

Paleo Solution - 193

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Robb Wolf: Hey folks, Robb Wolf here. My favorite guest, Jason Seib is in the house. What's going on, man?

Jason Seib: Hey man, how are you? I'm glad to be here.

Robb Wolf: Good, good. Everything is good. I had some houseguests, which you know some of houseguests because you got to hang out with them.

Jason Seib: Yeah.

Robb Wolf: So I've been dealing with that and so dude, you know what, last episode when we had Jim Laird on, I completely forgot to hit any of our podcast sponsors.

Jason Seib: Oh no.

Robb Wolf: So let me run through our podcast sponsors really quick. We have FrontDeskHQ.com. Front Desk is your mobile solution for service based businesses, dog walking, haircuts, stroller striding, crossfitting, whatever it is if you collect money from people in some sort of a service interaction, you need to check out Front Desk HQ. They are integrated with MailChimp, DocuSign all kinds of cool stuff. They will make your life super easy. Check those guys out.

We have Wellfoods.com. WellFoodCo.com is the website. Well Foods is your source for any type of paleo gluten free type snack options. Who else do we have? Performance Menu, go to PerformanceMenu.com. Performance Menu is your journal of nutrition and athletic excellence. 30 bucks a year for the basic intervention, 100 bucks for the super jiggy access to the backend, all of the back issues and all that sort of stuff. Then finally the Bunny Ranch, BunnyRanch.com, that's Dennis Hoff's amazing contribution to humanity, porn, hookers, fantastic stuff. If you check that out, make sure that it's okay for you to be on a device that that is kosher.

Dude, okay here we go.

Jason Seib: That entire commercial break was awesome.

Robb Wolf: Thank you. Thank you.

Jason Seib: There's no part of that that I didn't like.

Robb Wolf: Thanks. Well and you know, it always finishes strong when you start talking about hookers and hot legged prostitutes --

Jason Seib: You're right.

Robb Wolf: --and everything.

Jason Seib: Exactly right.

Robb Wolf: So, dude, I know probably everybody on the podcast knows you but give folks a little bit of your background. You founded Clackamas Strength and Conditioning.

Jason Seib: Yeah.

Robb Wolf: You've got a bunch of other podcasts going on with the beautiful and talented Sarah Fragoso. Like tell folks your background and you can start from like embryo, I was an embryo and then zygote.

Jason Seib: Right.

Robb Wolf: And then move forward like whatever you want to do with that. But give folks your background.

Jason Seib: So for some reason either my mom was attracted to my dad --no, no.

Robb Wolf: For some ungodly reason.

Jason Seib: Right. No. So yeah, the last couple of years have been a real whirlwind. My first love has been fitness and nutrition from kind of geek standpoint for a lot of years now ever since I first started working out myself almost 20 years ago now. It feels like I'm always saying this but I never really went the muscle head route. I mean I was into bodybuilding for a while and got substantially bigger than I am now, but I was always into the science. I think that eventually road if you aren't married to any biases and you're just willing to look at researching data, I think that all roads eventually lead to paleo.

Robb Wolf: Uh-hum.

Jason Seib:

Nothing else really makes sense outside of that evolutionary lens. So it started with stumbling on Lorraine Cordain's book, oh god I don't know it's probably been like six or seven to eight years I don't know a long time ago now and then slowly working that into my own life and my family and then initially stumbling on you through crossfit. I initially opened my gym as a crossfit and I hate to say that out loud. I think you and I have a lot of the same opinions in that whole realm these days. But I opened Clackamas Physical Conditioning after a bout with the mainstream gym scene when I finally decided that there was money to be made in this industry and it shouldn't just be a hobby and training people on the side.

When I opened my gym, it was very shortly after that that I just started having everybody jump on board with the paleo thing. It was about two years ago that I finally stumbled upon Sarah Fragoso. We had her come talk at my gym. Her and I hit it off really well. She asked me if I would write some posts for her blog. The second one or third one maybe that I wrote actually crashed her server.

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Robb Wolf:

Right. I remember that.

Jason Seib:

Yeah. It was the second part in my Scale Addiction Series and Tim Ferris picked it up and blasted it out to his Twitter following and that brought her server down. Then it wasn't too much later, just a few months after that, she was doing a workshop all by herself all up in the Seattle area north of me here and I drove up there just to hang out with her and you know, she was going to be close so I thought we'd touch base. I ended up kind of jumping in and helping her answer some questions in that and she had another one just a few weeks later in LA and she was really overwhelmed by it. It was sold out just big and she asked me at the last minute. She said if I fly you down here, will you help me with this seminar. I did and it was a big hit. We did really well. We just realized really fast that all of her just myriad of strengths happened to be my myriad of weakness and my very few strengths happened to be her very few weaknesses.

So we just meshed really well and then October of 2011 I got the wild hair to start EP Life Fit our online training community just because we were getting so many questions. People were just asking us constantly like hey so you're talking about this whole lifestyle thing, Sarah and I have never ever let anybody just focus on the nutrition aspect of it. We've always really pushed that the nutrition is the lion's share but it is not going to get you all the way to health. So they wanted to know what to

do next and so we couldn't just refer them to their local gym, kind of the unfortunate situation where the really good gyms happen to be buried amongst a lot of really bad ones and there's really no way at this point to go find those great gyms. So we just felt like we had to give them an option on our own.

So we created EP Life Fit where we do coaching with video exchange back and forth with people and there's about I think around 700 members or something.

Robb Wolf: Nice.

Jason Seib: It's been really good and really good results. I've had people visit my gym from out of state and come in with just fantastic back squat and deadlift form and these movements that we've coached from a distance over the internet. We've gotten really good results out of it.

So Sarah and John, her husband, they came up with the idea that we needed to take a little break and not work and just get together so we decided to meet April of 2012 after drawing out all the details on EP Life Fit. We decided to meet in Ashland Oregon, which is about halfway between us and just take a little break. John walked in and dropped his back on the kitchen floor of the place we were renting and said you got to write a book. You've got too much to say you need to write. Sarah said that she would talk to our publisher, all of us actually you and me and Sarah all share a publisher.

Robb Wolf: Right. The Hooligans.

Jason Seib: Yeah, right. She did. She talked to them and he I guess, you know, had already known about some of my work and so we had a conversation and The Paleo Coach was born five and a half months later. He gave me a year and I spit that book out in five and a half months because I had so much that I wanted to say that wasn't really about trying to rewrite anything in your masterful work. It was just the added stuff that I felt like were kind of some of the how to and even the psychological components of this whole big game and making these big changes.

Now Sarah and I just I just got back from Chico last weekend. I'll be there again a weekend after next. We got just tons of irons in the fire and we have the podcast Everyday Paleo Lifestyle and Fitness. It's doing fantastic. I think we're probably somewhere around a million and a half hits a month on that thing so.

Robb Wolf: Nice.

Jason Seib: Yeah, big stuff and really we owe it all to you. I mean you brought us both up. You were the reason that both of us have the careers that we have so.

Robb Wolf: Shoot, I thank you very, very kindly for that. I mean you know, I guess stating with Sarah and when you were talking about the skillsets that Sarah didn't have and you do have, I think that for both you and I the only thing that you and I can't do that she can do or no, I'm saying it wrong. She can give birth and --

Jason Seib: Yeah.

Robb Wolf: --she can do everything else too so.

Jason Seib: Right, right exactly. Yeah. She's --

Robb Wolf: -we're almost superfluous to that whole scene. Like she's totally amazing.

Jason Seib: Yes.

Robb Wolf: You know, thank you man and I've seen a lot of people that I've in my opinion they had some great potential. They had something to say, they had something to contribute and rarely do those folks actually do something with it. You and Sarah really grabbed the bull by the horns and by the short hairs and have gone wild with it. You know, your book The Paleo Coach is phenomenal. I've got it on my desk --

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Jason Seib: Thank you.

Robb Wolf: --right now and you know, I think that from my perspective watching all this kind of paleo crossfit scene grow and everything the people that I've seen both the successful but also have a ton of integrity and most importantly be able to help people, they've been capitalizing on the fact that they spent time in the trenches doing something.

Jason Seib: Right. Yeah.

Robb Wolf: You know, you're a super bright guy. You read the research. You understand the research, you understand the science, you experiment on yourself but the reason why you were able to plug into what Sarah was doing -- you know, I feel like we have a really good culture at Nor Cal.

Sarah is a super smart gal. She learned everything that we knew and then went on and started expanding beyond what we do at Nor Cal and has continued to grow and learn. Then her husband John Fragoso is both a freak nature --

Jason Seib: Yeah.

Robb Wolf: --and an incredibly bright guy and --

Jason Seib: Oh man.

Robb Wolf: --you know, one of the best physical medicine people that I've ever run across. So she had some really high, super high standards as somebody who was going around doing some seminars and the fact that you were able to plug into that so effectively is because you were doing years of really good fucking coaching. You know?

Jason Seib: Yeah, right.

Robb Wolf: It's the fundamental deal with that. Then the reason why you were able to both write a phenomenal book, do it in a reasonable timeframe was because you had a bunch of success and you had a bunch of success stories and you had figured out your methodology. I'm actually looking at Angela's story in your book right now and she's actually pretty damned good looking in the both before and after.

Jason Seib: Yeah.

Robb Wolf: But particularly the after. I think for you know, I know that we have a broad spectrum of people that listen to the show but there's a ton of people that run gyms or have personal training facilities and get questions a lot about like well what can I do to reach more people. What's the next step, do I do a blog, do I do a podcast, do I do whatever. I never really have a great answer for that other than you've definitely got to build some skillset. You've got to break some eggs in the process of making your omelet and figure out where you don't know what you need to know. You don't have the experience that you need to fill that in and have a good battery of success and then you can really start scaling that and bringing it to the masses. Like EP Life Fit wouldn't be the success that it is if you guys had spent one year in a gym or like if you guys just kind of worked out on your own. You're like hey we're going to put --

Jason Seib: Right.

Robb Wolf: --together this online training program and start pumping it out to people. So I mean props to you guys and also for folks listening that oftentimes have questions about where to take their career and what to do, just focus on the skillset, focus on figuring out how to help as many people as you possibly can, keep detailed notes on that, start thinking about the big picture stories that you see. Like okay you've got fat loss clients, you have skinny dudes that want to gain muscle, etc. etc., whatever caveats maybe and then you can start building that up. So let's talk a little bit about some of the early time when you started off as a crossfit affiliate, we were crossfit affiliate. Like I know similar to you like I have enormous love for the crossfit scene, for the people in the crossfit community.

Jason Seib: Uh-hum.

Robb Wolf: Obviously, we've had some clashing of sorts with Crossfit HQ at various times. Love the basic concepts but, you know, and I would say like our gym if somebody held my feet to the fire, I'd say our gym is still a crossfit gym.

Jason Seib: Right.

Robb Wolf: Like you Frans and Helens and you see running and kettle bell swings and all that sort of stuff. But with just a little bit of a different approach and a little different philosophy on you know, progression versus scaling, thinking about having some different program options. Like what was that evolution for you? Because you were early, early in the scene.

Jason Seib: Yeah.

Robb Wolf: And --yeah.

Jason Seib: We were the fourth in the state of Oregon and one of them left right after we had joined so we had spent the majority of time we're a crossfit being the third oldest in the state of Oregon. Like I mean this kind of plays into what you're just talking about too about how to get your name out there and everything. I think that a person really needs to find their niche and there are niches in this. Like me, I'm a sucker for the hard case fat loss people.

Robb Wolf: Right.

Jason Seib: And I was never great at crossfit. Like I was just never a good crossfit coach. We were never going to be that big epic crossfit because I just

personally never gave a rat's ass about it. I didn't care about my own personal fran time. What I wanted to do was help people that were frustrated that had done a bunch of yoyo dieting and maybe had all this metabolic derangement and they were just spun out on all of the wrong ideas. What they think about exercise and food and sleep and stress management everything, it's all wrong. I wanted to help those people.

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So I was bad at running a crossfit just because I didn't really do that daily chest hair measuring contest where you come in and you set a timer and the whole goal is to beat the guy next to you. If your form is complete crap, I'm not allowed to stop you as a coach the timer is running for god's sakes.

Robb Wolf: Right. Right.

Jason Seib: You know, that wasn't me and I'm really, really meticulous on movement patterns. But I just had to kind of realize one day that I needed to follow my niche and there just wasn't much very good training going on around me in the crossfit scene and I wasn't happy doing it anyway so the evolution meant that I needed to leave. You know, I mean I can train the holy hell out of some cleaning jerks. I'm not Greg Everett or your wife just has a knack for it and as do you. I can train those things but it's not where I'm happy. I'm not happy training athletes.

I'm happy creating the type of testimonials you see me put in my book and on my Facebook and on Every day Paleo where you've got these people that are sick and broken. Probably my most famous one is in the book Deb. She comes to me a size 22 eating a bowl of pills for breakfast every morning at two months before her 50th birthday and now she's actually a trainer in my gym. She has a 265-deadlift, 195-pound back squat and she can do eight pull-ups without touching the ground.

Robb Wolf: Nice.

Jason Seib: I mean that's the stuff that gets me out of bed in the morning whereas a guy would walk in with a three and half minute fran time and I'd take it to a two-minute fran time. You know, that's cool and I'm glad there are coaches that are excited about that but that isn't what gets me out of bed in the morning. So when I figured that out and I stopped battling to try to be something else that this Gregg Glassman was creating in Niche 4 and decided that I was going to go do what Jason Seib wanted to do to be happy, everything just started making a lot more sense in my coaching world and I found I was going to work stoked about what I was doing getting people those epiphanies.

You know, when I sat down to write The Paleo Coach, I said I was going to shoot for an epiphany on every page. My book is never going to outsell yours and that's not even what I'm remotely concerned with because it's a little bit more niched. I mean yours was paleo for everybody and mine was paleo for frustrated overweight yoyo dieters. So you look at my reviews on that book on Amazon and I don't have half of what your total is but they all say exactly what I was shooting for. They all say this book finally helped me get it when I was stuck and confused in my emotions and my past was getting in my way.

So I think that a person just needs to go find out what they want to do and if that ends up being crossfit, man, you got to create. You got to fight against the lot. I mean that's going to be a problem if you don't stand out. You are a little different situation because in Nor Cal when you guys left crossfit, there wasn't any other crossfits there, was there?

Robb Wolf: No. I mean we had peed on a pretty wide territory like nobody else had really opened anything.

Jason Seib: Right.

Robb Wolf: I think there's four or five crossfit gyms in Chico now and you know it's still a super good gig for us. Like if they do a throw down some of, our clients will go over there. We do a spring and a fall challenge and we invite those people to do some competing in our gym. So you know I guess we've kind of straddled a little bit of both the kind of as you said the chest hair measuring -

Jason Seib: Yeah.

Robb Wolf: Also you know we've got our big, big love for the life transformation stuff too. So you know we've been --

Jason Seib: Right.

Robb Wolf: -- a little bit lucky that we've been able to keep a little bit of a finger in both pies. But I would tip my hat to you any day on the focus of taking these folks that nobody else has worked, nobody else has had success with them and you're going to be the dude that is going to succeed with them. Like if I had somebody that really, really, really wanted to compete in a figure competition, I'm probably not going to tackle that person. I'm going to throw them to Nate Miyake and --

Jason Seib: Right.

Robb Wolf: --he's going to barn storm it. So yeah. Yeah.

Jason Seib: Yeah as long as they don't give up. I remember Keiffer on your podcast saying it gets a bit confusing for people sometimes because it seems like every week you're telling them something different and I don't know that it's exactly that I'm telling them something different. I'm just adding to the equation oftentimes as we test the waters and you got to get people to kind of slow down and take a deep breath and go look we're not talking about Weight Watchers temporary type results where you're going to throw some stuff in and you're going to see results in two weeks. We're talking about getting you really freaking healthy and you've been beating up your body for a couple decades. So take a deep breath and bear with me and if you stick this out, I'll get you there. But you have to put your emotions on hold and I tackled a lot of that in The Paleo Coach.

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The Paleo Coach is not a rah-rah book but people get called on the carpet in that book by just bluntly saying where do your motivations lie and what are you trying to accomplish here and are you really willing to do this and set your emotions aside, you know, not freak out in every little step. So I think we all kind of have our niches, those of us have done really big stuff, you know, and I feel like my career is everything that I wanted to be right and I've got people like and Sarah Fragoso leading the charge for me. But everybody that I look at that seems to be doing really big things, we all know exactly what type of trainer or exactly what type of coach or life coach we are.

Robb Wolf: Right, right. That's really good stuff. So dude, walk people through let's say somebody calls or emails your facility and they're super nervous. They've had failure before, pretty overweight. They've got some emotional connection to you know, food and just drama, maybe an abusive childhood, like who knows, layers and layers and layers to the onion. Like walk people through that whole process. I mean literally like almost like a systemic review. It's like the email comes in, you know, who reads it.

Jason Seib: Okay.

Robb Wolf: How does somebody flow through your system and take them through a couple of months of how all that plays out. Some of the assessments you do like how you figure out you might use this tactic versus that tactic.

Jason Seib: Right. So usually people, I actually do all of the assessments right now. Your wife would probably kill me because she's so awesome at the whole business model. My gym is so much my lab that the only thing I really care about these days is that my trainers make really good money.

Robb Wolf: Uh-hum.

Jason Seib: I'm not really all that concerned. I don't have the desire to have 350 people in my gym so we don't make it super easy to just come in and join a class and go in and go through the motions and not pay attention to your nutrition and what your... You can't just come to my gym and give up on your goal because you found a bunch of other likeminded people that will cheer you on. I think that happens in a lot of gyms. You see it in crossfit gyms especially. People come in with a certain set of goals. They start learning how to do these workouts, they get excited about the workouts themselves and the goals go on the backburner and pretty soon everybody looks the same as they did a year ago but at least we're all really having a good time together.

So my disinterest in running an adult daycare center. Just I really want to get people the results they come in, I hold them to that. So I do all of the assessments. They will call or email and I will tell them how they get started they've got to do an assessment first. I tell them on the phone that 80% of the results that they see on my testimonial page are based on nutrition. That are you willing to change your nutrition. I kind of do for the most part do what – you know, you led me on this one a long time ago but I think I'm a little bit more, a little less lenient than you are these days but I'll ask people are you a vegetarian or vegan. If you are, I don't really think that our gym is a fit for you. You're going to be frustrated while you watch everybody else around you get results that I can't get you. I'm really not all that interested in doing that with you.

When you come in for the assessment, I'm going to ask you about medications and your past history with dieting. You know, what I'm trying to get to the bottom is have you done a lot of starvation type diets or an excessive amount of cardio either one of those situations that you put your body in stress for a long period of time and kind of sets up metabolic derangement for a body that wants to have a slow metabolism and wants to easily store fat. I'm trying to get that information so I could explain to people hey look what you've been doing isn't working or you wouldn't be here so we got to try something completely new. I know this is going to seem like I'm asking you to take the blue pill and find out how deep the rabbit hole goes but we're going to switch most of that entirely on its head.

Then we go through the assessment and I'm looking for muscle imbalances oftentimes in the hips and things like asymmetrical weight shifts, shoulders internally rotating things like that and old injuries and people tend to forget about old things that happened too a long time ago because it doesn't hurt. You know, they broke their ankle and were on crutches for a couple of months but that was years ago but now they still have hip issue and asymmetrical weight shift in their squat that means I shouldn't put a bunch of weight on them until we fix that.

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Usually can show them a couple of stretches where they find out that they were imbalanced from side to side and they didn't even know and then they're just wow, how can you possibly know all this stuff and it's really not that difficult. If you just a good trainer that's been trying for a long time to get better and all the same stuff you guys would see out of the corner of your eye too jumps out at me.

Then we forced them, we used to do a regular old onramp program like you guys do and we had a 15 class onramp and so we got that from you, the exact same template from Nicki over the years tweaked a little bit. I have since decided that I want to go more towards personal training in the gym and a lot less towards group classes because I like the results that it kicks out so I'm not even trying to compete in that market anymore. So what we do is we force them to come to a nutrition class that I teach each of those and then we start them with a minimum of six sessions of personal training with a proficiency test at the end. So only the people that are relatively fit and athletic these days are coming in and passing that after six sessions because it's like we're showing them a couple of new movement patterns and they drop right in. Otherwise, people are forced into some extended personal training and we usually end up keeping there oftentimes. I have multiple trainers that half their clientele are people that came in thinking they were going to go into a group class and fell in love with the results they were getting out of personal training.

So I've made it pretty difficult to get into my group class and I'm kind of entertaining the idea of making it even harder here in the future because I think where I foresee my gym down the road is we are a personal training gym that happens to have that group class for those people that are relatively advanced. So again, your wife would slap me on that. I'm sure it's not the greatest business model but I have the luxury of not needing to personally make much money out of my gym so I can get kind of jiggy with the outcome that I want to see. What I want borne out of the gym.

Robb Wolf: You know I think consistently like if a gym doesn't generate at least and I'll call it kind of a crossfit-esque kind of gym, group fitness model kind of story but if you're not generating at least 50% of your revenue from personal training, I think that you have a huge systemic problems.

Jason Seib: Oh, yeah. Right, yeah, definitely.

Robb Wolf: You are at a liability risk because of the people entering the program. Folks are not going to succeed so they're not going to stick with you long term. You're going to have high coach burnout and --

Jason Seib: Yeah.

Robb Wolf: And you have no way to develop coaches. So the folks that are just doing the group exercise model exclusively, it's fun, it feels kind of easy. It is self a little bit like refined carbs like it tastes really yummy and it seems like a good idea at the time.

Jason Seib: Yeah.

Robb Wolf: But it ends up being a problem and I don't know if you remember but at Nor Cal for two years was personal training only.

Jason Seib: Yeah, right.

Robb Wolf: And then we actually brought back a group exercise model where you had to go through personal training and then you know for a variety of reasons and part of it was I think actually is I started traveling more and I wasn't doing -- I wasn't you in the gym as much. I had to figure out some ways that we could make the thing work both for the personal training side but also have a little bit lower barrier to entry. But you know I think that you make a really good point or I guess the point to all of that stuff is that the business model works because you're clearly doing it and you and enjoy it.

Jason Seib: Yeah.

Robb Wolf: And you're getting long term success and long term buy-in with all that stuff. Like it really depends on what type of flavor of an entity that you want to be so I would be horrified to call it right, wrong any of that because clearly it's working. Clearly you enjoy it and our own gym because of where my head space was, what type of staffing we had,

different things like that, we've been through different evolutions with it and seems very, very parallel with what you've done.

Jason Seib: Yeah. It's about vision I think like what do you want to accomplish. But I think your question was trying to lead me a little bit towards practical application --

Robb Wolf: Right.

Jason Seib: --about what we actually do at the individual clients so I'll touch on that. So people come in, if I was going to say that I had a typical client these days, my typical client is over 30 oftentimes over 35 mostly female and they are coming from a lot of losing and regaining weight, a lot of yo-yo dieting in the past. Most of them have got a history with cardio, most of them have a history with caloric constriction and all of them are not eating enough food which is interesting because that's just what Jim Laird just said --

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Robb Wolf: Right.

Jason Seib: --about the food thing. Virtually all of them are not consuming enough calories. What's that interesting study I saw? I think it actually might be a couple of years old but I only recently saw it with a restricted calories on these subjects down to 1400 calories a day for eight weeks and then all they did is maintain whatever weight loss they got in that eight weeks and at the 52-week mark, they were still seeing slow metabolism in these people. The average woman that comes into the gym is between 1200 and 1400. They've been doing it for so long that they're full at that. They feel like they can't eat more so you have to try to find more ways to get more calorically dense foods in them.

But to go back to the beginning, they come in that way and we need to get some epiphanies right out of the gate. Usually, we do that by just saying look this isn't working for you. We need you to be doing zero cardio and their minds are just blown. They're like what? How could I not? You go to do cardio. You got to burn calories.

Okay, well let's back this up. First off, when we see the children of every mammal on the face of the planet play, we always see behavior that represents hunting, escaping or a mating ritual and you have never ever opened your door and had your kids take off on a 10K run. Then when we look at the starting line of every marathon, you never see people that you want to built like. You see people that are emaciated and they've lost a

lot of muscle mass and those are the people that are probably going to win and that's their sport and I have no beef with them. And then there's a bunch more people there that think that running marathons is what you do to finally prove that you're finally fit and it's like your badge of fitness honor in this country for some reason. Those people all have a little bit too much midsection fat and they think that if they just keeping adding mileage they'll finally get rid of that midsection fat. But the midsection fat never goes until the muscle mass is gone.

So if this isn't working and there is no goal in sight here, your only goal that you can really set is a weight on the scale. You don't get to get a good body shape out of it or get rid of that fat. You can just maybe make that number on the scale go down seeing as how we are creatures who judge each other visually and not by weighing each other to see whether or not we're attractive. You're chasing something you can never really achieve here.

All of this, the cortisol production from all of this crazy cardio and the adrenal fatigue that eventually comes from that and the same basic concepts from the caloric restriction. You know, you're not getting fibrosis of the heart and all that kind of stuff out of it but the same basic stress state that you're imposing on your body has got your body constantly going this is a horrible stressful time to be alive. Either that or this is an awful planet to have to live on. We need to up regulate everything that stores fat. So you gain in relapse so easily because every little slip up ends up right in your buns and thighs.

So once we start making sense like this then, I will just tell them look I'm going to challenge you to just try it my way. Even if it means we baby step you into my way, but if you're going to come here and you're going to give me money and I'm going to deal with the fact that I consciously have to cash your checks, let's agree that you're going to try it my way for long enough to see if this is for you. If it's not, there's tons of other gyms out there and this doesn't make you a bad person and I'm certainly not going to beg you to train here but let's roll the dice and see what will happen.

I start out with really basic paleo. Let's get rid of grains. If that is relatively easy maybe, we'll get rid of grains and refined sugar but just really basic paleo. We're not talking about food timing. We're not talking about anything like intermittent fasting. We're not. All we're doing is getting you to get rid of the crap foods in favor for the good ones. I give everybody right out of the gate if I can't get them to just immediately buy my book, I give them your paleo quick start guide.

Robb Wolf: Cool.

Jason Seib: And hand that off to them, turn them on to a recipe resources page that we have just kind of put together with a bunch of links on it to a lot of recipe resources. I kind of warn them a little bit about the paleo treats thing that your food log shouldn't look like your old food log except paleo written in front of everything. We start getting them lifting and mostly lifting and we want them walking a lot and we get tons of mobility and working on movement patterns. Then in anything that looks like metabolic conditioning is really short.

Our workout is basically never ever in my gym go longer than 15 minutes and I would say 90% of them are under 10 minutes.

[0:35:01]

Robb Wolf: Uh-hum.

Jason Seib: And we want intensity high, duration short but in the beginning people aren't really capable of conjuring up that kind of intensity. It feels like they are but they're just not capable of running on all cylinders yet and that's totally fine. We just keep the duration super short anyway. We don't ramp up the duration because they're not really working at maximum intensity.

My personal training clients as a matter of fact do more sprint work and less met cons. They do something that looks like intervals. My 62-year-old client Elaine today did row sprints and she got at 62 actually I think she's 63 now, 136 meters in 30 seconds.

Robb Wolf: Wow.

Jason Seib: I don't know how many people out there would have a frame of reference but I know that you know that's damned good at 63.

Robb Wolf: Right. Right.

Jason Seib: She has a 439 plank.

Robb Wolf: Nice.

Jason Seib: Yeah, that's big business. So we are capable of doing amazing things without just beating the holy snot out of you.

Robb Wolf: You know, it's so – I think Jim and I talked about this a little bit last week. You know, we have these seemingly two different clientele and this is all that we get. Like some people are so unmotivated, you have to douse them with gasoline to get them to do anything.

Jason Seib: Right.

Robb Wolf: Other people have literally tried to commit suicide via exercise.

Jason Seib: Yeah.

Robb Wolf: And trying to figure out how to navigate that. Okay, how do I motivate this person but then these folks that have gotten into the merry-go-round of too much cardio, too much cortisol, too much stress, too much calorie restriction over too long a period of time, we start getting some metabolic issues related to that. So how do we give them enough of a dose so they feel like they're doing something but it's not so much of a dose that we keep exacerbating the underlying problems. That's --

Jason Seib: That's a fine line.

Robb Wolf: --where talented coaches comes in pretty handy so.

Jason Seib: Yeah. It's a balancing act. We actually lose people on occasion to the local crossfits and I don't really mind when it happens because this person just kind of they'll lose their perspective. They'll come in we will get them sold on the concept of how they train, of how we train and then we get wrapped up in it. I've said on our podcast before when your goals take a back seat to your desire to be around these people and to have fun doing these workouts, you're in a very dangerous place. It's just one of the things that we tend to see with this type of training or especially with the revved up version that is crossfit is that you can get caught up in how much fun it is to be here.

You know, Sarah and I will go do seminars and people will come up to us and just be like I don't know I'm just not losing this fat. I don't get it. Like I do crossfit and I eat paleo well how much crossfit do you do. Oh our workouts are like they're never longer than forty minutes and I only go six days a week. I'm like it makes my heart skip a beat. Like are you kidding --

Robb Wolf: It's amazing they're alive.

Jason Seib: Right. You're on a six-month plan with that and your body is going to slam the brakes on you but when you tell them this stuff, you can just see. I mean you've said it before when you talk to people that are like avid distance runners or endurance junkies and you tell them they need to do less and you just instantly see desperation in their eyes.

Robb Wolf: Yeah.

Jason Seib: Because their goal has taken this backseat. It doesn't matter anymore what I accomplish nearly as much is that I need to be doing this now. So occasionally we will and I kind of blame us a little bit, maybe we weren't communicating well enough or educating these people well enough but on occasion people go to that route where now this is so much fun that I need to be doing it more and I need to be doing it harder. We'll lose those people to a crossfit type environment where you can come in and just go unlimited and nobody is going to ask you how many times you've been here this week. I mean 98% or 99% of my gym right now and that is not an exaggeration, 98% or 99% of my gym is on a three-day a week plan. Yours is like that too I know.

Robb Wolf: Right. Right.

Jason Seib: Very, very few, I mean you got to jump through hoops for me to have me let you come unlimited. I mean you have to just blow my mind with how unbelievably educated and responsible you have become or I see it as a service to you to take less of your money and let you come less. But when right down the street there's people charging a flat fee for come six, seven days a week if you want. Sometimes we don't reach everybody and make them understand that that's not better. We're doing you a service by not letting you come more. So it's tricky. I mean sometimes that exercise addiction thing creeps in and you have to try to get the reins on people quick so that they remember why they came here in the first place.

[0:40:05]

Robb Wolf: Oh man it's interesting. It's same story different location.

Jason Seib: Absolutely.

Robb Wolf: That's awesome.

Jason Seib: Yeah.

Robb Wolf: So, you know, the book has and is doing great.

Jason Seib: Uh-hum.

Robb Wolf: You're helping a ton of people. Can you divulge some of the other things that you guys are tinkering? You know, before we talk about some of the future stuff, tell folks a little bit more about the EP Life Fit and we definitely want to get a link to that in the show notes.

Jason Seib: Okay.

Robb Wolf: So that folks can check that out.

Jason Seib: Well basically what we do with EP Life Fit is we try to cover all of the bases of lifestyle but people come in and we have beginner module workouts and right out of the gate we're influencing people to send us videos of their movements. We have like a private section of the forums where people can upload videos to YouTube unlisted and then give us a link that nobody else can see. It's just us coaches that can see it and then we take those videos and we mark them all up and we send them back. This is after –you know, for each movement we have multiple videos showing you exactly how to progress to a good form.

So we convey a ton of information to them. They absorb that information and then they send us their best effort and we mark that all up, send it back to them, maybe even regress them to a movement like from a squat to a squat using a box something like that. When we got everything in line where we need it to be then we cut them loose and tell them check in with these videos every couple of months. Send us back one so we can make sure you're not developing any bad habits.

The beginner modules are kind of like an onramp program. There's three of them and they're two weeks long and at the end of each one, there's a test. So people aren't moving on to the next one until they can pass that test. Then when they're done, we have posted workouts that we only post every other day so that way we eliminate people from training more than four days out of seven. It starts with a lift rotation. It's kind of a unique one but not that unlike a 531 or something like that.

Robb Wolf: Uh-hum.

Jason Seib: Except we go out into the ten-rep range. We do them all in percentages of one rep max and they rotate through a four-week series. Then we have extensive warm-up, lift rotation then they go into a small metabolic conditioning component. Oftentimes that's something like super sets or

sprints. Sometimes it's a more traditional short met con and then a mobility component that we were able to do. We were able to take advantage of John Frago who is just phenomenal at all that stuff. He is an excellent chiropractor, soft tissue guy and he and Sarah filmed pretty much all of the mobility stuff so we've got some really good advanced mobility techniques that don't feel that unlike what you see on like Kelly Starrett's Mobility Wod.

Robb Wolf: Right.

Jason Seib: Except that we're able to prescribe them according to what we did that day. So we give them a couple of advanced mobility movements over and above the daily stretches that we encourage them to do every day. And then the forums are just massive. I mean just extensive. We've got tons and tons of questions already answered there so they become just a huge database and then well I have a couple of really good trainers in my gym that are -- one in particular Jeremy who is our head coach guy and they're constantly answering questions and I am on the forums. I'm actually on there usually two to three times a day provided I'm in town and not traveling all over the place. No question ever goes unanswered and there's so much other stuff. There's tons of videos that are just like little short lecture clips where you can just kind of get your paleo basics and I know I'm leaving a ton out. The site is really, really big.

It's not for everybody because you kind of got to be a little bit of a self-motivated person. I mean we're going to help you get excited when you're on the forums but you're not taking us to the gym with you.

Robb Wolf: Sure.

Jason Seib: So if you --

Robb Wolf: I mean for all these people that are working out at home maybe they're still doing some stuff at big box gym but they've got some access to pull-ups and kettle bells and dumbbells and everything. Like this is a beautiful fit for somebody that maybe wants something that is going to have significantly more thought and progression in it than you know a lot of the standard workout of the day stuff.

Jason Seib: Yeah and it works --

Robb Wolf: Yeah.

Jason Seib: --best if you have access to like your local big box gym, or a ma and pa gym or something. But I mean we have the list on the site and everything for how you know, what kind of equipment you'll need to acquire and what are the barebones basics that you can get started with. We're happy to email that to anybody if they hit us up and ask us about the site.

But I just happen to log in right now and currently we have exactly 5900 total threads and 101,091 total posts on the forums right now so.

[0:45:04]

Robb Wolf: Nice.

Jason Seib: And people are also posting food logs and exercise logs on there so the whole community can kind of keep you accountable. They can look at your food like and be like wait you're blowing it right here. You know, and point out any mistakes you may be making and help each other. We've got a really friendly community. We are absolutely not above running people off if they are in there and making stank and causing problems. This is a closed community and if you're a jerk we will pull your plug.

Robb Wolf: Nice, good. Good. Curb stomps are a good exercise --

Jason Seib: Right.

Robb Wolf: -- in and of themselves.

Jason Seib: Yeah, exactly.

Robb Wolf: Super cool. So tell folks a little bit about what you guys have cooking in the future if you can or do you have any future projects that you can let crack? I know Sarah is very cagey--

Jason Seib: Yeah.

Robb Wolf: -about new things. What can you share with us that's on the horizon?

Jason Seib: I really, really wish I could tell you what Sarah has going on. I am like kind of --

Robb Wolf: I know what Sarah has going on but I don't know that we can tell everybody else about it so yeah.

Jason Seib: We cannot.

Robb Wolf: Yeah.

Jason Seib: Yeah. So I knew you knew yeah. But yeah we can't – that is something I would definitely be in a lot of trouble for if I said anything. But I spend every day excited so. Sarah coattails is a good place to be and I happen to be --

Robb Wolf: Absolutely.

Jason Seib: --happen to be firmly on them. But no her and John are some of my best friends in the world love them both dearly. But together we kind of kicking around an idea for another book and we were moving along quicker on that. I don't want to give too much away but we just decided that we're going to step back a little bit and we're working on some more online material that I just don't know how much of this I can say out loud, but some more online material that will give people quick access to some of the systems that we've put in place for beginners.

Robb Wolf: Nice.

Jason Seib: I think that's about all that I can --

Robb Wolf: As deep down the road that you can go?

Jason Seib: Yeah.

Robb Wolf: Cool, cool.

Jason Seib: But that will probably available I think before the end of the year. So that will be good. And then I think if we get –and we're also kind of entertaining the idea of putting together a retreat because the seminars have been doing really well and also we're kind of thinking about doing a small intimate three-day deal here in the Oregon area near me where we kind of get like a camp type situation. Everybody has got cabins, spend three days together and go over everything, exercise, food, Sarah doing cooking demos, us delivering all the information we deliver on our seminar, meditation, mobility, all of it so that you go home having a really good handle on absolutely everything that is this paleo lifestyle from our perspective. And that right there was literally the first time that I've said that publicly. So I just let the cat out of the bag right here that we are going to start working on that soon. It will... That's coming.

Robb Wolf: Nice.

Jason Seib: Yeah. Good stuff.

Robb Wolf: And we can't forget, tell folks about Sarah's new book.

Jason Seib: Oh yeah the Italian Cuisine, Every day Paleo Around the World Italian Cuisine. I imagine you probably have a copy of that by now.

Robb Wolf: Yes.

Jason Seib: Yeah I do too.

Robb Wolf: It's phenomenal.

Jason Seib: Yeah, amazing. I was just at her house last weekend and she made the lasagna in there and we actually filmed the whole process and we're going to make a video but I heard John didn't like it and we're going to scrap it and refilm it, which means I won't be in the next one. Which probably really brings up the quality of the video actually. You can't get me off there.

Robb Wolf: Exactly.

Jason Seib: Right. But I can tell you right now and I mean Sarah's my good friend and I would be pumping her book anyway but you're just going to have to believe me when I tell you that was a freaking spiritual experience. That lasagna and so far all of the food that I've had in there because I got to be present for one of the photo shoots a few months back. All of the food that I've tasted in there, the chicken marsala this is the best cookbook that I've come across so far in the paleo world and I have all of her cookbooks obviously. I've cooked food, I've had food that Sarah literally cooked for me tons of times and that particular cookbook is unbelievable. I don't see how anybody... I mean it's going to get the very first Amazon review but somebody has got to complain about everything and I'm going to be just baffled. I'm going to be like I don't know have any idea why. Well you could possibly be writing this piece of crap review you just wrote because this book is amazing.

Robb Wolf: Well there's a reality that like if you have a pulse and you exist on the inner webs in any way and you try to help people somebody is going to get pissed at you for it.

Jason Seib: Yeah.

Robb Wolf: Like that's just a baseline. I don't know if people are aware of the back-story with that but Sarah and the whole family spent six weeks in Italy?

Jason Seib: Yeah.

[0:50:00]

Robb Wolf: Four weeks, six weeks.

Jason Seib: I think it was like five weeks yeah in Italy actually researching this.

Robb Wolf: Right.

Jason Seib: Working with chefs over there. So, you know, she didn't just sit down and make a bunch of Italian recipes in a paleo fashion. She went over there and got these people's help and I guess gluten free is a really big deal over there, everywhere.

Robb Wolf: Yeah. It's just huge.

Jason Seib: So it was easy for her to explain to people just the few steps beyond gluten free that paleo really is and get these guys on board. So she had help from actual Italian chefs making this thing. But anyway that comes out in July 23rd and anybody that follows her on the blog knows that she also just recently a few weeks ago got back from Thailand for the Thai cookbook that's going to be coming in a few months so. I just basically follow Sarah around and it makes for big success for me.

Robb Wolf: Nice. Right on. That's smart, it's smart man.

Jason Seib: Yeah, that's good stuff. So you read the book, right? I saw a while back that you said you had gone through The Paleo Coach.

Robb Wolf: Yes. I read it. Nicki read it. It's just a really great book. I mean it's something that --

Jason Seib: Thank you.

Robb Wolf: --you know, what I was going to ask you here as we head towards the end is some of the stuff that, you know, advice for people who are coaching folks. You know I think that you gave a lot of great advice in the opening which is kind of find out what your niche is. You know, it's funny it's really reminiscent actually when I went to a Charles Poliquin bio signature gig and I asked him god what question did I asked? I asked something kind of nebulous like what do you feel like the best approach is to like

performance health and longevity and he just looked at me like I was a martian you know, and he's like that's not really the question you're asking.

Jason Seib: Right.

Robb Wolf: Like you're not really asking the question that needs to be asked here. The question I need you to ask is what are going to do that's going to make you happy.

Jason Seib: Right.

Robb Wolf: Like what is that like lights your fire and you enjoy and Poliquin said he's like I tease endurance people all the time but if that just lights your fire and those are your people and that's what you want to do then that's what you should do. You know, the worst thing in the world is trying to take somebody, you know, trying to turn a wolf into a sheep or a sheep into a wolf or whatever just not really being true to who you are and what you are trying to do. But you know, all that stuff said, your book is phenomenal for the coach. Like it -

Jason Seib: Awesome.

Robb Wolf: -- really is amazing for the person who is running a facility whether it's a personal training facility, whether it's a group exercise kind of model to -- I think in a lot of ways and you know I guess it's that parallel evolution. You and I have I think adopted a similar training style which is we're willing to bleed for people so long as they're just willing to meet us there. It's like if I gave a gallon of blood today, you need to give a gallon of blood too.

Jason Seib: Right, yeah.

Robb Wolf: But I gave 1.1 gallons and you gave a half a gallon--

Jason Seib: I'm out.

Robb Wolf: --then we have a problem.

Jason Seib: Yeah, I'm going to lose interest in you really quick and if I could just take this opportunity to piss off a few coaches. [Laughs] What people are desperately in need of when they're struggling to lose weight and they have done lots of crazy things in the past, what they are desperately in need of is perspective shift. A lot of that plays into the psychology behind

this stuff and then figuring out what they're really doing here. You know, I go into the book and what attraction really even is and how skewed our concept has become so much so that in the mind of the average American woman, the opposite of fat is skinny and in the mind of the average American men the opposite of fat is not skinny. No man, you and I have been in locker room talk more times than we can count I'm sure and neither one of us have ever heard that word used, god I wish I could find me a skinny girl.

Robb Wolf:

Right.

Jason Seib:

The opposite of fat and the opposite of skinny is healthy and fit and attractive. I prove in the book through little games I play that we are attracted to health whether or not we like it because health is the best possible display of good genetics. It can lie but nonetheless health and that vitality is what draws us to people. So people really need to know what they're doing at the base of all this. It isn't about weight loss. It's about the pursuit of health.

If you're a trainer that doesn't get off on this kind of stuff and helping people change their perspective and helping them look at things differently and all you're going to throw at them is more methodology for how to get there, like eat these foods and move this way and everything will work out, I freaking beg to differ. You're talking about people who have their heads in a situation where giving them the basic steps is not going to work. They need a perspective shift that gets them aiming for the right thing to begin with.

[0:55:06]

If that isn't what you want to do or like to do or you don't want to go that deep, then you know what stay out of that part of the game. Because when you get in that part of the game, and you give them a bunch of rules that work for that nonmetabolically broken person over there who's never starved themselves and never done anything crazy to try to lose weight and you throw those exact same basic rules of the "paleo diet" instead of a lifestyle at this person who's broken and it doesn't work out for them, you're going to create one more failure that they're going to put on their list to look back at for all the times this didn't work out and none of have the stamina to do that forever. Eventually, we will all hit a number where we say screw it, god hates me, I'm supposed to be fat and they'll just go be miserable. So don't get in the way as a coach and get involved in that kind of stuff if you're not willing to take this person on as a whole package because the list of rules is not going to get them there. Sorry, there's the end of my rant.

Robb Wolf: No, no, no. I love it. You know, it's – having rubrics, having flow charts, having like I really like using the oh god, I'm blanking on the name of the thing, the you know, where I have my list, the food matrix.

Jason Seib: Right.

Robb Wolf: You know, the food matrix was born out of a gal who funny enough actually ended up using her real name in the book because I assumed she would never come back as a client and she actually did. Like a month ago, she came back to the gym and I'm just waiting for her to read the books. But --

Jason Seib: She's going to ask for royalties.

Robb Wolf: Yeah, we'll call her blank you know.

Jason Seib: Right.

Robb Wolf: Because I never though this woman would come back. She was so miserable, she made us pretty miserable in the gym. but she came in one day and she was just like I just don't know how to eat this way and I'm like this way, what do you mean.

Jason Seib: Right.

Robb Wolf: I mean it's like you know, in Gregg Glassman terms: meat and vegetables, nuts and seeds, some fruit, little starch, and no sugar you know what I mean?

Jason Seib: Yeah.

Robb Wolf: What do you not get about that? She goes I just don't get it you know, and what it was was an excuse and an attempt at dragging her feet and so I got up there and I'm like well you know, give me a least of meats so we did a list of meats. I'm like okay give me a list of vegetables, we got a list of vegetables. Oh and she also said that the clincher in this thing, she was like I'm bored.

Jason Seib: Yeah, yeah.

Robb Wolf: I don't know how to cook this way and I'm bored and I'm like oh you're not fucking bored. You're lazy.

Jason Seib: How can you possibly be bored with this many options?

Robb Wolf: Yeah, yeah and the boredom deal you know, like having traveled in Southeast Asian and in Central American stuff and seeing people who literally live hand to mouth. Like when I hear people here and they're like I'm bored with what I'm eating, it makes me mad.

Jason Seib: It's a first world problem for sure.

Robb Wolf: Yeah it's a seriously first world problem and not that I'm elitist or maybe I am elitist, I guess maybe I'm elitist but it's just a prickish place to be. You know, I'm fucking bored like I could go to the store and eat anything in the world that I want and I'm just bored, you know but --

Jason Seib: Yeah.

Robb Wolf: So I did this list of meats and then vegetables cooking oils and then spices and like very quickly I added up how many was in each column and I marched her through this thing. There were like 27,000 different meals combos.

Jason Seib: Yeah.

Robb Wolf: And I just kept getting more and more spun up. I'm like so if you ate one meal a day, you have 100 years of new meals that you would never eat the same meal. You know, it's like the --

Jason Seib: Right.

Robb Wolf: --evangelical preacher at the end. But what this was, that wasn't a list of rules. That one was a perception change.

Jason Seib: Yeah right.

Robb Wolf: I'm like she needed the perception change. It's like you're not bored, you're lazy.

Jason Seib: Yeah.

Robb Wolf: You've eaten hundreds of paleo meals. You've had scrambled eggs and fruit before. You've had steak with veggies before, you know what I mean it's not like this is magical stuff but you need to change your perspective on that. For that period of time this gal was not willing to embrace that and you know, it was like okay I've learned a ton from that and it ended

up being I think one of more salient pieces of the book. Like people seemed as coaches seemed to get a lot of mileage out of the food matrix.

Jason Seib: For sure.

Robb Wolf: But I think the point about like, you know, having visuals, having guides, like those things are all really great to fall back on but oftentimes these things were borne out of just trying to get somebody a perception change. It's not like an Arthur Beret dance school thing where we're putting feet on the floor. Like it's always great if we just tell people hey here's a shopping list only buy from the shopping list and you're good to go and maybe 25% of your clients were able to do that and god love them because that's --

Jason Seib: So --

Robb Wolf: That's easy you know.

Jason Seib: Yeah.

Robb Wolf: Yeah but you know so much more of this stuff is really about trying to figure out okay well what's really going on with this person. And that's sometimes hard to do like this gal really got my goat that day and I was actually kind of angry. It ended up flowing into something that I think was pretty creative and has been helpful for a lot of people.

[1:00:16]

Jason Seib: Right.

Robb Wolf: But sometimes you get that emotionality and you're just kind of like okay well I'm done.

Jason Seib: Yeah.

Robb Wolf: Like I can't reach you. Your needs exceed my capabilities. The person behind you is going to be easier so here we go. So you know, what is that point for you where you're kind of like okay we're good? Like I've got lots of love for you but to maintain my own sanity to not have this thing turn into something that's potentially ugly.

Jason Seib: Right.

Robb Wolf: Because you just dislike the person or something. But what is the point for you because you've been doing this a long time, looks like you're going to continue doing it a long time but there's a short lifespan for most trainers. And I think part of that is on the one hand you need to really care for people. You need to really try to meet them where they are or try to do these perception changes and everything but also a very wise business counselor told us years ago. He said at the beginning of every year you need to look at all your clients and the 20% of your clients that caused the 80% of your problems, you need to have a sit down with them and they either need that perception change or they need to be fired.

Jason Seib: Yeah.

Robb Wolf: And what do you think about that or what's the point for you where you're kind of like okay this person's need exceed my capabilities and we're going to do something else. So what's that process and then what do you do to actually try to give that person a launching pad somewhere that's going to benefit them?

Jason Seib: Well I have always said that trainers don't really motivate people. We've never – I guess probably the best way I can explain it is I don't sell trips to anywhere. I just sell a map for how to get there. All I have is the means to the end. You have to do all that work. So I'm drawing footsteps on the ground and you have to step on them and I will only draw a couple out ahead of you. As soon as you stop stepping in, I will move on. If a person comes back and asks for help later, I will oftentimes give them another chance. After that, I tend to just be too busy for them.

So it's really just are you playing the game like you said earlier if I give a pint of blood you've got to give a pint. You know, I'm not going to drag you along on this because at this point in my career I have the luxury of having a lot of people that want to work with me. So I don't need you particularly to get results. You have to bring your motivation to the table on your own and motivation is I think the biggest factor in all of this. It's something I tackled in The Paleo Coach not from a point of let me help you figure out how to get motivation but from a point of you need to understand what your motivations are. If you get up every morning and you look in the mirror and you've got tears in your eyes for how your body looks then later on that day you go have a Subway sandwich for lunch and a Starbucks caramel macchiato and then you eat a bunch of crap for dinner whether or not you want to admit it, you weighed those things against your desire to look, feel and perform well and you decided

that the flavors of those foods outweighed those things and you decided to jump off the rails.

Now you may have not have done consciously but I can prove that that's how these things work and example I used in the book is everybody knows how hard it is to quit smoking. If you've ever smoked and you tried to quit, you know that that is miserable and oftentimes people try multiple times to quit. But let's say you were a smoker and you were having a really hard time quitting or maybe you didn't even want to quit, and somebody handed you definitive scientific proof that one year from today, you would die of lung cancer and leave small children to fend for themselves. Nobody that any of us have ever met or ever respected anyway would ever smoke that next cigarette. It would just be done. You would be completely done. If you smoked one more cigarette and you knew you were going to die of lung cancer a year later, I'm sorry you're not a person that I've ever met and actually had any respect for.

But wait a minute did the addictive factors of nicotine change in that moment? Did it suddenly become easier to quit? No. Your motivation just went through the freaking roof. So let's call a spade a spade. If you are saying you want something and you emphatically say it and then you do something different when we pull the emotion out of this, what we're left with is a situation where one thing was weighed against the other and your desire to be fit and healthy was found wanting compared to your desire to appease your taste buds or whatever food addiction you got going on.

So my goal is to remove all of this emotion for people, get them in a game in a way that says the facts are facts and this is what I'm going to do because this is what I've said I actually want and believe it or not now I finally actually mean it. Then I will walk beside that person until once I find that I'm too many steps ahead and they're no longer walking next to me, I'll give them a little time to catch up but I back off. I stop offering extra help. I stop emailing to see how they're doing or calling in the gym constantly asking them how things are coming on whatever goal we were working on last.

[1:05:26]

Because I'm not going to give this person motivation. I mean if they get fit, it's not going to affect my body and if my body looks great naked, it doesn't help them at all. You know, we all have our own motivations, our own desire to do this. I can give them pep talks and maybe that helps them a little bit but I've never thought – you know, I just heard Jim talking about this in your podcast, rah-rah training just doesn't work. You know, I mean we can root people on all we want and really it will only

work if I decide to quit everything else I'm doing and go live with this person. So I mean as long as I'm away from them and not cheering them on, it's not really going to work.

To the final point of your question, I haven't kicked a ton of people out of my gym for not playing along. When people have gone completely backwards, I've told them you know, you might want to go find something else to do. I have ran some people off that you know, I had very deep sort of differences with where we just weren't going to come to any conclusions where what I'm preaching is ever going to get to this person's head. They might as well go spend their money someplace else and those people usually end up hating me. I'm not really all that concerned with people disliking me. What I'm concerned about is not taking their money if they're not going to actually take --

Robb Wolf: Some success.

Jason Seib: Right, yeah.

Robb Wolf: Right.

Jason Seib: I tell my trainers all the time in this gym, we will sell Mercedes and nobody will ever drive a Honda off our back lot.

Robb Wolf: Nice.

Jason Seib: So.

Robb Wolf: That's cool.

Jason Seib: Yeah.

Robb Wolf: I like that. I like. I will steal that dude. I will give attribution.

Jason Seib: There you go.

Robb Wolf: I will give attribution but I will steal that.

Jason Seib: Very cool.

Robb Wolf: Dude, can you think of any stone we have left unturned here for our first go around?

Jason Seib: No. I think we covered it. I mean obviously if time was not a factor, you and I could turn this thing off and talk for the next eight hours.

Robb Wolf: Right.

Jason Seib: And maybe we'll find time to do that over some Nor Cal margaritas sometime in the near future but as far as what we're overwhelming these poor people with, yeah I think that's probably good. If you didn't just lose your six listeners.

Robb Wolf: I think we bumped up to seven because we actually had somebody of quality on here instead of me and Gregg so.

Jason Seib: [Laughs] Awesome.

Robb Wolf: We finally raised the standards. So we're going to have the link to The Paleo Coach in the show notes.

Jason Seib: Cool.

Robb Wolf: We're going to have a link to EP Life Fit. Is there anything else that we need to link to that folks need to check out?

Jason Seib: I don't know that you need to link to it but people can check out the Paleo Lifestyle and Fitness podcast. I don't think it's as good as yours and if you only got an hour a week to listen to podcasts --

Robb Wolf: Dude it's got Sarah Fragoso on it.

Jason Seib: [Laughs]

Robb Wolf: That chick is hot man.

Jason Seib: Well if you got an hour a week to listen to podcasts stick with Robb's. But yeah ours has been a big hit. We answer mostly fat loss and lifestyle type questions. We try not to get quite as scientific as you do just because you've got that base covered better than either one of us could ever cover it. So we defer a lot to you. Your name has been on that podcast a thousand times just like it's in my book probably four or five times I think so. I just want to be Robb Wolf when I grow up.

Robb Wolf: Dude, don't do that because you would be less good looking than you are right now. So don't do that man.

Jason Seib: Can we keep the pictures of me away from this podcast post after you just made that nice comment so nobody finds out what a horrid liar you are?

Robb Wolf: Oh, we'll do the Cybil Shepherd like super soft focus on both of us so that we actually look young and youthful and good looking so.

Jason Seib: I'd like actually like a picture of me looking over my shoulder as I run off into the mist -

Robb Wolf: There you go.

Jason Seib: Like the big foot picture.

Robb Wolf: There you go I like it. We could do that.

Jason Seib: Perfect.

Robb Wolf: Yeah.

Jason Seib: Perfect.

Robb Wolf: Well Jason dude, it was great having you on. This literally folks has been something like a year --

Jason Seib: Yeah.

Robb Wolf: --that we've been trying to get this stuff going and having a baby, doing all this other stuff, my mom being in the hospital, there's been a lot of drama and gnashing of teeth.

Jason Seib: Uh-hum.

Robb Wolf: You know, it's interesting just to wrap this back around like you were talking about finding your passion in the gym for what you want to do and what's going to motivate you and everything and I feel like you know, this podcast that I did first with Andy and then with Greg has been good. We've done a lot of good stuff as far as answering lots and lots of questions but it's become a little bit of a grind in some ways. Because I like there was a lot of repetition and just like a wall of like Robb and Greg's ideas about stuff and that was it. I'm hugely grateful that people found some value in that but for me it's become way more interesting to start asking other people questions. Like asking Jim.

[1:10:14]

Jason Seib: Uh-hum.

Robb Wolf: Asking you. We're going to get Dr. Amy Meyers on here. We're going to have a slew of people and we're going to pepper in maybe every other podcast every third podcast, it will be the usual Robb and Greg shenanigans. When we do more of the Robb and Greg shows, I want to shift and get a little bit more training stuff. So it's not just like paleo and medical and everything. We'll definitely address stuff.

Jason Seib: Right.

Robb Wolf: And there's also if people have a search function there's plenty in the show old shit to look at with all that.

Jason Seib: yeah.

Robb Wolf: But it's been exciting for me to kind of shift gears and find the people that I really respect out in the scene and that I've seen be very, very successful and start talking to these people so that we get some different perspectives and I can learn some stuff and have some framework for understanding kind of what I'm up to. You know, it's interesting like you mentioning the process of what you've gone through with the gym.

Jason Seib: Uh-hum.

Robb Wolf: It just occurred to me that that's kind of process that I'm going through with the podcast. Like I enjoy interviewing people and asking questions and learning some stuff. Like it gets wearisome being the answer guy all the time. Like --

Jason Seib: Yeah.

Robb Wolf: It feels good in a way but sometimes it's like I don't fucking know. I want to ask somebody else. Like I want somebody else to be the expert, you know, and so it's really great to have you on and you've --

Jason Seib: Cool.

Robb Wolf: --done amazing things and you and Sarah have and continue to do amazing things and I'm honored to call you guys friends and I am --

Jason Seib: Thank you.

Robb Wolf: --honored if I had any type of a small hand in helping to get that launched that was great. But you guys have flapped your wings very, very effectively and have gone on and done huge things and I'm stoked by that.

Jason Seib: Yeah. Well you made the nest that we flew out of so it was good stuff. We --

Robb Wolf: Well I don't do very good housekeeping so that was probably a good idea on your part so.

Jason Seib: We are ever grateful and we need to get you on our podcast soon. I'm going to be pestering you about that pretty soon if that's okay.

Robb Wolf: Oh dude, I'll bring down property values anytime on that. You let me know man and I'm --

Jason Seib: Dazzled.

Robb Wolf: -- will tank that thing in one show flat so.

Jason Seib: That's great. Let's do it.

Robb Wolf: Awesome, Jason.

Jason Seib: So thank you so much, man. I really appreciate this. This has been a huge honor. I've been listening to the podcast since the very beginning. You know, I'm one of those guys that had your book on preorder and I had it read in two days and you know, you done consulting with me way back in the day. Just there's no part of my career that doesn't have your hand in it somewhere and I just feel like this right here is kind of the peak for me. I feel like it's all downhill from here because I've been on the Robb Wolf podcast.

Robb Wolf: Well we like to say that this is the place where careers go to die so.

[Laughter]

Jason Seib: That's not what I meant.

Robb Wolf: You're right on line with that so. Awesome, man.

Jason Seib: Awesome, man, I really appreciate it. Thank you so much.

Robb Wolf: Awesome, dude. Will talk to you soon.

Jason Seib: All right. Take care.

Robb Wolf: Bye.

[1:13:09] End of Audio