

# Paleo Solution - 284

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Hi, folks. Robb Wolf here, another edition of the PaleoSolution podcast. I'm very excited for today's guest. Usually, we're talking a lot of molecular biology, biochemical mechanisms and what not and we're going to shift gears today and talk about spirituality, shamanism and tile that stuff back into the way that we feed, water, and taken care of ourselves. Our guest today is Dr. Ben Adams. Ben has a PhD in clinical psychology from Columbia University?

Dr. Ben Adams: Yes, that's correct.

Robb Wolf: Awesome. Ben, a huge honor to have you on the show. Give folks--That's a very paltry introduction for you.

Dr. Ben Adams: No, no.

Robb Wolf: Could you flesh that out for me.

Dr. Ben Adams: Well sure. Thank you, Robb. I just want to say it's such an honor to be here speaking with you today. I have so much admiration for your work.

Robb Wolf: Thank you. Thank you.

Dr. Ben Adams: It inspires me so much and I see--We were talking before I see a lot of overlaps in your work and my work and I'm coming at it from a totally different angle but--

Robb Wolf: Which is why I think it's just so valuable because I just have not talked about or addressed any of the things that you talk about and part of that is because I have absolutely no experience in this area so I feel ill at ease to comment on it at all oddly enough. So this will be a huge treat.

Dr. Ben Adams: Yeah. I feel like you in many ways embody many of the principles that I was writing about in the book. Because the book is basically about how when you set a limit on yourselves through dieting or a lot of people do that through religion or whatever, I mean there is like spiritual transformation that takes place. During grad school, I became obsessed with shamanism and I'm learning about autistic kids who would like obsessed, who would like certain things like animals or whatever, you know? Like I kind of had an obsession that intense for shamanism just during grad school and a lot of it had to do with the fact that I grew up in Mormonism and I had a very religious background. So I was always interested in religion and psychology. My dad was a psychologist and so there were kind of all these overlapping interests and I took this class at Columbia with Lisa Miller who does a lot of research on the psychology of religion--I'm sorry, of the spirituality, spirituality psychology kind of the overlapping. So I took that class and I learned about shamans and it just became this obsession and so I went to shamanistic training which it's kind of like this neo-shamanism and even the "ism" part is sort of misnomer because as I see it the original religion of human kind it wasn't about the divisions of an "ism" of a doctrine or a create. It is more just the way of like surviving basically as a see it.

Robb Wolf: You know that's an interesting point because for myself I would categorize myself as at best agnostic and agnostic leaning towards atheist which will piss off or freak out or alienate a lot of my listeners. But the reason why I say agnostic is I don't see a ton of evidence for a spiritual realm in our existence but there is enough unknowns just with the silly creation of the universe itself and even physicists will admit that within our understanding of the physical universe, we are probably never going to be able to penetrate what lies beyond the universe. And when I rattle

that around, I'm kind of like oh that sounds kind of supernatural. That's kind of interesting.

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And then there's this other element that and this will make a lot of the agnosto-atheist out there probably pretty uncomfortable. But it seems like for whatever reason, there's legitimately some of sort of involved elements of our neural architecture that is really looking for some sort of a spiritual meaning in our existence and it seems very much hardwired into us and that's where I thank you for the compliments that you've given me. You know I tried to look at this stuff from kind of an evolutionary biology perspective with regards to sleep food exercise, gut biome. But if we have this evolved architecture in the brain that has a spiritual component to it, it seems really silly to not acknowledge that and try to wrap our heads around what does that mean and what could it give us?

Dr. Ben Adams:

Yeah, exactly. One thing that I wanted to is I wanted to present a concept of god. In The Creative Process Diet, I don't use the word "god". But for me The Creative Process is god and when I was--I remember when I was kind of at the end of my post doc and I kind of had this identity crisis because I spent all these years writing and writing about posttraumatic stress disorder but just kind of feeling like I didn't want to invest my life. I didn't want to invest all my creative energy in writing about PTSD. I mean it was a fascinating topic and I was passionate about it but I just realized I had other interests. So that kind of just led to writing something totally like outside the box and I started watching these--what it was, was Art:21 and it was awesome like PBS series and it's just like artists just working and just like the literal process of creating. I just felt as they were talking about The Creative Process they were talking about god like it was kind of this spiritual thing and I don't know. So for me I love like that term The Creative Process because it's a term I hear a lot. I feel like we've been hearing it more like even in the media in recent years and I feel like it's a way that spirituality is a part of our culture. To me things like music and dancing which has often been seen as like "of the devil" are actually very spiritual. If you're looking through a lens of shamanism, you see everything like potentially magical and spiritual, everything from Sesame Street to Broadway show, to your favorite album or whatever your favorite musician and I don't. I'm just passionate about art so. I've had this--I feel like I'm sort of at the end of my identity crisis now because I have such like fixed regular boring job, 9 to 5. I work on a locked adult psychiatric inpatient unit which is actually really enjoyable for me. it's really chaotic. I work with people who are you know in a psychiatric unit

where they can leave. They are considered unsafe to themselves or others. So it's a challenging work but I love it so.

Robb Wolf: That's amazing. You know The Creative Process again because of kind of more of a classical scientific steeping, it's interesting that process really beats the gut instinct out of one, you know what I would likened to potentially The Creative Process. I've doubled a little bit with some impressionist star. I doubled a little bit with some music. I don't have really good skill sets or I think any aptitudes in those areas but I'm a huge appreciator of that stuff. But you know if there was one thing even within the scientific scene that I felt like I had a bit of a creative process was synthesis. I would see these different elements from different fields and be able to synthesize them and I think in some way be able to articulate that in a way that the layperson could enjoy it and bring it to their person. But it's very interesting to hold it on one hand part of the scientific process like we always need to make sure that we're not duping ourselves, are we really seeing something that's there and I guess that that's kind of the validation part.

Dr. Ben Adams: Right.

Robb Wolf: But so much of that that leap of insight is I think part of this creative process that it's something that's happening not in a rational mind but something very deep in our reptilian brain somewhere that we get the synthesis.

Dr. Ben Adams: Yeah. I mean I'm sure you heard people say like research is me-search.

Robb Wolf: Right.

**[0:10:04]**

Dr. Ben Adams: So everything we study is you know it is objectively interesting and potentially it's valuable. Some studies are not even so valuable which obviously you point out very well in your book. But it's like everyone kind of picks what interest them and it has meaning. I've often thought of my book is like a Rorschach blot because it's--That's like my metaphor for thinking about it because you can project many meaning onto it because I sort of done that kind of integrating and looking for patterns and I kind of want to create a new language. I had a lot of the metaphors that I was thinking about like weaving. I was really thinking about visual arts because I studied print making. It's just like okay step 1, step 2. I was very obsessed with organizing, just organizing ideas thinking of it like I'm working in construction like I'm just setting up a foundation and building

house and that's my finish product, my book or whatever. So those are one of the metaphors that I was obsessed with when I was like in my post doc and writing that led to the writing of the book and I don't know. One thing I wanted to say too that I love about your book is that you go into a lot of very personal things which for me as a psychologist that's beautiful writing. It's like you're telling your telling your own story and about your own childhood and very personal things and I just love your book for that.

Robb Wolf: Oh, thank you. Thanks. I think to a degree that it's had engagement with folks. The personal story definitely helps that process.

Dr. Ben Adams: Yeah. It's cool. I love your book. It's very catchy. You sort of achieved like I what I want to achieve but I've sort of taken a lot of like I mean I created my publishing company. I didn't approach but I felt like I had to do it that way because I need to claim a sense of self. I did grow up in the Mormon Church and you're not really allowed to have like a sense of self. I mean and there are a lot of good things about the Mormon Church and those are actually in the book like the structure, the order, all the positive aspects of religion. I kind of weaved that in. It was sort of like a patchwork quilt. These are the inspiring ideas that helped me to succeed in my diet because the whole book it comes down to just like food planning, planning food a day ahead and then complying with it, sticking to it. That really all it's about but it's like I had like a thousand endless ideas of how to do that and I came from psychology that came from philosophy, from all the things I studied through college, from my religious experiences and you know I just I'm obsessed with everything like you know. I'm into those like I went to the ManKind Project. It has this new warrior training adventure where like men--they take men out in the wilderness and kind of help them to face their own like creative potential and confront themselves and work through their past and like get on with life. It's kind of inspired and landmark and est, which can be a little cultsy.

Robb Wolf: Right.

Dr. Ben Adams: But there's something about that stuff that kind of draws me in. I'm drawn in by some of the spirituality of it and it's kind of like that obsession I have with shamanism and I'm obsessed with personal transformation and to me life is a series of constant transformations like nothing is ever the same. The body is always transforming. That's why I love diet because I--One thing I thought a lot about when I was writing the book is about Jesus going in the wilderness for 40 days and 40 nights and then Buddha did something similar to that. He kind of like

experimented with extreme diets and that's in your story as well like experimenting with being a vegetarian. It's very interesting like this experimenting with diet. It's so powerful and it does go beyond just physical health but it goes about--it has to do with that feeling for me it's control is part of it but it's much deeper than that. Sometimes people gets stigmatized for wanting their diet respected or saying I don't want to eat that or you know. People get offended by that. So I felt--that one was one thing I was thinking about too is like there needs to be a language for the spirituality of dieting cause sometimes it stigmatized. When I've worked on like I said on and I'm now on inpatient unit and I've worked with people with eating disorders and sometimes I notice that anorexics will say that there is a spirituality they feel from that control they get and limiting themselves and I kind of see that in a way. They've taken too far though obviously and it's become a mental disorder. But often times like on inpatient psych units, they'll get even more stigmatized and we'll sort of beat that out of them and not validate that. So I feel like in a way to validate the idea that dieting can be spiritual can actually help an anorexic person because then we can like talk to them in their own language rather than saying dieting is not spiritual. You should not whatever.

**[0:15:05]**

Robb Wolf:

Right. I have a couple thoughts here and they're inner related. I'll do my best to keep them all together because Sagan did not actually sleep all that well last night so I'm running on short sleep. On one hand I think that you can make a very sound argument that religion lane lines for people to exist within and they're potentially could be good and bad with that. Some of the bad is that it can be stifling. I can be almost an immune response with regards to new ideas and what not. But then on the other side of this, there's a great TED talk, talking about the paradox of choice in which people become less and less happy, more and more paralyzed as they have more and more choice.

Dr. Ben Adams:

Yes, yes.

Robb Wolf:

So then whether you're paleo or vegan or eat a standard American diet or you know what, whatever the deal is for real happiness it seems like we do need some lane lines to exist within because otherwise every moment is a choice. Every moment is a decision and depending on where you end up on the internet that decision is wrong. Potatoes are okay. Potatoes aren't okay. High carb is okay. Low carb is the only way to go. So you end up in these situations where people really do--I kind of feel like they need to find and maybe kind of a molecular basis they kind of need

to find what works for them and then there is kind of an epistemology that will fit within that and that's probably okay within the greater picture of just saying okay I'm going to be a happy human being and every morsel of food that I put on my mouth isn't going to be conflict ridden scenario.

Dr. Ben Adams: Yeah, exactly. Yeah. Obviously our society is in conflict over this.

Robb Wolf: So how do we square all that stuff? I mean it maybe not an easy Gordian Knot type thing to just cleave in half and have it be done. You know one of the big challenges that I face is trying to articulate these nuances to folks and we have different camps like for me just saying we'll let's experiment, try it 30 days, see how you look, feel and perform. If you don't get the results you want. Okay, you were low carb, okay let's increase your carbs. Were you gluten free? You weren't, okay let's try gluten free. I feel like there's a few algorithms that we can move people through and usually find something that works pretty well for folks but that seems to be a very uncomfortable process for many people to experience and then it's a very uncomfortable process for people to observe. If somebody is in the process of exploration and they're something one month and they're like you know that didn't really work for me so I'm going to try this. As they're trying this one way of eating say like ketogenic diet or something like that. They develop some community. They develop some identity around that scene and then when they start shifting gears, there's a lot of backlash around that. What's the way for folks to navigate that process?

Dr. Ben Adams: Oh, jeez. I mean that's--You know that's a hard thing for me. I mean I don't know if this is exactly what you're referring to but I have a hard time just with holidays. One reason I wrote the book, *The Creative Process Diet*, is just like for me it is a creative process and I go through periods where I'm just really not good at dieting and I'm very bad at it. I've gone through phases like that. Sometimes it's like when I'm going through a transition like I had a few days where I eat foods that I feel actually ashamed that I can eat amounts that I ate and what were and just the content. But it's like I'm always kind of staying positive about that. I accept it. I look at it. I recognize it and it has improved. It's sort of like I guess I have the tendency to binge I mean that's basically what it comes down to. But it's improved in a way that I see it as a creative energy. Like psychology often wants to like stigmatize that and label it and kind of give it a--make it a disorder, make something wrong with it and that's a big part of my like I guess my message or my book. My work is like the idea that there's nothing wrong with us. The way that I see it basically is that we all kind of--So originally there were these shamanic

type of spiritual ways of being which were just really about hunting gathering, all the stuff that you write about.

Robb Wolf: In trying to make some sense of the world around us, the stars, the moon, the changing of the seasons.

Dr. Ben Adams: Exactly. So I mean as I see it like that's the most important stuff, feeding our selves. I'm really actually obsessed with cuneiform tablets. They have at the Morgan Museum and that's like if I had to get another PhD, you will probably be in that. Weird and esoteric but I'm just obsessed with words and language. I wrote my book basically. It's like a piece of visual art. It's kind of pretentious in a way which I recognize. Like I sort of did pretentious things like I'm an artist whatever. It does seem like inherently kind of corny and I don't what the word is, hipster-ish or something about doing a book and not putting your name on the title or the cover, I'm sorry. You know what I'm saying?

Robb Wolf: Right.

**[0:20:40]**

Dr. Ben Adams: Those are a lot of the things that I did with it. So anyway I feel like I'm kind of rambling but you know. That's why I wrote the book so I can like organize my thoughts and create like a coherent focused something. I was telling someone that the other day like my--I'm very structured like I usually I write down when I wake up, when I go to bed. I keep a log a lot of things like I'm really into that. I found that logging what I eat helps and I don't always do it actually like I go through periods where I don't do that but just writing it down and especially setting a plan, committing to it. I love that. It's like changes the way I feel in every way.

Robb Wolf: Right. I don't know if you heard this podcast or read Gretchen Rubin's book, *Better Than Before*. She wrote *The Happiness Project*.

Dr. Ben Adams: Yeah. And I listened to your podcast with her and I love her work.

Robb Wolf: Oh, yeah. It's just an eye opener for me because on a god level, I had suspected that it was okay for some people to need to you know if they got into a different way of eating or exercise or whatever like they were whole hog into it. Like they were a little bit fanatical about it and then there were other people that could approach it in a more labile fashion. They didn't need to be so rigid in the way that they did things and it was really fascinating to me. Gretchen pointed out that most dieticians personality wise like 80 or 90% of them are what we would call

moderators where they can have a little of this and a little of that and they're fine. Whereas there are other people that when the ice cream or nachos come out, it's hookers and cocaine and there's no off switch after that. And that it's maybe about 50:50 divide through the population, moderators versus abstainers but the main people providing education and support within nutrition are moderators. So the main message coming out is one of moderation which is going to fail about 50% of the people that we have out there. You know it's interesting if we were to use this kind of shamanic or kind of religious architecture. These are the disseminators of information and these folks are disseminating information that is going to fail about 50% of the folks that they interface with and I find that really fascinating.

Dr. Ben Adams: Yeah, yeah. Absolutely. I mean--

Robb Wolf: So how could The Creative Process Diet help folks kinds square that out? People have been doing some better eating. They're playing around with different micronutrient ratios or what not and their heads really in that space. What is the process of using The Creative Process Diet? How is that going to help them find a more comfortable place to exist within this, all of these eating options that we have?

Dr. Ben Adams: Yeah, yeah. Well you know it's actually kind of inspired by 12-step approach not in every way. Conceptually it's very different from a 12-step approach. Because 12 steps really emphasizes powerlessness and I'm kind of the opposite of that. I have kind of an internal reaction to that concept. To me self empowerment actually is important. I kind of have a little bit of a beef with that. but I love 12-step programs and I see the value of just kind of a lot of the basic concepts and taking things one day at a time so that's kind of how The Creative Process Diet works. It's like you don't necessarily have to plan your whole week's meals. You can do that but it's just like think about what you're going to eat tomorrow, kind of get the ingredients together, plan your recipes whatever, just have it set aside. This an idea that has come to me just I've like watched YouTube videos of bodybuilders and they always have those little-- everything is very like--it's almost like an excel file. It's very organized and they have like those little plastic things with like a chicken breast and the vegetables and the whole deal and it's like portion it's measured. So that's kind of--that's really what I've done is just created a dieting journal essentially where you can just write that down. And the book is kind of like creates--

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It's sort of like a sacred book. I mean to be it's like my bible for me because I don't really believe in the previous, the bible that everyone else believes in so I made my own version of it kind of that I can live by. Because for me dieting is essential to my spiritual life so why not but. I know that I sent you with the book like a smaller booklet that has one stripe around it and I have this another as well that has two stripes around it. The stripes are kind of like a redacted layover on the main book. I don't if that make sense. Like there are stripes that wrap around the book so that the one has one stripe around it so that's for the first 100 days and then the second booklet has two stripes around it. It's almost kind of like the athletic socks that has stripes or it's like a--

Robb Wolf: Okay.

Dr. Ben Adams: You know what I'm saying? So those are like what the two booklets that are designed like. Anyway it's sort of like that you can use--It's like a symbol of achievement. The first book, you have your one stripe because you're starting out, you're committing to this process of self mastery of setting a daily plan of what you're going to eat and following it through with it. When we follow through, we've achieved some sense of mastery in that way like operationalized self mastery in a sense that could be defined or operationalized in other ways but this is to me a very powerful way just because it is tied in with diet which is very central to spirituality. One reason I made them very simple it's kind of inspired by this art bookstore that I love called Printed Matter which is it's just here in my neighborhood in Chelsea right by all the art galleries and they have very simple books and that kind of inspired my design to just make it very simple. I put the copyright in the back of the book and kept my name in the back and those things like that. So it's kind of like a coffee table book as well and if you're using--it's also kind of reminiscent of like the stripes on the information facts of food which is ideally what we're looking at. It's for developing our diet and like approaching a more ideal way of eating. We're looking at the ingredients in foods so the design of this book is kind of meant to blend in with food ingredients and food ingredient labels because that's what's were looking at when we're I mean to improve what we eat. So they have the thick black stripe inside the nutrition facts box on foods. And in my cover turn the foods so that those labels are facing up. I don't want to be taken in by like the flashy cereal boxes.

Robb Wolf: Right.

Dr. Ben Adams: So that's also kind of like my idea, my concept for the design of the whole book because it's like a generic food item.

Robb Wolf: Yeah and you know that was something that struck me like the format of the book and that's something my wife said. She's like this looks like a generic beer label or something and I'm like yeah, yeah.

Dr. Ben Adams: Oh, I love it. That just makes my day.

Robb Wolf: Perfect.

Dr. Ben Adams: That you picked up on that because that's exactly--Some people think that it's like they thought it was just like a substitute for the real cover like the real cover is on its way.

Robb Wolf: Right.

Dr. Ben Adams: I could've gone wild. I could've done something like van Gogh or some wild. But I thought I want to do something really simple and I watched the--I love the artist Jenny Holzer who does those projections of words onto buildings and she does--I just love her work because basically she approaches words from a visual art way of working whatever. So that's kind of what I was thinking about when I made the book. So I watched the documentary about the Helvetica font which I love. I just watch tons of documentaries right before I made this book and a lot of them were just about or I basically liked everything on Netflix about art that I could possibly find and then they took a lot of them off from Netflix. But *Art:21* was the most amazing one because it's like in artist in *The Creative Process*. But I love this Helvetica one and that inspired me to make my interior text Helvetica because most books have the serif font and so--I just kind of fell in love with a Sans-serif font and just how that looks and just the simplicity the modernism of it. I wanted something very modern looking and simple. There was a book. I didn't want it to be kind of like a magical book because it is like religious and about shamanism and stuff but I wanted to be sort of like subtle. So one book that inspired me a lot, I love children's book and I found this book called *Animal Family*. There's a bookstore here also in Chelsea called *Books Of Wonder* which I love. I love bookstores. I mean there aren't that many left. It's interesting.

Robb Wolf: Right.

Dr. Ben Adams: But the ones that are still there are really cool. They're kind of the extreme ones that have like very niche type books like *Printed Matter* but I love *Books Of Wonder* and I found this *Animal Family* book and it was just so cool. It had these etchings in it and just a beautiful book and it had

a big white margin at the bottom so I did that with The Creative Process Diet. So I just like how it looks.

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I thought about everything like the margins, the interior margin like half an inch or maybe, yeah I think it's half an inch. They're very close so it kind of feels--I just tested all these out a lot. Like I got a lot of proofs when I published it and I got a proof and I would change things. I'm very obsessive. I'm very obsessive in like detail and you see that in the book. It's like every--I would challenge someone actually a spelling error and maybe sounds like cocky or whatever.

Robb Wolf: [Laughs].

Dr. Ben Adams: I don't if it's cocky so much is it's a form of insanity that I am that obsessive. I mean did so much rewriting and weaving together of ideas. It was really fun actually. I've often thought I could be kind of like a life coach to writers. When I thought about working with--I would love actually to do a book with a developmental editor. I decided not to. I kind of reached out to some and found someone who are willing to work with me. But I ultimately felt like because of what the book meant to me just personally, it had to be my own. Like kind of everything else I've done in my life in a way was tied in with someone else's something or other like whether it's the church or my degree in Columbia. It's like everything was sort of being defined by others and I got sick of the idea of peer review like I just thought why do others have to approve of all of my ideas, you know?

Robb Wolf: Right.

Dr. Ben Adams: Like why can't I have a space that's just my own. I've always kept personal journals. I have a lot of personal journals. I mean The Creative Process Diet really basically arose out of my personal journaling process. The way I think of it is like having a house, discovered a lot of things about memory that are very basic and fundamental through studying himself. A lot of people scoff at that at someone who's introspective and studies their own or whatever processes in any sort. But it can actually be very powerful to do that. I feel like that's kind of what I did. I feel like that's what you've done with your work. it's been about your own journey and I love that and they're faces and stories within each face and it's just very you know.

Robb Wolf: It was interesting I had an opportunity to witness Loren Cordain received his edited manuscript back from the editor back in 2000 or 2001 and it

was sitting in his office in this big, loose leaf sheet of papers. It's in a Manila envelope and he pulls it out. He starts flipping through it. He was very, very excited and then I can just see the emotion drain out of this face and then almost this pain. The difference between what he submitted versus what came out was so stunning. So when I started really thinking about doing a book of my own I had some opportunities of going with some pretty big well known publishing houses but I was going to have very little control over the finish product, the wording, the cover and all that type of stuff. So I went with a smaller publisher Victory Belt which I had a good personal relationship with those guys and basically I had written into my contract that for good or ill had 100% final decision making control over everything and I ended up taking some input like originally I didn't want diet anywhere on the cover or anything.

Dr. Ben Adams: Oh, really?

Robb Wolf: And so the way that we wove that in was the original human diet and the difference with that there was a little bit of an economic input is there. Barnes & Noble and Borders they said if you don't have that original human diet somewhere in the title we will buy 2,000 copies of it for your first run. If it's in there, we will buy 20,000 units of the first run. I was kind of like well I think you know at a creative process wise I think I can flex on that. But you know it was definitely a very different kind of flow versus most diet books particularly at the time and it opened up I think an avenue for most of the folks that have subsequently written books through Victory Belt. Erich, the guy who owns Victory Belt, he had enough forethought to say well you got these people that are really passionate about the topic both on the writing and on the consumption side, so why not to the best of my ability stay out of their way and what he did for me was just went through the material and really helped to just clarify things at least I think and even if people still find it confusing you should've seen it before Erich got his meat hooks into it.

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He asked me a ton of questions as a layperson just like what are you trying to say here? What's the message? What are you trying to convey? And ended up rewriting the whole thing probably about three times. Like if it's a 110,000 words or whatever I probably ended up writing about 330,000 words in the process of getting it to whatever state it's in now, good, bad, ugly or whatever. That was an interesting process for me. I really decided early on that if this thing was going to suck, I wanted it to suck because of me and not because an editor that follows a formula or pattern out of a big kind of New York publishing house is saying that they

weren't going to get in and gut it. And if it was good, I wanted to be good because of the merits of my experience, my understanding and all that type of stuff and luckily it turned out pretty well.

Dr. Ben Adams: Yeah. It's been an amazing success. I'm very inspired and to me your book how I experience it is kind of like a cross between an academic article and Mad Magazine because it's fun to read. Like the stories are so fun. Even just the titles are really fun and very--they just kind of pull you in. Like it's just really fun to read.

Robb Wolf: Oh, thanks.

Dr. Ben Adams: And yet it's so educational you know. It's not even preachy at all. It's very much like try this. It's a challenge. I love challenges and that's kind of like what my book is about. I mean I sometimes I think I was it was the wrong choice to just be so independent, do it my own way but I'm glad I did. I could always--who knows what the future could bring.

Robb Wolf: Awesome. Well Ben, I'm very excited to see how folks engage with your book. Where can folks track you down and The Creative Process Diet book down on the interwebs?

Dr. Ben Adams: Okay. So I'm I mean if you Google The Creative Process Diet. It's on Amazon. I have a webpage. I'm on Facebook. I'm on Facebook personally in addition to the book. I have a Twitter that I've been doing for a while which is kind of silly but you know whatever.

Robb Wolf: What's your Facebook page and what's your Twitter handle?

Dr. Ben Adams: My Facebook page is actually The Creative Process Diet and then my name, Ben G. Adams is my personal Facebook and then my Twitter is ben\_g\_adams and what else--Oh, the webpage is TheCreativeProcessDiet.com. Oh, you know one thing that I kind of explain is it's probably seems kind of weird is like the description of the book on the webpage is sort of like mystical, magical, metaphysical whatever like the philosophers stone. I just want to explain that that was kind of inspired by a conceptual artist Michael Craig Martin who did this work called an Oak Tree that I really love where he has just glass of water sitting on a shelf and he says this is an oak tree and so he was kind of like playing with like the catholic idea of substantiation that because of our imagination it can transform. I just felt like since I was writing about transformation and anyway that's you know. I might even change it again at some point but that's why I have that sort of odd description. in some way the book is like I said it's like Rorschach blot. It's like Tarot cards. It's

something that you can sort of project your own meaning on to but it also does have a very kind of rigid--I'm not rigid. That's what I don't want to be is rigid. I've often been accused of that. In a way it's sort of a way to soften ones rigidity to just sort of like say this is what I'm going to do for today.

Robb Wolf: But provide some lane lines so that you are not in the paradox of choice.

Dr. Ben Adams: Exactly. Yeah.

Robb Wolf: Fantastic. Ben, it was a squatchy shot me your email to the contact page and I was checking this out and we get a lot folks that would like us to highlight their work and there's tons of really good interesting things but we only do one show a week and so I have to be pretty selective and I was checking it out. I'm like this looks different and I started digging around it and I'm like this is very, very different from what we usually talk about. This is going to be a lot of fun. So I'm very grateful that you reached out to me. I'm very interested to see how folks like the work, definitely very, very fun talking you. I'm actually going to be out in New York here in a couple of months so I will take you out to Hu Kitchen and we'll get some good food.

Dr. Ben Adams: Yes. Oh, I can't wait. That's wonderful. That's wonderful. Well it's really an honor to be able to speak with you. I really appreciate that. I really appreciate all your kind words and thank you for your inspiring work.

Robb Wolf: Oh, thanks, Ben. I mean how much more can you ask for doing work that you love and theoretically the work helps folks. I mean that's a pretty good gig.

Dr. Ben Adams: It is. It is.

Robb Wolf: Awesome. Ben, we'll have links to all of your contact info in the show notes for the episode. I look forward seeing you to Hu Kitchen here in a couple of months.

Dr. Ben Adams: I can't wait, Robb. Thank you so much.

Robb Wolf: Awesome, man. Take care. We'll talk to you soon.

Dr. Ben Adams: Have a great rest of the week. Talk to you soon. Okay, great.

Robb Wolf: Buh-bye.

Dr. Ben Adams:        Alright. Buh-bye.

**[0:40:34]**            **End of Audio**