

Balance365 Episode 195 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

Hey everyone, Jen and I are coming in hot today with a little bit of tough love. But with a super valuable topic. You may be sensing a theme in our episodes lately, and that's honesty. There are so many people out there lying to themselves about weight loss, which creates the situation where they are perpetually stopping and starting committing than going off the rails taking action when they feel a surge of motivation, but that's followed by long periods of inaction. Does that sound familiar to you? If so, then you might be lying to yourself about your weight loss goals, and this episode is for you. If you haven't already seen all over social media, Balance365 is currently on sale. This week, the doors are open! Want to join a community of women who tell themselves the truth? Want world class coaching in a weight loss program that works because it treats you like the grown woman you are? Then get in here, my friends, you and I could be chatting about how you can reach your weight loss goals as early as next week. Click the link in our show notes. And we will see you on the other side. Enjoy.

ANNIE

Jen, we're kind of coming in with some tough love, cut the crap kind of advice today.

JEN CAMPBELL

Yeah, it's my favorite.

ANNIE

Mine too.

BOTH

[Laugh]

ANNIE

Do you think this is advice you needed to hear at one point?

JEN

Yeah, I wish someone had just sat me down and laid it out for me like this.

ANNIE

Yeah, me too. Would have saved me some time and effort.

JEN

Yeah.

ANNIE

Suffering.

JEN

Yeah.

ANNIE

But, coulda, woulda, shoulda, right? We're here now. And we have some advice about why you need to stop lying to yourself about weight loss.

JEN

Yeah.

ANNIE

Are you ready?

JEN

Yeah, I am ready.

ANNIE

Okay, let's just get right into it. The first stop. Do you want to lose weight or not?

JEN

Yeah, so, very important question. But the answer may not be what you think. This is an area I think some people lie to themselves. And whether they're lying to themselves, or they're just unconsciously opting in, over and over to a decision that is maybe expected of them, that they've opted in for their whole lives. So why wouldn't they? But I think this is so important, and so valuable to pause and ask yourself, do I really want this?

ANNIE

I think we talked about this in the podcast that we were talking about kind of like women are asleep. It's just like, you've been handed this set of beliefs and values from very early on that you don't ever stop to question like, do I really want this? Like, you know, it's like, you just haven't even paused to ask yourself that question. And in our experience, the answer isn't always what people think it is.

JEN

Yeah, and one thing I think people really need to realize is they are not committing to a weight, they are committing to the lifestyle that they would be living at a lower body weight, whatever that weight is. Right? And so what is that lifestyle?

ANNIE

Mm-hm. Simon Sinek, I was listening to a podcast that he did, I think it was with Brene Brown. And he said, you know, people say, do you want to have kids? And he is like, the better question is, do you want to raise kids? That's a completely different question. Right? Do you want to go through the experience of 18 plus years of being responsible for another human? Is a different question than, do you want to have kids? He jokes, you know, takes 30 seconds and a couple of people, you know? [Laughs]

JEN

Yeah, for sure. Yeah. I love that.

ANNIE

So I know you have some thoughts about the experience.

JEN

Yeah.

ANNIE

And why that matters.

JEN

For sure. And this is based on you know, so many conversations I've had over the years with women as we're talking about their weight loss goal. And it's also like, you know, you ask somebody, you know, what do you want? And they're like, "Well, I want to lose weight." And I'm always saying, "There's more than that there, right? Because you can lose weight any number of ways. So what else? You know, what else do you want?" And inevitably I come to the same thing with so many different members because the truth of the matter is, I have honestly not spoken - I don't know if I've ever spoken to anybody that wants to yo-yo diet the rest of their lives, wants to cut carbs the rest of their lives, wants to count macros the rest of their lives. They are using those things as a means to an end. And you know, what many people find if you have listened to any podcast episodes with us, and what many people find is they learn this isn't a means to an end, it ends up being the means. And once you know, once they stop, they're regaining weight, like, and then they're trapped. So when I'm talking to women in Balance365, it's often, "Okay, I want to lose weight, while maintaining my health, while maintaining my sanity, while eating my favorite foods, while being a good role model for my children, while knowing it's sustainable." And they can keep it up. Right? So even getting a bit bigger with this, what? Do you want to lose weight or not? Great question. And then, but there's more to it than that. More people want to do more than just lose weight.

ANNIE

And I also think that maybe some of the reason women answer or fail to answer that with more detail is because they don't even know that it's a possibility that exists. Like, I can lose weight without counting macros, I can lose weight without losing my sanity, like, to have all of the options available to you in front of you and then decide like, what do you want? Versus just based off of a limited experience in the past.

JEN

Oh, yeah, for sure. So I think this is an important question to answer and own, right? Like if weight loss is important to you, let it be important to you. If it's not important to you, let it go, because we all know that that area of indecision or ambivalence when you are waffling, it's like standing on a fence and kind of teetering. This yard or this yard? It's actually exhausting. But I also think it's important to answer this question honestly and objectively and that's going to be really hard if you've struggled with these two things. One, negative body image, because negative body image keeps you in a state of panic right? So I'll just go with my own experience here, is that my negative body image kept me in so much pain, in so much shame, that there weren't any other options for me than to say, "Yes, of course I want to lose weight or change my body or whatever." Because I thought that was the path to getting out of pain. I didn't realize at that time that I could actually work on my emotional health, my, you know, my belief system, my feelings towards bodies, body fat, period, and get out of pain through that way. Number two, if you have a long history of yo-yo dieting, it's going to be hard to answer this question honestly and objectively, and that's because of something called sunk cost bias, and the longer you've invested in, you know, whether it's money or time or energy in dieting, or a certain way of eating, or cutting carbs, or counting points, I think it can be harder to let go of, because then you have to look back on the last X amount of years of your life and go, "Was that all for nothing?"

ANNIE

Yeah, and then you have to face the potential grief or disappointment or frustration, even anger, rage, that like you've been spinning your wheels and you're no further along to your goal than you were when you started.

JEN

Yeah, for sure.

ANNIE

Which can piss some people off.

JEN

Yeah, for sure. So I think it can be really powerful to first start addressing your belief system about your body, you know, food, dieting before answering this question. And I did. So, I went through a really intense four months after I kind of swore off dieting or realized I can't do this anymore. I didn't just stop dieting and that's it. I went on a journey and I started kind of peeling back layers, and I was outraged right? Especially at first because I started peeling back body image layers and, like, why do I hate my body so much? Why do I put so much value in my appearance? What's this about? And then looking at all the food myths I believed, all the

misinformation I had been fed from you know, even high level people right? Like even people with, like, doctor in front of their name, and just the rage. I went through a lot of rage for about four months. But it was also so freeing, because at the end of that, I could actually answer this question objectively, and the truth was for me, is that I still had a weight loss goal at the end of it, only now it wasn't driven by shame or misinformation about food, it was based on how I felt in my body. And then I felt really empowered with all the unpacking I had done.

ANNIE

Yeah, I think what I love most about this first question, or this first like point, is committing to the lifestyle of living at that weight. You're committing to the process, like, most people would say, "Yeah, yeah, I want a great loving relationship. I want an amazing marriage. I want to be able to run a half marathon. I want a bank account that has an exorbitant amount of money in it for retirement, like, sure, those are like no brainers. Like who doesn't want that stuff," right? But then it's like, the real question is do you want to commit to the process, the lifestyle, that would be required to get you there?

JEN

Yeah, like and really understanding that results are just byproducts of processes or habits that we implement in our lives right? And so that's the real commitment, and we have definitely had members that have had the realization that they don't want to commit to the lifestyle of being leaner, they're not interested. Even you know if it's, "At this time I'm not interested."

ANNIE

Yeah, I was just gonna say that, like the answer to this question doesn't have to be a yes or no, it can be later or not now.

JEN

Yeah, absolutely. Yeah. So for me I was definitely you know, I got to that objective place and it was a definite yes, it was yes. And that's a great segue into our second point which is examining your why for weight loss and I would say mine was a definite yes because I had found a very strong why.

ANNIE

Absolutely. This has been coming up a lot as, you know, in coaching calls lately and women often come to us with these these goals that are like, I want to lose weight, I want to be a size XYZ, I want to be healthy, I want to live a long, happy life, and my response is always like, "Yeah."

JEN

[Laughs] "That's lovely."

ANNIE

Like, no, like let's try again, like let's dig a little deeper. Because in Balance365, we often talk about future self and present self, right? And they are often in competition with one another and

future self wants the best for you in a month, a year, 10 years, 15, 25 years down the road. And future self is more focused on what you need. But we have a bias towards our present self, right? We like, and that's just a human nature thing. Our present self, present me, present you wants to see us move towards instant gratification, comfort, joy, pleasure, and avoid discomfort or confusion or even like pain or suffering, you know, right? She's more focused on what you want. Right? So future self wants lights out at 10pm, she knows that's what's good for you. Present self wants you to watch Yellowstone until 1am.

JEN

[Laughs]

ANNIE

Have you watched Yellowstone, by the way?

JEN

Not yet.

ANNIE

Okay. Hopefully soon, so we can discuss Rip. [Laughs] But, future self wants you to get up and go work out, sweat, move your body in the morning. Present self wants you to hit the snooze button 12 times because you stayed up too late watching Yellowstone right? Future self wants you to add some breakfast, some protein to your breakfast. Present self wants you to get a big ass pumpkin spice latte on the way to work every morning. Like, you see the difference right?

JEN

Yeah, totally. I mean, I have all these, I have these inner battles, too. Every like, you know, maybe not every day, I mean at some point every day, I have my future self and present self meeting.

ANNIE

Mm-hmm. And so when women come to us with these goals, like, "I want to lose weight, I want to be healthier, I want to feel confident," like, they aren't enough. They aren't enough to compete with present self.

JEN

Yeah, because present self has a very compelling reason why you should choose instant gratification in the moment. It's very, it's right there and it's very vivid.

ANNIE

Yes, it's like, "I am in this warm cozy bed, with my phone in my hand. I've got Netflix on. I've got a hot coffee by my bed, like, I am good. I am warm, I'm comfortable. I am content." So whatever is going to compete against that it has to be pretty frickin' compelling.

JEN

Yeah, and going out and moving your body in the chilly air, you know, or you know, or lifting some weights, which will be uncomfortable, may not be compelling enough to get you out of that bed.

ANNIE

No. And so like, I don't blame women when they're like struggling with inaction or consistent action, because, quite honestly, they're just way too vague about what they want. And the end, the answer, the solution to this is to stop being vague about what you want. You need to get really, really specific. I actually had a conversation, I think you were on the call, with a member about why she was struggling with inaction. And I asked her a few more questions to hopefully uncover a more personal and specific why behind why she wanted to do what she wanted to do. And almost instantly, her goals went from, "I want to lose weight," to, "I want to have great sex with my husband when I'm 60, I want to enjoy drinks on the patio at sunset with my adult kids. I want to take hikes with my daughter and her girlfriends." Like now the choice becomes, would you rather stay in bed warm and cozy and scroll social media? Or do you want to say yes to having great sex with your husband when you're 60?

JEN

Yeah, getting really clear on what you're saying no to when you say yes to your present self all the time.

ANNIE

Yeah, and for her, it's so individual right? For her that was a no brainer.

JEN

Yeah.

ANNIE

You know? And so I think it's so important to think about, when you think about like, why this matters to you, you need to create this picture that is so frickin vivid that you can see it, you can taste it, you can smell it, you like, you know what you're wearing, you know what time of day it is, you know what you're thinking, you know how you feel in that moment. And that's a hell yeah, that's gotta be a hell yeah.

JEN

It's gotta be, and you know what? Because your present self can see, smell, touch, taste what's right in front of them, right? So that's all right there, right there. So, again, your future self, if you sit down to ideate, envision, exactly all those things. See, smell, touch.

ANNIE

Like, I'm not trying to poopoo goals like "I want to be healthier, I want to lose weight," I'm just saying those aren't compelling enough to pull you out of bed, to get you to bed off the couch, to get you to add more protein to your breakfast, or say no to a few extra bites of takeout or a

brownie when you're already satisfied, like, they just aren't going to...Give them a chance to win, right?

JEN

Yeah, for sure.

ANNIE

Do you have compelling goals?

JEN

Yeah! And as soon as I really click, the first compelling image that I connected with in my future was, I just have this very vivid image of throwing one of my future grandchildren above my head, just lifting them up, like I'm strong enough to do it. I'm strong and fit and mobile enough to play with my grandkids that way. And I remember having that vision, you know, years ago, and it's really what got me to overcome a lot of my exercise resistance. And I continue to hold that quite dearly, close to me today, right? There's lots of different things I could put in place to get my exercise habit fired back up. But that vision and that image is deep. Another one I came up with recently, when my husband and I were talking about, you know, what we want to do in the future or, like our kids, like, kids grow up fast. We've been talking lately, like, we're going to blink and our kids are going to be like out the door living their lives. And we were talking about like, what are we going to do? Like, what do we want? What are our goals beyond our children? And now I have this very vivid image of being on a train with my husband, we're traveling around Europe, and we're just backpacking. And that's our thing. And I want to be, again, healthy and fit enough and mobile enough to be able to do that. And I can just, I went right into it when I was thinking about it. I felt my, I've got my head on his shoulder, I can smell him. I can see, you know, the landscape out the window, and it's just like, I could tear up just thinking about it. And it is like, I can feel the joy almost. And I'm like, there's no question. Going to, turning lights out at 10pm or, you know, or that. Like, no question.

ANNIE

Yeah, yeah.

JEN

What about you?

ANNIE

I have a, I have an image of me on a yacht.

JEN

Hmm.

ANNIE

And we're off the coast of Italy. It's sunset. I've chartered this yacht, I'm not -

JEN

Right. [Laughs]

ANNIE

- sailing this yacht. And all of my kids, maybe their partners that they have, they're adult now, they've all grown, so I'm like 60 something, you know, and we're just there. They're off like having, I can hear them, you know, I can hear them like laughing and having these conversations and like razzing each other and like poking fun, you know, like my two oldest are poking fun at the youngest or whatever. And I'm like kind of off in the background and I have this, I'm getting ready to crack a bottle of wine. And I have this thought that like, it was all worth it.

JEN

That is powerful, Annie.

ANNIE

And, same with you, like when I think about it, like, I get choked up, I can feel it, I can hear the waves, I can smell it, I can feel the wind on my skin, like, I can see them or you know what I think they'll look like, and you can have that, like, anyone listening probably has that in them. You just need to like, dream it up, you need to create it.

JEN

Yeah, and, I just, you know, back to our podcast, "Women Are Sleeping," or where we discussed how women are sleeping and kind of sleeping through their lives a bit, we'll link to that in the show notes. Because it was a very powerful podcast episode for many of our listeners. But I just don't think we ever give ourselves the time or the space to ideate that way for ourselves. And for those listening, if you're anything like me, I was very, I've been very invested in my children's futures. I've been very invested in my partner's future at different times. But prior to what I call kind of my own awakening, or waking up, I didn't spend a lot of time at all on what I wanted. And I just had a real kind of, lots of codependent tendencies in my past, as far as, "Well, if my partner's happy, I can be happy. If my kids are happy, I can be happy." But I never really, you know, sat and thought and dreamed about what I wanted to accomplish individually. Yeah, and all of this when I think about, you know, it's like, there's the vision of being with my husband on train, because we're backpacking through Europe, throwing a grandchild up in the air. That is a great, I guess, we can call it a motivator. But that's a great why for me, in the health and wellness realm. But more than that, right? I'm not, I'm not an idiot. I know, you know, sh** happens, right? Like, I could get have an illness at some point and not be able to get there. But I think, you know, I'm going to do everything in my power to get there, but it trickles into so many different habits. For me, it's not just about health and wellness. It's like relationship habits. Like, I'm not going to be on a train with my husband in 20 years backpacking around Europe if him and I spend the next 20 years fighting, right? Because we can't figure our sh** out. It requires me to have some discipline with my financial wellness, so that we have that ability to go on that trip someday, right? Like, it trickles into a lot of areas of wellness. And also, as we know, we're

whole people. And wellness is a whole thing. It's not just eating, it's not just food and fitness. It's a whole, you're a whole person.

ANNIE

Yeah, I would say the same about my vision of my yacht that like, yes, okay, so movement in the gym hopefully preserves my strength and mobility and endurance to even get to Italy to get on the yacht, right? But I still need to have the finances, I still need to have the quality relationships with my kids. So they want to come. [Laughs]

JEN

Right. [Laughs]

ANNIE

You know?

JEN

They're not like, "Mom's crazy, do not get trapped on a yacht with her." [Laughs]

ANNIE

"But this is my dream!" [Laughs] "I did all this for you!"

BOTH

[Laugh]

JEN

"Can't wait."

ANNIE

[Laughs] "It's gonna be so fun." [Laughs] But, the important thing is, is that you find what really drives you. And it might be something similar to maybe what Jen and I just shared, it might be something completely different. And that's okay. But to Jen's point about dreaming up their why, like creating this vivid vision, it also kind of connects to point number one, where it's like, women - and we talked about this in the podcast as well, women are so conditioned to choose from this like smorgasbord of options in front of them, that if it's not on the table in front of them, they think it's not possible.

JEN

Yeah.

ANNIE

And it's like, maybe it's just not on the table. Maybe it's still possible. And if you weren't choosing from, or like a menu, you know, think of a menu at a restaurant. Maybe it's available to you. It's just not listed on the menu. But women get so caught up in like, it's not on the menu. This isn't

one of the options that my culture, my community, my gender has been traditionally offered, so therefore it's a no for me. Like, BS.

JEN

Yeah, I also want to add that going really deep in my why and having very vivid visions of myself in the future has allowed me to let go of what's not important to me. So I used to have, you know, any longtime listener knows that I've had a 20 to 30 pound weight loss, depending on where I sit on any particular day. But I also used to be about 20 pounds leaner than I am now. And having that vivid vision allowed me to get very clear on like, hey, that 20 pounds, like, I'm not willing to do that, like, it's not, you know, it's not like I need a six pack to go backpacking around Europe. And I don't want to look down on anyone's goals, right? Like, if you have, you might have goals to be leaner than I am, stronger than I am. And that is absolutely okay. Any empowered woman making that decision for herself is like, I'm here for that. Hell yes. But for me, personally, I realized that a lot of these more kind of specific aesthetic goals or weight goals that I had in the past in my 20s didn't matter anymore. I wanted to be, you know, I want to feel comfortable in my body. I got very clear, I want to feel comfortable in my body, I want to, I need a baseline level of fitness to throw up a 25-pound kid, but I don't need to be bench pressing 200 pounds, like, and I got very clear that, "Hey," like and it kind of released me from all of that too. Because you know whether we like to admit it or not, when you're in the health and wellness industry, there is another layer of pressure to benchpress the 200 pounds to you know, etc, etc, etc. And I realized I don't have to want those things. But you know, but they're part of your - [Laughs]

ANNIE

But it's okay if you do. [Laughs]

JEN

- mission for yourself. Because Annie does.

ANNIE

It's okay if you do want to benchpress 200 pounds.

JEN

And that's totally okay. But it's just beautiful to see, you know, to see how each of our members' visions, we do vision workshops in Balance365, it's beautiful to see how people define their vision for themselves, their core values trickles out into the rest of their life and how different we all get to be right? And what living a fulfilling, meaningful life means for each of us. It's just, it's beautiful. And the other thing I wanted to say is, that I mentioned earlier, that after unpacking all my dieting and body image crap, I still had a very strong why. I'd found a strong why. It was actually beyond those visions I had for experiences in the future, I felt so strongly at that point that I wanted to reclaim the body I was always meant to have had I never started dieting, and put unrealistic body ideals on myself. So I personally at that time felt I was overweight for my body type. And there were just certain things I would notice in the day. You know, tying my shoes was more uncomfortable or like, I was just, I felt heavy. I don't know how else to describe

it, except I felt heavy. And I was the heaviest I've ever been like not pregnant. And suddenly one day just clicked for me that it was like, this body size I'm in. It's heavier, and I know I could learn to live with it. But I don't. And I don't hate it anymore. I really don't. But it doesn't feel like mine. And I truly don't think this is the body I would have grown into had I never dieted. This body is a result of someone who has yo-yo dieted for the last 15 years. So to me, it felt like taking my body back is what it felt like. And that's actually when I was able to shed every expectation around me from, you know, there's the weight loss expectations and then there's the, you know, the body-positive, like, can't have a weight loss goal community. I was able to drop that too and go, "Nope, nope, this is mine. This is me." Yeah.

ANNIE

Yeah. I love that. I think that's powerful. Okay, so the third, we've got the what. We've got the why. The third piece of the puzzle is how.

JEN

Yeah, let's make the decision. Let's find a compelling why. And then let's get real here about how you're going to do it. So if you've got what you want decided, and you've got your why, that can inform your how, and it can also eliminate some of the hows as we discussed, or perhaps, you know, like some things you've done in the past. So for me, it was like, "Yes, I want weight loss. Yes, I have a compelling why." And I knew what I wasn't willing to do anymore. And I knew what I had done in the past didn't work and left me in this cycle of dieting. And which, for me, it was cutting carbs, you know, keto, low carb, macro counting, I just, I'm not doing that stuff anymore. I felt very clear about that. And so my hows also felt very powerful. And it was something I had personally never done before, which was work on my mindset, relationship with food, and habits.

ANNIE

I know so often, well, this was reflected in our podcast with one of our members about fear of failure. And she was expressing this like, "What if I do it, and I don't achieve it?" And I'm like, "When have you ever done this? Like, when have you, like committed to small sustainable changes, worked on your mindset, made choices from a place of autonomy, not just following rules and procedures? Whenever you done that?" And she's like, "Never." [Laughs]

JEN

Never. Yeah.

ANNIE

Like, so maybe it's possible.

JEN

Yeah. So I think, you know, success leaves clues. And that doesn't mean I think we should copy other women. I don't, not at all. We're not about that. But I think it can be helpful to look at those who have achieved what you want, and to study that person a little more closely. Not just what they did, because what they, what someone does to lose weight or not lose weight like, that just

may or may not work for you. But their mindset, right? And we've got all these stats out there about failure rates of dieters, and we buy into that and we, but the deal is people who use fad diets to lose weight, the stats are pretty dismal. Right? They've got pretty high failure rates. But there are stats out there and studies on people who have done well, what's worked for them, right? And the results are better. But try and find someone in your life, if you can, honestly there are some people out there who don't know any - [laughs] - don't know anyone around them who doesn't diet, but I remember one time looking at, you know, I wanted the whole thing. I wasn't just looking for weight loss. I was looking for the weight loss, the mindset, the, you know, the not obsessing over food, like, I wanted the whole package. So when I zoomed out and started looking at women I had met throughout my life from childhood to where I was now, I thought the women who roughly have what I want, what do they do differently?

ANNIE

What are the common threads?

JEN

What are the common threads?

ANNIE

The patterns.

JEN

Yeah, and I'll tell you one thing, the women who weren't struggling with the things I was struggling with, they weren't dieting. They were not jumping from one eating philosophy to another, and I ended up landing on one woman that I knew as a child and I really thought about her and I thought, "She's a sensible no nonsense woman. She's never been part of the dieting circles that I used to see as a kid." And she walks. She's known as the woman who walks around town. [Laughs] And I thought, "It's so reasonable." [Laughs]

ANNIE

I'm laughing because, you know, there are women that see it, they hear it and they're like, "No." [Laughs]

JEN

Yeah, and so I think, a lot of us, you know, they might, you might have grown up with parents who dieted or not, but I guess the point is, like, don't just look - there's so many of us that are trying to study people who have lost weight and like they're obsessed with the what, right? You've shared this. There's a lot of, a lot of people want to know, you went from size 24 to size 12. What do you eat?

ANNIE

I have been on both sides. I have been the one trying to seek the like, "Okay, just, if I can just copy your exercise plan, your meal plan, your routine. I will look like you will look." I mean, I don't think they do it anymore. But we've talked about this, how magazines when we were

younger, were like, "This is Tiffany Amber Thiessen's meal plan," or Katie Holmes. "This is what Katie Holmes or Jennifer Garner eats in a day." And I just thought, "Oh, I'll just eat that for the rest of every day, for the rest of my life." [Laughs]

JEN

Yeah. And we gotta zoom out a few more layers from the food, and we have to look at the people that you admire further. Well roundedness, do you know what I mean? Like, who they are as a whole person. And so once I started doing that, and the whole success leaves clues thing, and of course, take the cherries, spit out the seed, you don't have to, you know, not everything they do, you might, like, may not be thrilled about but I thought, "Oh, the how has to be reasonable. It's got to be reasonable, or I'm not interested."

ANNIE

And to use kind of the framework that we have presented in this podcast episode, it's almost like reversed when you're discerning the how, it's like, you might look and see the what someone is doing. But the how and the why they're doing it is different, you know?

JEN

Yeah, for sure. And the other thing is that when I thought about the how, I let myself explore each option to completion, I did not moralize any one way. So I could have gone back to macro counting, I could have gone back to keto. I like, there's many different paths that people lay out for others in, "Okay, here's how you could go about that." But I didn't just look at you know, four weeks or eight weeks down the line to see what result I would get. I thought, I matched it to what I wanted, like, what I had clearly defined as what I wanted, why I wanted it, and which path, which option led me to where I wanted to be in a year, five years, sitting on a train with my husband. Right?

ANNIE

Because again, as we said in point number two, we have a bias towards our present self and present self might be saying things like, "Just lose the weight as quickly as possible, and then you can sort out all the other stuff."

JEN

"And then you can get on that path!" Yeah. [Laughs]

ANNIE

Yeah. Good luck. [Laughs] We've tried it. [Laughs]

JEN

Yes.

ANNIE

Many women have, and ultimately it always leads them back to like, "Okay, what did I think?" We had a member on one of our podcasts say, "The long way or the short?" ... "The long way is the short way?"

JEN
Yeah.

ANNIE
That like all the time, she had been like, on this hamster wheel of like, lose weight, gain weight, lose weight, gain weight, lose weight, gain weight, if she had just committed to the long game. Yeah, she reached her goals quite a bit faster.

JEN
For sure. Yeah, yeah, I remember that member, we did a podcast episode with her. She lost 50 pounds. That was a couple years ago. Yeah. So to summarize, it's time to stop lying to yourself about weight loss. Decide number one, decide if you want it or not. Get clear. And then let your, let that be important to you.

ANNIE
Yeah, and don't let that answer be automatic.

JEN
Yeah, give it a sec.

ANNIE
Give it some thought.

JEN
Let it rest. Let it breathe. Yeah.

ANNIE
Really think about it.

JEN
Yes. Number two, find yourself a compelling why. Right? So no more, no more lying to yourself here that getting healthy or being you know, putting on a size eight, or whatever, you know, this goal weight could be enough for you. Like, they're not, they may feel enough when you're motivated. But they're not compelling enough when you're dealing with present you in the moment, and you're not motivated.

ANNIE
Yeah, and I also just want to add, Jen and I may have shared hers, you know, publicly on a podcast in front of tens of thousands of listeners, but you don't have to tell anyone, like, it could be something that you just keep for you. And when people ask like what you're doing, or why

you're doing it, you might give a more vague answer. "I'm trying to lose weight," or, "I'm trying to increase my strength," or you know, "Improve my health." But you know in your heart of hearts why you're doing it.

JEN

Yeah, absolutely. And then three, get real on the how. Stop lying to yourself, get real on the method that is going to take you to your desired outcome, not just in four weeks or 21 days or, you know, whatever the short term programs are, but a year from now, five years from now, 25 years from now.

ANNIE

I think that's great advice.

JEN

Yeah, I do, too.

ANNIE

Advice I wish someone had given me.

JEN

Yeah, and you know what? I wish someone had given that to me and I see it as, I could say, I wish someone had treated me like the grown ass woman I was, or needed to become, to make those decisions. If someone had sat down and said these three things to me. I might have clued in a little faster.

ANNIE

Amen. Okay, thank you, Jen. Appreciate for your time.

JEN

Thanks, Annie.

ANNIE

We'll talk soon.

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.