

# Paleo Solution - 304

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Robb Wolf: Hey, folks! Robb Wolf here with another edition of the Paleo Solution podcast. Today's guest is one of the most popular folks that we've had on the show. Jason Seib has written a number of books now, *The Paleo Coach*, *The JASSA Method* and most recently the *Alt Shift* program. He is one of the most knowledgeable people in this whole scene and maybe I say that due some profound confirmation bias because I feel like both he and I tend to approach this stuff from the brass tacks of evolutionary biology, evolutionary psychology but he is doing some of the most amazing work in this whole health fitness, ancestral health scene, particularly in the body composition change realm.

Jason, how are you doing, man?

Jason Seib: Well man, I am fantastic and I'm much better after that introduction. Geez, thank you so much.

Robb Wolf: Hey you know what? 20 bucks gets you a long way around here so.

Jason Seib: Yeah, check's in the mail.

Robb Wolf: Perfect, perfect. Cool. Hey, man, so for the two people who had been out of the country, living on a small island who don't know who you are and what your background is, fill folks in on that a little bit.

Jason Seib: Well I just pretty much get up every morning and try to figure out how to be like Robb Wolf.

Robb Wolf: So not very talented, only marginally aesthetically pleasing and bad hair is what you're saying?

Jason Seib: Exactly. No, it's worked out great so far. Yeah, I live in the Portland, Oregon area. I have gym specifically in Clackamas, Oregon which is basically a suburb of Portland. It's basically my lab these days. It's not even that I forget to look at it like a business anymore. I got hooked up with one of your protégés, Sarah Fragoso, a few years back and started writing for her blog and then we started doing seminars together and we created our online training community, JassaFIT, and *The Paleo Coach* happened which was my first book and yeah, it just kind of all been whirlwind. I'm probably leaving out 10 things but yeah now I'm pretty much living as the Alt Shift guy these days.

This has been a career that I will certainly look back on my deathbed and you'll be one of the names that pop up where I'll be like yeah Robb was one of the guys that helped forged that.

Robb Wolf: You'll be like damn you! You wasted my life.

Jason Seib: [laughs] Yeah, but you're about my age and there's a chance that you're out live me so maybe you'll actually be able to hear me cursing out you like that.

Robb Wolf: I doubt it. I think both of our spouses will outlive us and then they will all benefit from our hard work but you similar to myself, I wouldn't have a pot to piss in without my wife.

Jason Seib: Yeah, we married way up. Both of us.

Robb Wolf: Yeah, we definitely did.

Jason Seib: Both of us married--we married up far enough that people meet our wives and they're like what?

Robb Wolf: How did that work?

Jason Seib: Yeah.

Robb Wolf: My secret to that was when I was trying to figure out which university to go to, I figured out which one has the largest female to male ratio and I think it was like 5 women for every 1 male at Chico State at the time I was going there. So I hedged my bets significantly in that way.

Jason Seib: It worked out.

Robb Wolf: It definitely.

Jason Seib: It worked out well.

Robb Wolf: Hey, man, so again like your background just is really remarkable. Where did you plug in first with all this stuff? I know you've had a personal interest in health, wellness, fitness, your own performance. Where did that start and how did that really transition you into being strength and conditioning coach and then more recently really focused on successful body composition a strong emphasis on the psychology of changing behavior?

Jason Seib: Yeah. You know I'm literally going to tell you some stuff right now that I've never said anywhere else in my entire career so there are people who that have been following me this whole time that I've never heard me say what I'm about to say but--

Robb Wolf: Don't tell me you were born Jane and something dramatic.

Jason Seib: No.

Robb Wolf: Okay.

Jason Seib: No, nothing we're going to have to like edit out or clean up here.

Robb Wolf: Okay. Perfect.

Jason Seib: I was 20 years old and I think--yeah, 20 years old just before my 21st birthday, had moved up here to Portland, Oregon area go get out of California because I was running with a really bad crowd. I mean it was drugs and alcohol and all of that and I when say drugs and alcohol, I mean as far things like even cocaine and meth and that's the part that I've literally never said out loud in my entire career. So I said it first on Robb's podcast.

Robb Wolf: Perfect.

Jason Seib: I moved up here with a girl that I had been with since I was about 16 and then that relationship fell apart as it totally should have because of all the stupid stuff that we were doing when we tried to clean up. We didn't really know each other anymore. The relationship fell apart and I was working at a refrigeration warehouse and a guy that I became good friends with, his name was Pete, just massive, massive bodybuilder. To put that in perspective for you, he was 5'11", 257 pounds with a 31 inch waist.

Robb Wolf: Wow.

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Jason Seib: So yeah, arms almost 22 inches. He had won like Mr. East Coast and Mr. Bay State and Mr. Massachusetts who was from Boston. He had only been out here a couple of years and I was just going, man I got to change my life. I want to get in the gym and this guy took me under his wing and started teaching me how to lift and body build and he was generally pretty much on point in the bodybuilding world. He didn't teach me a lot of bad form but I instantaneously fell in love with the science and this is

before the internet is really even what it is today or even really around much.

So going to the library and looking at microfiche and digging up old anatomy textbooks and things like that and I did that. I just immediately turned into a geek and I don't know why I went down that path but I was all so interesting to me and I had always had a very, very strong interest in psychology and I don't know why. Human behaviors interested me since some of my really early memories just trying to figure out people did what they do and I think that combination along with that sort of desire to learn pushed me towards fat loss.

I've had conversations with you a good 5-6 years ago we were like man, that's the hard path. That's the hard cases. The people that are--you know the yo-yo dieting and the misinformation and stuff out there, it can be really difficult. Obviously you and I both know the easy track is training athletes and stars. They'll do exactly what you tell them to do. Dealing with people that are swimming in a tough psychology day in and day out that is the often times the harder path and that was just really, really intriguing to me. I couldn't figure why but be able to look from the outside in especially training mostly women and not being in the societal pressure and everything that they are kind of looking at the outside in. I was able to come up with a fairly good understanding and I learn all the time but it's certainly my passion.

Robb Wolf: You know it's interesting that I read a book recently by Peter Thiel. He was a co-founder of--Oh, man I'm totally blanking on it. I cannot believe I'm blanking on this. Jason and I just recorded something prior to this and--

Jason Seib: I did the same thing.

Robb Wolf: I had a brain fart too. I think this is my brain fart for this. But a famous business guy. I'm going to get a deluge of emails and like you idiot, it's-- It's the huge online sales gig.

Jason Seib: Not Amazon?

Robb Wolf: Not Amazon. Where you bid on stuff.

Jason Seib: He started PayPal in 1998.

Robb Wolf: PayPal, there we go.

Jason Seib: There we go.

Robb Wolf: Okay. Yeah. My excuse for this is Zoe woke me up at 4:30 this morning so I'm kind of running on some vapors. So he wrote a book called *Zero to One* which is basically talking about building a company that essentially becomes a monopoly and what he pointed out in that was that the people who are successful in doing that process. They become enamored with the problem, not the solution.

Jason Seib: Yeah.

Robb Wolf: And you know the way that you described your process, I remember us having conversations. I think we were still in Chico at the time or maybe it was one of the paleo wingdings but you're talking about you're really fired up for working with folks that just the Arthur Murray Dance School approach that I took which was like put your left foot here, put your right foot there, follow the rules. If you can't follow the rules, I can't help you. that's where like your in my I guess kind of technology base or approach base deviated and you're like I'm really interested in those folks and I was like God bless you because I don't know what to do there. But what's interesting to me is that you really fell in love with the problem.

Jason Seib: Yeah, I do. It's awesome. It would keep me up at night and I would be thinking. You know I'm not--I got to be perfectly honest, I don't suffer from the problem. I never had to lose fat and I am a male and the world treats me differently, but I have three daughters. You have daughters too. You know we--I have a beautiful wife and I want to be able to understand these things and being outside and looking in has afforded me a level of clarity to just kind of be able to pull the emotion out of it and really look close.

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And I seriously could--You know Alt Shift could make \$10M tomorrow and I could have enough to ride to the grave and I would still sit around and think about this stuff all day. It's very, very intriguing. In fact I think I've told you before I worked with a gentleman named Robert Biswas-Diener who is a very prominent positive psychologist. His father is Ed Diener who's one of the most cited I think like the 19th most cited psychologist in history. So I mean Robert's got this big career. We got together like it used to be every week, now it's like every few weeks and we just brainstorm this stuff and the places those conversations go intrigued the heck out of me and I think you would probably we trying to claw your way to the door.

Robb Wolf: Well you know it's interesting as time has gone on, I've become more interested in this stuff. It was actually a paper that I presented in part of the last year's PaleoFX which was talking about brain evolution and the omnivore's real dilemma and I had talked about this stuff a little bit in the Paleo Solution and talked about it a little bit in some other writings that this whole genetic discordance idea that we're kind of genetically wired for a life way that's different or sleep or food or exercise or gut biome. But this one paper really just like a giant wet fish. Bam! Over the head, you know?

Jason Seib: Yeah.

Robb Wolf: And what I took from that was this idea that you know whatever your situation is with regards to body composition, it's really not your fault and it reminds of that that really poignant scene in Good Will Hunting where Robin Williams is like hey man, it's not your fault and it's just that whole process and then I came up with this idea that if you live in a westernized society and you are not fat, sick, broken, diabetic that you're actually fucking up in some way.

Jason Seib: Right.

Robb Wolf: From an evolutionary biology perspective, the thing that made us successful or the things that made us successful in the past which was move less, eat more flies completely in the face of what we're being told and we are being sold a bill of goods that guarantees failure and even if we tell people the real deal, again getting back to the psychology of all this stuff and hopefully we'll remember to talk about some things about you know like immediate gratification versus long term goals like all of the deck is stacked against us. That doesn't mean that we throw up our hands and we acquiesce and fail but it should lessen the load on us I think.

You know that it's kind of like okay this might in fact be a really challenging situation. It's kind of like building the pyramids or something. You kind of need to know some engineering and have some resources like this is going to be a project. For some people affecting long term body composition changes that are livable and sustainable maybe a challenge. It may be a problem because we are wired to eat more, move less. Could you talk about all that stuff?

Jason Seib: Yeah, absolutely. This is the stuff that I just get so fired up about because you're right. All of the information out there is wrong about what should be happening and people are led to believe that they're screwed up if

they're overweight but it isn't you or your body that changed. It was all the rules.

So every other creature in nature right now is getting up and just like we did when we were hunter or gatherers, get up in the morning and go exist and you exist under a few rules. You got to not die and find some food and get your genetics downstream eventually and the optimum forging strategy which says that you know outside of things like palate fatigue which you talked about in your talk at PaleoFX last year. Very few things make us pass up calories to work harder for more calories. So in other words like everything else out there we're trying to work for the least amount of caloric expenditure in return for the most amount of caloric intake and all of these rules apply to everything else on the planet.

But now we have outsourced our movement and we have food abundantly available and abundantly available predominately in forms that we should not be eating. Now we get up in the morning and just try to go be like all the rest of the life on this planet and the default mode is no longer health. It's being overweight and sick. So the only weapon we have against all of this is that tiny late evolutionary development called your prefrontal cortex in the front of your brain that is the most developed in creatures that have the most social--the biggest and most in depth social organization amongst them.

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That prefrontal cortex is where all your will power comes from. It's what allows you to do the hard thing when the easy thing is really tempting like you know don't--when you had a bad day, don't come in back to camp punching people in the face. Don't ravenously eat all the food when there's not enough to go around. You have to share. Don't sleep with your buddy's girlfriend. Those kinds of things that make our lives better in the long run even when immediate gratification sounds really tempting. That's the only weapon we have against all of this because every other part of our body--like I said before if you're looking down the barrel of the cheesecake, every single physiological and biochemical process involved in the decision of whether or not you should eat this except what's going on in your prefrontal cortex is saying cheesecake is the right answer. It absolutely--

Robb Wolf: Cheesecake is always the right answer.

Jason Seib: Right.

Robb Wolf: Common on. Yeah.

Jason Seib: And it tastes good for god sakes. We could just talk about that one thing. You develop five senses to taste purely to be able to find nutrition in the environment and avoid things that are toxic. You did not evolve those things so that you could bite into a food and hear a choir of angels. So all of the systems that are place in your body are going you need to eat that right now. It absolutely make sense because what in the world is hyperpalatability without nutrition 20,000 years ago. So really the rules changed not our bodies. So no, you're not screwed up if you're overweight but you do need to now take that cognitive part of your brain very deliberately and then very diligently and patiently start taking the right steps because just being will not pay off anymore.

Robb Wolf: I'm writing that quote right now the rules changed, not our bodies.

Jason Seib: It's all yours.

Robb Wolf: I will attribute until the cows come home. That one is all yours but I will attribute it and use it. one thing that folks forget in this online world often times is that if you attribute things to people smarter than yourself then you in fact look smart so I'm going to attribute that to you until the cows come home.

This hyperpalatability story and maybe even-neither one of us are neuro-anatomists but you know talking a little bit about like that prefrontal cortex versus these deeper more emotion driven parts of the brain the places where people maybe do run a ground like you mentioned having the wear with all not to sleep with your buddy's girlfriend because that can create social strife or a battle axe in the back of the head and stuff like that. It's maybe worth mentioning that when those areas of the brain get triggered, these areas that involved they call it the hedonistic centers, you know sex and pleasure and food and all that type of stuff. they are very effective at just basically turning that prefrontal cortex off.

It's not dissimilar to when we see you know like if we step out into traffic and somebody's running a red light and there's a bus coming at us and we're like oh, shit and you like--the fight or flight thing kicks in and you jump out of the way and there's no real cognitive activity during that fight or flight moment. Is it helpful at all to maybe think about food, sex, maybe drugs even thrown in there? It's like fight or flight but it's better and that it actually feels good if you can sustain that stuff or obtain that stuff?

Jason Seib: Yeah. I mean it all comes to that fact and I think maybe you're the one that I first heard say that dopamine is--that's the hormone that's

predominately getting activated and that whole go do this again addiction and pleasure center and dopamine is a wanting hormone, not a liking hormone. So all of this stuff is about trying to make you repeat it and it's not super cognitive because it didn't need to be. There wasn't a lot of situations where this was a bad idea.

Maybe the whole sleeping with your buddy's wife thing but that's usually a more prolonged process but it used to be food is in front of you and the amount of time it took to eat it was reach out, grab it, put it in your mouth, chew it up and swallow it and then the palatability would play into that dopamine response which we virtually get what we eat, well pretty much all food and that what dopamine would say go do this again, it's good for you. We get that with sex and obviously if you didn't get that dopamine hit or you were satiated for months on end pretty soon the person that wasn't satiated with that everybody would look like them because they would out read you.

So the sort of go repeat that process is ingrained in us. It's very deep seated and I think the only way a person gets around this kind of stuff is through mindfulness. It's that you know we don't have to go too far down the path today but the whole concept of gaining mindfulness maybe through a process like meditation or other activities so that you can catch yourself in these moments and then again cognitively and purposefully redirect without just sort of cruising along and then oh my god, why is there a bunch of candy wrappers and potato chip bags around me?

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You catch yourself before these things happen and it is, it's really difficult. It's another one of those areas where you got to cut yourself some slack. You got to realize that what you're asking of your life change, your lifestyle change and of your body right now is not the stuff that you were programmed for. So that every time there's some little screw up by no means giving anybody license to just constantly fall off the wagon but you can't act like every little mistake you made is a worthwhile reason for you to increase the amount of body loading you have and increase the amount that your inner voice curses at you in the mirror while you brush your teeth in the morning. This all has to be considered. If we just look at this stuff like it's just protocol. Just eat this food then and workout now and do this much walking and whatever. I'm sorry but a perfect protocol still the huge majority of people are going to fail when these things that we're talking about right now are not a consideration.

Robb Wolf:

Right. you know I guess one of my early insights into this involve my recommendation that people go home clean out the pantry, bag out all

their junk food, take it to the Jesus Center and accelerate the death of the homeless which I put that in the book.

Jason Seib: Beautiful.

Robb Wolf: I think I came on to that when I was doing my seminar series and somebody was just really shaking me down for how you act on this stuff and like just in a moment I spewed all that and Nicki actually wrote it down. She was like that was actually pretty good.

Jason Seib: You're the first one I think said it that I had ever heard. It was brilliant.

Robb Wolf: It was this realization that your best self-defense just don't be there. if you don't want to get into a fist fight, don't go biker bars. That's just kind of one of these things. If you want to be successful in effecting some body composition changes, you really got to take care of the home environment and then that gets challenging because you--typically folks go to work and you know like if you work in medicine or something like that and just are coming off the holidays you know the snack plates and treats and everything are kind of crazy.

So I think that it's really important to again if you can inform your decisions like why am I cleaning out the house? Well because we're kind of wired to eat anything that's not nailed down and then maybe this next piece that I want to talk to you about plays into this also. I interviewed Gary Wilson they guy who did *Your Brain On Porn*. He has an amazing TED talk. He has a book on the same topic and he makes the argument that people, mainly men, are able to essentially effect a degree of brain alteration again hitting those dopaminergic pathways by looking at a multitude of porn, they essentially nonfunctional with regards to a normal sexual relationship.

What struck me with that is it was really reminiscent of just simply walking down the snack isle of a supermarket. Because you know do you want something salty, crunchy? We've got that. Do you want something salty, crunch and sweet? We've got that. Talk about that how we can shift the inputs that we're getting and continually be wanting you know basically wanting more.

Jason Seib: I think what helps on the front side is to get some of those epiphanies under your belt where you realize that this stuff is just kind of silly and stupid. I was talking about it on a periscope I did recently where people will say things like you never eat junk but you have to enjoy your life and then you got to reframe that stuff and go wait, are you kidding me? What

the heck is eating pizza have to do with me enjoying my life? Like if I abstain from pizza, are my kids going to get sick or am I going to start fighting with my wife or lose my job? This stuff isn't about enjoyment and those are ridiculous statements that we make to ourselves. We also say things to ourselves like well you know I'm going to try this out. I failed a lot of times. I'm going to try out this something like Alt Shift and see what happens. I'll give it 30 days.

And could you imagine somebody like on the starting block of a sprint that the Olympics going just give this race a shot. I mean, like whatever. The inner talk that we have about all of these things and it's so destructive, but to your point, you're walking down that candy isle and there is so much that you're being bombarded with and this is the norm for you, that's what you have to get out of. You have to realize that people like you and me don't -- we have our temptations, but it's news to a lot of people to realize that we don't have to use a lot of willpower on a day to day basis. You can set an unwrapped Snickers bar in front of me and I'm not very interested in it and I know you're not really a sweets guy either. You're more of a salty crunchy guy, aren't you?

Robb Wolf: Right, yeah. So if you get me some nacho chips particularly some of those like blue corn with a little dusting of like the cheese or basically trying to be a high-end Dorito, like I will eat all of those.

Jason Seib: Right.

Robb Wolf: Yeah.

Jason Seib: Yeah. So like I don't even have like the digestive issues that you've always dealt with, but I can look it like a box of donuts and people will post pictures sometimes on like the Alt Shift Facebook group and they will go, look, this is the temptation I'm facing today and they want everybody else to be like stay strong and it works. They're helping each other out and that's great, but at that point, they don't understand that I and especially you, we don't have to stay strong. I don't look at donuts and go oh my god, I want a donut. You get to a place where these things stop mattering and as crazy as that sounds to some of the people listening to this right now that are new to all of the stuff. It really is just about that flavor and that dopamine hit and when you're no longer conditioned that this needs to be a regular part of your life, it really does go away.

People really do quit smoking cigarettes and stop wanting cigarettes and everybody knows that. It's helpful to believe that a little bit of separation

from the stuff and it loses so much of its value. Like yes, I do have some sweets once in a while, but there are few and far off between that there is no pattern to it. You can't say every month or every few weeks or whatever, I do this or that, but I'm removed enough from these things that every time I do that, it's a completely conscious decision. I get to go, yeah, I feel like having that ice cream at this party right now and I'm going to completely own that decision and I don't get to the end of a bowl of ice cream and have a bunch of guilt and then hate myself because this was a totally conscious, again cognitive thing, that I did that was no just instinct.

So you need first I think, first and foremost, to believe that there is another side, that you can go over that fence and that people do exist. We don't have more will power than you. I'm not a stronger person. I'm in a different place and I did have to work hard to get to this place and you will too, but I'm in no way better than you. I'm just farther down the path.

Robb Wolf:

So Jason, is this a matter of -- I mean, is it like a tennis serve, again getting a little bit into the neuroanatomy, cognitive elements. It's someone to use your phrase or to get on the other side of the fence, have they just established a neural pattern that is pretty well ingrained and so it's just a bit easier and in the beginning of this, it's like learning a new technique, trying to learn a new language, like you're going to falter, you're going to stutter step on it and it just takes time and repetition to get that thing hammered out?

Jason Seib:

Yeah absolutely. I think you're just myelinating new pathways in your brain. I can use sort of a body image example for this and this one I've used lots of times, but you walk into a party and everybody stops and they look over at you and then they go back to what they were doing and you've got poor body image. Your brain immediately goes. You've myelinated the pathway that immediately goes to the place that says, oh my god, I'm fat. All of those people think I'm fat. I just wish I wasn't here right now.

Somebody like you or me that maybe have a little bit different perspective or have never really had to deal with that ourselves. We see it as everybody looked over because they heard a noise, heard people come in or maybe they're looking for somebody or maybe I would be thinking man, man, I'm going to get to know all this people.

The exact same facts have happened. You walked in. Some people used some muscles in their neck to look at you and they go back to what

they're doing. You have no proof of anything beyond that, but the path that you've been myelinating the longest is the one that you end up at and it's the same way with these foods. If you have not been in the practice of shoving as many donuts in your mouth as you can when you see them and we've all been there. I mean, I was that guy years ago. I don't know if you ever have been with donuts because you've got digestive issues, but we've all been in a place for some place in the past. There was garbage food or maybe it was pizza or Taco Bell or whatever for whoever is listening, but you shoved those things down your throat as fast as you could whenever they were in reach.

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And then now, we're at places where that's the norm for us and we've myelinated different pathways. So when I glance at donuts now, I go ooh, stomach ache, or ooh lack of energy or if I ate one of those, I'd feel like I got shot in the neck with a dart and I'd be ready to pass out. You myelinated a new pathway so that when you look at something -- here's what everybody can probably relate to. There is probably some if you're an adult and you've got some years of alcohol consumption in your past, there is probably a type of alcohol that all you do is smell it now and it grosses you out because you drank it and threw it up and it was gross. I mean for me, it's tequila. I know you can still drink tequila, but do you have one like that?

Robb Wolf: Like a triggered drunk deal?

Jason Seib: Like Yeager where you drink it and you're like oh god, I can't drink that. That's disgusting. I just threw it up too many times or something.

Robb Wolf: No. Unfortunately with Booze, I should have had some response like that then.

Jason Seib: Well, a lot of people will be able relate to that fact. Just the smell of it reminds them of how bad they felt and yet, prior to feeling that bad, they had a whole different concept of it. It was like, yay, tequila for me at one point, and now it's like just the smell of it and I'm like right back to be in 21 and throwing it up. So there is another place in all of these things. There is another place to be and you have to first believe that that's there. You have to acknowledge that -- the people that aren't doing these things aren't just stronger than me, but then you go out and you start to myelinate this pathway by creating a new normal and that normal is absolutely achievable for everybody.

It requires you not beating yourself up every time you make a mistake. It requires you having an internal locust of control, believing you have the

reigns on this and then maybe most important sort of an intrinsic motivation as opposed to an extrinsic is this something that you would do on a desert island without people around to judge you. If it is, you're very likely on the path to success. If you're really only doing this so that you think people would be the path to your door, give you more money and everybody want to date you, then that goal is likely probably not going to be -- it's not as likely that you'll be successful and it could be very, very difficult for you. Once all of those things are in place, then you can sort of get to work on forging these new pathways so that these triggers just they go up to a completely different place in your head.

Robb Wolf:

Jason, one of my early like really powerful influencers was Art De Vany. I still think that that guy was just so far ahead of his time with so much of this material. He really did make it a strong case for aesthetics actually being a motivator and mate selection and social status and all this type of stuff. So can an aesthetics motivation be positive? Can we turn it positive or it is just something that again, historically has been something that was positive, but because of our current situation, it can undermine us, like what are your thoughts on that?

Jason Seib:

Well, I think it absolutely can be positive as long as you understand what aesthetics are. I mean, in humans, we are attracted whether or not we like it. We're attracted to displays of health because in human and when we're talking purely physical, obviously, our great big brains are also used in attraction to a greater degree. It's why the greasy rock star or artist still gets the beautiful girl, but when we're just talking about physical attraction where everybody is trying to find the best place to get their genetics downstream.

So once you understand that, then yeah, you can see aesthetics as a result of creating peak health and then you'll be on the right track. It's just that when we start to chew it straight in a B-line straight forward aesthetics, we start doing crazy things like trying to hit a number on the scale or trying to get skinny or even thin or words that you and I both know men never ever use in locker room talk and yet those are the things that women shoot for often times as the goal. I think it's just really helpful if you're going to do the aesthetic thing that you get your head around the fact that it happens sustainably only through health. If you create a body that looks fantastic and you can keep it that way, you had to have improved health and that's just one of the facts about this whole thing.

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So yes aesthetics can be a positive motivator provided you understand what's really going on there. But I coined a term years ago and talked

about it in the Paleo Coach and everything, but I've been talking about this for a long time, called the Aesthetic Goal Conundrum and we would see people coming to the gym and they sit down at the desk and we ask them what drove them in here. Why do they come in here today and 9 out of 10 of them to some degree would do -- they'd be telling us about a body they dislike. They maybe even go as far as pinching things or pointing things. So there are underlying messages. I hate this body. Can you tell me how to escape it, how to get out of it, and those people would typically really struggle.

And then that other 1 out of 10 or maybe even 1 out of 20, the message would be crystal clear. They'd be going, hey, I've kind of let things get out of hand, can you show me how to give my body what I know it deserves to be really healthy and get back to really enjoying this life, and those people get results super-fast and then when everybody else sees those results, those other 9 out of 10 people, they're going up to him and going how much weight have you lost, what's your pants size now and that's all they want to talk about. Eventually, that one person will come to us or maybe even tell those people, look I've got a 200-pound deadlift and I'm 55 and I can work in my garden all day and I don't get exhausted anymore and my hair and my skin and my sex drive and my sleep, all my digestion, all of the stuff is improved, and I get these huge list that all you want to talk about is my pant size, which to me is this one tiny little thing on the list. So I think if you get the perspective that aesthetics are a byproduct of being healthy, then you can get healthy on purpose and not by accident.

Robb Wolf: I like it and maybe that's a good transition point to talk specifically about the Alt Shift program. One thing that I liked and still liked about the Crossfit scene is that it tends to orient people in a performance direction. People want pull-ups and bigger deadlift and a clean and jerk and all this type of stuff and I noticed that we had compared to what I had experienced in like a purely aesthetics kind of driven scenario like in a more mainstream gym. Working with females was comparatively easy because it was basically like hey, if you want to look good and if you want to have your pull-ups, if you want to kick Suzy's ass and pull-ups or the deadlift or whatever, you've got to eat your year protein, you've got to get the right amount of fat, you've got to have some post workout carbs, blah, blah, blah.

Jason Seib: Yeah.

Robb Wolf: And if they skipped a meal or something like that and they came in and they performed like shit. So like the things like meal skipping, binging and

purging stuff like that just didn't really occur all that much on that kind of performance driven side. How do you incorporate that or do you incorporate that into the Alt Shift program and then let's shift gears after that and talk about the nuts and bolts of the nutrition in the Alt Shift program.

Jason Seib:

As I've gotten farther and farther into my career in being predominantly a fat loss coach, I encouraged everybody, I want everybody walking like a vagabond, is usually my term. I want them walking just absolutely as much as they possibly can. I want everybody lifting and I want everybody doing some level of sprinting and then literally, the order of importance is in the order that I just laid it out.

But I don't push high-end performance too hard anymore because -- this particular crowd, the crowd that I work with is often times the yoyo dieting and really frustrated and that sort of a late game play for a lot of these people because it's already overwhelming enough for them to kind of try to reframe the way they look at their bodies, reframe the way they look at their results and there is a ton of value to what you just said. No question and it is absolutely some place that I hope everybody ends up, but it's difficult on the front end.

We're not talking about women that typically go to your local Crossfit. We're talking about women that have typically gone to Weight Watchers. They're typically women that aren't real comfortable on that side of the gym where all the weights are with the meat heads and I want everybody moving as much as they can and then eventually, we hopefully ramp up the intensity and I'm definitely that kind of coach. But I've also made the statement that if you sit all day long and then your exercise, the way your exercise is to go to the gym and work really hard and only stimulate emergencies, but you're never walking, if you're only working out that way to make up for the fact that you sit all day, it's kind of like taking a shower because your breath stinks. You're answering a very different question and we very much need both of these things. We need the intensity, but we also need a lot more low intensity movement and that's sort of the direction that I've been the most successful with is it to allow I guess an entry level that isn't terrifying, does that make sense?

**(0:40:50)**

Robb Wolf:

Absolutely, yeah, yeah, yeah.

Jason Seib:

Yeah.

Robb Wolf:

But clearly dangling some performance goals out there, but...

Jason Seib: Yeah.

Robb Wolf: Yeah.

Jason Seib: Even it's just counting your steps in the beginning. For some people, that's a really big deal.

Robb Wolf: Right.

Jason Seib: And get them bragging about that, but yeah, I love seeing women with 200-pound deadlift. I love it when women can do a pushup on their toes. None of these things are deal breakers that you're not successful unless you can do these things, but we've created those things and women that didn't come to us and tell they were older than 55.

Robb Wolf: Right.

Jason Seib: So it all absolutely can be done. You better have a good coach that doesn't set you up. You don't want to groove bad movement patterns. You better have good form for all that, but don't stay married to your limitations and it gets really exciting to be able to accomplish new stuff in the gym. That's the stuff you're bragging about on Facebook.

Robb Wolf: Absolutely, yeah, yeah and it just makes the rest of your life more enjoyable if you want to take a hike, if you want to run around with the kids, you've got the energy and the capacity to do that and it doesn't leave you inaccurate.

Jason Seib: Totally.

Robb Wolf: So now, I totally love that. So Jason, both you and I played a lot with fiddling with macronutrients and whatnot. Talk to folks a little bit about like I think if there was a bit of a secret sauce in the Alt Shift program, it's in how you have tackled the age-old question of high carb, low carb, high fat, low fat, how have you gone in and played with that?

Jason Seib: Well, you create Alt Shift by getting just really frustrated for a lot of years. Like I had reached that point where I could get -- I was confident that you came to my gym and stood in front of me multiple times a week. I could get virtually anybody to their goal provided they had the mental fortitude to do all the crazy stuffs I was going to have to have them do and we were constantly going to having to tweak the knobs and dials, and I could get somebody there, but there was no way duplicatable.

I kept having these -- there was these questions that kept just nagging at me like why is it that pretty much any diet works on the front end, like you and I could go vegan today and as long as we didn't do it long enough that we started to get the deleterious effects of the nutrients that we'd be missing and things like that, a week or two of it, it might even improve our health.

There is this short term result thing with virtually everything and then why is it that people adapt to virtually every diet. How come every diet you try, low fat, low carb, low calorie whatever, eventually, they stop working and you typically start to put weight back on or the very least plateau and I would talk in my seminar about hunter gatherers and one of the jokes that I would make is I was talking about insulin and glucose baseline and how much energy your body spends each day trying to keep glucose within a fairly tight range and I'd be drawing out that little chart saying, most of us live if we do the standard American diet. Most of us are living up here eating all these carbohydrates and the frequency with which we eat them. We never really get down below that sort of glucose baseline where a fat loss can happen easier and then I would say I'd make a joke and I go say, this guy here in the front row brings down a hippo. We wouldn't all be sitting around going okay, so what's the vegetable and wine pairing with hippo.

Robb Wolf:

Right.

Jason Seib:

We would just eat the damned hippo until it was gone or too rotten to eat and that could be multiple days of very low carbohydrate, very high fat and then like after that, hey low and behold, there is like 5 banana trees over here or like the Hadza. in Tanzania each year, there is a specific species of berry that becomes ripe and comes into season and Frank Marlow who studied them extensively said that they'll go upwards of a month eating mostly this one berry and that's a completely different macronutrient profile from all the time they spend eating the hippo and it was like why do all diet seemed to prescribed something that looks like a very similar macronutrient load day to day when we never could have eaten that way.

**(0:45:16)**

So all of these things were bothering me. They were really irritating me and they kept nagging at my head as I kept going through this stuff and then my wife, Sheryl, who you've met numerous times, she came to this point where -- we had 3 daughters in 3 years and 7 months and I say, we as in, I stood around and watch her have 3 daughters in 3 years and 7 months and we know how hard that is that can be on a body, but here I am. I literally own a gym and our kids were just so demanding and I had a

really busy schedule. It was just hard for her to get here and then our youngest daughter hit about 3 and a half and close to 4, where we knew she could be trusted with the other 2 here in the gym office and not run out on any somebody kettle bell or barbell and suddenly Sheryl was able to start getting after again and I started applying all of the same stuff with her where I was tweaking the knobs and dials constantly to keep her results moving and then one day all of it just hits me at once.

I was driving out across the Portland metro area here to go work with some police officers I was doing some work with and it just the whole Alt Shift protocol very, very close to what it is now hit me all at once. I went home and I had this concept of how we could cycle carbs, fats and calories in a novel way that wasn't a trick any more than it was just trying to put together a protocol that... We need some organization now because we have foods abundantly available to us, but it was a protocol that would sort of mimic what I believe was probably fairly common for our hunter/gatherer ancestors in the variety of foods that they had and the food choices that they made and the way they could take in calories and I applied it to Sheryl and she's started getting phenomenal results.

In six weeks, she was down 6 inches in her waist, but let me see if I'm going to get this right, 5 and half inches in her waist or 5 inches in her waist, but only 6 pounds on the scale and so that's phenomenal. You and I both know that you get some rapid fat loss if you only lose a couple of pounds of muscle. That's a pretty good diet if the fat loss happens quickly. If you can preserve all the muscle, that's a fantastic diet.

She was clearly getting stronger and gaining muscle throughout that. I remember her doing 150 kettle bells where she had done numerous times as kind of a short sprint and for the first time ever in like 3 weeks into Alt Shift, she did all 150 without putting the kettle bell down and then she was talking to me about how she understood what I meant with a pump, like I felt like I'm all pumped up and full of blood and she was feeling fantastic while her body was fairly rapidly changing and so I got a test group together.

Initially, I had 16 people here in the gym and then it turned into a total of 24 and Sarah Fragoso and Mark Rogers were two of those people and they are actually on the website and everybody to varying degrees, but everybody was getting results including a few people that were literally coming in in tears that were like look nothing ever, ever works for me and this is working and I don't understand why and we started seeing odd things like migraines going away and menstrual cycles normalizing and I'm just some of the stuff I just cannot explain Robb. But I was doing back

flips and were listed on September 3rd this last September 3rd so 2015 and it exploded and it starting to feel like a complete movement, but then the before and after picture just started pouring in. They are basically all I post on my own Facebook page anymore and it's just a culmination of thinking about the stuff through frustration for at least a decade.

Robb Wolf: Wow. It's phenomenal work and again, maybe this is all confirmation bias because I tend to look at the stuff very, very similar to what you do. So again, maybe we're the two nutcases or maybe we're on to something trying to take a page out of this evolutionary biology, evolutionary psychology scene and use that to inform the choices that we make individually and then also as coaches. Jason, folks are going to be able to download the Alt Shift program with the show links here, is there any type of code that they could put in if they're just listening to the show or do they need to navigate to the site and check that out?

Jason Seib: No. They just go to the link that you'll have there, they will be solid. Your link will lead them right to the sale site and no, no codes. I kept the book cheap. It was one of the decisions we initially made early on. It's only an E-book and I came out and you're going to be \$24.99 for a limited time and then we're going to raise the price up so get it right now and I was like man, this is stupid and cheesy, I don't want to do these dumb sales crap so we just kept it cheap.

So I think as an Ebook, it's definitely one of the more affordable ones out there and I'm just not willing to play any games with the -- if you want to do this, we want to make it easy for you. I'm very, very available. I'm on our Alt Shift Facebook group multiple times a day asking questions. I have a periscope account. I usually do periscopes almost every day giving advice. I'm not that guy that wrote the book and then I go up to my Ivory tower and just let it unfold. Sales have been phenomenal, but I am in the trenches answering questions.

Robb Wolf: Awesome man. Well, it's been a huge honor having you on the show again. I look forward to both seeing you in person and getting you on the show in the future and love the good work.

Jason Seib: Love too.

Robb Wolf: Awesome man.

Jason Seib: Yeah. Thank you so much man. It always gives me the chills to come on this podcast because you're just -- I mean, we're good friends, but you

were also just such a mentor to me that it's never be going to just a normal friendship. I hope you know that. I'm always going to be looking up to you.

Robb Wolf: Thank you. I'm honored. It's pretty cool seeing how all the stuff has gone and the cool thing is that many of the people who maybe say that they got to start with me, these are the people that I now get to learn from so that's beautiful so I'm super stoked by that, yeah.

Jason Seib: Yeah. It's good fun. If I can give back the tiniest little piece of information to you, it's worthwhile. For me, that's awesome.

Robb Wolf: Well, like I said, I'm going to steal the rules change not our bodies, but I will give complete attribution on that.

Jason Seib: No, you don't have to, just nag it.

Robb Wolf: No, no. Attribution is critical. So alright, Jason, great talking to you. We'll check in again with you soon.

Jason Seib: Thank you so much for having me.

Robb Wolf: Okay. Take care.

**(0:52:11) End of Audio**