

# Balance365 Episode 210 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

Hello, everyone, welcome back to our three-part series: the things that we see in our successful members. Last week, we covered in part one the mindset shifts we see in our successful members. This week in part two, we are discussing the weight loss strategy shifts that we see in our successful members. And next week, spoiler alert, we will be covering in part three habit changes we see in our successful members. Of course, every person's journey is unique, but there are definitely some similarities worth exploring. We hope you enjoy today's show. And as always, if you have any comments or questions or want to share how and where you are listening to this episode, drop us a line, tag us in your Instagram or Facebook stories. And by the way, if you love what you're hearing in this series and want to get in our next enrollment, head to the link in our show notes to get your name on our waitlist. Enjoy.

ANNIE

Jen, we're back talking about weight loss strategy shifts. Say that three times fast.

JEN CAMPBELL

Yes. [Laughs]

ANNIE

Or maybe don't. I think we have no swearing on this podcast. [Laughs] Weight loss strategy shifts [laughs] that we see in our successful members. This is the second part of our three part series. And we have five right?

JEN

We do yeah.

ANNIE

Yeah. So do we want to get into it?

JEN

Yeah, let's do it.

ANNIE

Okay, kick us off. Tell me the first one.

JEN

So the number one strategy shift we see in our successful members is they shift from dieting, to practicing habits and skills. So a skill is the ability to do something well, and a habit is something you do routinely. And you can learn how to improve a skill that will lead to weight loss. And then you can learn to start doing it routinely, create a habit of it, and you can actually do these two things at a time, you can have a habit of just showing up to practice a skill.

ANNIE

Mm-hm. Which we've had numerous podcasts about what dieting is. And if you're not dieting, then what but this is like strategy behind.

JEN

Yeah, it's just that our successful members have this aha moment. It's not about rules. It's not about temporary changes. It's about that aha moment, that the leaner version of you has different skills and different habits than you have. Now, there's no magic, there's no magic food, there's no magic restriction. It is just a collection of skills and habits. So many people may be surprised to hear this. But when you join our program and join our Facebook community, our members-only Facebook community, you aren't going to be hit with a steady stream of weight loss talk, actually. And that's because our program focuses more on building the skills and habits that lead to weight loss, which means most of our conversations revolve around that. Now, there is some weight loss talk of course, and people sharing different wins, scale victories, nonscale victories, but there's no like stream of before and after photos there. The focus in our program isn't really on the result. It's on being able to develop the process.

ANNIE

Yeah, which is very in alignment with all the talk we've been having around growth mindset and how people with growth mindsets value the process, the journey, the experience over the result. Okay, number two, they go from overcomplicating it to keeping it simple, but they know that that doesn't mean easy.

JEN

Yes.

ANNIE

Which sometimes that people think, "Oh, okay, it's simple. It's easy." No, not same same. Change is hard. And there's no need to overcomplicate it with ridiculous food rules, right?

JEN

Yeah, yeah. So it's sort of like saying, if you were learning a new sport, let's use baseball. Which is Annie's sport.

ANNIE

Well, softball, but yes -

JEN

Softball?

ANNIE

Keep going. [Laughs]

JEN

So it's like saying throwing. Throwing is simple. But that doesn't mean throwing comes easy to everybody.

ANNIE

Yeah, you just, the act of throwing, you get the ball from this point to this point. It's very simple.

JEN

It's very simple. And so our program is incredibly simple. I saw in a thread, in our members only Facebook group this morning, this was so good. One of our newer members asked, she asked for advice from members who had been here a while about, like, what were their turning points? When this really started to click, and there are some really great comments coming in. But one woman said, honestly, it's accepting that this is not rocket science. And I just need to keep showing up. And so I think that nutrition is just a lot simpler than people allow it to be. And of course, there are different medical conditions, sensitivities, allergies, people might have that in their personal situation, they need to pay a little more attention. But for your average person, nutrition is incredibly simple. Now developing the skills required to like put together a balanced meal, and you know, that could require different habits around how you shop, what you bring into your house, maybe some prep work, if you like doing that, cooking. It might require some skill development there. But actually, you know, what a balanced meal is, is incredibly simple. So here, I would say is that our members stop overcomplicating the things that you just don't need to overcomplicate, and put their energy into what matters, right? And to be honest, nutrition can be very simple and weight loss, just talking about what weight loss is how we achieve weight loss is also very simple. It's change that's hard.

ANNIE

Back to the softball analogy, again, throwing the ball from point A to point B - simple concept. But developing back to point number one, the skills and the habits. So when you come into a game, you just automatic, this is a repetition. I don't have to think about elbow here, wrist here, glove here, foot here. That can all be very simple once you have automated this. And then you're focusing on a handful of really big rock behaviors and you can let the rest go.

JEN

And you can let the rest go. Yeah, yeah. So when you let go of the overcomplicated stuff, over complicating nutrition, over complicating fitness, overcomplicated weight loss, then you can focus on the more difficult elements of change, which are more about exploring and managing your thoughts and your mindset, exploring and managing your feelings and your urges to eat outside of hunger, acknowledging and recognizing when you're falling back into old patterns, establishing new patterns and staying consistent, coming back after a lapse. That's another place we can put our energy in doing things when we don't want to do them. That is yet another place that you can put your finite amount of energy instead of thinking about creating the most perfect meal ever.

ANNIE

I also want to just add that I don't think it's uncommon for humans to intentionally and unintentionally overcomplicate things as a way to avoid doing the work.

JEN

Oh my gosh, I just had this conversation with a woman. Okay, here's the truth about this woman. If she's listening, I want her to know I have so much compassion for her. So she left our program and that's okay. She left without getting the results that she wanted to. She returned to our DMs to ask a question about something that is not something that she should be focusing on. I know this because I've coached her and I just gave her the honest truth. "You are not spending your time in the area that is going to get you the results. And I think you know this, and I think you are out there chasing silver bullets again." And a lot, like, hat tip to this woman. She said, "You are right." She took it in. "You are right. You are right." And great. That could be a trajectory-changing conversation for her.

ANNIE

Yeah, absolutely. But it's, it can buy you some time. Right?

JEN

Yeah.

ANNIE

Let me just, if I just, if I look at it this way, and if I like, if I turn it upside down, if I twist it this way, if I add this, if I take away this, then maybe I do this, it's like...Or you could just take all that energy that you spend like playing with it in your head. And do like one thing consistently. And then another thing.

JEN

Yeah.

ANNIE

And then another thing.

JEN

But that's uncomfortable. Right? So that is, it's the, it's incredible what humans will do to avoid discomfort.

ANNIE

Yeah. And that's why we need that extra energy to focus on change versus overcomplicated nutrition. [Laughs]

JEN

Yes, because change is uncomfortable. If it's not uncomfortable, then you probably aren't changing.

ANNIE

Yes. Okay, speaking of uncomfortable. Number three, they go from perfectionism to imperfect action, which I think is probably one of the most uncomfortable experiences for perfectionists.

JEN

Yeah. And I also think that the all or nothing mindset, like the perfectionism mindset that leads people to all or nothing, right? Because they're trying to be perfect. And when they can't be perfect, they just do nothing. It has got to be the biggest barrier to progress that exists in our culture, but particularly amongst our audience.

ANNIE

Absolutely.

JEN

Yeah. So the all-or-nothing mindset really does feel amazing when we're motivated to do all the things. But when we're not, we're doing nothing. And over time, people with an all-or-nothing mindset will find themselves doing more of the nothing than the all, especially as life changes, right? So I was, I am definitely a recovering perfectionist. And before I had children, I had a lot more time and energy available to dedicate to being perfect. But as my life changed, and I had more and more and more priorities, stacking up, that is when I started sliding into the nothing. Because all I had ever done is pursued things for the sake of perfectionism. And you have no skills, you know, to walk through the in-between.

ANNIE

Yeah, like, I like to think in my head, there's this is a spectrum. There's on one end of the spectrum, there's all there's everything like all in and then on the other end, there's nothing, zero, nada. And in between there, there's this whole, like, gray zone of choices. And our successful members spend most of their time in that in-between.

JEN

Yeah, there's the perfectionist, they're going 100 miles an hour, or zero miles an hour. Our members learn that they can go at a cruise-y 40 miles an hour.

ANNIE

Yes. And if they can't go 40, then they'll go 30. And then they'll go 20.

JEN

Yeah, they can dial it back to 20, yeah. Dial it up to 60 once in a while when they're feeling crazy.

ANNIE

Yes. [Laughs]

JEN

But they live in the middle.

ANNIE

They, yeah, they really do. And they also understand that small changes add up.

JEN

Yeah, absolutely. And that's the thing about learning to take imperfect action is you're still going at a slower clip, but you're still going. So doing 10 squats in a day instead of a full workout is still moving forward. Right? Perfectionists struggle with that, because just acknowledging that they're only doing 10 squats can feel like failure in itself because that is not perfect.

ANNIE

It's the classic tortoise and the hare. Right?

JEN

The Tortoise and the Hare. Yes.

ANNIE

And if you're listening to this, you've probably been the hare a few times. So maybe, maybe try being the tortoise.

BOTH

[Laugh]

ANNIE

Okay, number four, they go from chaotic eating to mindful eating.

JEN

Yeah, so I'll define those first, and chaotic eating would be eating on a pendulum. So you're either eating perfectly, or you're eating just completely erratically. Chaotically. And others might call it being on the wagon or off the wagon, that type of thing. But your behaviors are on a pendulum and it's just swinging back and fourth. Mindful eating is when you become aware and present of your eating experiences and what is influencing them. So it has nothing to do with

eating perfectly. It's just about being aware and mindful, whether you are sitting down to a balanced meal, sitting down to a piece of cake, sitting down to emotionally eat a bag of chips, you're just mindful and aware.

ANNIE

And that's not like a stagnant choice that looks the same every meal, there's like a flow to mindful eating, as you said, of consideration of what's influencing your choices, and you can kind of move with it.

JEN

Yeah, so it's just developing an awareness, say, of your internal cues of your hunger and satiety and an understanding of why you may want to eat outside of physical hunger. So it's not a rule, right? It's just, you know, if you're choosing to emotionally eat, you're kind of mindful and aware of like, this is emotionally eating right now. This is why it's happening. So it includes, you know, slowing down while eating, noticing how food feels in your body, and if it's satisfying, or if it even tastes good to you. And also, it can include savoring eating experiences,

ANNIE

Which is one of your favorites.

JEN

I do.

ANNIE

[Laughs]

JEN

We have spoken about that. Not finishing first.

BOTH

[Laugh]

ANNIE

We'll link that show in the podcast - in the notes. [Laughs]

JEN

[Laughs] Our members, I would say our members learn to indulge, to when it's going to be a valuable eating experience for them. So if you, as you develop kind of mindful eating awareness, you know, you're really learning, you know, you're thinking about why you're eating, if this is going to get you the reward that you're looking for. And if this even tastes good to you, and over time, it actually can decrease your desire to eat. And I often tell our members, you know, when they say, "Well, how often," you know, newer members, say, they're kind of...Our newer members are always looking for rules. Let's just put it that way. But I get it. The transition from dieting to building habits and skills is quite a mind-bender. Anyways, so I just had this

question a few weeks ago, and she asked me, "Okay, but like, how often is it okay to have like sweets or treats, or give me a number like that. Give me a number." And I said, "Ask yourself this question. Is this going to be a valuable eating experience for me? And that is where you'll find the flexibility for that to change week to week, day-to-day. And for me, there's, you know, a huge difference of like, scarfing down you know, some ice cream after lunch because I'm stressed and procrastinating and don't want to go back to work. And it's a kind of ice cream I don't even particularly enjoy. Versus like intentionally creating an experience where I pick my kids up after school, we go to Dairy Queen, we all get our favorite sundae or blizzard. And we sit and connect and eat that ice cream." Does that make sense?

ANNIE

Yes, it absolutely does.

JEN

Yeah. So I would say our members develop mindful eating awareness in our program. Our successful members.

ANNIE

Yes. And then last but not least, I think this is my favorite of all of them. They go from showing up when they're motivated to showing up, period.

JEN

Period. Yes.

ANNIE

Tell me more.

JEN

Well, I actually like Annie's, back to softball here. [Laughs] I like Annie's analogy that she just came up with on the fly right before we hit record. We were having a laugh about this. It is going from being a fair-weather fan of yourself to becoming a loyal fan of yourself. Do you want to expand on that?

ANNIE

Yeah, well, I just I love Jen's ownership on sports analogies just aren't her thing. And so when I said it's like, "Oh, they're like fairweather fans," and she was like, "What? What is that? I don't know what that is." A fair-weather fan is a fan who only pays attention to their favorite team when they're performing well, versus a loyal fan, who is like, they're in the stands regardless, win or lose, regardless of the weather. Like, even when they're not performing well. They're still like, this is my team, right? Like this, I want you to win. And our successful members learn to become loyal fans of themselves. And they're showing up for themselves. Even when they maybe don't perform, quote, unquote, make the decisions or the choices that they would have liked to have seen themselves make or that they planned for, they're still showing up and giving some, practicing some compassion in those situations. They intentionally carve out time and

make themselves a priority, versus just saying yes to everyone else. What, how else would you say this shows up, Jen?

JEN

I think you about covered it. I think, I love, I actually love the sports analogy here. For the record, I am a fair-weather fan of all sports teams. Unless it's my children's, I'm a pretty, I'm a pretty loyal fan to my kids.

ANNIE

[Laughs]

JEN

But other than that, I'm a fair-weather fan. Yeah, like you show up in the storm, you show up when it's raining, you have compassion for this team when they're not performing. Yeah, I think that all can be used to self, and back to our original point of, they go from showing up when they're motivated to just showing up, period. It's easy to show up when you're motivated. And what a lot of people don't understand is this message of, you just need more motivation, that has been shoved down our throats for decades from the health and wellness industry, is just such a load of BS. Motivation is fickle. It comes and goes, it cannot be relied on. And so we have to learn to show up, even when we are not motivated, and decide what that is going to look like for us.

ANNIE

Yeah, and this is maybe a bit related, or a bit of a tangent to motivation and more in alignment with how you show up when you're performing well, quote unquote, and when you're not. To only feel good to celebrate, to treat yourself with respect and compassion, when you are doing well is conditional love.

JEN

It's like only showing up to parent your kids, when they've pleased you, done something to please you, and then withdrawing your love and support and care of them when they're on your nerves, or they've done, you know, made a poor choice in their life.

ANNIE

Yeah, that is like conditional love, you know, to a tee. And so many of our members want to have an experience where they love themselves unconditionally. And when you make a mistake - not if - when you make a mistake, when you don't feel motivated, when you're kind of digging your heels in, that's an opportunity to show up for yourself with compassion and respect, which might sound like an, "I don't want to do this." We're doing it anyways. You made a commitment to yourself, and you wouldn't dip out on anyone else. So we're not doing that to ourselves.

JEN

Yeah. The other thing I would add here is that they also show up to get coaching when they're stuck or struggling instead of hiding. So I think it's very common to see people showing up and

sharing their successes, "Hey, I'm doing well." And you know, maybe that has something to do with their motivation level, or whatever. And then they hide when they're struggling, or when they don't think they have, you know, something to share. And so that is like, that needs to be almost like flipped. I love when members show up to share their wins, of course, don't get me wrong. But the greatest lessons available to someone are happening when they're failing, or when they're stuck. And so if you are a member and you're listening to this, like we need you to show up, we need you to show up when you're stuck and struggling. And that really is how we're going to start, you know, moving forward through some of these blocks that you might have.

ANNIE

And I would add to that, like, you need you to show up. Certainly we can't help you if we don't know you need help, but also like, you showing up for you. That's a pretty powerful act as well.

JEN

Yeah, absolutely. So I guess bottom line here is our, what we see in our successful members is that they show up.

ANNIE

Okay, shall we do a quick recap of the five, the five weight loss strategy shifts that we see in our successful members? First off, they shift from dieting to practicing habits and skills. They go from overcomplicating it to keeping it simple, but know that simple does not mean easy. They go from perfectionism to taking imperfect action. They go from chaotic eating to mindful eating and they go from showing up when they're motivated to showing up, period.

JEN

Yeah. Yes!

ANNIE

I love it. I am confident that if you did any of these, diet and skills and habits aside, in any area of your life, you would be successful.

JEN

Absolutely.

ANNIE

Like work, parenting, relationships, or your health.

JEN

Yeah, so stay tuned for next week too. So next week, we have five habit changes that we see in our successful members. And so we get a little more granular on what are like, the actual day-to-day changes they make in their lives.

ANNIE

Because let's be honest, that's what people like think they need to know.

JEN

[Laughs]

ANNIE

But like really we're like...

JEN

Without - yeah, without the first two of these, this series without the first to the third is not as meaningful. So if you've listened to these number one and number two, get excited for number three. And we will definitely put a warning at the beginning of that third one that they better listen to these two first.

ANNIE

Yeah. Okay. Thank you, Jen.

JEN

Thanks, Annie.

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.