

Paleo Solution - 333

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Robb Wolf: Hey folks, Robb Wolf here, another edition of the Paleo Solution Podcast. I am recording from the beautiful downtown Reno, Nevada offices of Especially Health because my three-month long remodel of my house is now in month six. So hopefully the sound is good. We got everything wired up here.

Today's guest is one of my dearest friends in the world, Diane Sanfilippo. She is just an amazing woman, amazing entrepreneur and I'm super excited for what we're going to cover today. She's the author and founder of Balanced Bites, a certified nutrition consultant. She's a two time New York Time's Best Selling Author of Practical Paleo and the 21-Day Sugar Detox. She's also the co-author of the Mediterranean Paleo Cooking book, which is freaking amazing. I don't know if you know this but Nicky and I tweaked one of kind of like chili recipes in there. We used beef hard in it. It is off the hook.

Diane holds a BS from Syracuse University and a certified in holistic nutrition from Bauman College and her credentials go on and on and on. Somewhat you'll remain to this day's podcast on September 6, 2016, Diane will release an updated and expanded second edition of her runaway hit Practical Paleo which is one of the most bad-ass books that have ever hit the store. She holds on this ancestral health topic. It is sold over a half million copies. It's spent 97 weeks on the New York Times Best Seller list. How you're doing kiddo?

Diane Sanfilippo: I can't believe how far back we go to...I think it was that Crossfit One World...is that the name of it?

Robb Wolf: Yes, yeah.

Diane Sanfilippo: At Freddy's gym. You were teaching the Paleo solution seminar for probably the second time. I think your first one was up in Chico after it was no longer cert and I came to that seminar totally confused because I was like I thought this was the cert. What is this thing? I seem to get involved with things when transitions are happening and then I'm really confused like what? I thought I was getting a certification here. I remember sitting in the front row eating meat and veg for breakfast and I'm like, "Okay, I think I'm in the right place" so, yeah. That was...

Robb Wolf: Man

Diane Sanfilippo: ...yeah, I think that was...I don't know it really, 2010 maybe.

Robb Wolf: Right, right, yeah. That was the first one that was...we've shaken some of the rust off of it. It had a little bit of a vetting process and then we ended up...man, we've just done a ton of stuff together and run across each other multiple, multiple times.

Diane Sanfilippo: Yeah, I know I was in Brooklyn when you...I mean I was one of those like...I wouldn't say stalker fan but just like so obsessed with this content and this information and really like pun intended but hungry for it and not finding a ton of other places at that time because that was really the beginning of the boom. I mean you were really the beginning of the boom of this whole thing even though obviously Cordain coming ahead and some other folks but really getting the word out there via crossfit gyms and what not. You're the mentor for a lot of us so thank you for that first of all.

Robb Wolf: I'm bitten by pleasures. Youth responsibility so hopefully I got more of it right and wrong but...

Diane Sanfilippo: I think so.

Robb Wolf: You've picked up the standard and run like a maniac and have done so much to push this Ancestral Health Paleo Diet concept forward and really above and beyond that also, I think you have shown that folks can branch into other areas, have competency besides protein, carbs, fat which is a lot of what I would like to talk to you today. You have a really eclectic background and I think that that has fed into your success.

Talk to folks a little bit about your background and I want to couch this with and probably 80% of the questions that I get these days are like career related. The person pings being they're like, "I've been an engineer for 20 years. I really love this stuff. What can I do that is going to be meaningful that I feel good about." That is in this health sustainability realm and it's not so much about, "Oh, I have GI problems anymore." The bulk of the questions that I get are career related.

Diane Sanfilippo: Our works there is done I guess.

Robb Wolf: Yeah, I think we've done a pretty damn good job of addressing that or at least people can track down what they need but that idea of like, what I'm going to do when I grow up is still pretty front and center for folks.

You've just gone through multiple iterations and I've done it so incredibly well. Tell folks about your background and kind of where all of these has evolved from?

Diane Sanfilippo: Well, first of all thank you. I mean it's really a nice complement there and I think what's funny to me is that my success with the book...a lot of it I definitely credit to the community because people took this book as their own. People took it in and it wasn't like they read it and then that was it. It was very much sharing it with everyone they knew and when I talk about marketing I think sometimes people get like weird it out or feel like it's a slimy topic but the truth is that marketing is just about communication and communicating that you have a solution to a problem that somebody has. So I think marketing is a natural skill of mine. I'm a natural problem solver. I get all up in people's business. Robb, I think one of the first things that you and I talked about, it was like, "I saw your preliminary book cover. Can I help you with this?"

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Robb Wolf: Yeah

Diane Sanfilippo: That is my personality where I just see things and like can I help you with this please.

Robb Wolf: You just doesn't aside. I was digging around in a drop box folder the other just kind of clearing some stuff out and the word dozens of iterations of book cover and it was Diane S. book updates and so this is kind of one of these forgotten back stories of all these stuff like you had a huge influence taking my cover from what would have been literally worthy of lining a bird cage and that was something that was pretty damned good like you had accidentally...

Diane Sanfilippo: There are couple of elements I'm still kind of shutter at I had no control over but, yeah, and I remember when you made the time's list, I was like, "Give it to me and I'll just add something to it," and yeah, so I just have that natural tendency and I think as I talk about what I think people can do to make a career, it's a really important thing to remember is that you have to know what you're good at. What your gifts are and go with your strengths but my background...I mean, I worked in retail my whole life as a young person for as soon as I could work at 16 retail as kind of the root that I took so right there customer service, solving problems and I joke sometimes that I don't like people but the truth is connecting someone...I mean, I've worked at probably some of the top brands of the world. I've worked at Gap for seven years, six of those in the store then one at corporate which is how I ended up in San Francisco. The one and only job I applied for out of college. So just to give you a little bit about my

personality like I applied for one job and I was going to get that job and I almost didn't but I made a phone call and had a conversation and that's just how I am so retail.

Then so other retail jobs I had, I worked for Trader Joe's for a while in between things. I can't go through my entire my entire story because it will just be like three episodes of the podcast and a Little Lemon at one point so the Trader Joe's and Little Lemon were both in transitional points for me between different careers. I went from corporate retail, distribution. Number crunching stuff that did not fit my personality was in graphic design school and then eventually in a graphic design job which Trader Joe's is in between that and Little Lemon was after I left one of my last graphic design jobs when I was starting Balanced Bites as a meal delivery business which interesting to those who are curious about having a business around this stuff. Selling food is not the first thing I would recommend and anybody do. I think it's one of the hardest things to make money and especially when you're doing high quality stuff. You have a little experience with this with the jerky and all the food companies that you were involved in and I don't know what your involvement is still now but...

Robb Wolf: We had marked it's grave and that's what my involvement is.

Diane Sanfilippo: I think you'll probably say the same thing. It's really tough to turn a profit in those types of businesses and so the folks out there doing it in a large sale, rock on. Mark is doing it and I've got friends, the Cervolds, who have Pete's Paleo as a meal business, and they know what they're doing. And at some point like if that's your area of expertise and you're passionate about Paleo and you want to combine the two, cool. If it's not your area of expertise, I caution you not to do it.

So my background is really in business and marketing. My undergraduate degrees and something called consumer studies which is kind of confusing but it's really business and marketing from the consumer protection side always looking at, are we taking care of the people who are buying this stuff and so certainly not back to what I've done with my business with Practical Paleo is that I was teaching seminars for a couple of years before I wrote the book and just paid attention in the seminar as I'm teaching. What are people getting? What questions do they have? What kind of resource do I think will continue to answer their questions? But even more importantly, I was thinking I knew that the Paleo community at the time so this...as I was writing the book, it was probably late 2010 into 2011 and 2012, but I knew that our community was smaller than the population out there, right? So I'm not trying to write a

book for the people who are already into this thing. I'm trying to write a book for their ant, their cousin, their co-worker, their kid like I'm literally trying to write a book that they will buy 10 times because there are people around them who say, "I'm struggling with this thing" or they leave the doctor's office and they have a diagnosis and no hope.

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They have maybe a prescription and maybe there are three conditions out there where the doctor says, here's something you should eat or avoid but for the most part know and so I was really looking at how can I solve this problem that exist and people aren't necessarily telling me the problem exist like I think this is part of what makes an entrepreneur born like I don't know that I can keep this stuff because I've been thinking about it for a couple of years. How can I teach someone how to do these things and I think part of it is that I can't like you can't teach someone to be motivated. You can't teach someone to have a drive. I think those are probably things that you saw in me from day one just like I'm a freight train so...

Robb Wolf:

You really have a great ability and we talked about this a little bit before we start recording. You really have a phenomenal ability and I would say Abel James is also quite good at this. You came in and you looked at what the offerings were from like me, Mark Sisson and Chris Kresser or other folks in the scene and you're kind of like, "Okay, I like where this guy is going." These guys, Robb, and Kresser, uber geeks, they kind of break down some of the more scientific stuff. There seems to be this gap like basically you're really good at looking at these situations and figuring out where there is unmet need like what goes into that.

Diane Sanfilippo:

Well and also combining that with who I am and what I have to offer so it's not just...it is partially that unmet need, right? I think Sarah's book was one of the first that I saw Sarah Fragoso obviously with Everyday Paleo and I remember thinking when I saw her book and I knew, obviously, I'd read your book, already, I was like, I could do this and I think I could bridge the gap here between the sciences stuff that Robb is talking about and the recipes not going into exercise and all that and not going into even like dealing with family stuff because that's not me either but I had a meal business years ago and my dad joked to me, "You should write down your recipes." Maybe one day I'll write a cook book. That was in 2008 and so I'm not like sitting around and all of a sudden like stumble into Paleo and write this book like this is a product of years of different aspects of my life kind of coming together. So yeah part of it really is knowing yourself, knowing what your skills and talents are and how can you contribute in this marketplace because people even now like they're asking you what can they do but I get a lot of people saying it's all done

already where there's no room for me and like do you know how many people are out there who need help?

Robb Wolf: Right

Diane Sanfilippo: One of the biggest things that I try and have people circle back to on this whole thing is like get off of the internet because...

Robb Wolf: Oh, yeah, I was just going to...yup, thank you, thanks, yeah.

Diane Sanfilippo: Like we started in the gym. Every one, if you look at the top-selling books on Paleo, let's just say even like 2011 through 2013, the books that were kind of at the top of the charts. There are a lot of books coming out but it was those of us who had physically been in a room with people for anywhere from 48 hours, we had a relationship with 100's of not obviously 1000's of people in person face to face. We made a connection with those people and so not only are those people going to support the work that we're doing but they're going to spread the word and then hopefully if the thing that you do is special to that next degree, it spreads even further than that. But I think that's the thing that I'm trying to kind of hammer on with a lot of people is that everyone is looking at the internet and I think it's awesome like we're sharing this over the internet. Obviously we have so much opportunity to reach far more people than we ever would in our neighborhood but look I live in San Francisco and I started that one of the first things I did was a cooking class in a friend's apartment and there were five people there and I'm still in touch with at least two of those five people. So the percentage of people that you're actually in a room with that you're still in touch with.

If I were to post to Instagram and say, "How many of you have I met?" I would say at least 30% of the people who comment, I've actually met. I just think that people don't realize how powerful that is in building a business because we forget that as much as we want to connect with people over these topics and it's great that we have the internet to bring us together when perhaps our community isn't that right with people interested in this stuff. I do think that that will bring so much more value to anything anybody is doing and it will enlighten you to what the need is. How can we help?

I mean as soon you start connecting in real life with these people and you realize that you thought you needed to teach about, I don't know, liver detox, some high level thing and people are like, I don't know what's right at the grocery store and you realized that what you know is so much more than you think and it can help so many more people than you think.

So if you're in a job right now that you just were like, "How can I get out of this?" Well, you might need some education to fill, I don't know, I think the credentials help you feel like you're going somewhere and getting the education that's helpful because it pushes you along this track but in the meantime, you can help people in your community. You can take them to the grocery store and that might sound beneath you to some people and I think that's another thing that you need to understand that if you're not an entrepreneur then that's going to sound beneath you.

If you're an entrepreneur you're going to say, "Great, I can help solve this person's problem. They might pay me for it." I mean that's an entrepreneur. I think anytime you're not willing to go there and kind of take a step back, take a less money. Do something that other people think is really beneath you. If you're not willing to do that then you don't...you're not cut out to do it on your own and I think there's plenty of room for folks to support people who do want to do that who want to be the face of a brand and want to be putting themselves out there but, yeah, I mean I'm on four tangents already.

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Robb Wolf:

No, no, I love it. I just got back from a gig with the Farm-to-Consumer Legal Defense Fund that was out of Polyface Farms and really amazing event fund raiser for the farm-to-consumer folks. The Sunday morning was kind of this like ancestral connection deal where we had some general presentations and then we've broke this thing up. I had this idea for the this because we...Nicky and I got to experience this format at an early business development seminar that we went to where basically the main people there spoke and then you could sign up for like 15 minutes blogs to hang up out with them one on one and ask any type of questions you wanted. So we set this thing up and I ended up meeting with like eight folks and seven of them had career questions basically like I have this idea, this background, what you think I should do and almost to a person these folks were launching into this within a degree of technicality that would have blown 99% of the folks that they needed to help out of the water and I was like, "No man, you got to dial this back like a list of green label foods that these are the goods, some yellow one. These are the mediums and then some red ones.

These are the ones you don't want to mess with," and 95% of the people you're going to run across like that's the degree of technicality that they need super simple stuff and they're like, "What about all the details?" I'm like, "You'll tackle the details later. You don't start with the details," and that question seemed to pop again and again and then also these folks were really heavily focused on how do I crack into the online market. I made the same statement. I'm like, "You got to find some sort of brick

and mortar presence most likely first and do a little traveling and shaking hands and kissing babies and...”

Diane Sanfilippo: Yeah I really like the politicians of Paleo because that was...

Robb Wolf: I guess so. I guess so we definitely seemed to like Gary Johnson and all that stuffs. That’s a whole other deal but it was interesting so it’s really validating for me that you’re saying that because that was kind of my shooting from the hip response but even working in a single crossfit gym or serving a couple of gyms in your community or like some doctor’s offices or something like that, then when you go online or if you...in parallel have some sort of an online presence whether it’s Facebook or a blog or what have you, then you can start pulling those people in your community and you have some supporters and I really think to your point, you’re learning what folks need and...

Diane Sanfilippo: Yeah, I think that a lot of times we’re kind of in bubble about it and we don’t realize what the problems are on the ground and I think people who are in this community...you have to remember that the people you’re about to help are not here. Like if you think that you’re going to help people who have really complex health problems and they’ve got a million questions about how to solve it, you’re not like that’s based for a naturopath functional medicine practitioner doing lots of diagnostic testing because those people are...they’re just not who were to help and I used to coach even early on as a nutrition consultant.

I did business coaching with other health coaches and what not and I remember saying to people like, “Don’t get so involved in the six conditions of this person who’s diagnosed with because that’s not where your work is supposed to be like you need to help them exactly like you said Robb. What are the foods that you’re eating? Like take it back to the basics because that’s we’re going to affect the most change. I think that keeping it basic, keeping it approachable like you have to remember that if somebody is interested in this stuff to that level they’re probably already here. So they have expertise like this is one of the things just about again the way that I think like we’re not all experts at everything. We have to respect to the expertise of other people have about certain things and I think that how our body works in our own health, it’s shocking to us sometimes that we have this passion and interest for it and other people don’t and that they don’t have the basic level of understanding that like certain things should be considered food and other thing shouldn’t like at some point I use this analogy a lot at some point in our lives.

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The Twinkie was no longer food to us but there a lot of other really unhealthy things that people don't ever think about like vegetable oil. So taking it back to the basics understanding that the expertise that you have even without some kind of credential, even without taking it to this level of whatever business people are describing to you. You can help so many more people and when you look at like this is the other part, when you look at what selling when I say half a million copies like I don't even know how to comprehend that to myself because that's not...I never set out to, I don't know be a best-selling author. That's wasn't what I was here to do. But when you realize how many people are getting this book and there are review center like this information is too basic and I'm like, "Good," because I'm trying to help the people who don't already get it like that's what you have to do. You have to help the people who...they have no understanding of it, yeah.

So then the other point was about like what about the details and what about the science and all of that. I'll tell you what, the majority of people who need this help that's not what they're at and there are people...I know you've interviewed Gretchen Rubin and I think I spoke to her after you did so I was like, "Oh that was really interesting." There are people who were the questioners out there who want to know what's the research and it's not everybody's responsibility to be the person who's doing the research or even translating the research and I think that's been an important thing for me to recognize about myself because I'm not a researcher, I'm not a scientist. I'm not...it's not just my position, a nutritionist, so I rely, on guys like you and Chris Masterjohn and Chris Kresser and folks to read the literature and tell me like "What's it's saying?"

Yeah of course to a degree we have to trust that that you're deciphering it properly and that we feel that that's happening in an appropriate way but, yeah, we all just have to understand our place and then make sure that were communicating from what we know to the people who we can best communicate to on and when we do that appropriately, then we're going to just be helping people and at the end of the day. If you focus on helping people solve problems then the money follows with whatever the businesses they are trying to build and I think too many people get focused on selling things and the business side of things first and I mean, I can probably speak for both of us like this has...that's nothing about why we started doing this stuff. I mean...

Robb Wolf:

Right, yeah I mean the first thing...I think I started my blog in like 2006 and it was horrible and then Craig Zielinski helped me make it significantly less horrible. He was basically like, "Listen" and you are so

shitting the bet on this like, "Let me help you out." He helped me a ton and then the blog just motored along and then my book was the first thing that I had for sale on there like we can do any advertising. I just really enjoyed writing articles and even that like I'd look around then like that these in did a really great job like he did all of these definitive guides on and that was like, "Man, I should have done that." Then I was like, "God that looks incredibly boring." For me more of a deal of whatever popped into my newsfeed that was like, "Wow, that's an interesting topic." I could...

Diane Sanfilippo: What can I rent about? That's like to me that's the...just lit a fire under Robb Wolf that he's pissed off enough to write a blog post but that's what turned you...

Robb Wolf: There was a time when I just did scientific analysis too and it started to be the cranky stuff also but for me it's interesting because it's been pretty successful if we call it marketing. I could have probably been more successful if I had pulled out and like tried it and hit that definitive guide type deal and really did some solid SCO optimization around it but those were like that's not just interesting to me and so I didn't do it and I've been able to do the stuff that really makes me fired up and happy and other people have picked up a slack or I've dropped it in those areas and that's fine like it's totally good to go.

Diane Sanfilippo: What's funny is I'm as aware of that stuff too like from the beginning so I worked in small business marketing for four years for an ad agency in New Jersey. My old boss jokes. He was just smacking his basement like building this business and now he's like building a whole structure for their company at this point but like physical building they are creating for the company 10 years ago we are in the basement designing landscape or websites and what not. But I knew tons about SCO and all of that stuff and I still to this day like I tend to be more head down get the work done. Then focus on the marketing side as much as I say that that's my passion and it's my skill that I feel like it's naturally there. I don't focus on that as like, "Oh, we have to make sure that everything is perfect and optimized." I'm just kind of like, "Let's just get the work done and grind it out." I don't have like intricate sales funnels and email funnels and all this crazy stuff and that's not to brag that I don't. I'm like, "Okay, we should probably do all of that and know who's on our email is and all these things" but I say it because I think a lot of people assumed that sometimes when you build a business to a certain place that you've kind of done everything brick by brick perfectly from the beginning and I'm just more of a gritty like jump out of the airplane, build a parachute on the way down.

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That's how I am and I'm like, "Oh, we probably could have used this. Let's go back and do it" and I think that's kind of the way that people that people need to move forward more if they're trying to figure out what to do. It's like just get started, just dig in and you'll quickly learn what doesn't work either to make money. What doesn't work to teach people and I think a lot of people who are asking those questions like everyone needs to stop talking and start doing something and you'll figure it out. You know what I mean like if out of those 10 people are asking you questions. If they would just start doing the thing that they think they want to do, they would probably learn pretty quickly at least half of them that they don't want to do that.

Robb Wolf:

Right

Diane Sanfilippo:

Or that nobody cares about it. There's a different way to go and I started within your business and I felt like that was it, I love to cook and I still do that stuff. I create recipes and do all that. I loved to cook and that's a huge passion of mine. It's just super fun for me but doing that for people, cooking the food for people, I was handling people food and I was realizing that I was doing it for them. I wasn't teaching them to fit so to speak and that was a big disconnect for me and then aha moment and a light of not only is this really hard to make a living at but I'm not even doing what lights me up and I think some people grind too long at something that doesn't make money and you can't do that either like there's no like price for just kind of grinding at something and saying, "Oh, I don't make money or whatever." "Well, good for you, you don't make money. How are you going to be in that business? Hopefully you have a spouse that can support you if you aren't but at a certain point you have to get real." It only took me a few months after quitting my last job to stop dipping into savings and another few months after that to be making six figures. So this is all about just like finding a thing that's going to work for you and going after me. I was teaching seminars and earning good money doing that but yeah, I don't know another tend on.

Robb Wolf:

It's interesting when Nicky and I started the gym. We had no idea what we're doing. There would no really good examples of what a successful crossfit type gym look like because it we're worn on. Even the Glassman's they had a great operation there in Sta. Cruz but it was not a financially successful operation like it just wasn't...they really when they figured out the journal and the certifications and everything. That's where things started turning over for them so we really had to work like crazy to figure this thing out and something that we did multiple times is we put a benchmark basically a line in the sand like, okay we have three months to

meet like this revenue number or this many clients that would represent it this revenue or we're going to put a plug like Molotov cocktail from the window were gone and it's interesting. Have you listened to the podcast start up?

Diane Sanfilippo: I haven't.

Robb Wolf: It's really good so it's a phenomenal podcast of the...

Diane Sanfilippo: Maybe we listened to and look we drove across the country and it's kind of a blur out of the random podcast that I listen to so I may have caught a couple of them but...

Robb Wolf: So it's...

Diane Sanfilippo: ...they follow a company, right?

Robb Wolf: Yeah, initially, so the company that started is a podcast about a podcast development company and so it's like this Salvador Dali type deal, looking on itself.

Diane Sanfilippo: It's a coffee table book about coffee tables.

Robb Wolf: Exactly, exactly but it's fascinating because they have done multiple shows on these businesses where people are like we're so screwed. It's not going to turn over and then at the last minute something collects and then these guys were selling their company for billions of dollars and they're cashing out and there's other points where it consumes their whole life savings. They sold their house. They're capitalized to the gills and it didn't work. It can be kind of a gut check so I don't know what phenomenal advice I have on that other than when we were really struggling we put a really sold numerical benchmark down. This is where we need to be or when we give ourselves a reasonable amount of time to reach that. It wasn't...we made things as non-open ended as possible. Then we worked our asses off to try to meet it and we've been able to do that in general.

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But then to your point we had these meals delivered business and then it got into the jerky and that was for myself, John Welbourn and we had a couple other people involved with it. It was a side project and the reason why it failed is because it was a side project. It wasn't a central thing. It didn't have one person who was like living and dying to make this thing goes so it didn't have the intention and it failed and so I guess sorting out there...the things of have a benchmark, stick to that benchmark of

success or failure and then also really focused on your core stuff and don't get distracted super easily like I do like starting libertarian podcast and stuff like that. Like that usually doesn't help me a lot much.

Diane Sanfilippo:

I think we're really similar in that way. I think we're just like this is shiny object and I'm passionate about it and I have to do it and then we'll see what happens and I have another podcast called Build a Badass Business and I'm fine with the fact that I did about 50 something episodes and they're kind of there. People want to listen to them so definitely check that out. If you do want to build a business it's partially Q&A. It's partially just I'm going to ramble on and ramp about a certain topic and some of it is really specific about like what you need on a website. I started it because I just needed an outlet to not just be giving advice unsolicited to my friends but folks are interested and they're asking about this stuff and so it did start that but I needed to refocus on the task at hand and get the book done to really some stuff like that so couple of things that you're talking about with the benchmarks, I think that's really important and I think sometimes people aren't sure how to partition out the difference between talent and management and I think you and Nicki probably have some of that balance. I mean even going back to that first seminar about you guys. Nicki is in the back as the time keeper and she's like, "Keep going" or "You're done" and...

Robb Wolf:

Speed it up, yup, yup.

Diane Sanfilippo:

Part of that has been like inherently for you guys. As a couple you've had that balance and I tend to have that kind of wrapped up in myself and some people, a lot of crossfit coaches go to open a gym for example. They are the talent and they do not know how manage the business or run a business. They are not interested in the paper work, the financials all of that and they're going to run themselves into the ground very quickly. When it came to the food business that I have, I was not able to really do the management side of it so that I could really figure out how to earn money or maybe I did and I just was like nope this doesn't like I need something to exponentially earn money at a certain pace for me to be like, yes this is a real business. I just...I don't have a tolerance for something that doesn't earn money and it doesn't need to be a ton. It just needs to be like I need to live in by my grass fed beef. I think part of it is knowing your risk tolerance, knowing what kind of cushion do you have. If you have breathing room like can you...how long can you play that thing out for so as you were saying. Maybe you have benchmarks that were every months or what have you. Maybe somebody else needs it to be in a month or six months and just based on whether it's a financial cushion or who knows what's going on in your life.

I think the other thing that people need to pay attention to is the whole work life balance like bullshit basically. If you're trying to grow a business like you said grinding and just working on it like you don't get a leisure time. You don't get play time or socializing either you wanted or you don't but I mean even the last 68 months rewriting practical Paleo I haven't seen my friends like and I'm not saying that's like, "I'm so amazing. I'm just working hard." It's not that. It's like I need to make decisions and so instead of going on socializing where maybe I would end up having a drinker too and feeling shitty the next day because for me I don't feel good when I drink. It's not like, "Oh I'm not socializing." That's a good thing. It's just I know that I need to rest and recover in between the work that I'm doing. I know that my priorities are eating well and getting up early and exercising so that I can be productive all day.

Like there are decisions about what I don't have time for and that takes discipline and it takes dedication. If you're not willing to do that, then I don't know...I mean that's really the problem that I see with most people like everyone has great ideas, great ideas that worth nothing. If you don't have a discipline in the drive and the work ethic and I don't know that you can really learn that stuff. I think a lot of people who've been in a workforce for a long time have not learned it. Like if you're someone who's been in a workforce and you've been at a job and you've kind of always had a side gig, then you might be that person because I'm literally never worked one job never like I'm on a payroll making whatever tens of thousands of dollars from some company or even six figures. I always was doing something on the side and I think that there's just a certain type of person that's going to make this stuff work and if that's not, you and you've got great ideas, I think you need to look to contributing not to a business that you can align with their passion so like you were saying earlier on. Maybe you go work with like a naturopath or you're working with the chiropratic. You're working with somebody who's vision aligns with yours.

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Everyone on my team, there are a bunch of passionate people and they're really interested in this stuff but they just don't...that next level of wanting to like be worried about certain things at two in the morning, that's not their personality. Good, great. I need you on my team. You know what I mean. So I think that's also really important to know that if you've got this passion and you want to help people you might not have to be the entrepreneur. You might not have to start the business. You might be able to get in with someone who's doing this stuff and support them in a certain way.

Diane Sanfilippo: Right, right, oh man I totally agree. It reminds a little bit I had with my good friend Roy Dean on a couple of weeks ago. He's a Brazilian jujitsu black belt opened brick and mortar location which was very, very successful. He got into online jujitsu education basically like a white belt through black belt curriculum that he's released. It's very, very popular and I asked him about doing all this stuff particularly the brick and mortar location and it was like what was really key to you doing that because there's the front end and the back end and teaching and all that type of stuff and he said, "You know it was really simple. I just had to make a decision that I would be willing to do everything." He is similar to Nicki and I like Nicki and I worked no joke. We had one five day vacation where we had one of our clients basically kind of run the gym for us for 5 days and we were so burned out that we're like if it burns down I don't fucking care of the amount so done.

Diane Sanfilippo: Yeah basically. Yup.

Robb Wolf: That was in five years. Looking back sometimes I'm kind of like, man, if I knew what I was getting into. I don't know that I would do it again but it also provided a launching pad for us to do a lot of other things but I guess it's this thing and it's just reiterating what you said and probably saying it much less elegantly but if you're going to open a business you need to be willing to work so much harder than what you've ever worked in your life that you really have potentially no conception of how hard that work is. How much you're giving up. How much unknown is occurring? It's a serious gut check and be really clear about that going in. I've seen many other people. They'll open a business and like, "Well, it's not going to cut into my surfing and it's not going to this and it's not going to do that and pretty consistently.

Diane Sanfilippo: It's also not going to make it.

Robb Wolf: Pretty consistently it does not make it. If you weren't willing to bleed for it then you probably shouldn't have started it at all unless like to your point if you're doing less side project and kind of filling it out like that's totally reasonable but if you're really going to turn it over unless you just hit that magical unicorn thing that you have the one unique idea that nobody else had which is really, really hard to figure out like you're going to have to work like you've never worked in your life and the people around you who don't do that type of stuff just won't get at that which is why you end up hanging out with other business owners because they're...

Diane Sanfilippo: Or no one.

Robb Wolf: Or no one potentially because they're the only ones that get it.

Diane Sanfilippo: Yeah, 100%. I remember there were so many like I don't know weekend nights where so for a while I lived over a bar. It's so weird with one of my apartment here in San Francisco and I would literally walk to the little grocery store down the street and buy like a chocolate bar and I was like I'm not out drinking. I may eat this chocolate right now and here are all the people and hopefully they'll be gone by 2 am so I can actually be sleeping because I would be teaching seminars either that weekend or the next weekend. I remember it was probably two weekends a month for a while and yeah, it was grind I think. I'm trying to think, what I was talking about where people don't realize how much work it is like you see a book Practical Paleo that's the thing that most people know me for and know about me as being this like successful thing. They don't know how many businesses I've had before this and this isn't certainly where I'm stopping like this is just it's been birth of my passion and it's kind of like this is project I had to do. It wasn't created as a business but the pain is not just in your time and dedication but the emotional pain that goes into the stuff and how drained you get because you just care so much about it.

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I think that's something that a lot of people aren't prepared for or don't realize that if you don't feel that way it's...I don't really know what to say about it but like you should probably feel that way, right? Like looking on this book again, different process really different almost. It was gut wrenching to do it again because I'm almost like now I know how many people are interested in this book like the first time. I really don't know what would happen and so now I'm like, oh-oh people are really going to be rating this. Part of it is the physical time and like I said, saying no to things but part of it is the emotional like, I care so much that this not only helps people that its accurate, that it's well done, that it's...your business or your book or whatever it is, it's a reflection of who you are and it's what you put out into the world and so if you're not strong enough of a person, you're not confident and you don't have that constitution to be able to get out there and do that kind of thing, it's just not...it's not going to work. Yeah, I mean I think that's really...I just think most people aren't cut out for it and I'm not saying that I feel like I'm better because it sucks. Doing this sucks. It's painful and everything is easier when you can go to work and do a job and get a paycheck.

But I think there's a way for people to find how to dig into that stuff and follow their passion and do the work and then maybe as an entrepreneur and maybe starting a business and at maybe being entrepreneurial with

someone else if that makes sense. Like I love being able to delegate things and my team is like super into it and they are psych, then they want to own it and that's cool but there are psychs that they don't have to put their name on it. There's that extra level of energy and stress that comes with that and I do things that a lot of people who come into this Paleo thing have come from a place of poor health and they've healed and it's actually a little dangerous for some people to try and build a business. If they're nursing three autoimmune conditions like just the pure physicality of it, I'm not sure that that constitution is a match.

I think that if you look at like you and Mark and Chris had some like mysterious on this years ago but you and Mark, myself, a bunch of other folks who are kind of...I don't know lifting the charge or at were years ago. We actually weren't in poor health very close to doing this like you had your struggle years before and we're pretty robust by the time you're doing this. I know you're like struggled when you were traveling with some digestive stuff and different issues but I'm talking about like a health crash and then coming out of that and trying to build a business. I mean I think this is just a practical thing that people need to realize at building business on the hills of a health crash, probably not a good idea.

Robb Wolf: Oh that's great, great.

Diane Sanfilippo: Because it's going to drive you right back into another one, right?

Robb Wolf: Right

Diane Sanfilippo: I mean I just started working with a naturopathic again which I did this. The first time I wrote the book was the last time I had blood work so my neurotransmitters are like kind of on the tank. I'm like, "How am I not on the floor, Robb Wolfism like going fiddle and just crying right now. Like how do I have any amount of joy? I'm not sure but my body is doing a great job at protecting me despite like flooding out serotonin and dopamine. So like thankful that I'm a healthy robust person at the foundation. You know what I mean so I do think that that's another practical aspect that people need to think about before trying to get something going.

Robb Wolf: Right, right now I could not agree more. I could not agree more and so what has been the biggest change that you've enacted with the book with the update because I mean your book was really...I would say the first really soup to nuts book in the scene that covered everything like the basic Paleo touched on ketogenic diets that had a very thoroughly fleshed out autoimmune section like I mentioned the autoimmune Paleo

thing in like three paragraphs because it was already such a long book that like the Barnes & Noble and Borders and all that. They're like, yeah we're not. That's all you get man.

Diane Sanfilippo: I mean you gave the way for that in a sense too, I mean, so thanks for that, by the time I hit victory about it was kind of like, "Okay, whatever you want to do"

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Robb Wolf: Right, right.

Diane Sanfilippo: Which that's the only way I probably would have worked to the publisher and you're like...

Robb Wolf: Right, they were great in that regard. They were great in that regard like bringing back four color. This was an interesting thing like going out and pitching my book to a bunch of publishers like they were all very intrigued by victory belt that folks that Diane and I did our books with and they really put this idea of like a quality, high-end book back in the marketplace because they went with four color photos and really cool lay outs like that genre had died and had been this kind of raised to the bottom of cheaper, smaller, shittier and I would argue that this kind of Paleo scene which was about 85% out of that victory belt camp really turned that thing around like you see big, nice, beautiful cookbooks and technical books now.

Diane Sanfilippo: Yeah, so when I first went to them with the idea, I honestly have a vision for what I wanted to do from the very beginning. I wanted it to be some basic science upfront meal plans in the middle and recipes in the back like I don't know where it came from but like this is what I want the book to be. I wanted it to combine the science aspect and the way that I approach the science and it's funny from the beginning. I remember asking you like, "There's some kind of basic curriculum which we're teaching about Paleo and you basically," like, "I don't know and I'm not going to tell you. You have to figure out for yourself." That was pretty much the advice that Robb gave me. Like, "Just figure it out kiddo." Something like that. I probably have an emailed that says that but it sounds like, "Okay I guess I'll figure it out."

So instead of...my approach was instead of writing like in defensive Paleo book, it was more...I'm just going to tell you how your body should work from your digestion to your blood sugar regulation and if it's not here with the foods I propose that you eat like I really don't make a strong case against non Paleo foods in the book a bit. I do get into it but I'm just not interested in that side of things. I'm more interested in...is your

digestion working. Is your blood sugar working because I'm honestly not here to convince people who feel well to change what they're doing because I don't think that that's a strong argument and that was another thing that you had always talked about like stop trying to convince people who aren't interested. Because people would always say to you like how do I get my friends to and you're like, stop right there. You don't basically so people need to come to you with questions and by the time they get you a book like this they've already...they'd already in pain, right?

Robb Wolf: Right

Diane Sanfilippo: So revamping things the way...a lot of the book is the same like the core content. The way that our basic digestive physiology is working hasn't changed and I've included some new stuff on carbohydrates. I have the whole chapter on clearing carb confusion because it's just such a hot topic of, do we do low-carb, do we eat more carbs and I think people need to understand that like it's not about the carbs really. I mean it can be for some people but we need to just not demonize it as a macro nutrient and recognize its place and recognize for whom, low-carb is helpful. For whom it's really not helpful and probably detrimental because you and I both seen that in the crossfit community. Paleo challenge and people feel like shit basically because they stopped eating carbs and they didn't even realize it.

So I wanted to update it for that. I wanted to update it so that the people who were buying the book because they were sharing it with others. It would feel like it's still as valuable and as relevant and current of a resource as it was four years ago. Honestly, I wanted to update it since like two years ago but for just a lot of different reasons it wasn't the right time and I'm glad it's happening now because it's the right time now. But also adding in some meal plans on stuff that we've seen come up a ton in the last four years that are not necessarily always diagnose health conditions which is questions that we got about things like adrenal health and stress management, healthy hormones and balancing for that as well as our liver detox support. So the thing that the meal plans and the book is that they're not prescriptive like I don't put list of supplements in there to be like go take all of these supplements. They're actually there more to be like, look if you're working with a practitioner and you forgot why you were taking this or they didn't really explain to you what it does, I'm going to explain what this stuff does. It's not intended to be like follow on self-help go by 10 supplements and diagnose yourself if that makes sense. It's really more like, here's what you need to do and honesty the diet and lifestyle recommendations just the overarching stuff is where I think the gold is.

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The meal plan themselves are mostly the same like there are nuances and tweaks to each meal plan based on what I want people to be eating or whether I want them to have a little more carb or less carb. If it's autoimmune obviously getting other things like eggs and nuts and seeds and all that but really the diet that I saw recommendations to me is where I'm kind of laying it down like I need to open your eyes to the fact that if you've got an autoimmune condition you need to not be doing marathon training right now.

Robb Wolf:

Right

Diane Sanfilippo:

If you're in the middle of a flare like put the sneakers down and go do some yoga. Find like a check practitioner like people need to hear this stuff and people really get excited about the meal plans quote and there is cooking the food and I'm like, "You guys the food is not that different." Like nuances. Little things are different. I need people to read the diet and lifestyle stuff. But yeah just covering more of that and covering a lot of the other questions that I know...I mean, we still get on our podcast the time on Balanced Bites it's podcast about how to talk to friends and family about this stuff, dealing with unsupportive friends and family. If somebody does ask you for help they are interested in going Paleo. Ways that kind of talk to them about that and support them through that and that's my attempt also creating a new chapter that does help the folks who've had the book for a long time but are looking for that extra information and then really expanding the recipes too.

I wanted to add in a lot of recipes that were the kinds of things I saw people making the most using more things like ground meat, actually putting some chicken breast into the book which I didn't do at all in the first book. It sounds kind of silly and not that important but I don't know I mean I'm looking at what people are cooking and what they're asking for and cutting out some of the less popular recipes and I don't think there is. I don't know as important we have in there and it's always been somewhat of a textbook like it was a soft cover book only before but it's always been kind of a reference book and I've made the argument from the beginning that even people who would listen to your podcast for forever or to mind who'd read your book and all this books, there you're going to learn something from this book because I'm teaching you a lot of the basics that we just kind of I know we glaze over it sometimes or gloss over it but now it's just a lot more of a reference that actually as being released in hard cover and soft cover. I mean I'm like the hard cover is my...I'm obsessed with there right now because it just feels like the way

that the book was supposed to be from the beginning and it's a desk reference.

Now, I think a lot of people who are practitioners are going to find it really useful I think we've got naturopaths out there and even medical doctors, lots of folks who are referring their patients to it or finding ways to incorporate into their practice and I think that that's I don't know just frankly it's awesome.

Robb Wolf: That's super...

Diane Sanfilippo: The one other thing to your point about the autoimmune stuff, I don't know, I was laughing about this yesterday so my friend Simone who's got a Paleo substance juice about coming out. She was talking about reference in the back of the book that says if there's 90 shades in this recipe, how can you make like without it or is there a modification and this is something that I did in the first edition of Practical Paleo. I feel like I don't know if people realize that I mean maybe I wasn't the first to do this. I know other cookbooks have noted allergens and things like that of some cook books I've seen but I feel like at least within Paleo, this was the first book where it's said, 90 shades in this recipe and if you wanted to be 90 shade free, here's what you can do to change it. That's one of the things that kind of entice back to some of the marketing stuff but also recognizing the needs of the population who I'm serving with this book that if you can't eat eggs what can you do to this recipe. Can you change it? Can you omit them? Will it still be okay?

Robb Wolf: Right

Diane Sanfilippo: If you can't eat FODMAPs etcetera and so making a lot of notes about that in the book and kind of taking a step further now with the new edition but yeah, I'm just super proud of it now. I feel...I was proud of it before but now I'm just feeling a lot more like, yes, it's definitely still the book that I hope people are referring everyone to and using as...people have dubbed it the Paleo bible, okay. I didn't say that but the community has and I appreciate it. Every time I get out there and do a book signing and meet with people, I kind of well up and feel like overwhelmed and to super grateful like I'm grateful for you for kind of paving the way for us and then grateful for the opportunities that you gave me really early on.

I think you had me on your website as a nutritionist that folks could contact and it wasn't for very long but that was kind of a big deal and I know you always felt like well, people still have to do the work and you still have to be doing what you're doing but I'll help you a little bit if you

want some help but I think what people have done with this book and the way they feel about it and how much they love it and take it with them in places which I think is crazy because it's gigantic. I'm just super grateful for it and I hope that the work that I continue to do shows that even when I have a little bit of perhaps tough level with some people because I hold people to really high standard and expect them to be responsible for themselves and they ask me be as questions that they shouldn't be googling and not waste my time, not waste their own time because the people who I love the most are the ones who come to a book signing and say, this book changed my life and I lost a 100 pounds or I was partially blind from MS and now I can see and I literally don't know who they are and they spent like 30 bucks on the book and change their entire life like that literally gives me goose bumps.

I feel like those are the people that I really want to keep helping and reaching with this information and so I'm psych to be able to update it and bring it out there and I'm grateful to a Victor about too for saying, "Yeah, we can go ahead and pull thousands of books from the shelves and re-release it and do a hard cover," like super grateful to them and they've been, yeah, nothing but supportive and awesome of everything I've been doing so anyway.

Robb Wolf: That's fantastic. Now remind folks again when the release date is?

Diane Sanfilippo: September 6 so I'm not sure when this will air but pretty soon and we're doing a fairly nationwide tour kicking off September 6 here in San Francisco and you can check balancedbites.com at the events tab. Myself and Cassy Joy Garcia, she's got a book called "Fed and Fit" that just came out and she's awesome. She reminds me a lot of myself when I was younger in having more energy. Yeah, I'm super excited. We're going to get out there and meet people and I've got some fun media stuff coming up so people can watch out for clips when no news clips in their area and stuff like that and some really fun.

Robb Wolf: Awesome, awesome

Diane Sanfilippo: Dreaming. I'm already trying to plan a vacation to Hawaii or something.

Robb Wolf: Nice, nice. Well, let us know when you go. We'll circle wagons with you and either so that's awesome. Well, I will get links to all of that information in the show notes. This is actually going up next week which will be let's see...

Diane Sanfilippo: Right before...

Robb Wolf: Yeah, right before so it should be up August 30th so we should be good on that but I'm just so excited for what you've done and so proud of what amazingly hard worker and a stoat entrepreneur you've been and continue to be and just incredibly heartening and I've learned a ton from everything that you've done and you've been in a wonderful friend of mine this whole journey so I'm just stoked for everything you're doing.

Diane Sanfilippo: I appreciate that. Thank you. That's like probably one of my nicest compliments when people say that they think I'm a hard worker. I don't know why but that makes me feel pretty good so thank you.

Robb Wolf: Awesome, awesome. Well Diane again huge congrats on the success and the continued success and I will put a little pitch out there that on your book tour and you make it to Reno and then we can pick you up and take it to lazy lobo ranch and get some barbecue and stuffs...

Diane Sanfilippo: Maybe we'll have the book a second leg and make it through because these first ones got 12 cities and I'm already tired just looking at the schedule.

Robb Wolf: Okay, it goes.

Diane Sanfilippo: I'll put in a bid for you.

Robb Wolf: Fair enough. Fair enough. I like it. I like it. Okay, well great to having you on the show and take care of yourself on the road and I will see you soon.

Diane Sanfilippo: Thank you so much.

Robb Wolf: Okay, take care bye, bye.

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