

Balance365 Episode 270 Transcript

ANNIE BREES (INTRO)

Welcome to Balance 365 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 thousands 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. Welcome back to Balance365 Life Radio. Annie here, recording my very own solo episode, and today I wanna talk about something that I think many of you need to hear, and that is the most undervalued aspect of fat loss. This is a topic near and dear to my heart because it's something that I have both resisted and needed, like many of you.

But before I begin, I want to make sure that you don't miss out on our upcoming Power Bowl Challenge. Yes, that's right, our longtime listeners will be ecstatic because, after a four-year hiatus, it's back! We get started next week, so make sure you head over to balance365.com/powerbowlchallenge for all the details and to get registered.

Now about this undervalued aspect of fat loss. The other day, Jen and I were chatting about common places that we see women get stuck when they're on weight loss journeys. And there is one place that we see people get stuck the most often, but it's probably not where you think. People do get stuck along the way and need to troubleshoot things like protein intake, emotional eating, understanding their hunger cues. Or, understand how to be more consistent. That's just a regular day of coaching at Balance365. But it's actually not the most commonplace we see people getting stuck.

By far where most people are getting stuck and staying stuck is at the starting line. They struggle to even take that first step. They don't start at all. Why? Well, some might be fearful, some might be overwhelmed. Some think it will be too hard. Some tell themselves over and over again that they "Should have done this already." Some are desperately afraid of failing, again, some are telling themselves that they don't have time.

Now, how do I know that this is where people get stuck? Well, after 10 years of coaching women, I've seen this happen over and over again, and because *I was one of these women*. I was the woman who cried wolf, except instead of yelling wolf in the woods, I would declare my unwavering commitment to whatever the diet of the month was that I was on. I'd convince everyone around me that, "It's different this time and I really will stick with it!" I'd come out of the gates on day one with gusto, only to crash and burn a few days or weeks later.

Tell me if this sounds familiar. Every Monday morning, I would wake up at the proverbial start line full of determination that this would be the day, the week, the month, the year that I would really stick to my goals, this would be the time that I would follow through with my commitments.

Monday I would do well, Tuesday would be okay. Wednesday, the desire to eat all the food that I had previously declared as off-limits would start to surface. By Thursday, I'd be making negotiations in my head to rationalize how I could allow some of those foods that were off-limits. And come Friday, my willpower was spent and I was so excited to eat anything I could throughout the weekend. Sunday evening would roll back around, and I would feel so guilty and full of shame that I would recommit to trying on Monday morning again. It's always a Monday, isn't it?

Now my friends and family started out supportive, but after so many failed attempts, I could tell that no one was really taking me seriously, and truthfully, I didn't even believe myself. I didn't just feel like a diet failure, I felt like a failure, period. I was spending a lot of time and effort on changing my weight and my health, but no one would've ever known because I was gaining weight, losing confidence, and feeling so defeated that I could actually change, that I was no longer trying, but still thinking about food, fitness and my weight all the time.

And here's the truth: Most people are thinking about fat loss more than they're actually doing any of the things that will lead to sustained fat loss. I'm certain that many of you know what I'm talking about. The, "I know what to do, but I struggle to do it consistently" space, right? And if you know that feeling, you're probably wondering, "How do I get from thinking about it to taking consistent, imperfect action on the habits that will lead to fat loss?" That's where the most undervalued aspect of fat loss comes in, and that's support.

It's okay if you're underwhelmed. I am sure if someone had told me that that was the one piece I was missing, I would've rolled my eyes because I was undervaluing the benefits of support and overvaluing the small rocks of weight loss and improved health fit don't really move the needle in the big way I desired. I'm talking supplements, meal timing, and nailing the perfect ratio of carbs, fats, and protein. We don't have to look too far to see how family, friends, coaches, or communities influence not just what we do, our behaviors, but also who we are, our identities.

For example, when I started dating my boyfriend, my alcohol intake was, let's just say, abundant. But he doesn't drink often, and in spending more time with him, without much intention, my alcohol intake dropped pretty dramatically. Or like my girlfriend who, during the pandemic, she took up an interest in knitting. She joined a virtual knitting club where she was taught how to knit, and expanded her circle of friends that also knit. And within a few years, she wasn't just someone who knew how to knit, she was a *knitter*. As James Clear notes, one of the most effective things you can do to better your habits is to join a culture where your desired behavior is the normal behavior. New habits seem achievable when you see others doing them every day. If you're surrounded by fit people, you're more likely to consider working out to be a common habit. If you're surrounded by jazz lovers, you're more likely to believe it's reasonable to play jazz every day. Your culture sets your expectations for what is normal. Surround yourself with people who have the habits you want to have yourself, and you'll rise together.

Now, as many of you know, I eventually did reach my weight-loss goals and I dramatically improved my health. But back then, my support, the culture around me, looked more like friends and family cheerleading me along the way. Which is incredibly helpful, and I'm so thankful for that.

But I also wanted knowledgeable coaches to help me break down my big goals into doable steps. I wanted connection with women who had been through similar struggles, and willing to share their wisdom. I wanted accountability and perspective when I was frustrated and patient. I wanted guidance when I wasn't sure where to focus my time and energy next. I wanted to fill my life with people who were approaching health and weight loss from a similar place of love, care, and respect. So you could say that I created the coaching and the community in Balance365 to reflect exactly what I needed back then. You can do this on your own if you want, but you don't have to.

What if you stopped undervaluing support? What if you embraced it as exactly what you need? What if you asked for the help that you want? The most influential decision in my weight loss journey wasn't in the details of what I ate or how I exercised. The most influential decision I made was to not give up, get the support and connection I needed to feel encouraged, and stop trying to do it on my own.

If you want the support, if you are ready for the support, I want you to know that our life changing Nutrition Coaching Program opens to those on the wait list on May 7th. Add your name to the list and not only do you get access to spots early, we'll also waive the \$199 registration fee. The link is in the show notes below.

Maybe you're stuck. Maybe you need a reset. Maybe you wanna fill your space and community with like-minded people like I did. Maybe you need a shake up in the best way possible, we have a reputation for doing that so well. Whatever it is, you don't have to do it alone. We are here to support you. May 7th, my friends, I hope to see you there.

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.