

Balance365 Episode 162 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 1000s 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

If there's one thing we know, for certain, it's that people are very confused about weight loss. They shop around for plans, they jump from one way of eating to another, they join communities, they buy meal plans from people whose bodies they aspire to have, they follow people who've lost weight and try to do what they're doing. And on and on and on. What's the problem? We're gonna dive into that today, because there's actually one very important thing that you need to understand about weight loss before anything else can make sense. But before we get into it, if you're tired of spinning your wheels and want to lose weight and keep it off, you need to get in our program. Enrollment is currently closed, but you can get on the waitlist for the next time we open our doors and the link to that is in our show notes, my friends. Enjoy.

ANNIE

Hi, Jen, how are you?

JEN CAMPBELL

Good morning. I'm good.

ANNIE

Are you doing okay? It's a bit early for you.

JEN

Yeah, super early.

ANNIE

I think we both might have a little bit of that morning voice. But if people want a little behind-the-scenes peek, know that most of the podcasts are recorded in the wee early hours of the morning for us. But earlier for Jen than me, since she's on the Pacific coast.

JEN

Yes. But it's all good. It's still quiet in my house. So it works.

ANNIE

Yeah, that's exactly why we do it. There's fewer interruptions. Right?

JEN

Right.

ANNIE

Yeah. So we are talking about the most important thing to understand about weight loss. And spoiler alert, it's probably not what people think it's going to be, wouldn't you say?

JEN

Yeah. Oh, yeah, for sure.

ANNIE

So they're going to have to listen all the way to the end to find out what it is because first, we got to talk about what most people are doing when it comes to weight loss. What would you say most people are doing when it comes to weight loss?

JEN

I would say that most people treat weight loss like a race with a finish line. And they may not even realize they're doing this. But what it looks like is they plan. They go hard. They have a goal weight in mind. They reach that goal weight, and then they feel like they can stop.

ANNIE BREES (INTRO)

Yeah, right. So they sprint through that finish line. And they're like, give me my medal and my water and let me sit down.

JEN

Yeah. Yeah, so the diet is the race. And the goal weight is the finish line. But then what?

ANNIE

And that's not the only thing we see people doing. We also see people talking about lifestyle changes. And there are some flaws with that, too. What do we see when it comes to lifestyle changes?

JEN

Oh just, you know, people are telling themselves, they're doing this new diet, and they are going to keep it up for life. And they, it is a lifestyle change for them until they go on holiday. Until they get stressed, until their kid's birthday party, then it's no longer a lifestyle change. Right? If it was, it would continue during all of those times.

ANNIE

Yeah, they do these things until they like, need a break, or can justify a break, which I did many times, right? Like, oh, we're on vacation. It's fine. Or it's summers or...

JEN
Right.

ANNIE
Yeah, yeah. So what would you say, I know that you have three things that predict weight loss failure.

JEN
Yeah, this comes from Josh Hillis, his book. And the three things that predict weight loss failure are one, rigid diet rules, or perfectionism, two, moralizing food, or three, dichotomous thinking, which is black and white thinking. And so if you're doing any of those three things, with whatever change you're making in your life to lose weight, those three things predict weight loss failure, not success, even though those are the three things that are most often shoved at us as solutions.

ANNIE
I'm thinking about lovingly thinking about all of my girlfriends who know what I do for a living and they're like, "Yeah, yeah, yeah, Annie, I know your way, but I just gotta like do this one more time."

JEN
One more race. [Laughs]

ANNIE
Yes. So everything that they do would fall under one of those three categories, if not all three at the same time. And yet they come back and they're like, "It didn't work." I'm like, "I know, it's okay. Have a seat." [Laughs]

JEN
Yeah. Because whatever you're doing to lose weight you have to do forever to keep those results.

ANNIE
Yes, yes. Yeah. So we know yo-yo diets, and yo-yo dieters fail. But the people who simply quit dieting often fail, too. Why is that?

JEN
Yeah. So, right. So we're dieting. And then we're not dieting. And there's this, you know, in fact, many people listening to our podcast might have tried this. Tried to quit dieting, so you've quit the action of dieting. But those people will fail, too. You can't just be on or off. You can't just stop dieting and think you'll have success. Because the failure stems from the same patterns, right? You can quit dieting, but still have the thoughts of a dieter, you can still have the feelings of a dieter. And that's what drives this binge and restrict cycle, this yo-yo dieting cycle. And we have

so many women come to us and say, "I don't understand, this didn't work. I'm out of control. I'm gaining weight." And they, a lot of them probably head right back to dieting, right? But they are still looking at the world like a dieter, same thoughts as a dieter, same feelings as a dieter, they have the identity of a dieter.

ANNIE

Which isn't uncommon, because dieting has been largely the only solution pushed to us as a means of like weight loss and happiness. And a lot of women just haven't been exposed to another way. Right? Like you and I have both had the identity of a dieter at some point as well.

JEN

Yeah, for sure. It doesn't matter what diet you're on, right? If we come back to those, those three things that predict weight loss failure, rigid rules, perfectionism, moralizing of food, dichotomous thinking, you can still be going, you know, going through those three things in your mind without actually being "on a diet." You can still be moralizing food, even when you're not on a diet.

ANNIE

Mm-hmm. Absolutely,

JEN

Yeah. And the identity of a dieter is tough, right? Again, we've both been there, but people might resonate with the next few points. But the identity of a dieter is a lot of despair. A lot of erratic, chaotic thinking, probably feeling a lot of overwhelm, victim mindset. We see a lot of that in dieters, I can definitely identify with that. And those who keep looking for the answer. So plenty of women treat Balance365 as the answer. Right? Rather than an invitation to become someone new, like we intended to ditch the dieter identity and adopt a new identity.

ANNIE

Yeah, and I also want to be like, call out the fact that you might not even realize that you have some of these traits of the identity of a dieter, like the chaotic thinking until you realize what the other side feels like. You know, like to have such a calm mindset and thoughts and rational thinking around food versus panic and chaotic and reactive. Once you've explored or experienced the other side of it, you're kind of like, "Oh my god, how did I ever survive? Like how did I ever live through those feelings all the time?" But it, when it's all you know, you might not realize how impactful it is.

JEN

Yeah, and you really know you're shifting your identity I think when you stop becoming an answer seeker, when you stop looking for the answer, for somebody tell you how to eat or what to eat, and you start becoming a problem solver. You bring it in house [laughs] and you start deciding for yourself what's gonna work for you, what's not, what's negotiable for you. What's non-negotiable. We had a woman post the other day in Balance365, which this might seem very small to people listening, but what I saw was somebody's identity changing. She realized that she can decide what sources of fat she has in her overall diet and what she doesn't. She said,

"It was like a light bulb went off. And I know I've heard Jen and Annie say this over and over, I have to decide, what's negotiable and what's non-negotiable for me. But today, it just sunk in." And she decided that day, that when she made eggs, she was not going to put yolks in her eggs, but she was going to put cheese. And it wasn't a restrictive choice. It was deciding where she wants her fat to come from in that meal.

ANNIE

And that probably was revolutionary to her.

JEN

Totally.

ANNIE

[Laughs]

JEN

I remember, you know, I, remember being there. So I totally get it.

ANNIE

Yeah. Okay. So I think that's a great segue into, what is the solution then, if you have the diety of an identiter?

BOTH

[Laugh]

JEN

That was awesome.

BOTH

[Laugh]

ANNIE

The diety of an identiter. The identity of a dieter, let's try that again. What is the solution? If you're listening, you're like, "Oh, that, she's talking about me. They are talking about me. What do I need to do instead?"

JEN

So, and this brings us back to the title of this podcast, the most important thing to understand about weight loss, this is it, you don't arrive at a destination. When it comes to weight loss, you become, the most important thing is that your identity starts to shift.

ANNIE

It's just part of who you are.

JEN

It becomes part of who you are. So you become someone totally new. You're taking action differently. Because you feel differently. And you feel differently because you think in a totally different way. You're no longer doing those three things, right? You no longer have rigid diet rules. You no longer are moralizing food, you no longer are a black and white thinker, right? You're a problem solver. All food is good food. Right? It's about the amounts, you no longer have diet rules. You're eating all foods.

ANNIE

And what this really, I think what a lot of dieters are trying to do is they try to take different actions, right? To hopefully get different results. And the difference here is that what you just said, Jen, is the different actions are a result of thinking different thoughts.

JEN

Yeah, absolutely. So if you're still, you can still think like a dieter and try to take different actions. But those thoughts just keep sliding you back into, like, black and white actions, I guess. Right? If you're having those black and white thoughts, it ends up being sort of erratic, chaotic actions, eating all the food, eating none of the food.

ANNIE

Which is exactly why we are not selling meal plans and macro counts and calorie counts because it is to really like achieve this and sustain it and shift your identity. It's got to be on a deeper level than that.

JEN

Yeah. And so for those listening, even those women who are in Balance365 who are struggling with this. You know what, Annie, I've seen this over and over since working with you, that people obsess over your weight loss, right? For anybody new to podcast, Annie used to be a size 24. Now she's a size 10, 12. And so many people want to know how Annie got to where she is, and they want to know, I don't know, what you're eating, what exercise plan you did.

ANNIE

Well, that or they don't even realize that I've had a sustainable, large amount of weight loss because the way I live my life appears to be just so integrated and effortless. Right? Because we've had that comment too. It's like, "No, no, Annie never used to be a size 24, I don't believe it."

JEN

Yeah, I remember somebody emailed asking us for a photo. [Laughs] Because they just did not believe that you used to be a size 24.

ANNIE

Yeah. And even through having my last child, which was now four years ago, I gained pregnancy weight and I lost pregnancy weight and it was just like riding a wave. It was just a

simple return to my habits and my foundations of my essentially new identity. Right? And it was, you know, it wasn't always easy. There were difficult spots. And uncomfortable moments. But for the most part, it felt very integrated with who I was.

JEN

Yeah, I love that. But yeah, I always say is that women need to stop studying what you did. And they need to start thinking about how you think. Right? And I think why a lot of people are so shocked when they hear how much weight you've lost is because you are not your stereotypical, like social media influencer, who's lost a lot of weight, that all you post about is your weight loss and before and after photos and your food for the day and what you're doing for exercise, right? Like, you don't post that kind of stuff. I would say you actually post actually a lot more about identity shift things.

ANNIE

Yeah, it's very much, much more mindset like about how I show up at the gym, even though I didn't want to, and how I'm making decisions based off of my future self, versus, you know, my present self and how maybe I didn't want to go for this sort of meal, but I went for this sort of meal in a good, better, best situation. You know, it's just part of like, how I approach decision making versus actually what I'm doing. Because what I'm doing, you can find anywhere, right? Like, you can Google that, like you have Google for the answers. Right? If that's all you want, like, get on Google and find yourself a meal plan.

JEN

Yeah, and what I really love about your story is that weight loss became a byproduct of the person you became.

ANNIE

Yeah, absolutely. It was quite exhausting, pursuing weight loss for the sake of weight loss. It just felt like, it felt like a race, you know, versus like, this is a process. This is a journey. It's like a road trip. We're getting in the car, and I've got to enjoy the stops along the way. And take the scenic route and enjoy the views, right?

JEN

Yeah, yeah.

ANNIE

What about you? What would you say is your shift?

JEN

Very similar things right? Even though you and I are very different weights. But for anyone that doesn't know my story, I am actually heavier today than I have been at my leanest. But my weight has also been all over the map. I've been 30 pounds heavier than I am today. And I have been 20 pounds smaller than I am today. And that was just a very chaotic life for me as far as my thoughts for sure. And my actions, right? I was on a diet or off a diet. If you listened to any of

our previous podcasts, I did, like keto or low carb for like a decade, I was, or I was not doing keto at all, I was doing all the carbs. So it was a lot of what we talked about here, right? Like moralizing food, dichotomous thinking, always taking extremes. I had so many rules, I was very much a perfectionist. Where today I am the opposite of that. I'm a problem solver. I can even look, I look at my body in a very neutral way. Right? I'm not trying to pursue some ideal. I'm happy with what my body is and who I am. And I'm very aware of my genetic disposition. And what's possible for me, and I would say when I was at my leanest weight, it was so unsustainable for me. I have no goals of ever, like wanting to get back there, right? I have found a weight that feels comfortable and sustainable for me. And I eat all foods. And my weight isn't my most important thing. I don't get up in the morning and go to the bathroom and then jump on my scale. Like it's sort of a, something I think about from time to time. And yeah.

ANNIE

But I think that one of the most beautiful parts about shifting your identity and becoming a problem solver, at least for me, and I think you might agree, is that if when you or I ever wanted to pursue weight loss, we know that we have all the answers and the tools that we need to do that from a place of sustainability and self-love and moderation. And it's you know, when you're an answer seeker it can kind of feel like you have these urges of impulses to diet, it can feel like a pop quiz. And you're like, "Oh my god, I don't actually know the material." But now when we get those impulses, because Jen and I still have, you know, some old ingrained impulses, right? Or thoughts that pop up from time to time. It's like no, we know exactly how to solve that problem. If we want to solve it. Is it even a problem? You know, we're just, we're approaching it so differently. And if we want to pursue it, we know exactly how to pursue it. So it's not this like panic reactive, "Oh my gosh, I gotta do all these things." It's like, "Okay, cool, I'm gonna put that on the shelf, I'll think about it. If I want it, I'll go get it."

JEN

Yeah, it's a calm and reasonableness when it comes to, you know, your weight, my weight, our weight. And I see this, of course, and a lot of our successful Balance365ers. And my weight now lies in a range. And sometimes I'm on the higher end of that range. And sometimes I'm on the lower end of that range. And it's about a seven-pound range. But there are times when it starts going up into that higher end of the range, and it's kind of staying there, it's not coming back down. And to me, that is a time for me to reflect on, "Oh, hey, you know, what's going on here? There's something about your habits that needs to change. And do you want to change them right now, right?" But on the flip side, sometimes my weight goes into the lower end of that range and stays there. And that can also mean something's going on with me. Right? And so my weight isn't like this pass or fail thing. I don't jump on the scale anymore and go, "Can I have a good day or not? Can I love myself today or not?" It is honestly just a data point.

ANNIE

Yeah. Okay. So the most important thing to understand when it comes to weight loss, is you need to stop treating it like a race with a finish line. And start thinking about how you don't arrive. You become.

JEN

You become. Yes.

ANNIE

It's very Star Wars. Is that what it is?

JEN

[Laughs] Yeah. Good work.

ANNIE

Yeah. Thanks. Thanks. Wonderful, Jen. Anything to add before we hop off?

JEN

No, I think that's it.

ANNIE

I think we nailed it. So I hope that was informative. And I can't wait to see what kind of identity shifts people are having.

JEN

Yeah.

ANNIE

All right. Thank you, Jen.

JEN

Thank you.

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.