

Balance365 Episode 248 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

Hi, everyone. We are back this week with a very relevant and what we hope is an extremely helpful episode. Five tips for getting started with Balance365 Fat Loss Foundations. We wrapped up our annual Black Friday sale this past Monday, which means we have many, many folks who are starting their journey with us in that course. Consider this episode a helpful guide to not just get you started but to keep you on track and also anticipate what might be coming for you. Any health wellness or weight loss journey will have bumps and setbacks along the way. Learning to expect this is half the battle. If you want even more support and accountability and camaraderie on your journey, make sure you are on our waitlist to join coaching. We are opening up for enrollment in January to the waitlist only. That means if you aren't on the list, you won't know about it. So get your name on the list. The link to that will be in our show notes. Or you can visit balance365.com/waitlist

ANNIE

Jen, my co-host is back.

JEN CAMPBELL

Hi, I am.

ANNIE

How are you?

JEN

I'm good. How are you?

ANNIE

I am so good. I'm so happy to have my counterpart back in action on the podcast. I feel like though before we jump into today's topic, it might be nice to give everyone a little update.

JEN

Sure. So for those who don't know, that missed the email communication or social media communication, I've been out for several weeks. And then on just a really limited kind of work schedule as I ease back in, and my husband was diagnosed with a very serious illness at the beginning of August. And it's been a journey since then. So yeah, I've really missed everybody. I've really missed my routines. I've really missed being part of the podcast. I've really missed coaching calls. But I'm easing back into all of it right now. And the routine of it. It's just been wonderful for me. And also, thanks, everybody, I got so many messages, and we got emails, lots of words of support and encouragement, and people who have been through what I have. It was all so appreciated.

ANNIE

If you were ever in doubt of how valued and loved you are by this community -

JEN

[Laughs]

ANNIE

- like now you know. I cannot open up social media or my email without someone asking about how you're doing. Just sending their love, asking me to give you a big hug, which I did. [Laughs]

JEN

Yeah, you did.

ANNIE

So I'm so happy to have you back.

JEN

Thank you. I'm really happy to be here. I missed you. I miss everybody.

ANNIE

I missed you too. Okay. But enough about us and our emotions. Let's talk about all these people that just joined Fat Loss Foundations, and we're going to share our tips for getting started off on the right foot in this program.

JEN

Yeah.

ANNIE

Right?

JEN

Yes. Yeah.

ANNIE

Yeah. So exciting. Amazing, right?

JEN
Yeah.

ANNIE
Okay. Are you ready to just get into it? Or do you want to chat about it?

JEN
Well, let's get into it. I wanted to start this with something a little different. Because now, as you enter the Balance365 world, the shift that we hope you start having is we have like, look around you, we have a whole world of people buzzing around in a total frenzy looking to be told what to eat. And in the Balance365 world, we're not saying it's never about what you eat. We are saying it's often about why and how you eat. Okay? So, we're expanding our worldview, and we're expanding even how we assess our own nutrition habits in Balance365. So the first thing, the first tip for getting started with Balance365 Fat Loss Foundations is to understand that likely, the number one thing getting in the way of you and change is your brain, specifically the thoughts you think and allow yourself to believe, and then act on. Right? So have you ever - you, Annie -

ANNIE
Yes, probably.

JEN
- as well as everybody listening? [Laughs]

ANNIE
Probably. I don't even know what you're gonna say. But probably.

JEN
Have you ever had a whole story about, say, how long it will take you to clean your kitchen, and you maybe go all day with this really messy kitchen, it bothers you so much. But you actually find yourself avoiding it. You get to the end of the day, and you decide to tackle it. And it wasn't as bad as you thought.

ANNIE
Yeah, all the time, specifically unloading the dishwasher.

JEN
Yes.

ANNIE
I put that off as long as - I'm literally pulling plates and cutlery out of the dishwasher for dinner instead of just putting it back. And like this, I spend hours stewing on this, it takes me three minutes.

JEN

Exactly. So that's an example of how we believe the thoughts we think when they're not actually true. And so another example for all the new people in Fat Loss Foundations is you might be thinking, "I'm overwhelmed, I can't do this." And if that's the thought that you latch onto and decide to stew on, you likely won't do anything. You might open Fat Loss Foundations once, maybe twice, maybe zero times, and never do anything. Now, if you decide to choose to think, "This is new, and I can learn and implement it over time," if you let yourself stew on that you likely will learn and implement it over time.

ANNIE

Well, the funny thing is, is if you're listening, and you've already gotten started, you know this already. And if you haven't gotten started, let me give you a little spoiler alert. I'm pretty sure we say in those intro videos like, you don't have to consume all of this overnight.

JEN

Yeah.

ANNIE

You can chip away with it.

JEN

[Laughs] You don't have to, and you shouldn't.

ANNIE

But yet, people still show up in our inbox in our DMS like, "Oh, this is a lot." No, it's not. No, it's not. You think you have to like build Rome in one night. You don't. [Laughs]

ANNIE

Right. No.

ANNIE

You don't.

JEN

Yes, we are learning and implementing over time.

ANNIE

Exactly.

JEN

So behavior change isn't easy. It absolutely is not easy. And the reality is your brain, your operating system, it doesn't really want you to change. And I think when we understand that, we can start to anticipate that we will have resistance to change. And if instead of going, "Well, I'm

resisting change, I guess this isn't going to work," you say, "Oh, there it is. There's that resistance to change that is absolutely normal and expected in the change process." Right? So your brain is wired to try and conserve energy. So learning something new, that takes energy. Changing your habits, that takes energy. Your brain is going to say, "No, thanks. Let's stay the same. So much easier and less energy to stay the same." So the excitement of starting something new, of starting Fat Loss Foundations that will wear off, and you will experience resistance to change.

ANNIE

Yeah, I think this can be such an influential perspective, shift in perspective, when you realize that you're not going to be motivated, you're not going to want to do this, you're not going to be excited. It's not going to feel like the easy choice, the choice that you want or the choice that you desire all the time.

JEN

Yeah.

ANNIE

We already know this. And you can still take action on it.

JEN

You can.

ANNIE

Yep.

JEN

Okay. So the second tip for getting started with Fat Loss Foundations is to pump the brakes a little, and allow yourself time to get acquainted with the program, with the layout, just familiarize yourself with logging in and watch the two introductory videos, they are only 11 minutes in total. Both of them together are 11 minutes. Slow it down. We know people have these totally insane, panicked thoughts about being overwhelmed. And, like slow it down, pump the brakes. And just back to what Annie said, it's probably because you're trying to build Rome in an evening rather than over the course of many months.

ANNIE

Mm-hm. And think about how this has played out for you in other areas where you've acquired new information or learned new skills, like if you've ever started a job from scratch, like brand new day one at the office, or you're showing up for some sort of like skill based lesson. You don't learn everything your first day.

JEN

Yeah.

ANNIE

You don't. You learn where the bathroom is, when I get paid. And you fill out some tax forms. [Laughs] And then you chat with your coworkers. [Laughs]

JEN

Yeah, absolutely. I was thinking of my, watching my son start high school in September. They had a whole morning just to tour the school, right? To learn where the office is, where the school counselors are. Yeah, it's just... allow yourself that time to get acquainted and familiar with the structure of our program.

ANNIE

And, you know, the truth is, a lot of our members are high-performing, driven, ambitious, extremely intelligent humans, that have had success in a lot of areas, a lot of other areas, and their life. So this drive inside them this, like, "If I can just acquire all the information, I'm going to be good to go." That's probably worked for them in other areas of their life, but we're saying like, just step by step, we're gonna get there. You don't have to climb this mountain in one day.

JEN

Yes, yeah. And really, when you log in, and you see the layout of Fat Loss Foundations, it's pretty, it's pretty clear, right? Introduction, part one, part two, part three. It's very clear.

ANNIE

Mm-hm.

JEN

Yes. The third tip for getting started with Balance365 Fat Loss Foundations is to decide if mindset work is going to be part of your journey or not. And spoiler alert, if you don't know what the hell mindset work is, then you may want to [laughs] -

ANNIE

Then you probably need mindset work. [Laughs]

JEN

You probably need mindset work. So in part one and part two of Fat Loss Foundations, we cover some mindset basics, and we help you get clear on what's important to you, which, you know, anybody that purchases a program called Fat Loss Foundations is probably like, "Duh. Fat loss is what's important to me." But in our experience coaching 1000s of women over the last seven years, there's often a deeper meaning for that. We know that you want that as a byproduct in your life, you would like to lose weight, that's okay, we're here for that. But what are the deeper things that you want in your life? What do you want your day-to-day life to look like? Why do you want those things? And then, can fat loss become a byproduct of that?

ANNIE

Yeah, exactly.

JEN

Yeah. If you want mindset work to be part of your journey, part one and two, essential. If you don't, now, there is a reason that you may not want it to be part of your journey. And that could be that you've done a lot of mindset work leading into joining Balance365. You've done that on your own with a therapist, with a different coach. And maybe you've loved that. We have that as part of our program that really aligns with, you know, where you see yourself spending your time, your money, etc, then we would say it may be okay to skip parts one and two, and go straight into part three.

ANNIE

We also have members who haven't had a ton of past dieting experience, right?

JEN

Yeah.

ANNIE

And it might not be as applicable. And we also have members, as you have said, have done that work through listening to our podcast and being a part of our free Facebook community. And so they're like, "I already understand a lot of what you're talking about."

JEN

Yeah, absolutely. Does that cover that one?

ANNIE

Yeah. So decide if mindset work is going to be a part of your journey or not. This is kind of like a fork in the road. And I also want to add, if I can, that, if you're like, "Oh, yeah, my mindset needs an overhaul." That doesn't mean that you cannot pursue habit change in conjunction with mindset.

JEN

Yeah, yeah.

ANNIE

A lot of times, we see that when you're changing your behaviors, mindset, unhelpful thoughts, problematic thoughts, they rise to the surface pretty naturally. And then it's a great opportunity to shift some of those mindset issues or address some of those mindset issues. So yeah, it's not like you have to have the perfect mindset before you begin any behavior change.

JEN

Yeah, that's a really good point. Because a lot of people get tripped up there. They are afraid to move forward until they have the perfect mindset, whatever that is. Mindset work is a journey, not a destination, you don't arrive at somebody with a perfect mindset. It's something you're kind

of always integrating into your life as kind of self-reflection. How are you trying to, how are you approaching this problem, etc.?

ANNIE

Yeah, and if you have been in Fat Loss Foundations and you're still experiencing some unhelpful thoughts, are some mindset issues, Jen and I still do, too. It's - but the difference between, you know, years ago and today is how we field those troublesome thoughts when they surface, how we respond to them, what we let influence and dictate our actions and our emotions, and essentially like what is steering the car, right?

JEN

Yeah, yeah.

ANNIE

So it's not like, the intention behind the mindset work isn't to just feel good all the time and never have any troublesome thoughts. [Laughs]

JEN

Yes, yes, absolutely. [Laughs] Okay, tip number four is to resist your urge to overcomplicate it, so stop overcomplicating things. The core four, which you will learn all about in part three, it may be underwhelming. And there's a reason for that. Our philosophy is that you don't need more information, you don't need more habits, you don't need more secret nutrition hacks, you actually need less, and you just need to focus on doing the basics more consistently. So as you work through the basics, and as you are working through becoming more consistent with the basics, you will also find, as Annie mentioned, probably that mindset issues rise to the surface. So that is part of behavior change, that is part of implementing the core four, it is, you know, the question will come up. "Why? Why can't I do this consistently?" And there, we will likely find all those unhelpful thoughts.

ANNIE

Yes, yeah. People want to make nutrition and wellness harder than it really needs to be. And so often when you know, my girlfriends come to me, and they want to troubleshoot why they're not losing weight, or why they're struggling with XYZ, or why they can't keep their hand out of the Goldfish box in the afternoon, it's like they want to make it about things that really aren't even issues. And it's like, "Hey, are you sleeping? Are you eating vegetables? Like, come on. Let's walk back to square one, make sure we're -"

JEN

"Are you even doing the basics?" Yeah.

ANNIE

- make sure we're doing these and -

JEN

Like, you don't need to do a cleanse. [Laughs]

ANNIE

Yeah.

JEN

That's not the answer here. [Laughs]

ANNIE

Yeah, it's always they're, like, skipping over some big, big rocks.

JEN

Yeah. Yes. And I understand the despair. And I understand wanting to jump to the most extreme thing you can think of, you know, to get results right now. And that probably is part of the mindset work, right? But what we do in Balance365 is focus on being consistent with the basics. And that's where most of your results are going to come from.

ANNIE

Yeah, that's what Jen and I spend the majority of our habits on. The basics.

JEN

Yes, yes. And if you listen to any of our successful member podcasts, they all have, you know, they all have different things going on in their lives. They're all unique individuals. But they do have some things in common, and that is that they stopped overcomplicating it, they got to work tackling their mindset, they got more consistent with the core four, and they started building a life that doesn't revolve around weight, to be honest.

ANNIE

And that's not to say that we can't, or you can't, or you shouldn't, get more granular. But as coaches and professionals in this field, we want to make sure that we've got our foundations covered first.

JEN

Yeah.

ANNIE

And then we can get more detailed as needed.

JEN

Yes. So imagine if you, if you, for example, I have a child, I have three of them. And Fred knocks on the door and says they want to come out to play and you're - here's what happens in the diet world. You just rush out the door. You forget your shoes, you forget your jacket. And guess what, you'll be circling back. My son will be coming home and saying, "I need my shoes. I need my jacket." And it's like, you can see that, right? You could see that in others, in children. Other

people. They don't even have the basics like, hey, let's learn the basics and then move on. Let's do the basics.

ANNIE

But again, taking it back to the mindset. The basics aren't as exciting, right? They can be kind of boring at times, they can be a little bit underwhelming, and the mindset issue there is to sit with the discomfort of being underwhelmed.

JEN

Yeah, for sure.

ANNIE

Which I think is exciting because then you have all this brain space to like do other things.

JEN

Yes, to get a life. Yeah.

BOTH

[Laugh]

ANNIE

Okay, so stop overcomplicating it is number four. What's number five?

JEN

My fifth tip for getting started with Fat Loss Foundations is to join coaching, and the truth is, most people need more help. And that can be a tough pill to swallow. I, especially with the women we work with, it's almost like a point of embarrassment that they need more help. But we say that's nothing to be ashamed of, most people need accountability, community support, and a push, you know, when they need it. A hug when they need it. Because behavior change is hard. We've had plenty of people get great results with our self-guided courses, like Three Steps to End Emotional Eating or Fat Loss Foundations. But we also have plenty of people who needed more support, and they started progressing once they joined coaching. And that's okay.

ANNIE

That is okay. And you know, something to reflect on could be, can you get the results you want on your own? Probably, maybe, you know, you can chew on that. And you can reflect on that as you wish. But could you reduce the struggle, the confusion, the time that it takes with support of a coach? Yeah, probably.

JEN

Yeah.

ANNIE

I know, Jen and I, that's one of the reasons we founded Balance365, specifically our coaching program, because when we were learning all of this, we didn't have a coach. We were out on our own road. It was like, I imagine us like in the wild, like forging this trail, and not really sure if we were headed in the right direction. And we figured it out eventually. And hopefully, we've given you a really great framework in Fat Loss Foundations. But if you're still struggling to take consistent action, if you're still second-guessing, if you're still wrestling with mindset issues -

JEN

Or just struggling to prioritize it.

ANNIE

Yeah. Then maybe coaching is a great step for you.

JEN

Yeah, absolutely.

ANNIE

Yeah. Okay. Do you want to do a quick recap?

JEN

Sure. Yeah. So, tips for getting started with Balance365 Fat Loss Foundations. Number one, understand that the number one thing getting in the way of you and change is probably your brain and all of your thoughts. Number two, pump the brakes a little. Allow yourself time to get acquainted with the framework and structure of the program. Number three, decide if mindset work is going to be part of your journey or not. Number four, stop overcomplicating it. We want to keep it as simple as possible, as we say in Balanced365, simple equals actionable. And number five, join coaching if you want more support, accountability, community.

ANNIE

Yeah. And listen, if you're catching this episode, and you're like, "Crap, I missed the sale." You can still join. You can join Fat Loss Foundations whenever you're ready. We will drop the link in our show notes for you to snag that as well. So you don't have to miss out on the fun. You can get going.

JEN

Yeah. [Laughs]

ANNIE

We'd love, we'd love to have you. Jen, so happy to have you back.

JEN

Happy to be here.

ANNIE

I can't wait to chat more with you.

JEN

Yes.

ANNIE

Every day.

JEN

Yes.

BOTH

[Laugh]

ANNIE

Okay, thanks, everyone for tuning in, and we'll talk to you soon. Okay?

JEN

Thank you.

ANNIE

Bye-bye.

JEN

Bye-bye.

ANNIE (OUTRO)

Hey, everyone, if your mind has been blown while listening to this podcast, just wait until you work with us. Let us help you level up your health and wellness habits and your life inside Balance365 coaching. Head on over to balance365.co to join coaching.