

# Balance365 Episode 152 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, Jen, how are you?

JEN CAMPBELL

Good. How are you?

ANNIE

I'm golden. I'm excited to talk about this topic. Because it was your idea of something that you came up with not too long ago, right? It's something that you've been like stewing over, like, you knew it existed. We just like kind of coined the phrase. And...

JEN

Yeah, and it's been a big hit.

ANNIE

And it's easy to understand, you don't have to be a math whiz to understand this equation.

JEN

Yeah. And as much as we can simplify the processes, I think, you know, people can really wrap their heads around them. They're memorable. Yeah, and I think this just makes things easy.

ANNIE

And it takes the guesswork. If you're struggling to get results, sustain your results, get the results you want, whatever it is, it can really be boiled down to the fat-loss equation.

JEN

Yeah.

ANNIE

Do you want to tell? Are we just, are we gonna give it away right here in this podcast?

JEN

Yeah. So I have been talking to Balance365ers about this. I have basically a whole coaching call on it to help people troubleshoot through this, but we came up with the Balance365 fat loss equation to help people get unstuck and to identify what it is about what they are doing that could change in order to get them results.

ANNIE

And it's essentially A plus B plus C equals fat loss.

JEN

Right. So, fat loss equals a change, that creates a calorie deficit, plus consistency plus letting time pass. So if you are not losing weight, you are missing one of those three elements, either the change you made didn't create a calorie deficit. Or you aren't doing it consistently enough, or you haven't let enough time pass. And we see the same struggles in 95% of our clients, believe it or not, and it's that they are missing something from this equation.

ANNIE

Yeah. So do we want to dive into what each of those elements mean?

JEN

Yeah, for sure.

ANNIE

Okay, let's start with calorie deficit. What is a calorie deficit, Jen?

JEN

So, calorie deficit is the only way someone can lose fat. And I know there's a lot of books out there, a lot of diets, a lot of gurus saying otherwise. But there is, no scientific study has ever shown that you can lose fat without a calorie deficit. Any fad diet you've ever been on that led to weight loss, whether it was keto, or vegan, or whatever, right. Not saying that vegan is something people do as a fad. But if you've lost weight by changing your nutrition, there was, you were in a calorie deficit. So, something about that diet put you into a calorie deficit, which means over the course of a day, and over

the course of a week, you were actually expending more energy than you were taking in.

ANNIE

Mm-hmm.

JEN

Yes.

ANNIE

So people might have heard that described as like calories in calories out.

JEN

Yeah.

ANNIE

Which, that's this part of the element we're going to get into, why you need more than just a deficit like one time. Right? [Laughs]

JEN

Right. [Laughs]

ANNIE

For sustained fat loss. But we also would say that the best calorie deficits are smaller ones.

JEN

Yeah, and we've done a whole podcast on this, and I will link to that in the show notes, about why smaller deficits are better, or really the only way that someone can sustain fat loss may sustain, I guess, maintain their fat loss results, so that their body isn't rebelling against them. But, yeah, so we would want to create a smaller calorie deficit. And some examples of what a calorie deficit can look like through habit change. Because remember, you don't have to track your calories in order to figure out a calorie deficit. You can make habit changes. And there's some really direct ones that basically mean you are replacing some more calorie-dense foods with some calorie-light foods, right? So examples of ways you can create a calorie deficit is to replace some of the food on your plate with more veggies because they're very energy light, to replace some of the food you eat with fruit, because fruit is very calorie-light, high in fiber, very, very satiating, right? Increasing your lean protein, pulling back on your fat a little bit, which could be, and it's not all or nothing here, right? Like we could talk about just having a

little less cream in your coffee or a little less cheese on your omelets, which is two strategies that I may have used.

ANNIE

You know what I used to do, I used to be a pretty heavy soda drinker, which I'm still a soda drinker. But now I'm like, I'm all about the diet sodas. But when I was trying to acquire a taste for diet soda, I used to do like half and half like so instead of -

JEN

Yeah, absolutely.

ANNIE

- like a full sugar Coca Cola, I would do like half diet, half regular.

JEN

Yeah, that's, I mean, that's a really good strategy. That's basically food chaining, which is a strategy people might implement with kids when teaching them to like different foods. So, and, I've done that with my coffees, I used to have really high sugar high cream coffees, and over time, I just trained myself into actually no sugar, I don't have any sugar in my coffee. And I use less cream than I used to, so. Absolutely, like, there's just ways you can look in your day that, you know, I don't want, I'm not advocating anybody cut, make any extreme cuts. But looking at where they can create a calorie deficit just by making swaps, or doing what you did, and kind of building a bridge towards a lower calorie life, I guess, may be a more technical term. And maybe it's less kind of triggering for people would be a lower energy diet. But there's other ways you can create a calorie deficit. And there just might be some bigger rocks in people's lives, like looking at their weekends. And emotional eating seems to be very common for our audience, afternoons, kind of late afternoon and evening. But there's other things, behaviors that you can change that create a calorie deficit in a more natural way, just because the way you're living, it reduces your stress, reduces your cravings, like, getting more sleep, there's nothing magic about sleep, but it could create a calorie deficit. Because when you are sleeping better, you feel better, your hormones are more regulated. And you will just crave sweets more.

ANNIE

You're more likely to work out, you have more energy throughout the day to engage in movements, whether that's structured exercise or not, like, it can have a snowball effect that would support maintaining a calorie deficit.

JEN

Exactly, yeah. We, in fact, had a member lose 20 pounds a couple years ago. And the only habit she had implemented in our program is sleep. So yeah, it just led to, I remember her saying she wasn't all of a sudden, she wasn't digging her hand around in the cereal box all morning, as she went about her day stopping at the pantry to grab some almonds and all of that. So yeah, so that would be creating a calorie deficit without calorie tracking, is just some behavioral changes like that.

ANNIE

Yeah.

JEN

And of course, some people do track, look at their calories or their macros in a day. And we're not big advocates of long-term calorie or macro counting. But if anyone's interested in that, I would start with looking at maybe three days' worth of data during the week, but also independently looking at your weekends. Because our behavior seems to change dramatically from the week to the weekend. So a lot of people eat very balanced and well and routined, Monday to Friday, and then on the weekend, all bets are off. And also to understand that often in our lives, we can find areas where we are eating or drinking, that are basically calorie bombs. So again, we're pretty routine, pretty balanced most of the time. And then, like Friday and Saturday nights, we're consuming 4000 calories of alcohol, chips, you know?

ANNIE

Mm-hmm.

JEN

Yeah. [Laughs] And dinner, yeah.

ANNIE

Out to eat. And maybe it's the weekend, you don't want to cook anymore. And, yeah.

JEN

Yes. And I mean this in a very non-shaming way. This is us just objectively talking about people's eating habits. And you have to do what's right for you. Everybody has different behaviors and ways that they enjoy eating. But if you have fat loss goals, eventually you have to get very real about where you might have these calorie bombs, or where you could do just a little bit better day-to-day. And we're here to help with that, right? It's all just behavior change. And we can, we can absolutely help you, as we've helped many women in identifying where these cycles are. And it's not about one meal, right? I was talking about this on my stories last week, and a lot of people really responded to this

story, because they had never thought about it this way. It's not about one meal, or even one day, it's about our patterns of behavior, what we do consistently, and the trajectory that's putting us on.

ANNIE

I think that's a great segue into the second element of the fat-loss equation. Consistency. You walked beautifully, walked right into it. So when we say consistency, Jen, in the fat loss equation, we've got a calorie deficit plus consistency. What do you mean by, like, what is consistent?

JEN

I would encourage people to eventually build up to being consistent about 80% of the time. So we don't have to do things perfectly. Right? We are a product of what we do most of the time, not some of the time. But that being said, if you are doing something zero percent of the time, and you can get to 40%, that's better than how that was, more consistent than you were. So we have to, 80% is just a guideline, not a rule. Do the best you can. That's what I would say.

ANNIE

Yeah. So, I think it's important here that people realize, like you said, Jen, even if you're doing a healthy behavior, a little bit more than you were originally, and it doesn't result in weight loss, that it's not all lost, right? It's not all for nothing, it still could very positively impact your life and your health, it just might not be enough to trigger fat loss.

JEN

Yeah. And so again, we are talking about fat loss in this podcast. But if you want any result, if you want a change in your health markers, and you aren't interested in fat loss, that's totally fine. But you still have to make a change and apply that change consistently. So somebody might have high blood pressure, and their doctor is recommending that they start exercising. And you know, you're not going to exercise once or twice and see our result. You need to exercise consistently and let time pass, right? Like, that's why this equation works for everything. But this podcast specifically, we just happen to be talking about fat loss. But I don't want people to discount healthy behaviors that don't result in fat loss, right? Because you're still healthier. And that's really what we're all about.

ANNIE

Yeah. And I think the other thing that comes up for me, for consistency is we encourage people to track their habits. Because the numbers don't lie. It's hard to argue when you think, and I do this, I'm sure you've done this, you think you're doing something most of

the time. And then you're like, "Let me just like really track how often I'm doing it." And I'm like, "Oh, no, I think I exercise five, six times a week. Last week, it was two or three."

JEN

Yeah. So yeah. So, human beings are fantastic about lying to themselves, overemphasizing what they do well, and underemphasizing what they're not doing well, it's so human, we do not have to have any judgment around this. Annie does it, I do it. You all do it. And so a habit tracker is a very simple way. It's a checkmark in a box, did I do this today or not? And so you might not have a goal to do something every day, it might be something like exercise, and you're just exercising three times a week. So you would check that off when you do it. And at the end of the week, say, "Yeah, I hit my habit goal, exercise three times this week." Right? And what I love about habit tracking is often when we're talking about fat loss, we get into this, this talk of tracking macros, or tracking calories, which gets very, very granular, which people can do sometimes. But maybe you don't have to do that. Maybe habit tracking is enough. And it's so much simpler. And it's, you know, it's just a checkmark, did I do this or not? And, you know, we hear this a lot from women in our community, tracking feels very triggering for them. It feels very diety and, okay, so we can coach you through that. And maybe that's a whole other podcast about the mindset shift that needs to happen in order to have a successful habit tracking experience. But I'm not recommending tracking forever. And I think that one of the triggering parts of thinking about tracking is, in the past, when women have done different diets and used different external things to control their food. It's like, "Okay, I do this forever now." So I know, when I was macro counting, I had a lot of anxiety over macro counting, because I had, there was no, I had no plan for transitioning it to habits and not tracking anymore. It was like, "Okay, this is what I'm doing now. And now I'm doing this forever." And I couldn't miss a day, or I couldn't miss a meal or, and you know, God forbid, I tried to just estimate. And so tracking habits, it's so much, so much simpler than that. And yeah, I would really recommend tracking. And actually, when I've done this in the past, is I've done this with reading with my son. So a couple years ago, my son was really struggling, the teacher was saying, "Well, you read to him every day, don't you?" And I was like, "Yeah, for sure. We read every day." And I decided to track it on one of the Balance365 habit trackers to just say like, "Do I read every day? It's like, definitely for sure five out of seven. I might not do it every day, but it's most days." Well, I tracked how much I was reading to my son. And we were only reading three days a week together, which was just not enough for him to excel with reading. And I was shocked. Because in my mind, I was like, "Oh, we're reading all the time. That's all we do." But it's just that it was such a, it was an activity that I dreaded so much. You know, I'm just a more impatient person and just having him sit there, "B-b-bear." [Laughs]

ANNIE

Just want to tell him the answer.

JEN

Yeah. And so I was telling myself we were doing it more than we actually were because I didn't want to do it.

ANNIE

Yeah.

JEN

But once I looked at that, I thought "No, now I need to commit to doing this more consistently with him." So that's just an example of how we lie to ourselves. And yeah, I would like people to try to strive for about 80% consistency. And I don't mean that 80% of your days, I mean, 80% of whatever your goal is to kind of work up to that. So, yeah.

ANNIE

Yeah. And I think the work up to that is key, you don't have to go from zero to 80.

JEN

Yeah, and that's a really good point, because that's just not how change happens. So maybe your goal is to be about 80% consistent with having fruits and vegetable at lunch, for example. You might start that journey with being 20% consistent. Well, most people are out of the gates at 100, whenever they go to make a change, and then they quickly backslide. Because that's just not realistic. So you might start with a goal of being 20% consistent. And then you move that to 50. And then you backslide to 30, then you're up to 65, then you're back down to 50%. Then you're up to 80% consistency, right? And that's just how change works.

ANNIE

It's not this like a straight, linear, beautiful journey.

JEN

Exactly. So give yourself that gift of learning.

ANNIE

Mm-hmm. Yes. Okay, so we've got the first two elements, a calorie deficit, and consistency. And now we need, if you have those two, and you still aren't seeing results, you might just need to let time pass.



JEN

Mm-hmm. And this is a big one. And Annie and I recently surveyed our audience, and it was, the vast majority of people who responded to this question said, the reason they abandon new healthy behaviors is because they don't see fast results. We see this all the time, we live in a quick-fix culture, human beings are wired for instant gratification. And for a lot of people, what's standing in the way of them and making real lasting sustainable change and actually seeing these fat loss results is just letting time pass. Annie, you remember, you were coaching somebody a couple years ago who was trying to troubleshoot fat loss with you, and she couldn't believe she hadn't seen any results yet. Do you remember? Do you remember that? [Laughs]

ANNIE

Yeah, this, we just talked about this yesterday, I like went through all the questions. Is this just a coaching mistake? [Laughs] You know, 101. I went through this series of questions, and she was doing all the right things, all the things I would have recommended, she was already there. And finally, I was like, "How long have you been doing this?" And she was like, "Two weeks." And I was like, "Oh, like, you just need to do a little bit longer." [Laughs]

JEN

Yes. So, talk to me in two months, if you haven't seen any results. So we've got to wrap our heads around this. And we have to accept it, like, there just needs to be an acceptance here. And the smaller change you make, the longer time has to pass. And the more extreme the change, the less time that has to pass. But with, as we know, with the extreme changes, the higher the chances of rebounding, or for like just failing at sustaining it.

ANNIE

Yeah. And in our method, where we're layering a series of foundational habits on top of one another, sometimes it's a matter of getting to a tipping point, right? Like you've implemented one change, and then another, and eventually those changes compound enough to get you into that calorie deficit. But you need to let time pass in order to examine if that's working or not.

JEN

Right, and so how that looks in practice is, you might, maybe your first change that you decide to make is adding fruits and vegetables to your lunch, for example, maybe that puts you into a 35 calorie deficit, like, it's just so small, it will take so long for that to be noticeable. But once you're good at that, after a couple of weeks, it feels natural, you layer in another change. And maybe then the next change you make is adding more

lean protein to your dinner. And that puts you into another like maybe a 50 calorie deficit. So all of a, so you've started layering those tiny little deficits, one on top of the other, and you will reach a tipping point as time passes, where you start to lose weight. But the emphasis here is on behavior change, right? And that's what Balance365 is about. And the truth is that behavior change just takes a bit more time, depending on where you start, and how lofty the change you're making is.

ANNIE

Yeah. But unfortunately, and I did this many times, my mindset was "I can implement this thing for a period of time and then go back to my old way of living."

JEN

Yeah, "I can reach the finish line, lose the weight, and then I can start doing X again or Y again." And that's just, it's not, it's not true. And that's why most plans aren't sustainable. Because, again, the changes that you implement, in order to experience fat loss, have to be implemented forever to keep the fat loss. As soon as you go back to your old life, you will start regaining the weight.

ANNIE

Yes, so you better enjoy the process, not just tolerate the process, you better enjoy the process.

JEN

I would argue with you here a little bit. [Laughs]

ANNIE

Really?

JEN

You need to find purpose in the process. You might not enjoy every element of behavior change. I don't love exercise the way Annie does, but I do it. Right? So there might be some elements of habit change that you're doing because they have purpose. And they're not that fun. But they just have purpose for you. They have value in your life, or they bring value. It's sort of like raising kids, it's not that fun. Sometimes there are some elements of having kids that really suck, but we do it because it has value for us. For some people, some people don't have kids. And that's cool. But for those of us who do, there's a reason we go through all that. Right? We go through it all. And because it does bring us an element of joy, part of the life we see for ourselves. So in behavior change, it can be, "I don't love exercise, I don't love turning off my phone every night and going to bed early. I feel like a toddler in those moments, I just want to do it. Or, I just don't

want to do it." But then the tough love mom can come in and say, "Yeah, but we do it. Because this is what's healthy. And it's not what you want in the moment. And it's not even enjoyable, but it has value and purpose in your life."

ANNIE

Yes. So okay, so maybe like in the moment, there are some behaviors that like are elements that aren't amazing. But the overarching umbrella is that this ultimately big picture serves you well, brings you joy.

JEN

It serves you.

ANNIE

Yeah.

JEN

Absolutely. It has, it serves a greater purpose. And a deeper joy than in the moment joy.

ANNIE

Yes.

JEN

Yeah.

ANNIE

So, I want to also talk about real quick, too, Jen, on the letting time pass how often we check-in.

JEN

Yeah, so just, and everybody's different. Everybody's different. But if I'm coaching somebody, and they have a goal of fat loss, and we are doing it through behavior change, and we're being patient, and we're working at being consistent, I would hope to see some results by the six-week mark. Now, that that's just, again, a benchmark, it doesn't mean there's anything wrong with somebody if they haven't seen a fat loss result by six weeks. Or if they're seeing it sooner, right? We have women that, I have someone at a six-week mark right now who's lost 14 pounds. So what I want to say here is that we have these twin girls who live across the street from us, they're so adorable. And a couple years ago, they were learning to ride two-wheeled bikes. So was my youngest. My youngest got it, he was just one of those kids, off he goes on that two-wheel bike. Those girls have been working at riding their two-wheel bikes for two

years. They got it this summer. Now they're all riding around the neighborhood together, you would never know who took longer. And so fat loss does come down to behavior change, which comes down to skill development, and creating new habits. It doesn't matter if you are the twins across the road that takes you two years. Or it doesn't matter if you're my son, and you just get it like that. And the truth is some habits and skills will come more easily to you than others. And we are all in that kind of same boat. Annie, exercise comes very easily to her. Eating vegetables comes very easy to me. Not so easy to Annie. And it's all good. Right? Time can pass. And we all got the skill. [Laughs]

ANNIE

Yes.

JEN

Yeah. So give yourself that gift and don't compare yourself to others. And so six weeks is just a benchmark, it's not a rule, I would just want to check in and troubleshoot at that point.

ANNIE

And I like to think of it as, those check-in points, as if you aren't getting the results you want. As like driving a car, like, do you want to like press the gas down a little bit more? Do you have the bandwidth? Do you have the interest? Do you have, like, is this something that excites you? Or is this like send you into overwhelm?

JEN

Yeah. And also, as we say, it's not about speed. It's about direction.

ANNIE

Mm-hmm. Yeah. And honestly, like, if you're listening to this, there's a high chance that you've already tried the fast diets, the fad diets that promise quick results, and it didn't work. So like just take the slow route. [Laughs]

JEN

Just try this.

ANNIE

Just slow it down, honey.

JEN

You know, we've got women in Balance365 who have taken this path. And Erica just shared the other day, we've had her on the podcast before, she shared the other day

that she's now lost 50 pounds. And what she's doing feels absolutely sustainable. She could do it the rest of her life. And I bet Erica has been a Balance365 member for 18 months.

ANNIE

Yep.

JEN

Right?

ANNIE

Ish. Yeah, I think so.

JEN

Ish. I'd have to verify that. And so that's probably a more realistic journey than what the diet industry has told you. And we hear a lot of women every day telling us how tempting this fast fix stuff is. And I'm going to give a little tough love here and say, listen to our podcast, listen to the one we link to in the show notes. And like, get bold about this, reject those quick fixes, just reject them and say, "I'm not doing that anymore," draw a line in the sand, step over it and leave all that behind you. Because I personally am not tempted at all, there is nothing in my mind that would ever want to go back there.

ANNIE

No, knowing what we know which -

JEN

No way.

ANNIE

Which, you can know it too. If you listen to that podcast, we're not trying to keep it a secret. But yeah, I agree. It's just too harmful. I'm not interested. Hard pass.

JEN

Hard pass.

ANNIE

Yeah. Okay, so let's review the three elements of the fat-loss equation, is a calorie deficit, plus consistency, plus letting time pass?

JEN

Yes.

ANNIE

Nailed it. And again, just we kind of skimmed over this, too, in discussing those elements, but not all changes that are healthy lead to a calorie deficit.

JEN

Right.

ANNIE

And some can even lead to weight gain.

JEN

Yeah, they can, but still do them. So I would argue that quitting dieting is a very healthy, positive direction for you to go in your life. But a lot of people put on weight when they quit dieting, but it's part, it can be part of the journey. It can be a step in the journey, even though it appears to be a step in the wrong direction. It's actually a step in the right direction.

ANNIE

Yeah. Right on. Anything else you want to discuss about the fat-loss equation, Jen?

JEN

No, that's good. Let's just keep it simple.

ANNIE

Okay, great chat. I'd love to hear if you are implementing the fat-loss equation, how it's going for you if you want to send us a DM on Instagram or Facebook and let us know if you've implemented any changes since listening to this podcast and how it's going. Because we're nosy like that. [Laughs]

JEN

We are.

ANNIE

All right. Thanks, Jen.

JEN

Bye-bye.

ANNIE

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 over to [balance365.co](https://balance365.co) to join coaching.