to an obsessive extreme. And we are also looking for trajectories. We're not taking snapshots in time too seriously. But people who go on crash diets, and we have podcast about this, they lose a lot of weight initially, for sure. And I used to be, almost what I felt like compulsively almost addicted to low carb dieting, because of when you go on a low carb diet or keto you lose a ton of water initially. And you mentally feel like that's fat loss and you even look thinner, because you're basically just kind of drying yourself out. And so then, but what happens in those scenarios with the low carb dieting and the keto is that you get very restrictive with your carbs, you're cutting them out completely, or you're just on a low carb diet, you lose a whole bunch of weight fast and you think, "Wow, this is working." But while it's working, you're slowly developing a preoccupation with carbs and you start dreaming about them and you want them and you know that rebound stuff is all happening. Then the weekend comes, you dive into the carbs, you're having pizza and ice cream and all the things, and then you put on, all that water weight comes back on. Right? So then you feel like you've lost 10 pounds and gained 10 pounds in a matter of seven days. And then you just want to go straight back to the low carb stuff because that's what was quote unquote working, right?

ANNIE
Yeah. And then when we step on the scale on Monday morning, and we're 10 pounds heavier. It's like "Oh, it is the carbs."

JEN

Yes, "They were right. Carbs are the worst." Yes. So, the other thing that can happen with weight loss that we don't want to see is, we don't want to see women losing muscle mass and that can be difficult to do when you're losing weight, like, to not lose some muscle mass, but we want to preserve muscle mass as much as possible, and bone density. We don't want to see women losing their bone density, we want to keep that up, right. So as much as possible, especially for women with the risks of osteoporosis as they age, we want to see with muscle mass, we want to see you with great bone density. And guess what? If you want to build your muscle and build your bone density, that's going to mean that your scale starts going up.

ANNIE

And to be clear, I don't want women listening to this and think, "Well, I don't really care about how much muscle I have. I'm not trying to look like I lift," or, "I'm not trying to look muscular" -

JEN

Like Annie. [Laughs]

ANNIE

Yeah, like, certainly I want that. And I appreciate that. But when we say preserve muscle mass, it's really just about supporting a quality of life to be able to live your life, you know, carrying out trash and carrying in groceries and mowing the lawn, and when like, you need muscle to do that.

JEN

Yeah. And so I'm more, I think I'm more your average woman, weekend warrior, I have, I just I want to maintain the quality of my life, if I get some, if I get some poppin muscle along the way, great. But it's not like this big aspiration of mine to build huge muscles. So but yeah, but muscle mass is important to me just for my quality of life. And then bone density is obviously also very important. But as well as, our body has water and tissue and, you know, organs, you know, we're made up of all these different things. Skin. And so, yes, the terms are used interchangeably, but our goal for women is fat loss while preserving as much as possible their muscle mass.

ANNIE

Mm hmm. Yes. Definitely not weight loss at any cost.

JEN

Absolutely.

ANNIE

Yeah. Okay, so let's, like now that we got that cleared, let's talk about how we lose weight.

JEN

Okay. So it's a calorie deficit, the end.

ANNIE

[Laughs]

JEN

End the podcast. [Laughs]

ANNIE

But keep listening, please.

JEN

So, there is no magic way of eating that is going to accelerate, or, you know, some magic trick that you can get around the calorie deficit rule as far as for fat loss. And so, you know, there's a million diets out there. And if you have done any of these wild diets, and you think, well, that must be it, like, I thought with keto or low carb, if you were losing fat, you are in a calorie deficit, and you can, studies show this, like, there has never been a scientific study to disprove this, is that energy balance is the most important thing, which people might have heard it as calories and calories out. If you are on keto, and you are not eating in a calorie deficit, you will not lose weight. If you are eating low fat and you're not in a calorie deficit, you will not lose weight.

ANNIE

You could eat raw carrots all day every day. If you are not in a calorie deficit, you will not lose weight, you will have a terrible stomach ache, you will also be in the bathroom. [Laughs]

JEN

Exactly. And there's also, you know, like different eating philosophies that are higher in fat, for example, like, again, like keto or paleo ways of eating, and I'm not not even throwing judgment on them here. But to say that some people can gain weight by going on these different diets or following these trends just because those diets advocate for more energy dense or higher calorie foods. You know, like avocado is just like no, again, very good for you, but very energy dense. And when I say energy, I mean calorie. So of course, you can gain weight, and it doesn't mean that's an unhealthy choice for you to eat more avocado. It just, the fact is fat loss comes from a calorie deficit. And to add to that, a small to moderate one. Because if you have a huge calorie deficit, then you're losing some fat, but you're actually losing a lot of muscle. And there's many studies been shared around this, and we've talked about that in other podcasts. They go, and actually your body will go for your muscle. It appears your body goes through your muscle first, actually.

ANNIE

Which is heartbreaking.

JEN

Yeah, well, and if you're in -

ANNIE

As a woman who lifts.

JEN

Your body thinks you're starving, which like FYI, our bodies can't differentiate between us wanting to lose weight and being on a very restrictive diet versus if we're actually experiencing a famine. And, like, it just won't consider your muscle essential. And so it will break down muscle before the fat. Yeah, so there's lots of studies on this. So bottom line, you need a calorie deficit. A small to moderate calorie deficit is the way to go with a fat loss plan. Throw out your books, throw anything, if it was written by a medical doctor, throw it the hell out. [Laughs] I don't know, I honestly don't know if I've ever seen one that's not woo-y. And you and I talk about this a lot. Like, what's more harmful? Is it health influencers shucking skinny teas, or actual medical doctors jumping on board diet philosophies and putting out books with doctor on the front? So people, you know, and I just feel so bad for people, like they think they found something reputable, they have it, they trust these doctors. But then, you know, those books are just crap.

ANNIE

Both. They're both harmful.

JEN

They're both extremely harmful, yes.

ANNIE

To answer your question. Okay, so you have a calorie deficit, a small to moderate calorie deficit. How do you know how many calories you should be eating?

JEN

So again, so, we're going to talk about calories here. And I just want to emphasize before we continue that we actually, Annie and I aren't going to throw a calorie plan at you at the end of this, we're talking kind of science here. As science-y, as you and I are. And I also want to acknowledge that even the word calorie or listening to this podcast can feel triggering for those that are trying to exit diet culture right now. And you can certainly turn this off, but also we are just talking about calories in a neutral sense, like units of energy. That's what we're talking about. And whether we say the word calorie or not, they still exist.

ANNIE

So I mean, we could, if it would make you feel more comfortable, we could say how much energy do you mean a day. Same.

JEN

Yes. So I do kind of use them interchangeably. So your TDEE, and there's lots of calculators online, is your total daily energy expenditure. And that will be the total energy your body needs to function from, like the internal functions that you do getting your menstrual cycle, digesting food, to the activity that you do.

ANNIE

And often these calculators ask for your gender, your age, your activity level.

JEN

Yeah. And the answer you get will be an estimate. And there are studies show that online calculators are up to 30% wrong, 20 to 30% errors there.

ANNIE

So it's an ish.

JEN

It's always an ish. If you're interested in it, fine. But you can just get a rough estimate by an online calculator.

ANNIE

I think it's important to note though, if you're willing and interested to take a peek at it, because so many women are walking around thinking they need 1200 calories. And that's it, or they open like some calorie counting app, and they just take whatever blanket prescription calorie is in there based off of their age and gender. And yeah, it's often like ridiculously low, right?

JEN

So, a small calorie deficit, small to moderate calorie deficit, is very different if your total daily energy expenditure is 3000 calories, and 2000 calories, right? And then if you're much smaller, right? Like we have a member who is 4'11" and she's very small. And so her total daily energy expenditure is a lot lower than say yours, Annie, right?

ANNIE

Yeah.

JEN

Big, beefy woman over there.

ANNIE

Yeah, who needs a lot of big beefy calories to maintain this big beefy weight.

BOTH

[Laugh]

JEN

So ,yeah, that's why one size fits all meal plans or calorie prescriptions just don't work. Because the deficit we each choose needs to be relative to what our current total daily energy expenditure is. And that's going to be different for every person. And we get these estimates, and it's just an estimate. And we also have to take into consideration that human behavior

differs day to day. So when I'm premenstrual, I think it's called the luteal phase of your cycle. Right before you get your period, your body needs an extra 90 to 300 calories per day. Right? So a lot of women feel really hungry during that time, and they're wondering why they're hungry or why they're having cravings. We actually need to take in more food at that time because your body is doing a big job. Or some days might be run days for you, like, some women might do, you know, a long cardio one day a week and on that day, your energy needs are a lot higher, right? So your total daily energy expenditure is just an estimate. And it changes. It's individual and it changes every day. So just take it with a grain of salt.

ANNIE

Yeah, but when you zoom out over the course of a week, a month, a year, essentially what it boils down to is, if you eat less than that number, you lose weight. If you eat the same ish, you maintain. And if you eat more, if you eat over that number, you gain weight, right? That's it.

JEN

That's it. And so there's some nuance here, because we know that calories in and calories out just doesn't always work. And tracking calories doesn't always work. And there's just so much nuance, I guess, what we're choosing to eat, how that impacts our hunger and satiety, how we've slept, how that impacts our hunger and satiety, right? So in a perfect world, if we were all just perfectly healthy and had very little stress and lots of self care and workout time and a decent amount of muscle mass, things could probably run tickety boo, you would have your total daily energy expenditure. And you wouldn't have to track that or look it up or anything because your hunger and satiety cues would be functioning very well, too, over here, and you would just eat the amount that you need. And maintain your weight. So anyone listening, if you are maintaining your weight right now, typically what that means is that you are eating overall, the exact amount of food for you. Like, that's pretty great, especially if somebody's coming from a long history of yo-yo dieting, and yo-yo weight, right?

ANNIE

Mm hmm.

JEN

Pretty awesome to just maintain.

ANNIE

Yeah, so now that we've just spent the last 10 minutes talking about calories. [Laughs]

JEN

Yes.

ANNIE

Do you need to count calories to lose weight?

JEN

You don't. And so in Balance365, we have simplified it big time into the Core Four. Now, when would I recommend counting calories or counting macros, that would be a troubleshooting measure. Not everybody feels this way. But we feel that it's a higher level nutrition strategy that the majority of people probably never have to implement. And even if I am having clients macro count, I'll say, "Let's look at like three days of data, this isn't a forever thing you have to do. And let's also independently look at your weekends." But to be honest, after, you know, we've been doing this for six years and had lots of clients decide to take that path, I need to troubleshoot, I'm going to macro count to get some really good data about how much energy I'm taking in. And we see the same issues in 95% of women, they're all doing the same thing. So we include that list in our program so that we say, "Hey, we can save you the trouble, like, you're probably doing this."

ANNIE

And our habits address those common deficits. Nutritional deficits, I guess you could say?

JEN

Yeah, yeah, gaps, I guess. So. And the Core Four in Balance365 are sleep, internal cues, hunger and satiety cues, balanced meals, and movement. And so, calories in and calories out, like, it technically does work on, you know, a scientific level, it does work. But there's just so many, there's things that influence calories in. And there's things that influence calories out. And there are just behavioral blind spots, I guess, that we all have, like one Balance365er yesterday told me that she barely eats anything, and she can't understand why she's not losing weight. And there are certain medical conditions like, you know, women should definitely have bloodwork done, look at their thyroid and all of that. But more often than not, they're behavioral blind spots that we're not being honest about. Or we're just, we don't see them because they're a behavioral pattern. We don't see them the same way, we can't think back and go, "I know exactly how many times I've brushed my teeth in the last two weeks." Because behavioral patterns or habits, they're things our brain go, they go through them automatically. So if you have a habit of binge eating on Friday night, you might just not realize, like, how much energy you're taking in, in that short window, right? It's just, hey, just like, moderation, baby. I have nachos on Friday night. You're not actually aware of like, you know, you have nachos and you have, you know, three beer and you have, you know, a piece of cake after.

ANNIE

I remember sitting in my doctor's office in tears because I was like, there has to be something wrong with me. I'm working so hard. Like, I'm doing all the quote unquote right things Monday through Friday, but I told her that Friday was cheat meal night. And she was like, "What? Tell me about your cheat meal." - Well, we go to the Chinese buffet and we like, we load up," and, you know, and she was like, "Yeah, you could negate a week's worth of calorie deficit in one meal." And I was just like, no, I just didn't have the awareness that that was a blind spot.

JEN

And super common that evenings and weekends are negating a lot of the effort we put into, you know, eating skills. But that being said, anyone listening to us right now, who is a dieter will get

really anxious about weekends and evenings and start trying to control that period. Instead of actually zooming out and looking at the big picture and asking, "Why are evenings and weekends so hard for me?" And what's more common than people want to admit is that they are so restrictive, that they're in such a severe calorie deficit either all week or all day, that physiologically, their body just takes over. And they're bingeing at night or on the weekend, because the deficit that they're actually trying to maintain is not physiologically possible for human beings. And so we have a podcast about that. And I'll link it in the show notes before I get too deep down that hole.

JEN

Yeah, so let's circle back to the Core Four. And essentially, what we were saying is that in all of our years of working with women, we have realized that if you can acquire, master these four skills, that a lot of weight loss, fat loss goals can be reached without having to count calories, or macros.

JEN

Yeah, and the other thing I want to say here is that Annie and I really, our purpose, with Balance365, and as far as weight loss, is to actually help women find what I would call their natural weight range, right? So we all have a natural weight range, and some of us are outside of it. Our Core Four habits will help you find that natural weight range. And also if you want to be on the lower end of it, if you just prefer to be leaner, that's totally cool. We're not judging you over that. And so we can help you come to the lower end of it. Annie and I don't exist to help people become underweight, like, for their own personal setpoint. And so there's an element of weight loss where we all have to accept that what our natural weight range is, like, what if no one had interfered with your body, and you were a child, and you were allowed to grow up eating a variety of healthy foods, having treats, sometimes moving your body, no diet culture, no body shaming, what size do you think you would be? And that's where the part of our company that I just get, like, I want to write about because I'm like, this is like, we help women psychologically reclaim a lot of space and time in their brains. But we also help women physically reclaim the bodies that they feel they were always meant to have. And like, we're all about body autonomy. So also, if you're not interested in that, that's okay, too. So, the Core Four all do address, it really does address the energy balance equation, and it helps you find a calorie deficit without counting calories in a way that feels healthy and sustainable for you. And even though women aren't counting calories, calories are still there, like, there is still, the energy balance thing is still happening. If you're losing weight, you're in a calorie deficit. Yeah. So with sleep I can go through them, is that sleep helps you regulate your emotions. Number one, ain't nobody emotionally regulated when they're sleep deprived, which can lead to more emotional eating, and reactive eating, right? The other thing sleep does is make you feel rested and more likely to go move your body.

ANNIE

Mm-hmm.

JEN

Hormone, it regulates your hormones in a way that you will have less cravings and feel less hunger, actually. So in that way it addresses taking in less calories. Sleep is probably number one. And Annie and I talk about that a lot, that sleep is so very important and not enough people put emphasis on it.

ANNIE

No, because again, we've got, and I was one of them for many years. So no shame or judgment, but we've got women hyper focused on meal timing and supplements, and they're getting four hours of sleep at night. I'm like, "This is an uphill battle, honey." Like, walk it back.

JEN

Yeah, let's walk it back. Internal cues, hunger and satiety. It just decreases the total volume of food you're eating at each meal, right? When you actually listen to those internal signals. Balanced meal decrease the density of the energy you're taking in. So it'll have like, you know, fruits and vegetables just have less calories in them while keeping you satiated, right? So those struggling with their weight, they probably are dysregulated eaters, for sure feel like they're chaotically eating. But they also possibly have just a high energy diet overall, like, they're eating a lot of high energy foods. And it's not that you can't have high energy foods, we just have to shift the amount you're having, right? We need to kind of turn up the volume on the nutrient dense foods, higher fiber, little more lean protein, and turn down the volume on the energy dense foods.

ANNIE

There's a concept that we've talked about on the podcast before called crowding out, which can often happen when you balance your meals. When you start filling your plate with veggies, fruits and veggies and lean proteins, there's just not a whole lot of space left, like, to eat other things and also honor your internal cues.

JEN

Yeah, and the other thing we talked about in our program is that we have to eat in a way that is physically and psychologically sustainable. And so, and most people just have to accept a degree of energy dense foods in their diet, because those are fun foods for them. So like, I'm never not having cake at my kids' birthdays. Unless I truly just don't feel like cake in that moment. I'm not passing on ice cream in the summertime, I get my pumpkin spice lattes in the fall. And I'm not passing on those things to have a leaner body. It's not worth it for me. However, that being said, I have lost 30 pounds. And I do, like, where I'm at right now, I'm good, right? I don't have to find some kind of super lean aesthetic, because it would just create too many restrictions for me that aren't psychologically sustainable. I might still be alive physically, but mentally I will feel dead inside.

BOTH

[Laugh]

JEN

Why are we so funny?

BOTH
[Laugh]

ANNIE

It's like, my brain was thinking that you were gonna say that. And then like, she won't say that. She said it. No, she said it. [Laughs]

JEN

And then of course movement is honestly, of course you do expend more energy with movement, like, it brings up your calories out. But I honestly wouldn't consider it a big rock for fat loss. To be honest, I think what movement does for our mindsets and overall well being has more of an influence, right? Because people who are healthy and well have an easier time with fat loss.

ANNIE

Yeah, I think it's, movement is definitely a snowball habit. It just lends itself to making more mindful intentional choices that care for yourself throughout the day. But as far as movement as a standalone habit to fat loss, like I don't actually love it.

JEN

Like, you know, there's all these Pinterest ads or whatever that's like, "Here's an exercise program to lose 10 pounds fast." And I'm like, unless you're addressing your nutrition habits, like, probably will do nothing.

ANNIE

Well, and not to mention the fact that when you increase movement, it's not uncommon to also increase hunger. [Laughs]

JEN

Yeah, for sure.

ANNIE

Because your body is like, "I need to replenish the calories that we just expended." And so women are running miles and miles and miles and miles a day. And they're also finishing that run and like using willpower white knuckling to keep themselves out of the pantry and I'm like, "No, it's common."

JEN

Yes. So I don't want to discourage anyone from from moving. But what I will say is there seems to be more and less ideal ways of moving that support a fat loss journey. And super high intense exercise all the time really doesn't support a fat loss journey because of how it ramps up your hunger.

ANNIE

Yeah.

JEN

Right. And so actually, dialing down the movement might be the answer. I would not make any blanket statements on that. That's just...

ANNIE

And sometimes that's just, that's really person specific.

JEN

Absolutely. Everything is person specific. Yeah, so weight loss simplified is you have to be in a calorie deficit. And there are many ways to find a deficit without calorie counting or macro tracking at all. And the Core Four, the Balance365 Core Four is a great place to start. Also joining coaching. [Laughs]

ANNIE

Yes. And acknowledging that calorie counting, macro counting, habits, behavior change, like, these are all tools in the toolbox. And we have some favorite tools that we like to use first that we've found a lot of success with people. But it's not like you can't use calorie counting or macro counting. But again -

JEN

It's just, yeah, like, so, how it fails. And it failed. For me, it failed because we live in a culture of people who are running around trying to find the answer. And they actually have no skills or awareness or habits to sustain the behaviors once that external factor is gone, right? So I was counting macros just obsessively, and having a lot of anxiety about it. And feeling like, you know, having no idea that total daily energy expenditure can change and is just an estimate, but also that calorie trackers are, they're just an estimate, like My Fitness Pal, or whatever you're using. Nothing is 100% accurate. And that is just the way it is. And so I had no awareness of that I had no, I wasn't bridging it to behaviors, I was just trying to eat to a certain amount of calories a day and I wasn't paying attention, even if that was, you know, what were my meals made up? Like, you know, like, what were the behaviors I actually needed to be working on for long term sustainability. So to me, I just think it is a, it's a higher level nutrition strategy that you can use. But if you don't have the skills of just like a baseline human being that's a competent eater, then it's just a band aid.

ANNIE

It's okay if you don't.

JEN

Yeah, and it's okay if you don't, because we didn't before we started this company. But if you can pause and think about your journey as developing eating skills and new habits before

moving on to a higher level strategy like that, you might find, and many of our, many of our members do that, it's all taken care of. You don't even need to go there.

ANNIE

Yeah. How beautiful is that?

JEN

It's simple.

ANNIE

It's beautifully simple. And it can be so simple. It really can. It's like not super exciting. It's kind of boring. It's a lot of repetition, a lot of practicing of these skills. But it can be simple.

JEN

Yeah. And if you feel yourself drawn to this new and shiny or like, look, these books are not going to stop coming out. They're never going to stop with new diets and flashy tricks. And this, start calling yourself out on it. Just. "Hey, hey, I'm going to be aware that I'm somebody that is easily seduced by new and shiny diet tricks, and I got to cut that crap."

ANNIE

Or go do the thing and own it.

JEN

Go do the thing and own it. Yes.

ANNIE

Yeah. That's option too. Not that we want that option for you. But. Okay, speaking of calories, I need to go eat lunch. [Laughs]

JEN

Okay, Annie, go get that energy.

ANNIE

Okay, thank you, my friend. Good chat.

JEN

Bye-bye.

ANNIE (OUTRO)

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 Balance365 coaching, head on over to balance365.co to join coaching.