

Paleo Solution - 298

[0:00:00]

Robb Wolf: Hey folks. Today's guest is John Welbourn, 10-year NFL veteran, founder of CrossFit Football and founder of the Power Athlete training system. Before we dig into that, here's a word from our sponsor.

Nikki: This episode of the PaleoSolution podcast is sponsored by Sleep Cocktail. You've heard Robb and Dr. Kirk Parsley talk about sleep and the Sleep Cocktail product in previous episodes. I recently spoke with Lea, a sleep cocktail customer in Atlanta, Georgia who has had trouble sleeping for over 10 years. Oh wait, you're probably wondering who I am. I'm Nikki, Robb's better half.

Lea: What is this stuff? Reading about it and it says, within 30 minutes, I'm like come on, really? Sure enough, I would time it, and I drink it and I feel fine and within 30 minutes, I'm asleep and I'm asleep for the entire night and I feel great when I wake up the next morning.

Nikki: Lea shared how for years she's relied on pharmaceutical sleep aids since her early 20s. She didn't want to take them and often tried not to.

Lea: You have have been lying in bed for 4 hours. You are wide awake. There is no end in sight but if you take Ambien at 2 o'clock in the morning and you have to be up at 6:00, you're going to feel like a train ran over you. Another benefit of sleep cocktail I find, no matter how long I have to sleep, say, if I do drink it at 11 or 12 and I have to be up at 5, 6, 7, 8 or 9, it doesn't matter. I wake up feeling fine.

Another thing that's been nice especially on vacation this week, I've kind of tested it up to see how long will I sleep if I don't have to get up. It has been pretty consistent that I get 9 hours, 9 and a half hours, like I can't recall. That has been 10 years maybe since I have been able to sleep 9 hours, 9 and a half hours. I can't recall sleeping that long in one night.

Nikki: That's awesome, 9 hours of sleep. Could you use 9 hours of sleep at night? Go to sleepcocktails.com and use code RobbWolf10 to save 10%.

Robb Wolf: So John, what's new? What's exciting?

John Welbourn: Nothing, just living the dream, working with Power Athlete. We finished up all the CrossFit Football seminars for the year and so we ended those

in November with one in New Zealand. I came home and we're basically just been really just trying to ramp up and get our own house in order with Power Athlete and then we have the symposium where we bring in all of our heavy hitters and good friends and everybody that's really contributed and been part of our Power Athlete family.

We bring them at the end of the year and we just have a symposium and bring in some great speakers like Robb Wolf and Tom Incledon is coming in and then Andy Stumpf is coming in and talk about leadership and few things and so we're doing that, yeah. I got that really going and Kate is 24 weeks pregnant with a little boy so we got a baby coming and just for the most part, everything has been going really good.

Also, we launched the Talk to Me Johnnie book, which has been years in the making today, which I was pretty stoked about. We've been working on it for a long time. I just never really could grasp or understand the amount of work that goes into the production of a book, let alone on e-book, which should be easier theoretically.

Robb Wolf: Well, yeah. It definitely opened my eyes that it wasn't the easiest thing in the world, but some people seem to pop them out like the way rabbits produce offspring, but certainly not me.

John Welbourn: It's interesting in that, it's just a lot of production work. It's a lot of refining and kind of arranging it and getting it together, especially for the Talk to Me Johnnie book, which spans five years. I think it was right over a thousand pages, that depending on the reader you looked at, I mean, one of the readers, it was like 2000 so it's a thousand pages which is pretty dense. There were like several hundred blog posts in there, but when I really looked it like why I started Talk to Me Johnnie and how it all kind of came about, it was this idea of just answering people's questions that were emailing me on CrossFit Football and then realizing like there was this evolution for me especially. People always ask like, hey, what is Power Athlete and where do they come from and I was like, actually it kind of came from Talk to Me Johnnie because I got so many emails of being like so what would the training look like if there was no CrossFit in the CrossFit Football or what does your training look like when you're playing in the NFL or more importantly, I have a very specific goal, which is to run faster, jump higher with heavier weights.

As I started working and helping people and like providing that information, I was like, why don't we just like create something that really meets this need and that was Field Strong and the Field Strong Program. People have had some really great results and then from there,

we have people that were like, hey man, I just want to bank some fucking weights and be jacked and I was like, I got that training so we got the Jacked Street.

Then I have people really out of the training that I wrote for your Robb was the Grindstone, which was for that corporate lawyer, the guy slugging out 60 hours a week that still wants to make gains, but like doesn't really have the time. So the training has to be like extremely focused and like very pinpoint accuracy. It was just really fortunate that everything kind of play off the way it has.

(0:05:16)

Robb Wolf:

Oh, it's awesome. We've talked before on my show. I've been on your show a couple of times and it's definitely been a little bit of a moving target getting my training pin downed. Trying trained to be competitive in jujitsu, trying to figure out the recovery, limitations of being 43 and two kids and all that type of stuff. You have really put together some great stuff for me. I ended up doing that two-day template that you put together. I do a little bit of work out of the gymnastics bodies, programming like a lot of their trunk work and mobility particularly thoracic mobility. I'm able to drop that stuff in like throughout the day. I kind of use them as movement snacks so I get some of that stuff done while I'm working and then I'll get into the gym maybe two days a week and then doing rolling as often as possible.

But it has been really effective for me like the gains are not as stratospheric at this point, but I keep making some incremental progress and just not backsliding and that's pretty huge at this point.

John Welbourn:

Well, I think where people get a little kind of off the road I think is a good way to put it or where they get a little fucked up is they assume that everyday, they're going to the gym and has to burn it down and has to be this epic session that you have to go on there and make all this and anything less either unacceptable. So there are missed training days because they don't have the time and the effort. I remember hearing people kind of tell me this and I go back to the analogy that I always use in training camp at the NFL and people always ask me what the training camp was and I was like, honestly, it's a lot like just moving dirt. Like you have this like big pile on one side and everyday, you got to come out. In some days, you got to shovel and some days, you got to spoon, but as long as you keep moving the dirt, you don't have an off day. You usually can get to the end of the training camp.

I don't think people had any fucking idea what I was talking about and so when I talked about training especially as I was like, some days, you're

going to have these like amazing training days and performance days. Other days, they're just going to suck and it's like you just have to be able to persevere and just keep moving in that direction and if you just like don't give up and don't bring your spoon and don't go to the gym and don't train and then you don't get to move any dirt that day. It's just kind of similar mind set and it's like everybody wants everything and everybody wants everything to be all magical and like just fuck and it doesn't happen and especially when you get multiple kids and you're not 22 years old anymore and you got a business and a wife. It's just about being consistent in getting out there and doing it and then being able to like pick your battles a little bit.

I think that's the one thing that I've learned especially in my own training is I just got to pick my battles. Like I got to see where like all of a sudden we miss our training and all of a sudden, like yes, I'm feeling fucking good today and that's the day you got to go for broke. On other days, I'm just going to survive today.

Robb Wolf: Right.

John Welbourn: Be consistent with it. But I always wish we could all go back in time and live in this like perfect bubble where all we did was like train and lift weights, which was the bubble I lived in when I played in the NFL and that was sadly, I didn't realize what a great bubble it was until after I retired. I was like I said, welling up, and people were like, why are you so sad and like you miss football and I'm like, no I really miss the off season when I got paid to lift weights and train and eat and sleep as much as I could and then go work for six months. I always think that the productivity in this country would be fucking dramatically higher if you had to work 7 days a week for 6 months and then you get 6 months off to go fuck around.

Robb Wolf: Right, right, or 7 days on, 7 days off, something like that, like some sort of split, yeah, absolutely.

John Welbourn: Well, if you told me, John you got to work 7 days a week like 8 to 10 hours a day for 6 months, but you're going to get six months off where you don't have to fucking do anything, I would gladly take that. I'd be like no problem. Maybe I'll see in six months and I'll fucking be able to just chill out and do what I want. I'm really glad that I got that period of my life where I got to work really hard and I got a bunch of free time because it allowed me to like really do the things I want. I'm glad I got to do all that when I was in my 20s and early 30s as opposed from like all of a

sudden, you're like 50 years old and you're like, man, I got the ability to go do some stuff. So I was glad I got to pick the battle I did.

Robb Wolf: Right. That's awesome. So John, you arguably and I think anybody that's played at a high level particularly in the NFL, some of the best training methodologies around probably get applied to folks like you. Maybe you even more in particular because you just never really sat back and said okay, this is good enough, like you found Roth, you found Tom Inledon like you're always trying to find something new. How has that influenced the way that the girls are raised? You have twin girls. They're 4 now, 4 and 1/2?

(0:10:07)

John Welbourn: No. They just turned 4 in October. Okay, yes, they just turned 4.

Robb Wolf: So I mean how is that leading into the way that the girls do things? We hang out with you guys and they both swim like fish, which was incredibly impressive. But I mean, how has your background kind of influenced all that?

John Welbourn: I think when you become a father, there is kind of change in pace almost where like you take a look especially fathers of daughters, there is this kind of -- and I always go back and I joke with my wife about all the time the Chris Rock where you got one job as a father to keep your daughter off the pole. So I mean, there is this interesting deal where a father of daughter and I didn't really notice it until recently, but there is this like real interesting connection between fathers and daughters. They are constantly looking for dad's approval, which is a little scary that they are not sure of themselves enough to like, but maybe all kids are, but they really always look for dad's approval. They do something and they always look back and I can imagine the way that a girl might turn out if her dad either wasn't there, wasn't interested or was stuck on his phone or wasn't involved.

So as the girls are getting older, that idea of like approval were like and I told them a lot of time, you guys are really good at this, like I'm really proud of you and like daddy loves you and like I try to give them as many hugs as you can, which is actually contrary to how I was raised where I was treated with the malaise of a stray dog growing up. But I think, like maybe for boys, I think maybe that's like go out there and play and come back when it gets dark whereas your daughter is a little bit more. But for me, having grown up with all brothers and then also playing a game at professional football where I was around no women, like I didn't really have any kind of template or understanding.

So just like any educated person, I bought some books. I went on Amazon, I looked and figured out like what are some of the best selling father-daughter books where in I bought a bunch of books and read about this idea of like raising a daughter. The one that really stuck with me was like, your job as a father is to arm your daughter with enough artillery and armor that she will be able to defend herself against douche bags, like we are. I was like, oh my God, so my job as a father is that to provide my daughter with armor and artillery to avoid guys like me, and I would say, I'm like fuck, that make so much sense.

At that point, I was like, periodically, I would meet girls that were extremely switched on, like really cool chicks, that were like really successful, they're really nice, had a good sense of humor and a lot of things. I always remember being like, did you have a great relationship with your father and everyone was like, yes, and then you meet some of the other girls that I ended up dating or running into always had the negative kind of association with their father. So at that point, I made this kind of constant or this understanding of being like you got to be able to go zero. You got to be able to protect her and look out for her and brace confidence in her and so that was important for me.

Then the other one was sitting back and I know you and I have both done this, but like if you could draw up the perfect blueprint for your child and like what would it look like. Thank God, we are married to women that are – well they're a little bit crazy than we are because I remember talking to my wife.

Robb Wolf: Because they married us. [laughs]

John Welbourn: 100%, like I meet all these guys all the time, they are like, I can't get my wife on board with this and I'm like, really, because my wife is on board with everything. Like hey, what should we feed them for the first meal? What about like beef liver and egg yolks, sounds great, we're in, which is a Chris Kresser thing. My wife was to the tea. I mean, but like we sat back and looked and said, alright, if there was a hierarchy of athleticism, which skills would I want to develop first for my girls. I think being confident in the water and being able to kind of build, navigate and move and water is important. Like the idea like riding a bike or sliding some form of skate boarding or surfing or snowboarding and so the girls have like little skateboards and they ride bikes.

Like gymnastics, which is -- having the read the gymnastics body and being a big fan of Chris Sommers like the work that he's done with kids is anything short of amazing and inspiring. So I looked at that and so we

looked around and found a really good gymnastics people, the Azarians, the guy won like a gold medal in the '50s and he's got this huge factory. I think that's where the Kayla girl who smirked on her face. That's where I think she came out off. Just trying to do like gymnastics and we got them in dance and it's pretty hilarious. So we go out on Friday afternoons to dance and my daughters are completely uninterested in dance. So we're going to go down this street here I think next month and join jujitsu. The art of jujitsu, which is I think it's the Mendez brothers is right here in Orange County, Newport so it's right down the street, actually next door to the dance studio.

(0:15:09)

So like the girls weren't really that interested in dance and we were like we're walking by and I was like they're like that looks like way more fun than that dance and I'm like, alright, we're going to jujitsu. But I like that idea of like constantly doing things that buildup their self-esteem and they really like to color and we sit down and like they got me my own coloring books so I color with them. But like I always think that like the people that I've met that have especially women, like the ones that have been very successful always have a really good relationship with their father, which is actually kind of the opposite of some of the guys that I've met.

Most of the guys that I know that are pretty successful kind of don't have a great relationship with their fathers, so it's kind of like, I mean, it's funny like you go through all this thing and I always ask them, I'm like did you have a great relationship with your mom and dad, and they're like, no, my dad was alcoholic. He was this and all these things and I'm like, yeah that's good. I'm like, I got to try to figure out how to crack that code.

But now, I'm definitely excited to have a boy and as I sat down with Luke who works with me, he kind of put his chair back and he's like, you have the opportunity to provide your son with a skillset that could be anything less than legendary if you wanted to. I was like, what do you mean? He's like, well think about it, like what are the traits that you wish that you had in terms of like athletics, meeting girls, studying all these other stuff and I'm like, well I wish I'd learned to play the guitar, because I live next door to a dude in the dorm so you could play the guitar to pull chicks.

We know about athleticism, and he's like, yes, so he will be in good shape. He'll be a good athlete. He will be good at sports, computer programming, all these other things, because you have the ability to sit back and fine tune those things. I'm like yeah, but you provide it, but the one thing I've kind of learned a little bit about being a dad is you can't like force your kids to do anything. You just have to provide opportunity.

You and I have a pretty good chat online. When I learned that I was having a son, I kind of got stuck in a little bit of a rabbit hole trying to look at this idea of like how do you, as a parent or even talking to really successful parents of people that have successful kids, can you give me any kind of background or understanding of like how they got there and the one thing that was universal to everybody is a provided opportunity. It's kind of like the age old one where I think the Dan John analogy said, hey, you know the best, hammer thrower in the world might live somewhere in the United States, but if you're not from Finland, you're probably never got to be exposed to the hammer.

Robb Wolf: Right.

John Welbourn: He's like so you have to figure out what things you want to expose your child to and then hope that they have an aptitude. He said that the greatness was just, what he called it, he called the Genetics in Geography. One of the most enlightening talks I have had like when we started our podcast, the Power Athlete Radio, I fucking hated it. I hated the idea of having to like get on and do this stuff. After we did a couple of them, I was like, oh my God, I get to have this really bitching meaningful conversations with my friends and then put them out there for everybody to hear. It just helps me like because I keep connecting with more and more people that are likeminded. It's always cool when you meet somebody that is like so on your schedule where you're like talking about things and you're like oh my God, you do that too or you believe this and then you meet other people where you're like fuck it dude, we need to kill this guy, this guy's a fuckin' [audio glitch].

So we just had a guy on, Dr. Warren Willey and the guy wrote a book about 10 years ago that was pretty good in a row and we were sitting and wrapping just a little bit about nutrition. It was like one of those things where we're talking and I was like, wait a minute, have we talked before or we're friends because it was so spot on. He just does some really cool shit with like being able to go on and assess people, body temperatures and just some stuff like kind of like things like Incedon almost where he just take things to whole another level. So it's always enlightening to meet people like that that are just really on the same kind of plan.

Robb Wolf: Right, right, yeah and more and more that my own podcast has become this thing where I'm just asking the guest questions that are really important to me and trying to take that ax to improve my own gig. People still seem to be enjoying it. Like I used to really sit down and I'd probably should like pause this thing as I admit this, but for a long time, I

was like, so what does everybody else want to know and I try to weave that into the Q and A and everything. Now I'm just kind of like what do I want to know, but...

John Welbourn:

Well, I mean, if you don't find it important, who else is going to find it fucking important. The funnier one is like, I remember one time, we got some feedback from some guy that's like, you guys fuck around too much. You guys have this like, I think we had Rob MacDonald on and we were sitting there like bullshitting about it and like hamburgers. Like he has this idea where I think he like post like a steak of the day picture on his Instagram and like, just a super fucking cool cat. Like I've been meaning to go and see Dr. Buhler up in Salt Lake City and connecting with him and it's just like, how was it already fucking December. I was meaning to do that this summer.

We got this like little fucking, bitchy, if I could find the guy's name and email and fucking address and drop it right now, but I can't find it. But the guy was like you have Rob MacDonald on who holds the world record in like the 500-meter ski and all you want to do is talk to him about steaks and hamburgers, shame on you. This guy admonished me in his fucking email and I'm like, first of all I didn't know he held the world record in the ski or kind of didn't know that was a thing. Like I was fucking interested in all of like his perception of the best burger and steak and I'm like, I'm sorry that wasn't interesting to you and then we got other people that were like, oh my God, these fucking recommendations of burgers were so good, then I'm like, see that's my people, want to get in here and talk about burgers.

(0:20:56)

Robb Wolf:

It's so funny. If I looked at the analytics of people subscribing to Twitter or podcast or even just the hate mail versus love mail, if you get something that resonates, I've never had something where the bigger the upside, there is a mirror image of downside always. It's so fascinating to me, like there is some subset of the interwebs where even though like say 90% of people are super stoked on the topic or you really had a great connection with the guest or whatever the dialogue was fantastic, there will be a group of people that mirror that in the exact opposite direction and they hate it. It's completely fascinating to me. I have long scratched my head over that, but I get some sort of wave particle duality creating matter, anti-matter deal. Like if there's a bunch of positive energy, there's got to be few people that are just kind of poopy pants about something to kind of balance that out so.

John Welbourn:

Well, isn't it like the one of our favorite lines and this one and Uncle Dave voice text me this and I'm sure you've been on it where he was like some

people just want to watch it burn Ronald, which is a line from back draft. He's like I think people just want to watch it burn.

The other that drives me absolutely fucking crazy is I get people shooting me questions about the podcast that were answered in the podcast. So we had Ken Ford on who to this –I'll just preface it with this Robb. You are an extremely smart person and one of my favorite guests that I've ever had on our site.

Robb Wolf: I can't carry Ken Ford's underwear bag.

John Welbourn: Holy fucking shit. That dude was on our podcast and Danny, who kind of does the leading in for us and he kind of like meets with the guests early and kind of getting sure, they are all like I'm fucked and like we can get them on. So he literally sends me this email the night before and that we're going to have Ken Ford and he's like in an utter fucking panic. I can hear him stuttering on the email and he's like dude, I just started researching this guy and like I'm really nervous. Like should I even be on this and I told him like dude, just do what you always do. Do the intro and hand it to me and we'll just have a fucking great conversation, it will be amazing. Sure enough that's what he did, he did the intro. Hi Dr. Ford, you introduce yourself and I was like Doc, can you give your CDs so the people can understand a little bit.

He didn't say a word and we had an amazing conversation and like we got done and it was just this email like that was fucking awesome. That was the best thing. Thank you so much. I'm like, yeah dude, that was by far one of the coolest people to connect with and so fucking smart. The coolest part is we started kind of dialoguing offline and he uses the compacts. He's like, oh yeah, motor unit recruitment, I mean, the same shit that we talked about like using EMS and like the ketogenic diet. It was like one of those things where I was driving home and I was like dude, that was probably one of the smarter dudes I've ever met in my life. Oddly enough, he is looking at things for the same way that I look at things, which is made me feel good about myself and then like I was like man, and this guy is an adviser of the NASA, so pretty much the smartest people in the world.

The joke he kept using as the one from Armageddon where he's like, you're NASA. You guys it in a room just thinking shit up and this is the best you got? The Harry Stamp.

Robb Wolf: [laughs] Right, right.

John Welbourn: Fuck dude. That guy was so fucking smart and so cool, fuck.

Robb Wolf: Yeah. Ken is an amazing guy. I forget exactly how we got linked up, maybe Peter Attia introduced us. I don't actually remember, but we've had just lots and lots of email exchanges and talking about ketogenic diet. It is interesting again because I've been looking at all these stuff, performance health longevity piece, what deteriorates on your brain, your physicality, your strength and then also your endurance and so it's been kind of interesting looking at all that stuff.

(0:25:08)

The research seems to indicate that really activating the big motor units doing big movements, doing them explosively like that's really a great way to maintain muscle mass and maintain the neurological integration of the muscle, maintaining mitochondrial density, doing some low-intensity cardio and also maybe doing some ketogenic diet for the brain maintenance. So when this guy with the PhD in Computer Science who runs the Institute of Human and Machine Cognition and who builds -- he basically runs a program where they build robots that fight in karate tournaments against each other and does a bunch of DARPA funded ketogenic diet research for traumatic brain injury. If the guy is saying, he is doing essentially what we're doing, then it's kind of like, okay, maybe we're not morons, you know?

John Welbourn: Well, there's a kind of a weird love/hate people who were -- let me see there's a lot of misconceptions and a lot of issues with the keto stuff. I think where people really fuck it up is and I'll get back into that. But my first experience and I don't know the people listening, but I know you know this, was working with Dr. Di Pasquale in 200. I was a rookie in the NFL and my first supplement deal was with Dr. Di's supplement company. So I get all these supplements in boxes and I get these anabolic diet so I'm flipping through it and I had a consult and he's like, what do you want to do. I was like well, doc I want to fucking be big, strong and jacked and I want my performance to go to the roof and he's like, alright, well let's do some anabolic diet and so I read through everything.

He programmed out the diet and I did it and I think I was right around 300 pounds and yeah, it's probably like 18% to 20% body fat, just like a big college lineman. I remember that off season, I was like 330 and changed and like my strength was through the fucking roof. I put on like 20 pounds. I think it was like 305, 310, somewhere in there and so when I was 330, I put on 20 pounds and I was fucking so big and strong.

I remember calling doc and I was like doc, I feel great, but I'm not very fast, I got to drop some weight. He's like no problem. Here's I want you

to tweak the diet and he put all the tweaks in and like 8 weeks later, I was down to like, I think it was 306, 307. I had maintained all my muscle mass and like reshaped my body and all of a sudden, I was like 10%, 11% body fat and I like went up and I started and that's where I played it for the rest of my career. I always use some form of cyclical ketogenic diet.

Like when I needed more carb, I used more carb. When I was feeling down, it was this whole kind of earn your carbs deal. And then I kind of worked with some -- looking at some body building stuff and I had found that I could handle a certain amount of carbohydrate and too much, I'm kind of bloated out, I got tired. That was really my first entrée into it.

When I retired from the NFL and I've had had some brain damage of course as almost NFL players do and it was really that ketogenic diet that kind of went in and I think restructured. You and I had that conversation offline where you were like I think you were having some problems and you came up the other side of that and I felt like you got better on it.

I think the ketogenic diet is very important and has its place and it's a very specific tool and has a very specific usage. Is it what I would call like a glycolytic performance diet? Are you going to be able to go and run 800-meter repeats when you crossfit on ketogenic diet? I just haven't seen that, but like in terms of like that kind of ATP short duration big horse power kind of athlete, I think that works really well. Even Dr. Ford made a great comment to me. He said, the single worst thing you can do after a traumatic brain injury is dose somebody with a high amount of carbohydrate.

Robb Wolf: Right.

John Welbourn: I was like, oh really, and he's like kind of like in the NFL. I've never figured out why they are giving you guys Gatorade when you guys are ramming each other's head. You're ramming your heads into each other, which is traumatic brain injury and then they come on the side and dose you with Gatorade. He's like, that's probably you could draw a connection between a lot of the problems that the NFL players are having with CTE and a lot of the traumatic brain associated with when they started providing Gatorade into like a practice kind of hitting session. I sat back and I was like, Doc, you know I never drank the Gatorade. It always made my legs feel sluggish and he's like well probably because it keep up blood sugar too high and blood would coagulate slow you down and I was like, yeah, I just never drank it. I always drink water. I never really liked the Gatorade and he's like makes total sense.

It's pretty interesting, I had lunch the other day with Kyle Turley who was one of my teammates and Kyle has been in the news a lot because he was having some real severe, got diagnosed with some pretty severe problems. He ended up finding that there was some strains of hemp that actually helped cure his problem and so he moved out here in California and he's got involved with the kind of medical marijuana deal. So he came out the other day and we were rapping a little bit about it. He's like man, you don't seem to have the same problems, and I'm like dude, fucking -- let me give you Ken Fords' number. Call him. You got to start using this ketogenic diet and we've talked about it for performance.

(0:30:17)

I did a version of the anabolic for Jacked Street stuff and ended up getting down like 7% body fat at 268 and went at that. It's worked I think really, really well. But in terms of like how to do it and this is really was the big kind of push between us putting out these nutrition programs that we have on Field Strong, we actually launched them today, was there was really nobody that was providing information and counseling and coaching and really kind of helping people with ketogenic diets. I looked, like there is really no spreadsheets, no templates, no nothing to kind of help you skin it and really like no resource and being like hey, if you want to do a ketogenic diet, here's how you do it. So we ended up putting that for ketogenic diet and then my biggest question I get from people is like how do I put on muscle, how do I bulk up, how do I lean out, and then if a meeting for performance.

So we launched all those templates programs today. It's just more like meeting a need and the one that was just most kind of interesting to me is how few people had ever really done any form of ketogenic roots or kind of low carb or kind of, not wanting to say low carb, but just really that kind of ketogenic. Because you meet people that are low carb, but they're not really ketogenic, like I eat 7500g, which could be considered low carb, but like that deep keto where you got to throw out your shirt every three weeks and it smells like ammonia or like you walk around thinking, fuck, did I brush my teeth today or that kind of weird clarity where all of a sudden, you hit it and you're like oh shit, this is what this feels like where you get that real clarity.

So we've tried to coach people into it and the one thing that we found is that a lot of people have this either emotional breakdowns or they have like tremendous problems with sleep. So that's kind of the ones we're flying out and I actually talked to Dr. Ford about it and he thought that the lack of sleep had to do more with some form of damage in the hypothalamus. He said the emotional thing is the severe carb addiction or associating carbs with some form of like happiness whether it be birthday

cake as a child. Because I meet people all the time that were like, I stopped eating carbs, my whole life was coming down. I was hiding underneath my desk crying and weeping and he's like those people have deeper emotional problems.

So it's pretty interesting. What was pretty fascinating and I think for a long time, we really just focused on the training and we really made these kind of like recommendations. Like hey, I want you to eat real foods and I want you to do this and this. You've done great with just hey, these are the foods I want you to eat and I want you to avoid this and just keep this. I think for a lot of people, that's pretty easy and in the last bunch of years we've been doing this, think there's just people that just need like a little bit more hand holding. What's been good is that we've been able to go out and find out and reach out to some people that are better at that because you and I are not great at hand holding.

Robb Wolf: Right, right, yeah and you've come on to a few good hand holders. Tyler Mitten is a fantastic kid. He basically did like the Fight Club deal to gain some access to me. Like that kid hounded me, hounded me and finally, I was like, okay, I guess you're not just some flighty dude and investing some time into him so. [laughs]

John Welbourn: True, but you're also not going away so fuck it.

[crosstalk]

Robb Wolf: Right, yeah, well I'm if you're going to keep pestering me, yes, I might as well start sort of entering you a little bit, so yeah. But I shot a paper to you today, it came out in Cell maybe a week ago and there is some pretty good buzz like the descent news treatment around it, talking about and personalized nutrition basically. That these folks had vastly different blood sugar responses based off the type of food that they ate. Like there was a great graphic in this one thing. They just found two different patients that were in these cohorts and each ate a banana and a cookie. One of them, the banana made their blood glucose go through the ceiling. The other one, the cookie made the blood glucose go through the ceiling and then I shared that on my Facebook page. Erin Blasdale who runs the Ancestral Health Society, he made the point that if you were to finish out your 2x2 matrix on that, there would also be someone that had high blood glucose due to both of those and somebody would have low blood glucose due to both of them.

More and more as time has gone on, the battle that I've had is trying to get people heuristics, like these simple rules that get you as far down the

road as possible, but then at some point, the customization becomes critical. It becomes almost everything. People are fiddling with gluten free. They are fiddling with Paleo, but do they need a lot of carbs, few carbs? Do they need a lot of carbs post workout, but not otherwise? I mean, there's a lot of different ways to skin things and it takes kind of a studied clinician to be able to look at the person, see how they're responding and then make a good recommendation about where folks need to go next and that seems like what you guys are doing with this.

(0:35:27)

John Welbourn:

Yes and no. I mean, the hard thing is everybody wants a one-size fits all. Everybody wants a definitive like hey if I in my post workout window where I want to ramp up blood sugar and increase insulin, shovel all nutrients to the cell and increase recovery, then I want to eat this. But you're actually right. We don't really know how responsive we are to what type of carbohydrate load or what necessarily you're getting any type of response and that was pretty cool and actually you shut me. I mean, I remember we had that conversation, I want to say it was like 2004, 2005. I had a pretty good chat with Incedon and he had -- I don't know if he ever told you, but you got to ask him.

He had a deal where he trained a guy for his doctorate. He was at Arizona State doing his Doctorate in Exercise Phys and his research project was to train a body builder, all natural to win a professional body building competition against drug users. So they ended up training a guy who won and I think he won the night of champions and he was drug free, competing against the drugged guys and actually ended up going in there winning it.

I remember talking to Tom about it and they would go in there and do daily blood work on him. They would check his blood sugar. They basically tested his blood sugar. They had stents in them. They were taking androgens, blood everything during his training so they knew that all of a sudden when his testosterone peaked that they would do training. I mean they literally used every piece of equipment that they had in the Exercise Phys doctorate program to train this dude and they ended up getting him in and the guy ended up tuning and he won.

So I asked Tom, I was like what you do? He said the biggest one that they found is that when testing is they would basically test him with different foods and they would find the foods that he could eat and then they found a whole bunch of different little tricks to keep his blood sugar under 80.

If they could get him to eat and they would get him to train and they never got his blood sugar over 80 where he would never put on an ounce of fat. So Tom went through all his stuff, all his blood work, everything they did and like, they found all these supplements to maximize different stuff. So I was like well, was it pretty amazing? He goes it was. He goes we were so proud and we stood up there and then he goes and then I see his parents come walking up and his dad walks over and shakes my head. I look in his dad and his dad had calves that were like bigger than his sons and the dad actually looked like he was about two weeks out from winning the body building show that his son just won.

He goes I literally deflated into like a little tiny, like he's like, I was like oh boo when he realized the kid just had incredible genetics. They just had to provide him the environment and they thought that they had done all this, but he's like the dad was a genetic freak. This guy was a genetic freak. We just had kind of polish it up a little bit.

At that point, I ended up getting glucose meter and kind of using some of Tom's tricks and sure enough, if I could do some stuff to keep my blood sugar real low when I was eating, it was actually really beneficial for me to put on size and muscle and strength. I remember one time I got gluten where I think --I can't remember what I ate, either it was gluten or it was something funky in the food and I tested my blood sugar and it was a like a 140. I like freaked out and I had an aerodyne in my house and literally would just jump on the aerodyne and I would just ride it for like 15 to 20 minutes. I test my blood sugar again and it literally dropped it down which is at non mediated glucose uptake which helps drops blood sugar if it spikes real bad. We used with that with diabetic patients.

But some things like that and that worked really well, but it's kind of interesting I mean, the problem is that we always joke that everybody is the same decaying matter and this is not the case. We went pretty extensive into the genetic testing with fitness genes and it was pretty interesting to look at kind of the arrangement. This is where people get fucked up on the genes. It's just not a 1:1 like hey if I'm RR for an Ace gene or if I'm PPAR all these different ones. They look and like well I have this gene and it's like actually it's the combination of all those genes.

The reason that we ended up working with a fitness genes guys is that their chief scientist is one of the guys that works in the Oxford Genetics Lab. So when I kind of had a good chat with them about how they really sequence these and the guy was like, you know, we just show you one to one, but it's actually this whole sequencing that gives us some information about who you are. He's like based on this, and this was me

personally, he's like you're extremely efficient with your carbohydrate use. I was like efficient, what does that mean? He's like well you get less out of more, your body is more sensitive to carbohydrate so you don't need as much as somebody who like Luke for example whose body was very inefficient at carbohydrate.

So when we went back and designed some diets based off the Dan Reardon who's a doctor and he's a guy from Fitness Genes, we started kind of designing diets, some protocols based on what they outlined for us. It just so happened that in terms of how the ketogenic and even the cyclical AD diet worked for me was actually fell totally within what they had told me is my genetic type. Then for Luke, I just ended up titrating up his carbohydrate until and kind of dropping his fat and kind of playing with his protein until he leaned out and fucking looks like a rock star.

It really wasn't that difficult as long as we're playing with the information. The problem is that what people do for diet, is they get on the internet. They pick somebody that they want to look like and they figure like oh, well if Page Hathaway or this guy look s like this if I follow their diet, I will look like this. That's just not the fucking case because one, you don't know what drugs are taking. You don't know if that was a modeling shoot on a specific day where they were dehydrated for three days. You don't know like if that was good lighting, air brushing all these other things. What's working for one person isn't going to work for that other person. You might hit that one for one, but for the other five people it's not going to work.

So really just being able to provide training and nutrition that's kind of flexible. Kind of what we do is we start everybody in the same place which is like an isocaloric which is just basically cut everything into thirds and try to figure what their macronutrient ratio looks like with the thirds and then we try to figure out what the total caloric load is and then we just kind of work backwards. At that point, just got to fine tune it because some people run a little bit better on a little more carb. The one thing I've never really ever seen which is pretty interesting is I've never really seen anybody make physical almost like increases in muscle mass and kind of physical appearance off of like excessive amounts of protein. But I've seen people have really shitty results often not eating enough protein. So 1 gram to a gram and a half a protein is pretty ideal.

And then how much fat people can run. like for me, all my genetic stuff, I was extremely like non-reactive and actually process fats really well. But then he showed me another person who didn't process fat well. So I asked him. I was like what do you do? He's like well if they don't process

fat, well we kind of naturally ramp it down. We increase the carbohydrate and kind of play with their macronutrients based on what their body can handle and it was just pretty interesting. I mean so much that I got my girls tested and I got my wife tested and trying to get some 3-year olds to spit in some cups to do genetic testing was funny.

Even for my girls, it was pretty interesting. I think my one daughter has the gene for like muscle size and muscle strength which means that as she gets bigger, she gets more muscular. Where my other daughter has the deal where if she gets bigger, she doesn't necessarily get's stronger which I thought was pretty fascinating because I always believed that a larger cross sectional size of a muscle should theoretically make somebody stronger. But genetically and we were running at this all the time and I'm sure you've seen guys Robb, that haven't put on a pound years but all of a sudden, they're like twice as strong as they used to be.

Robb Wolf: Right.

John Welbourn: And that's definitely genetic. It's just like for me, like the bigger I get stronger I get well that's based on my genotype. There was just some really fascinating stuff with the genes. I think what we're kind of getting to right now is this land where you're going to start of kind of like pairing up and I know it sounds crazy. But like this idea of like hey, I'm going to find some of training that kind of fits within my genetic type and I'm going to do some blood work to try to kind of maximize some other things. I'm going to find the style of eating of fits within this kind of grand scheme and then I'm going to start at step 1 and I'm going to start training. I'm going to start eating and I'm going to start tinkering until I can kind of figure out exactly who I need to be or more importantly helps me be the best version of me.

Robb Wolf: Yeah. I could not agree more getting the genetic testing, the microbiome testing and then correlating that all with general performance and then also what's happening with biomarkers. Like that's really going to be the interesting integration where you've been working like crazy with the city zero gig. Our initial foray is going to be more on the blood work biomarkers, but we're talking already about who we partner with for gut microbiome testing, who do we partner with like the fitness genes actually look really interesting and being able to start integrating all that. Pretty similar actually to the way that they did in that cell paper and then that might provide some insights so that we can algorithmically....

You know, the problem with all this stuff and we talked about this briefly before we started recording trying to help people with these things, you

have a limited amount of time. So you get someone like you , you get someone like me, a lots of people that are pretty knowledgeable on this stuff, but you've got 24 hours in a day and you have people that need help. To the degree that you can figure out a way that algorithmize this whole process then it's not just heuristic. It's not just a one-size fits all approach. It's actually a sorting process where you can get some customized information to the person that really is actionable and then we like in a good experiment, you tweak variables, go apply those things, tweak the diet, tweak the sleep, see what the results are and then keep fiddling from there, but it's pretty exciting.

John Welbourn: Yeah. I mean we're at a point I think were the science is advanced enough to tell us almost how dumb we are. Like that's the thing I laugh about is and periodically, this happens. If I ever see anything on Facebook about teen nation, it's usually rehashed from 20 years ago that either somebody went back and read something and they want to rehash it or they're just rewriting other people's information from a while ago. But the more and more advance we get, the more and more do I realize that we probably figured it out about a 100 years ago,

Robb Wolf: Right.

John Welbourn: The idea of like, hey, I want to do training with some progression. I need to do a little bit of body weight movement. I need to run. I mean, the classic one is when we talked to Tom Fermin and he was talking a little bit about his uncle Charlie Bronson and his training. He like hit the heavy bag, he ran, he lifts weights, he always ate one bite less than he wanted to. I mean just these like super basic stuff and it was kind of gritty and just worked his ass off and always stayed in shape and never let himself get out of shape. There was no bulking and leaning and even though ,we ran into that all the time, the guy was always in shape. There was a never a point where he was out of shape.

I think like the more and more we get into this, the more and more like I take a look back and realize like this fucking guy had it figured it out. They knew a lot about what was going on and it just seems like the more jiggy we get, the more information, the more I realized just kind of like Incedon 10 years ago was talking to me about blood work and here you sent me something today with these guys ike we have a great thing. We got to keep blood sugar low.

Robb Wolf: Right.

John Welbourn: And it's like it's pretty fascinating. I mean for me especially when I was a young kid training in Zang's garage, he used to always to talk about Vince Gironda's stone age diet. It was Paleo diet with raw milk and he didn't tell us that they were also taking handfuls of Dianabol but...

Robb Wolf: Details.

John Welbourn: Yeah, details, details. But Zang has always talked about it. We'd go out and eat and he'd always talk about these guys and this is how you got to eat. You got to eat big. Bill Kazmaier driving around in his Cadillac with a blender and an ice chest stopping everywhere he stopped he'd make himself a shake, it's pretty interesting.

I mean the one thing though and I haven't done some of these nutrition stuff and working with the spreadsheets and kind of doing some consults, we get either kind of two types of people. We either get a really, really bad chronic under eaters that are and are real lunch. Like they pack a lot of body fat and they're really trying to get here, their performances suck. Their food sucks and they're just terrible under eaters because in their mind they're thinking well, I'm not in good shape. if I eat less, eventually, I'll get better and it never happens.

So I was amazed at just talking to some people and asking them to track macros or just even just the caloric load for like a week and being like dude you are a 200-pound man and you eat 1200 calories. And then what happens is then they under eat and then they pick a day and fucking binge. Well, yeah I was eating 1200 calories but I went out and I ate a bunch of big meals on Saturday. I'm like so you guys are in this like supermodel deal with a they under eat and then you binge but you don't throw up like a supermodel. Seventually it just kind of goes to your gut and so that was pretty interesting.

Or the other one is just people just have no kind of ability to kind of almost realize that the most important meal is really around that post workout. Well, I got home and I didn't have no time to eat. So it's like four hours after my post workout meal that I got something to eat and I only ate some nuts. I'm like man you guys are killing yourself. With this nutrition especially training, I'm like the kind of low hanging fruit. What's going to help us maximize your performance the most? Alright great.

Let's get something to eat if you want to take some inner workout stuff. If you don't get your post workout meal, we're going to try to figure out how to kind of ramp everything up but for the most part like you just got to actually sit down and actually consume something. This idea of like not

eating just kind of blows my mind. So that's really the one that's kind of lit me up the most and always surprised me as how many chronic under eaters I've really run into which seems counterintuitive.

Robb Wolf: You know I got to say and I've talked about this on earlier podcasts like generally eating kind of Paleo-esque food, it's actually pretty satiating. I think that it's reasonably easy to get into a spot where you are kind of under eating. It's satiating enough that you could get yourself into a bad spot with that so for me it's not that surprising like fell into that for sure.

[0:50:22]

John Welbourn: With the under eating you fell in?

Robb Wolf: Yeah.

John Wellbourn: I guess it's kind of like – well the other one too is and you and I laughed about this. This was about 5 or 6 years ago and I keep waiting for it to come back. Everybody was fucking all up on this fasting deal. Like the intermittent fasting and this. I remember like people were trying to convince that fasting was actually a performance way of eating and I'm like, no, fasting is not a performance way of eating. If you want to improve some blood sugar markers like there's some definite real cool life extensions, interesting stuff with fasting, but you can't tell me that 18 hours a day of intermittent fasting and you're PR-ing all your friend and Diane and Grace time. So that just doesn't fucking happen.

Robb Wolf: Right.

John Welbourn: And I think we ran into that a little bit too and they were like well how does that make sense? I'm like alright, so you fasted for 18 hours that means you got six hours to consume your calories. I assume that 6 or 7 of those hours will be sleeping. Are you telling me that you could consume the same amount of calories that you're going to eat in let's say 12 hours? They were like, no. I'm like well then technically fasting is just a form of calorie restriction. If that's the case then just fucking call it calorie restriction.

I've never seen people really make great either fucking performance or even body composition changes from drastically reducing calories. I mean if anything, I rather like and I remember Incedon and I had this conversation years ago where he is like honestly, I rather just increase somebody's amount of training time than actually take away their calories. Given the opportunity, I find that if you can let somebody eat to a good amount and just train them or whether it be some aerobic work or steady state hit, mean whatever you want to throw at them that's

always going to be my first go to before pulling calories out of somebody's diet. Because I mean unless they're just a terrible chronic over eater.

I always looked at it like well you know what, you've got to on your food and at the end of the day, I need to fucking trim up or I got to do something, I'm just going to increase the work load. Whereas other people counterintuitively well if I just reduce calories and keep training the same, I should eventually get there when it doesn't fucking work.

Robb Wolf: Right, right, interesting. Well John, I know you have a family to go to. I've got a family to go to. Remind folks where they can track you down on the interwebs and then also how to track down the new nutrition portal.

John Welbourn: Alright, alright. I'll drop all these. I actually just before we jumped on put some codes together for the listeners if they want to extend out those Black Friday, Cyber Monday sale. So the e-book which is the Talk To Me Johnny e-book which is packed full of not only knowledge and information, but quite a bit of humor. So if you used the code Robb, you'll get a 20% off that.

Also if you're interested in trying our nutrition templates, you can use the code Robb on check out as well and you could find those at powerathlethq/nutrition. For those of you guys that are trying to get in shape with some form of leaning and also trying to put on muscle with a bulking or just looking at performance or interested in a ketogenic diet, we're doing some programming and also some spreadsheets and templates for the ketogenic and all these.

Even though we used the keto for one, some everything kind of revolves around some cycular low carb and doing some zig-zag dieting which Robb knows about what Doc Hatfield. Those are pretty interesting. We've gotten great results with our private clients so we decided to launch them out and use them with the masses.

Also if you're interested in doing some training with us, you can find us at power athlete HQ. We've got three different programs which would be field strong which is our performance one which you can use Robb. You can also try Jack Street which is our body building program which is Robb@js and then also Robb gs for our grindstone. So I mean we got a lot of stuff out there, but it's really just kind of we all started with just kind of one thing and then as kind of things evolved, we just started adding stuff. The next thing I know is I'm tallying this and we got a lot of shit out there.

Robb Wolf: Yes, you guys do.

John Welbourn: Well it's weird like we get so much good user feedback from people that we just kind of end up just adding stuff and being like you know what, like you hey, I want to be good at jujitsu. I don't have many days to train. It's like well you know what everybody should have an opportunity. You shouldn't be turned away from a program or a training just because you can't meet the demand of it. If you don't have three hours a day to train five days a week, you still need to get to training in. So we just tried to put some stuff out there and provide as much support as we can through our forums and on Facebook and social media. The idea is man, you're not in this fight alone and we're definitely there with you and want you to try to meet all your goals and so we're there to help you.

[0:55:00]

Robb Wolf: Awesome, awesome. Well John. Thanks for coming on and I'm looking forward to seeing you at the Power Athletes symposium in two weeks.

John Welbourn: I'm looking forward too. We're going to have a great time and I have some good speakers and definitely have some laughs as usual.

Robb Wolf: Guaranteed. Alright man, thanks for coming on and I'll talk to you soon.

John Welbourn: Thanks Robb.

Robb Wolf: Okay. Bye-bye.

John Welbourn: Bye.

(0:055:26) End of Audio