

# Balance365 Episode 192 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

Welcome back to another episode of Balance365 Life Radio. If you have listened to this podcast for any amount of time, you'll know that my weight loss journey involved going from a size 24 to a size 10 and for me that translated to about 60 pounds of weight loss. Now I also started lifting weights consistently in that time, which means I likely lost more than 60 pounds of fat but put on a fair amount of muscle mass. Either way, my body composition is significantly different. And I've maintained that weight loss for over seven years. When people find out how much weight I've lost they immediately want to know what I ate to lose that weight. Did I count macros? Did I cut carbs? Did I eat clean? The answers may surprise you. No, no, and no. In fact I left all fad dieting behind me in favor of a few basic simple shifts that I'm going to share with you today. In a couple of weeks Jen and I are hosting our super popular free live workshop, "Cut the Crap: How to Simplify Weight Loss and Get Out of Your Own Way." The last time we hosted this workshop was in May and we had over 5000 people registered. We're going to be discussing what works, what doesn't, and how you can pursue weight loss by working with your body and your brain, not against them, because that's what Balance365 specializes in. You can find the link to register for the workshop at [balance365life.com/free-workshop](https://balance365life.com/free-workshop). We can't wait to see you there! Enjoy!

ANNIE

Discussing one of my favorite topics today.

JEN CAMPBELL

Yourself! [Laughs]

ANNIE

Me! [Laughs] This is all about me. And how I ate to lose 60 pounds,

JEN

Yeah.

ANNIE

Are you excited for this topic?

JEN

I'm excited for this topic.

ANNIE

We've talked about this before, when people find out that I have lost weight, which I feel like maybe some people don't even know because it's just how I live my life, it's not like a lot of consideration goes into maintaining my weight at this point. I don't talk about it, I really don't think about it a whole lot, so it often passes people by that I have lost 60 pounds.

JEN

I think also that kind of in our culture, one thing that's very common to see is people who have lost weight or are on a weight loss journey, they have made that part of their identity right? Like it's front and center at all times. They're telling people they've lost weight, they're telling people how they eat, they're telling people what they don't eat anymore. They are... Sometimes you can get on a bit of a soapbox, especially when you're, part of you know, engaging in the fad diet industry as far as I know, there's just a lot of identity-forming that happens in the fad diet industry.

ANNIE

I have honestly never considered this until you just said that, but I do think you're right. But I do think my lifestyle, my body, my identity as it is today almost feels like this is how it was always supposed to be and who I was when I was heavier was actually like, as I've talked about before, not me. It was not me showing up how I want to show up and how I want to live my life and care for myself in the way I wanted to care for myself, so to live my life in the way that I live today, it's like, this is how it is. I don't need to talk about it because this is just like -

JEN

Who you are.

ANNIE

- it's just what I do.

JEN

You're not like, hashtag paleo lifestyle, hashtag paleo weight loss, hashtag no carbs.

ANNIE

Well, I do use hashtag balance365.

JEN

That's your identity.

BOTH

[Laugh]

ANNIE

That is. That is. Okay, so I think I think I narrowed it down to really six main takeaways. But as Jen said, a lot of people, when they find this information out about me or anyone else, it's like, "Okay, how'd you do that? What did you eat?" And I remember girlfriends being like, "Oh, well, when, you know, when I was this weight, this is exactly what I ate and I ate the same thing." This is not that kind of list. These are maybe more principles, not like actually the what. It's more how I approached it, that I think if you are interested in losing weight, and you apply these to your weight loss journey, I think you will also have success in your own way.

JEN

Yeah, and I think we have to do a lot less kind of obsessing over what people eat and think a little bit more about how those people think. And the way they went about it, like, those might be more important concepts, right? So there's a saying that success leaves clues. And success does leave clues. But people are looking at the wrong clues, right? They're like, "What did that person eat exactly?" I remember actually, it was eight years ago now. I was on Instagram. And this is the, kind of way I used to behave back in the day on Instagram is that I was sort of chronicling my weight loss journey after I had my son. And I was getting messages and emails, I don't even think you could DM back then on Instagram. So I think people would, like they'd like, email me from whatever I had in my bio. And there were women that were requesting, I just remember like, lots of, I think I got lots of emails about it. But one in particular, this was like, this is actually the day I knew something is really wrong here. Or, I'm participating in something that is very scary, not on a good trajectory. Like you know, I just had those alarm bells in my head, like this is not okay. And I kind of knew I was at a fork in the road, that I could do this or not do this and who would I become. But anyways, the email said, "Can you tell me exactly what you eat in a day? Like, can you list out your breakfast, your lunch, and your dinner for me?" And I was like, you know, this is the fork in the road where people, some people go left, and they become that person on social media that sells meal plans for \$19. Is that like, do you know what I mean?

ANNIE

Oh, yeah.

JEN

And I knew I was there. I knew I had an, I knew this was an opportunity. I knew it was and I couldn't. I went right.

ANNIE

And to be fair, maybe you came to this podcast, you saw the title, and you're like, "I want to know exactly what she eats." But here's the thing. Jen and I have tried that many times, we've seen our members try that many times. It doesn't work. Because ultimately, what women that we work with want are like the decision-making skills, when they don't have access to the plan, the calorie count, the points, the macros, like how the hell do I figure out how I'm eating?

JEN  
Yeah.

ANNIE  
Right? But the other thing is, I just also want to give a nod to, sometimes those questions are relevant, like you share your meals, like this is a balanced meal. And it's helpful for like an idea.

JEN  
Yeah, yeah, yeah. And people, like I always try and share, you know, Cliff Notes, too, because that was my fear. We got requests for years to share more of what we eat. And I resisted it for years, because of that, my early experience on Instagram and because I know there are people following along that have their own thoughts going on. And they're still in that phase of life where they're just trying to figure out exactly what they need to eat, right? But ultimately, I decided that I could be more helpful, sharing some of my meals, but using it as an education point, right? Not just saying, put one cup of this, put two, right? Rather, I share what I'm eating, I share why I made that choice. And hopefully that is more of an education tool for people that follow this exact template to lose weight type of thing.

ANNIE  
Yeah. Because I think that like, what do you eat for breakfast? You know, we both are hesitant to...It's like, "Why do you want to know? Because you think, is it because you think if you copy what we eat for breakfast, then you'll look like us? You'll feel like us? You'll live like us?" Whatever. Or is it because you just actually just need some breakfast?

JEN  
Yeah.

BOTH  
[Laugh]

JEN  
And that can be helpful!

ANNIE  
And those are two different questions.

JEN  
Yeah, for sure.

ANNIE  
Absolutely. Okay, so let's get into it. You kind of touched on my first point. This was, this was a game-changer. I focused less on what I was eating and more on how I was eating. We have said that time and time again on the podcast in our members' group. But in this context, I

specifically mean how much I was eating, like the quantity of food because if you know me, you know that I don't cook. I enjoy eating out. I eat out multiple times a week, and I didn't want to give up that experience. I had tried diets in the past, it was like, I'm gonna cook every meal from home. No, you're not, you're gonna be miserable. Like, that's not, that's not going to be fun for you. And so instead of swearing off fast-food restaurants or restaurants altogether, I really honed in on my hunger and fullness when I did. So I didn't change my plate a whole lot when I was eating out. I still had pizza. I still had sushi. I still had Chinese takeout, but I just ate less.

JEN

Yeah, for sure. And that's a really good strategy, right? Because when we take the cut out strategy, cut out these foods that I enjoy, we're taking ourselves to a place of deprivation and scarcity. And over the short term, you might see benefits, you might see some weight loss, but long term, you are more likely to be creating future issues as far as a preoccupation with those foods, bingeing them when you do have access to them. Right?

ANNIE

Right. And like I knew, to the point, when we started this episode, I knew that like who I wanted to be, was a woman that was able to go out to eat with girlfriends, with family, enjoy food, and not feel like it totally derailed her plan.

JEN

Absolutely.

ANNIE

So in order to do that I needed to find a way to eat out in alignment with my goals.

JEN

Perfect. Yes.

ANNIE

I think that's also a great segue into my second tip, which was I prioritized satiating foods like protein and veggies. And as Jen said, I was so used to focusing on what I couldn't have, what was off-limits, what I should eat less of, that it began to feel like there wasn't much left. I was like, "Okay, what can I have?" So shifting the focus to what I could add, or increase, was a refreshing take on building my plate. And the pleasant side effect of this was what we call the crowding-out effect. My plate was so full of protein and veggies first, which naturally left less room on my plate and my stomach for carbs, which I notoriously had overeaten in the past.

JEN

Yeah, and just to share that, mine is more, like very similar in my journey, but my thing is fat, if you've listened to this podcast for any amount of time, you'll know that. Annie's more of a carb gal, and I'm more of a fat gal. And so similar experience, but this crowding out is allowing you to stay in sort of a positive mindset, like an abundant mindset, right? When we say add, instead of

subtract, we mean, think more of what you want more of, and not what you want to take away or have less of.

ANNIE

Mm-hm. And I will also say, just a little mini bonus tip, starting the day with protein, I found that if I didn't start off my first meal, breakfast, whatever that is for you, with a higher protein, that impacted my satiety the rest of the day, like, I was hungrier for lunch sooner, I was hungry for dinner sooner. And if I was going to get adequate protein in, which I wanted, because I value my muscles, I like strength training, I had to make sure that every meal had had some protein.

JEN

Yeah, so a lot of our members experienced the same, I'll just share that, that there's no perfect way of eating that's going to work for everybody. But I would say that a lot of our members experience the same benefits from starting their day with protein.

ANNIE

Yeah, and that's not to say that like every meal had protein or every meal had enough protein, right? It's like, this is what I was doing most of the time.

JEN

Right.

ANNIE

Yeah. And the third thing that I have for you is I cut down on liquid calories. And I want to know, I didn't say I eliminated them. I just reduced them. I made some super simple swaps in, at the time I don't go anymore and I'm not really sure why - I'm okay with it, but I used to go to Starbucks or a coffee shop multiple times a week and some simple swaps like sugar-free syrup, instead of the full-sugar or even half and half. Skim milk for whole milk, or again 2%, a smaller size, so instead of a grande, I got a tall and I also got rid of the boxed wine in the fridge and moved to bottles, which you know, if you've been around here for any time, you also know that story, that I thought having boxed wine was like, going to help save me from spoiling wine, like opening a bottle of wine and then not drinking it and throwing it down the drain and being wasteful. What ended up happening was the box wine made it so convenient to just get a little half a glass here and then another half glass here and then another half glass here that I was drinking more than if I had just bought a bottle and shared it with a friend. So I didn't drink, I haven't drank - I do like diet soda, but I haven't drank like sugary sodas in a while. But one thing that I did to help kind of curb that habit was I started doing half and half.

JEN

Really? That's interesting. I've known you for years and I did not know this. So you do half a sweet soda, like half a sugar soda and half a diet soda.

ANNIE

Yeah, I think I started doing this in college. And none of my friends drank a regular Coke or regular Pepsi. So I was like, I don't know, it's just societal shame, maybe. [Laughs] And I was like, "Oh, maybe I shouldn't be either." I didn't really stop to question it. But when we would go out to restaurants or Subway or, you know, fast food or whatever, I would do half a regular, half a diet. So it still has that kind of sweet taste.

JEN

So was that, was that you trying to adapt to the taste of diet drinks?

ANNIE

Yes.

JEN

Because you didn't like it?

ANNIE

Yeah, it was too stark of a difference for me.

JEN

Very interesting.

ANNIE

I was like, "This doesn't even taste good." But now I actually, as you know, enjoy diet sodas often.

JEN

That's interesting. We drink soda in our family, we have diet soda, and sometimes we have like sugar-sweetened soda. And here's another tip that I got from a friend the other day, her boys were playing with my boys. And my boys asked if they could all have a Sprite. And you know, just being conscious, not everybody, I guess, allows their kids to drink soda. So I texted my friend first to say, you know, could your kids have a Sprite? And she, her kids have never had soda. So she asked me to cut it half and half with soda water, and it's great. And so I did, and I thought, "Oh, there's an idea." Her kids, her kids thought they died and went to heaven with the half and half.

ANNIE

[Laughs]

JEN

Like, they had never had pop before. And they were like, "What is this?"

ANNIE

I bet.

JEN

Like, it is a diluted soda.

ANNIE

The Campbell house is now the coolest house in the neighborhood.

BOTH

[Laugh]

JEN

Diluted soda for all.

ANNIE

I love it. That's awesome. Okay, the other thing that I did was, I had sweet treats daily and I still do. It would be, you would be hard-pressed to find a day in my week where I don't have something sweet at some point in the day. After a lot of practice of dieting and trial and error, I finally realized that swearing off sweets altogether only increased my desire for them, which ultimately, as you know, led to overeating them. So instead of fighting that desire for something sweet at the end of the day, I just incorporated it into my routine.

JEN

I want to pause here, because I have to say that even amongst our members, it is a great strategy and it is so resisted. You know, even after finding balance, even after swearing off dieting and all of that, there's still a lot of resistance to saying, "Maybe I can have a small amount of sweets every day." And so, it's a lot of people just trying to move towards no sweets at all, which might, which, actually I'll be honest, could be a good or great goal for some people. But understanding there's probably going to be some stepping stones between here and there. Right? And so even a first goal could be to have just a little bit every day. But there's a lot of resistance to this one. And the result over and over and over again is then when you get access to them on Friday night or whatever, you're bingeing them. Which ultimately, just, it feels awful.

ANNIE

I will say that I think something that probably has contributed to my success in this habit is selecting sweet treats in the house that I know I'm not going to overindulge.

JEN

Yeah, like not your most favorite things.

ANNIE

Well, or like, not a bag of M&Ms where I can just go back and like grab and then grab some more and it was often, and it still is, things I enjoy, but like a coconut almond ice cream bar where there's four in the package. I know, like listen, you can eat two, but then you're gonna have to go to the grocery store another trip and this week and I don't want to do that. You know, it's like, it was just not the most convenient to have more than one.

JEN

Yeah, and there's also you know, if you look for the sweets, there's often, there could be your favorite candy, sweet snack, in a smaller portion size. So, we really like ice cream in this house and one thing that we buy is, I think we get it from Costco, it's like mini drumsticks. So it's not even the full-size drumstick. It's a mini one. And honestly, they're just perfect. They're just enough.

ANNIE

Yeah.

JEN

Last night, I was telling you before we started recording that I had a KitKat bar last night after dinner. And it was, it was honestly just too much by the time I finished it, I acknowledged that, okay, like, I bet you when I was at a third to a half of eating this KitKat bar, I had had just enough. I had gotten the enjoyment I had been looking for out of it. It was totally an emotional eating thing. I'll just also say that I was not hungry when I picked up this KitKat bar. And so what I have thought in that moment was like one of those Halloween size KitKat bars would have been perfect. And the Halloween size candies and chips. They are perfect. They are smaller than you know, standard sizes. And it might be smart to keep some of those around.

ANNIE

Yeah, I also selected often kind of luxurious chocolate. So darker, yes, maybe more expensive. But I know just based off of my personal preference, I am not going to eat a truckload of dark chocolates. I just won't, because it's like -

JEN

Too rich.

ANNIE

After a few, yeah, I'm done. So, and I still do that with, you know, there was a time when like, the protein ice cream was really popular. It still might be, I don't know, I tried it for a while. And I'm like, I would rather have a few bites of the real deal than a whole quart of this kind of half-assed ice cream. It just didn't do it for me.

JEN

Yeah, I'll tell you something that I've observed in myself, as I've come out of my dieting journey, and I still see it in a lot of dieters, is there's kind of this mindset of, how do I minimize my calories with the most amount of food? And so, and I totally used to do that, it was just like this constant mental game of like, "Okay, if I go to Starbucks, and I want to get..." So here's an example, but if I want to get a venti of this coffee, and I get, I'll get skim milk and sugar free syrup. And I would just, you know, because, and that was kind of a constant for me, right? Or if I make this bowl of spaghetti, but I use zucchini noodles, and you know, it was just this constant thing. And here's the thing, that's not a bad strategy, it's just a strategy, it's a tool. And as we say

in Balance365, it's not about what you're doing, it's about why you're doing it. So I'll fully acknowledge that when I was a dieter and that was my whole identity, I was doing it in a very disordered way. And it was something I thought about a lot, and the reason I thought about it a lot is because I was thinking about food a lot and it took a lot of mental energy for me to not lose control, like it was something I had to think about all the time. Where now, if I were to use a strategy like that, it wouldn't feel disordered at all, it would feel very sensible, and because I don't think about food anymore, but what I have found in my journey is the more time and space that has passed between me and my, you know, real big dive into diet culture, the more I can make choices like that. I can have less of something I really enjoy, because I can truly savor that thing right? So I also used to do things like search for sugar free ice cream and all of that because I was just, I was so, you know, preoccupied with, how I could eat that without having consequences to it, right? Where now I just don't think about it. I'm not preoccupied. I don't, it's not on my mind, and same as you, I can have a small amount of Ben and Jerry's and feel satisfied, feel good, and move on, rather than searching out all these kind of low-calorie alternatives.

JEN

Yeah, if you've eaten dinner with me, which I know you have, but anyone else listening, if you ever eat dinner with me, I'm ordering an appetizer and I'm ordering dessert and probably a drink as well. And I can do all of that for all the reasons I've already listed, but also because when I order dessert, it's probably likely that I'm having a few bites and then I'm done. I'm sharing the rest with the table, and truly it's, that is not like because I feel guilty or because I shouldn't, it's like, I'm satisfied.

JEN

Yeah, and that's what I think a lot of people, they're not, you know, they're not connecting with when you first leave dieting, if you're listening now and you are a dieter or you have just left dieting or you're trying to break free from diet culture and all that messaging and conditioning and thoughts that go along with that. Where you're at right now is not where you will be in a year, two years, five years from now. Right? And it's just exactly as I said, the more time that's passed, the less intense it all feels.

ANNIE

Yeah, absolutely. The other thing I did was I stopped using weekends as a free for all. I do, to this day, approach weekends a little bit looser than I do my weekdays because there's maybe less routine, there's more social activities, I have more time and energy. But I don't use Friday, Saturday and Sunday as an opportunity to just eat whatever I want and overindulge.

JEN

So the similarity to that last point here is that I think a lot of people will find the more distance they get between them and dieting, the less they have urges to make weekends a free for all.

ANNIE

Right, which I will say, that might have been a good stair step approach for me to like, create some structure around my weekdays, get some routine, find some habits that you can stick with Monday through Thursday, Monday through Friday. And then, you know, phase two can be addressed.

JEN

Dialing in weekends.

ANNIE

[Laughs]

JEN

Yeah, yeah, that's, that's ok.

ANNIE

That's totally fine. But when I stopped using the weekends as a free for all and said, like, okay, maybe I could rein it in a little bit, because ultimately, Sunday night would come around, and I'd be like, [Groans] "Why did I do that?" I felt better come Sunday night, and I started seeing more results.

JEN

Yeah, for sure. For sure. Yeah, weekends are definitely a sticky point for a lot of people. Yeah.

ANNIE

Mm-hmm. And I think that's a great segue into my final point, is, I finally bought into the belief that small changes really will make a difference. And weight loss, in my own experience, in our members' experience, nine times out of 10, it is a series of small choices layered on top of one another. And it's easy to fall into the trap that these choices are so small, that they don't really matter. And we've talked about this before as well, like yeah, once in a while, they probably don't matter. They're not going to have a big impact on your trajectory. But when you make those small choices consistently over time, they have a potential to have a huge impact.

JEN

Totally. Yeah, they do matter. You're right.

ANNIE

Yeah. Like the, you know, my Starbucks order, instead of having two donuts on Saturday and Sunday, I had one donut.

JEN

It's just these small little shifts. And yeah, you're right, after you layer them one on top of each other, and then you start seeing a tipping point. And there's a tipping point where you, I think of like going up a roller coaster where it's like tick-tick-tick-tick-tick, and then there's a tipping point, and we actually just were visiting with one of our members, you and I, and she talked about her

40-pound weight loss and she told us that she actually didn't lose weight for five months, she was just layering those habits one on top of each other and then all of a sudden she crossed that threshold and just started losing, she started losing about five pounds a month, I think she said. Yeah. Where she's maintaining a 40 pound weight loss.

ANNIE

We have a quote that we say often to our members, it was inspired by or maybe even borrowed from directly from James Fell. Rome wasn't built in the day, but they were laying bricks often. And when I started to think of all of my daily choices as a brick, that 20 minute workout, that's a brick. You know, appropriate amounts of coffee creamer. That's a brick. Swapping in a hefty amount of veggies and cutting down on some potato chips. That's a brick. You, pretty soon you're like, your head down, you're laying bricks, you're laying bricks, you're laying bricks, and then all of a sudden you put your head up and you're like, I have built the frickin' Colosseum.

JEN

Yeah, that's so awesome. I love that visual. I just had a thought while you were talking about the coffee creamer, I think this is so funny, I swear to God I used to have a cup of coffee creamer every morning with a side of coffee.

BOTH

[Laugh]

ANNIE

Jen, I mean you've seen, we drink, when we get together, we drink a crap ton of coffee. I am confident that over the course of the day or the week, like I was going through almost a coffee creamer carafe.

JEN

Yeah, yeah.

ANNIE

Oh, we -

JEN

Yeah, yeah, it's a lot, like listen, that's a lot of cream to be drinking. And it's, this is not just about weight loss in calories. And not even to say that that's bad. It's just what it ends up crowding out. Right? As far as, yeah.

ANNIE

Well, it wasn't filling me up. It wasn't supporting my goal. Like it's just, you know, is this really, really where I wanted to like invest my calories? No, no, I would rather have another slice of pizza or a burger or something.

JEN

Yeah.

ANNIE

[Laughs] So yeah. Anyways, I hope those were helpful.

JEN

Yeah, I also just want to add one last thing, is that I had a smaller amount of weight loss than Annie. But I did all these same things, how it looked in my day to day life might have been a bit different than Annie's, but the philosophy was there for my smaller amount of weight loss that I achieved, but it is more about the journey to become a well rounded, healthy, balanced person that is in a body they feel comfortable in, right?

ANNIE

And, you don't have to take all these six points and implement them today or tomorrow. You could just try one.

JEN

Yeah.

ANNIE

Pick one. Try it, see how it feels. See what happens.

JEN

Yeah.

ANNIE

And then add.

JEN

Let's do a quick, do a quick summary of the six things.

ANNIE

Okay, so I focused less on what I was eating and more on how I was eating. I prioritized satiating foods, specifically protein and vegetables. I cut down on liquid calories. I had sweet treats daily and still do. I stopped using the weekends as a free for all and I bought into the belief that small changes really will make a difference.

JEN

Awesome. Love it.

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