

# Paleo Solution - 301

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Robb Wolf: Hey folks. Thanks for tuning in to another edition of the PaleoSolution Podcast. Before we get to the fun, here's a quick word from one of our sponsors.

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Dr. Parsley: When I went back to the Seal teams as their physician, that is Seals would obviously go see all the experts about their sports medicine issues but then they would come in my office because I was in the same space. They come into my office and close the door and go, hey man, let me tell you what's really going on with me. There is this generalized sort of interesting confluence of very similar symptoms and complaints across all of these guys.

Pretty much every guy who came to complain to me about these symptoms was using Ambien to sleep every night. Often three to four times the recommended doses of Ambien and sometimes chasing that down with a couple of cocktails.

Nikki: Over 9M Americans rely on prescription sleep aids like Ambien but it doesn't seem to be working.

Dr. Parsley: Drugging yourself to sleep doesn't work. You'd only drug yourself unconscious. You don't drug yourself to sleep. So when we study people sleeping on sleep drugs it's not normal sleep and so they aren't getting all the goodness that we now happens from sleep.

Nikki: Dr. Kirk Parsley created the Sleep Cocktail to help those Navy Seals who are coming to him for help. Now that same product is available to the rest of us. Go to [RobbWolf.com/SleepCocktail](http://RobbWolf.com/SleepCocktail) and use code RobbWolf10 to save 10%.

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Robb Wolf: Hi folks. Back again with another edition of the PaleoSolution podcast. Today's guest has been on the show before. He is incredibly popular, one of the most knowledgeable strength and conditioning coaches that I know and I know a lot of people that is Jim Laird, owner Jim Laird, different spelling same sound. Jim, how are you doing?

Jim Laird: I'm doing great man. Just fighting that constant battle of helping others and self-care.

Robb Wolf: [Laughs] Nice. Well you know it's interesting like you are quite well known both for your individual exploits as an athlete, elite level power lifter. You've created some monstrously effective female power lifters. But you are kind of an unsung hero at this point and just taking people who barely have a pulse and then getting them through these processes. That's what we're talking a little bit about before we started rolling.

You know, this spans a lot of different topics, insulin resistance, bad sleep, lack of basic physical preparedness because kids and now 30 -year-old adults who grew up as kids didn't play in them playgrounds. They're inside, they're doing too much homework, doing too many single sport, multi-season activities. Where do you want to jump in on all that? Like do you want to just describe what the broken masses are coming through your door and how you're dealing with that?

Jim Laird: Sure, absolutely and you know a lot of this is due to my own struggle with autoimmune disease from driving my car like it was stolen for many, many years and then suffering the consequences of that. So you know when people come into us, the first thing I'm asking them is how do you feel, do you have any autoimmune conditions, what is your digestion like are you sleeping?

You know but the main thing we're seeing as people are coming in they've got PCOS and they're training already and they can't lose weight or they don't have a gall bladder and they're training and they can't get results or you know, they're not training but they've gone and tried to train somewhere and they went once and they couldn't walk for a week.

Robb Wolf: Right.

Jim Laird: You know, so the biggest thing that I'm seeing is that the level of preparedness of the general population and even in athletes is going through the floor. The problem is is the internet is great because it provides a lot of information but a lot of trainers are getting into this like kind of ego thing where they're doing all this crazy stuff with their clients.

But it's well exceeding the prepared level, the preparedness level of the people that are coming in. Because we're seeing people that just don't have the ability to adapt to stress and that's the thing. Training is a stress. I think a lot of coaches forget that. Sometimes in the beginning especially with something like PCOS they're going to have to fix that insulin resistance. They're going to have to fix that metabolic derangement before they're going to be able to handle any training so that it's going to

look like walking and some version of a ketogenic diet or a carb night. You know, we've had unbelievable success with carb night with people with PCOS. Digestive issues, people that don't have a gall bladder, adding some digestive support and then getting people a base level of preparedness so that they can actually handle the stress or training instead of just throwing them in and you know, working and trying to burn of the calories.

Getting people healthy is what I've seen is the number one thing that affects their ability to basically get what they want and 99.9% of the people that come to me, they just want to look good and feel good. they're not trying to break world records. They're not trying to be a professional athlete and a lot of them think that they have to train like a professional athlete in order to be "healthy." But once you educate them that professional athletes don't live as long, they actually die younger but you know they get paid so that's a good tradeoff.

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But once you kind of educate them on that then it kind of makes things a lot easier.

Robb Wolf: Well I'm guessing, correct me if I'm wrong, but part of the challenge too is that as good as it is that things like high intensity training and crossfit and Olympic lifts and everything have become more accessible because of the internet and YouTube and ubiquitous weekend certifications and all that. Like that's great in a lot of ways but folks have just not figured out if that's a tool in the tool chest.

Jim Laird: Correct.

Robb Wolf: Like very early on for us we noticed that kind of our first iteration of things was that folks rolling through the door were just not strong. You know, like they might have some cardio. We had some people that did the run, bike, swim, deal or you know, had a basic athletic background but they really weren't strong so we had to drop in linear progression and then a periodized strength and conditioning, you know, strength program, squat, deadlift, press, bench press, chin all that type of thing and then they got up strong enough so that some of the metabolic conditioning type stuff that we wanted to do out of that crossfit science was accessible.

And then beyond that what we started figuring out was that there were a whole lot of people that were so broken that there was just no way to deal with them in a standard group setting. We needed to do personal training and the group setting that we offered needed to be vastly dialed

down. But this was a long painful process for us. Like how has that evolution worked out for you?

Jim Laird:

Well I absolutely agree and you know the biggest probably most of the clients I attract are women and the typical woman that comes into my facility has three kids, has a fulltime job, and is training multiple times a week trying to get in shape. They think they're not shape but in reality they're exhausted. Fatigue hides fitness and just I had one lady come a couple of months ago, bless her heart, you know, that's a southern thing if you don't know that. But she was doing 4:30 am boot camp every morning and she wasn't getting to bed until 11, 12 o'clock at night, so like four hours of sleep a night, fulltime job and she started gaining weight.

Her coach was like well you need to come in twice a day. So she did that for a couple of weeks and then she talked to one of her coworkers and her coworker works out here and she's like you really need to go see my coach. I talked to her and the poor girl was so frustrated. She was gaining weight and she was training as hard as she could and she was exhausted. She had no energy. The only time she felt good was when she was training. She's like well I really just need something different. I'm like well if you're looking at me to scream at you, so you can get that little fix of endorphin so you feel good for half an hour, 45 minutes and then you crash after that's not the place we're looking. This is not the place for you.

You need to be training like twice a week and it needs to be lifting. You need to be walking every day not to burn your calories but to allow your body to rest and recover and you can get into that rest and digest state. You're in a state of high alert constantly and it's totally destroying your hormones. I mean she didn't want to have any kind of relationship with her husband, she was cranky with her kids and then she started on the program and I was like you need to cut back on your refined starch. If you eat starch, you need to eat it at night. We found that works well for people that are broken. You know obviously individual differences there's some people are going to respond well better than others.

But you know, and the first thing she said to me so what I am going to do with all this free time? I'm like play with your kids, like spend some time with them?

Robb Wolf:

[Laughs]

Jim Laird:

Or take a bath like do some stuff for you and we see that time and time again. People are working fulltime. You know, when I was interviewing

her, her foot was slamming up and down. I was like look at your foot, like you don't even know how to relax and be present with yourself.

I struggled with this too and I constantly have to remind myself and I have this wonderful thing called ulcerative colitis that smacks me in the face. You know, if I don't take the time to shut off that stress response and allow my body to heal and rest. You know there's nothing like bloody stool multiple times a night to bring you back to reality that you actually need to rest.

**[0:10:16]**

You and I are a lot alike and we love to push, push, push, that feels great but eventually you'll burn yourself out. The harder you train, the harder you have to rest and that's a thing that people just don't understand. So we have to educate people that our Coach Summer talked about how 70, 80% of his gymnastics training is to prepare the body for the hard stuff.

Robb Wolf:

Right.

Jim Laird:

And getting people to realize like look when you first come in here, Eric Kresse just had a great article on using dynamic warmup to bring up aerobic conditioning because if you don't have that aerobic base, your body is going to have to fly into a state of high alert just to function. We're seeing kids that are coming in here that are athletes that have 115 resting heart rate because they've never played. They've never ridden their bike for hours and hours like we did in growing up or mowed grass or done manual labor.

So a lot of people that are working out a lot are in a state that is such a state of high alert which isn't very efficient so a lot of them you have to dial them back and like we're going to learn how to move. We're going to learn how to hinge. We're going to do this stuff just to get you moving good and then we're going to start throwing in some –you know, a little bit of stress to see how you handle it and sometimes we have one lady that's been training here for a while who struggled with PCOS since she was in high school.

It took us about two years to figure out exactly what her diet needed to look like, exactly what her training needed to look like and now she's got everything dialed in. She's off all her medications and obviously we're not medical doctors so we don't prescribe things. But we hook people up with people like you or Chris Kresser or Kiefer or Dr. Terry Wahls. Terry Wahls is a great example. I give her book to people all the time. She does such a great job of explaining the disease process and the effect that constant stress has on that.

She talks about in her book she tried supplementation that helped her feel a little bit better. She changed her diet that helped her feel a lot better but she didn't really see the huge results until she took meditation seriously. She's I've talked to her a number of times and she's typical type A, fairly driven person and she's like --

Robb Wolf: a professor of medicine, yeah.

Jim Laird: Yeah.

Robb Wolf: That runs a medical school.

Jim Laird: Taekwondo champion, right. You know, taekwondo champion, type A super and she's like I have to dial myself back now too. I have to know my limits. But she's like until I really shut myself off and allowed my body to rest, she's like I didn't see the results and I wasn't able to reverse my multiple sclerosis. So having people see that oh really seriously like the more effort I put into rest and it doesn't have to be sitting on your couch obviously. It can be walking with no goal in mind. It can be taught. It can be restorative yoga which is based more on breathing and not standing in 120 degree room and holding a split lunge for three hours. A traditional yoga based on breathing and joint centration and rest or walk or just going out and playing golf for fun or something like that. That can be your restorative type stuff.

But people just aren't taking the time to do that because they're on their phones. They're working, they're going at 150 miles an hour. When I sit down with people, I make it very clear when they come in the door look if you want to train, I don't have a problem with that but if you're not putting an effort into at least eating decent food, getting your sleep and doing some sort of relaxation whether it be walking, you're wasting your time here and you're wasting my time here.

Because you're not going to have the resources to adapt. You might be a hard charger that can handle it but eventually you're going to pay the price and you need to learn how to shut off so you can train and handle stress and then also educating people that your training isn't going to look like hell week. Every once in a while you need to push the envelope but some days if you're going through a divorce or you had a death in the family or you've been sick, what your body needs is just to come in and get moving. You know and that's what you need to become healthy so you can handle the stress of hard training.

A lot of people expect to have their ass kicked every time they come in and they don't feel like they've done anything unless they're leaving with their arms dragging on the ground. Getting people to explain to people like if you're not at 100% the thing that you need to do to get to 100% is just move, is just move.

Robb Wolf: Right.

Jim Laird: And not do it in an intense way. Sometimes you might need to do that for a couple of weeks and sometimes you might need to do that for one or two workouts.

**[0:15:04]**

Robb Wolf: So you know, how are you I guess selling folks on this? Because you're talking about a pretty dramatic shift in what they're currently doing. You know, we're telling them that we need to sleep more. We're going to exercise in a way that is –in a lot of ways if they were exercising they're getting that kind of dopamine, cocaine response from that, adrenocortical deal.

Jim Laird: Yeah. Uh-hum.

Robb Wolf: It's the only time that they feel good so that's going to be a hard sell. And the you're telling them hey I want you to sit down twice a day for five minutes and listen to this binomial beats app and just chill out.

Jim Laird: Yeah.

Robb Wolf: You know, I mean what's the sell on that or is it a little bit fight club style where it's like hey I've got a line of people a hundred deep behind you either you're in or you're out which is where I ended up being obviously.

Jim Laird: Well that's pretty much where it's at. I'm just like look I don't need to work with you. We have plenty of people and I think that fact that I've gotten results with people that people have tried other multiple things and they failed, I think that really helps. The testimony of our clients helps and then educating them. I think the car analogy helps a lot. I'm like if you bought a car you know and it had bad brakes, a bad engine and bad tires on it, would you take it out and drive it 110 miles an hour.

Robb Wolf: Right.

Jim Laird: They're like no. Well you don't fix a broken car by driving it harder. You fix it by taking it to the shop. For human beings the shop is sleep, movement that's at a low level. Good nutrition, and some sort of form of

meditation. That's how we fix people no matter what's wrong with them, that's basically the formula for getting people healthy.

You know, if we're missing some of that stuff and then if they do really need that fix, we'll give them stuff that doesn't have a lot of acentric load or really short circuits for like five or ten minutes with no acentric load so it's not basically taxing them to the point where it's digging the hole deeper.

So I mean the number one and most of the people that come to me are so broken that they're just willing to do whatever I sell them to do. that helps a lot and I think the fact that I'm not a pushy sales man and I say hey, we're going to let you try a couple of sessions for free just to see how you feel and then we go into the breathing stuff and we get somebody to blow up the balloon. Majority of the people that come in here they have some problem with anxiety and neck tightness and all that kind of stuff that Lucy talked about at the cube summit. Because they're so stressed that their breathing and they don't even – they're caught in this loop that they can't get out of. You get them to blow up a balloon and a lot of them can't but once they exhale and they relax and you get them to chill out they actually –they're like god this feels so good and a lot of them cry.

Robb Wolf:

Right.

Jim Laird:

I think another thing that we do, we work with our young sports teams, we integrate, we brainwash them from day one like after you train, we made them lay down for five minutes quietly and just with their feet on the ground, knees bent or feet up against the wall and make them sit quietly. These young kids, 10, 11, 12, 14 they come up to me after and we'll talk and they'll be like at first I hated it but now it's the most – it's my favorite part of the workout because I actually get to shut off and I feel so amazing after I'm doing. Because most people I don't think haven't relaxed completely in years and so it's kind of scary for them. But once they do like for me when I first started meditating, I was lucky if I could do 30 seconds because I was so amped. And then once I started doing it on a regular basis or going to acupuncture or going to massage where I had to sit still for an hour, or the float tank, I actually really looked forward to it. And we tell people if you want to train hard you just got to work in, like Paul Chek, work in so you can work out. If you want to push – if you want to drive your car hard, you got to do the maintenance. So you got to pay the price for that hard training. You know, the price you pay for the sport you play if you want to train hard, you got to do equal the amount of work in the opposite direction.



It seems to work out good so far. Once you actually educate people, and talk to them about hey if you want this result the most important thing is getting yourself healthy. Even if you don't train hard if you're sleeping, you're walking, you're eating good food, you're going to look good and feel better than 90% of the people out there even if they are training.

Robb Wolf: So let me ask you this, this is maybe shifting gears a little bit but let's say you're a gym owner. I know there's lots of gym owners that listen to the podcast. Crossfit has done a lot of great things but we got to be honest. It's become a bit of a commodity.

Jim Laird: Yeah.

**[0:20:02]**

Robb Wolf: There's a crossfit everywhere. What happens in any commoditized scenario is that there's a race to the bottom on pricing. People will travel from Groupon to Groupon shop around, go for the cheapest price. Honestly it's been my experience like a lot of people just want to get the shit beat out of them. Like they just want a prolapsed colon at the end of the session. When you start trying to enact some of this stuff, people are like they're not getting that hit anymore.

Jim Laird: Sure.

Robb Wolf: you know, for a lot of coaches and gym owners, I think there's an anxiety around like if hey I bleached in more people --

Jim Laird: Absolutely.

Robb Wolf: -- I'm not going to keep the doors open. Like what's the deal with that? My answer to that is you focus more on personal training small group and you know build off the success that you have. But there's a lot of anxiety I think for many coaches that if they --

Jim Laird: Absolutely.

Robb Wolf: --do what you're talking about they're going to lose some people. I think honestly they will. Like what's the --

Jim Laird: Yeah, absolutely. Well here's the thing. I'm very grateful that I don't have the crossfit name because they're expecting an experience, they're expecting what they see on TV which is not sustainable over a long period of time and it's not the best thing for health. There's a lot of crossfit boxes out there that they're doing a really good job but I've talked to a

lot of crossfit owners that are like very frustrated because they have to keep their base happy.

And then they have to provide a certain experience. What I would say to that is I would just add in some you know, some chilled out breathing at the end, pick things in your conditioning that are short and sweet that don't provide a lot of acentric load. You know, and just start educating people on the training process. That smashing yourself all the time and you don't want to radically just go from one extreme to the other. I talked to a couple of people at the Cube Summit and they're like I'm totally going to change what I do. I'm like oh you don't want to do that.

Start with having people blow balloons up at the end of the workout. You know, start by just talking to people about hey you don't have to kill yourself every time. This conditioning you know, when we have conditioning at the end of our classes, we're like this is optional. If you feel great go ahead and do it. Leave a quarter in the tank so you can slowly start kind of changing your community. What's going to happen is basically the people that are smart and are able to educate people about what the training process looks like, are going to get better results in the long run and they're going to be able to keep their prices at a --

Robb Wolf: Sustainable range for the business.

Jim Laird: Right. Sustainable for the business and the ones that aren't, that aren't smart that are just pounding the hell out of people basically are going to have to do all sorts of Facebook stuff, they're going to have all sorts of Groupons to bring masses amounts of people in just to try and keep a small percentage. But if you focus on customer service, if you focus on providing a great product, if you focus on education, you shouldn't have a problem. You focus on taking care of the people you already have. It comes down to education and then you have to be willing to depart with people that aren't willing to buy into your philosophy.

And I think one of the best things I've done is somebody isn't getting it or they're not getting the results and they're not willing to at least meet me halfway and say hey I don't think you're a good fit for us you know, you might want to try down the road or whatever and just give them as much information as possible. You know, we have some people at the gym that they're honest. They're like my diet isn't as good as it should be. I don't take stress management as seriously as I could and they're not quite getting the results that they could but they're honest about it and I'm willing to work with people like that. You know?

But the people that are just from day one they come in and they're like complaining and all that kind of stuff that's why I let them try a couple first and then they're like oh yeah. the funny thing is that a lot of people are expecting like the marine corps boot camp you know, or the biggest loser type approach and then when they come in and they don't get that and they actually get someone to teach us you know, this is the way we want you to move this is how you're supposed to hinge, this is that and here's our little finishers we're going to do to get your heart rate up at the end, they're like wow no one has taught me about that, no one has taught me about rib position. No one has taught me how to move my shoulder properly. This is great.

So a lot of the people that we get our refresh that we aren't just going to throw them into war without preparing them, you know, not saying that our training is war but we want people to be prepared for the stressors that we're going to put them into. I think you're starting to see a little bit of a shift in how training is going. Because of this the market is so saturated the people that get results are the people that are going to be successful. The people that don't get results are the people that are going to have to discount their rates significantly.

**[0:25:01]**

Robb Wolf:

Well and you know, not to turn this thing into a business podcast but I'll tell you the interesting thing, the folks that are doing the Groupons, doing the discounts and they think that they'll make that up on volume I'll guarantee you they don't have a profit in loss spreadsheet. If they sat down and they built one, what they're going to see is that a group exercise business built around super low monthly dues just trying to have high volume is going to fail, guaranteed it's going to fail.

Jim Laird:

Yeah, absolutely.

Robb Wolf:

That's just aside, I'll call that one the top 1 award.

Jim Laird:

Well you know, that's important too. Like in creating the kid of community you want in the gym, if you have good people which I don't know what the hell I did I couldn't pick better people for my staff and for my gym if handpicked them personally than we have here.

Those people are going to refer us good people. You know, most people are not going to bring their lunatic friend to the gym who's a complete Looney Toon. But if you basically go fishing, and all you do is throw a huge net out, you're going to catch everything, dolphin, sharks, tuna. But if you go fishing and you have a specific lure and you're fishing in a

specific spot for a specific people, you're going to pick those people that you want.

So you know, if you do a phenomenal job and you treat people well, you know, if someone doesn't show up at your gym for two or three weeks and you email them and they still don't come in and you automatically cancelled their membership instead of just charging them month after month, and you do things like that and you treat people well and you actually care about people, you're going to attract really, really good people and people are going to refer people to you.

But if you don't treat people well and all you do is run people through a meat grinder, then you're going to have to have like oh please refer us people you know, let's have this contest to see who can refer us the most people and you know, bring three friends day and get a free month. You won't have to do that stuff because people are going to be beating the door down to come to your gym because 1 they want to be part of the community because it's so great and two they're going to get results. Like that's what sells. Results sell. You know, not everybody is going to get what they want but if the vast majority of people are making progress and you educate them that this is a journey it's not like a three week quick fix.

I think the number one thing I sell is time. You know, I've learned that for most people that are busy two days a week and then being active is the magic number. Because if you train two days a week that gives them plenty of time to recover but it's enough of a stressor especially if it's a strength training base. It's enough of a stressor to create adaptation but it's not so much of a stress that it buries them and it also keeps them hungry to train. I've got several people I've trained for 15 years for two days a week and they love. They can't wait to come to the gym because I think when you start getting into the two and three and four sessions a week for three or four or five sessions a week, you get that kind of along with your job and your family you get that kind of burnout.

Whereas if you train a little bit less people are actually hey I'm really excited. I'm dead lifting today and I want to come in and you we hear that a lot. I went away for a week or two and I just can't wait to get back. You know, so that's what you want to create and I think slightly undertraining creates that kind of hunger whereas if you have too much of it you know, and that's going to vary from person to person obviously. I'm working with the college athlete or professional athlete that's going to change because that's their job. But if you have that little bit of a hunger, and you say you know what if you're having a bad day why don't

you go for a walk instead or come in and why don't you foam roll instead of being like well you're here today and we're doing this met con and that's what we're going to do even though you didn't sleep last night. You know?

Robb Wolf: Right.

Jim Laird: I much prefer the kind of like if you're dating a girl if you're blowing her phone up every day, chances are she's probably going to get driven away. So it's almost the same thing with training clients. You kind of want to be engaged but you don't want to be like you know, foaming at the mouth.

Robb Wolf: Right.

Jim Laird: And driving them to come in like all the time. you know, if you kind of have that laid back kind of well you know you feel like training this week, that's great. If you don't then you know take a day off, go for a walk.

Robb Wolf: Right.

Jim Laird: I find that kind of works to get people motivated and then that's the one thing I explained to people too. They're like what and they come in and they've been doing all other stuff like I just don't have motivation anymore. I'm like that's your body dialing your hormones back telling you to chill out and slow down.

Robb Wolf: Right.

Jim Laird: You know, I took performance enhancing drugs for years that allowed me to drive through, drive through even though my health was suffering. You know, elevating my hormones but still I paid the consequences with inflammatory bowel disease. You know, people, educating people like your body if you're depressed, if you're tired, if you have no energy, if you have no sex drive that's your body telling you like dude, you need to go for a walk. You need to clean your nutrition up. you need to go sleep.

**[0:30:19]**

The last thing you need to do is go do a 90-minute spinning class and be chased by a grizzly bear that doesn't exist for 90 minutes and deplete your hormones even more.

Robb Wolf: Right.

Jim Laird: You know, so listen to your body and that's where the whole mindfulness meditation thing comes in if you're present and you're mindful, you'll be

like man I feel real shitty right now. I need to go for a walk or I need to sleep more or I need to clean my diet up. Then when I feel better then I'll go train. I highly –one of my main beliefs is that if you're healthy you're going to want to do some vigorous physical activity. If you're not, you're not going to want to.

Robb Wolf: Right, right, no that totally makes sense and it's funny I feel like I'm a reasonably tough motivated person but I liked a lot of elements of crossfit. I love doing jujitsu and everything but you know, if either one of those, if the shellacking reaches an intensity and a consistency where like every single time I'm thinking about driving to the gym and I'm kind of like I wonder if I'm going to hurt today you know?

Jim Laird: Yeah.

Robb Wolf: At some point I think that that that will beat you down and even it was interesting, the early, early, early days of crossfit when like they were using this at the buds and SQTC qualification training, they had to really impress upon the guys. They're like yeah, these Seals are really tough but you can make it such that anyone will avoid the suffering that you're going to dish out on them. Like you know at some point you've got to meter the dose and otherwise the person is going to check out and they're going to be totally done. It doesn't – it's not a reflection of toughness. You know, it's you can construct a workout or a series of workouts that will break anyone.

Jim Laird: Yup.

Robb Wolf: You just have to keep that in mind.

Jim Laird: Great. That great Mel Sift quote any moron can break even the toughest Navy Seal or toughest ranger or toughest athlete. It takes a highly skilled coach to progress someone with minimal pain over a long period of time. that's where the real skill and the art of trading comes in is reading people and seeing where they're at and figuring out what kind of stress they can handle and what they can't. obviously it's going to change.

I've gotten some people ready for buds and for ranger school and stuff like that. obviously there's going to be –you know, if I have a kid who's getting ready for ranger school and he comes in and he's hung over, obviously we are not going to change the workout. He's going to pay the price because he's going to have to do that at ranger school. You know, that's a totally different population that I'm working with. But you know

even then I'm going to be concerned about making sure I don't dig the hole too deep.

But I'm going to change the coach that I am according to the person that I'm training and what they're getting ready to do. That's one thing I educate people that are looking at opening their own gym is 90% of the people are working through your door just normal everyday people that just want to play with their kids and grandkids and just want to look good in a bathing suit. They're not getting ready for the Olympics. They're not getting ready to play professional baseball. They're not getting ready to go to the Seals. So it's a totally different animal and you have to treat those people in a totally different way.

Robb Wolf: Right. So --

Jim Laird: And it's unfortunate. A lot of people want to get into this business thinking they're going to train professional athletes and I just laugh. I'm like you know I mean even Kresse and I talk to all you know fairly often, they have a huge general population program that they work with even if there's many professional baseball players as he has and college players. A big part of his business is normal every day folks because it's almost impossible to make it unless you're working out of your garage solely on professional athletes because you just don't get them long enough.

I mean when I work Scott Downs for ten years, a pitcher in the majors. I mean I see him three months a year. That doesn't pay my bills. You know, so and most of these high school athletes now they've got strength and conditioning programs at their schools. So basically all you're doing with them is damage control.

Robb Wolf: Right.

Jim Laird: When they're playing so much you really don't get to develop --you know, here's something that's kind of a little off topic but one of my girls that I work who is a volleyball player, we sat down and talked and this girl is like 5'10" super athletic just you know, but she was getting worn out with volleyball. I said what do you really want to do? She's 16 or 17. I said what do you really, really want to do. She's like I want to play division 1.

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I'm like if you want to play division 1 you're going to have to develop massive explosive power. This girl is a little more athletic. She's not one of these skinny long gangly types. I'm like you're going to have to be massively explosively powerful. You're going to have to be durable and you're going to have to have hunger. You're going to have to be hungry. I

said right now you're playing all year round. You go straight from high school into club. High school volleyball in Kentucky is not –I mean we could you, me and John and Charles and we could dig a David Warner together and we could probably beat most of the high school girls teams here in Kentucky in volleyball.

But you know, I'll probably get some flock for that but that's okay.

Robb Wolf:

Right.

Jim Laird:

But I told her. I said if you're serious about playing at the next level you need to take the high school season off and you need to spend time developing your body so that you can play at the club level which is where you're going to do the most skill work.

Like you're going to get better coaching at the club level. You got better competition, why don't you take those four or five months and train and then you can focus on your nutrition? You're not having to eat so much junkie food because you're not playing two and three hours a night. I tell you what, she has leaned out like you wouldn't believe her power production. She just went back into tryout. She could have to hit the ball to the back of the court because she just couldn't get up high enough to hit the ball.

So now she's hitting the ball straight down inside the ten foot line. She knocked a couple of girls unconscious in tryouts. I mean she's bought into it and she went back to club and she's like I can't believe how excited I am to play and to be there. All these other girls have just finished the long high school season where they spent the whole you know, six months running up and down stairs and doing one legged plios up and down the stairs and their feet hurt and their knees hurt and their back hurt. They've all got shoulder dysfunction.

She's like I feel so amazing. I was so excited to be there and she's going to do the next thing, her club season ends in June, starts in January and ends in June. SO she'll have June all the way to January next year to get ready. We've built the foundation so now we can start doing some really cool stuff and I'm like we haven't even scratched the surface yet. We've just worked on general strength and look at how much you've improved already.

So I think you're going to see you know, like with these soccer teams that are playing all year round, you're going to see kids like either choosing high school or choosing club. We're hopefully doing a martial art Omaha



season or something. Hopefully there's going to be enough kids that are going to be like I need to develop my body to be able to handle the skills that I'm going to be you know, called to do. It's really been a – which she came to me, she did this on her own and she came to me and told me I was just so excited, I was just like oh man it made my day. I was like on cloud 9 for two weeks.

Robb Wolf: That's awesome. That's awesome. Jim, you've kind of put your money where your mouth is in regards to this restoration story and you've installed a new piece of equipment in the gym to help both your restoration and have it accessible for your clients. Talk to folks about that.

Jim Laird: Yeah. we actually haven't installed it yet. It's going to be delivered here on the 14<sup>th</sup> of December, a float tank. I've been driving two hours, an hour and a half to Dayton to use their float tank up there. You know, it sucks because it's like five hours out of my day. But just getting in that tank is one of the only things that's allowed me to shut off completely and just completely relax and it's made a huge difference in my health and my ability to just function.

I think it might help me actually make it to 50 years of age since I've driven my body like a stolen car most of my life. You know, if you Google float tank Joe Rogan he goes into it. there are some article here in Time Magazine recently how it's the only thing that's worked 100% with people with post-traumatic stress disorder like former veterans.

It's unbelievable. There's only 200 in the United States. It will be there's a lady opening another float place here in Lexington. I think we're opening at the same time. it will be the first one in the state of Kentucky. I think this is going to be something that's going to be massively popular because it's so effective at reducing chronic pain.

So I have the tank paid for. We basically have to start the renovation so we've got a little link that will be on the podcast if you want to donate if this interview has helped you if you want to donate a dollar or two to help us offset the cost. You know when you're a small business the margins are so, so small. I know you understand that but if you want to donate a dollar or two to help us help other people that would be fantastic. Another thing that we're doing is for 10 veterans that have been wounded in the line of duty we're going to give away 10 floats. It's actually nine because my good friend Chris Freeman who is a marine he's already one of the 10. So it's actually nine spots.

[0:40:03]

So if you listen to this and you are wounded in service to our country, first of all thank you and second of all just contact me on Facebook or email us at [GymLaird@gmail.com](mailto:GymLaird@gmail.com). Hopefully you'll be one of the first you'll get a free float when we get it going. I'm hoping to have it the very latest, I'm hoping to have it running by mid-December but at the very latest the end of January because we have to tear down a room we have and kind of redo it, put a shower in and have to put hot water heater and all that kind of stuff in there so.

Robb Wolf:

Cool.

Jim Laird:

I'm really excited about it. I'm excited that I can get in it and I'm planning on sleeping in it at least once a week.

Robb Wolf:

Nice. [Laughs] Awesome. Well Jim, let folks know where else they can track you down on the inter webs.

Jim Laird:

Yeah. The inter webs is not something I do a great job on. But at Facebook I'm on there all the time. I'm on Twitter @JimLaird44 is my Twitter handle. One of my employees Lucy she does a phenomenal job of getting on the internet and doing stuff. I think part of that is she doesn't have to worry about the business side of things like I do but.

Robb Wolf:

Details.

Jim Laird:

She got all sorts of stuff –yeah details, details. She's got all sorts of stuff on Dark side strength and conditioning. She's written a couple of articles for your site. Also our website GymLaird.com we started a blog and I was doing some tip of the week stuff on there. I need to get back to doing that. And then I've got all sorts of interviews that I've done with you and with Kieffer and all sorts of other people. You can always email us at [JimLaird@gmail.com](mailto:JimLaird@gmail.com) and we'll be happy to help you in any way that we can.

Robb Wolf:

Awesome man, well I'm super excited to see how the float tank plays out. we're kicking around the idea of doing that at NorCal and then also trying to rope our jujitsu instructor here in Reno into allocating some space for that. So we'll see how that goes.

Jim Laird:

Absolutely.

Robb Wolf:

That's going to be pretty, pretty exciting. As always thanks for being my friend, thanks for being a mentor to me. I've learned so much from you.

Funny enough, we both spent time in the same gym in Redding California in the '90 so that doesn't -

Jim Laird: Oh I know --

Robb Wolf: That doesn't an awful lot.

Jim Laird: It's weird the fact that everything that we have in common it's almost like there's some divine intervention.

Robb Wolf: Yeah. The only thing I'm not is jacked in Canadian. You will always have that on me so. [laughs]

Jim Laird: Well yeah I don't know. Well being Canadian does have its advantages. I'm definitely keeping my passport

Robb Wolf: There you go. There you go. We'll bring you on the controversial truth podcast sometime and we'll talk about that one.

Jim Laird: Oh we definitely have fun with that and see if we can ruin our popularity forever.

Robb Wolf: Yup, yup. Awesome. Well Jim --

Jim Laird: Or whatever popularity we had.

Robb Wolf: Whatever popularity we had, yeah. I mean six listeners so you know, what are you going to be do with that?

Jim Laird: They can't be wrong.

Robb Wolf: Right, right. Well Awesome Jim, have a great day and thank you again for fitting in the time to come on the show.

Jim Laird: Oh you're welcome. Thanks for having me Robb. I really appreciate it.

Robb Wolf: Okay. Talk to you soon.

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Nikki: Gunnar Lovelace is company-founder and co-CEO of Thrive Market, the fastest growing health and wellness ecommerce company in history. And their social mission is helping hundreds of thousands of families.

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