

# Paleo Solution - 349

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Robb: Hey, folks. Robb Wolf here. Another edition of Paleo Solution Podcast. Super excited for today's guest. His name is Mike Ritter. He is an NASM-certified personal trainer, a certified functional diagnostic nutritional practitioner, and just generally an all around great guy. He is also the co-founder of Result Cult in Tampa, Florida. Is that correct?

Mike: That is right.

Robb: Nice, man. Well, great to have you on the show. We've met a couple of times in IRL, in real life. You've written for the blog, RobbWolf.com, and you do a ton of stuff with your own website and the folks that you work with. So it's great to have you on the show.

Mike: Thanks, brother. This is really a privilege.

Robb: Awesome, man. Well, give folks some of your background. I've been talking more and more as time goes on about career path, how folks find themselves doing what they're doing ranging from becoming a physician to a data analyst that's working ancestral health community. We've had a lot of folks usually have some health issues, resolve those issues by the either reading one of the books out there that one of us have done or just general tinkering. And then the results are so good that the person decides that they want to do something related to this field in a pretty direct way. So let folks know about your process.

Mike: I started as your typical dude. I've played high school football, high school baseball, played college baseball. Just like every baseball player, I expected to be drafted. That was the plan all along. I wasn't necessarily a big school head. I did just enough to pass. I was planning on playing baseball anyways, sign the big contract.

And once I got to college it just became a big full time job, really hits you in the face. And I decided over the course of a couple of years playing college ball at that level -- it completely consumed my life, 6:00 AM workouts, 8:00 AM class, 10:00 AM study, classes in between. By the time 2 o'clock came around I was hitting batting practice in the cage, 3:30 comes practice, practice from 3:30 to about 5:30 or 6:00 and then lift weights afterwards.

Just the grind of that all the time, I just realized at that point that just wasn't something I want to do. So I "decided" to live the normal college life, joined all my friends in college and gained 45 pounds just slowly over time.

Robb: So you did freshman 15 and stalled it a couple of years and made it 45 instead.

Mike: Yes, cubed. It was me cubed. It was no surprise. It was just a lot of pizza and beer. I feel like if you're a competitive person eventually it comes back. During that period in my life I was so structured that that wave, I think, was just -- it was a tidal wave later of just F it. I just want any structure at all. So eventually it came back. I realized what happened.

I have a section in our eBook, Balance Stress, about myself called Chubby Mike. And when you go to a new city and a new area, all of the people there that you meet and you mingle with don't know the old you. They know you from that point on. And when you have an average name like Mike -- there are a lot of people named Mike -- people have to create a little nickname for you like Tall Mike, Short Mike, Orange Sweatshirt Mike. And it got back around to me that some of the people that I've been friends with for a little bit of time they knew me as Chubby Mike.

And that was just a big slap of reality to me. I didn't see myself that way. I saw myself as the athletic me. But I had lost myself a little bit obviously. So at that point it was just like, "Oh, hell no." My girlfriend at the time decided she wanted to lose weight for a wedding that she was going to be in. So I jumped onboard.

And I naturally, being a very curious person, I think the old athletic component of structure and attention to detail and curiosity as how to perfect a certain skill came back. And at that point I became very curious in nutrition. I tried the whole calorie cutting idea, tried a couple of different things, and then eventually a friend of mine handed me your book. And that helped me out a lot because I got a different viewpoint of what food actually meant to me, what it actually was. And that viewpoint led me into a 45-pound weight loss.

Robb: Nice. And reasonably easy compared to some of the other stuff that you've been fiddling with.

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Mike: Reasonably easy, yes, considering that I started from a fairly uneducated standpoint. As an athlete -- and this doesn't speak for all athletes but I think in my case and most of the people that I knew -- I didn't love weight lifting or eating well. In fact I ate terrible when I was an athlete. I didn't really learn much

through that process so I really had to relearn it all over again or for the first time actually. I didn't learn much about nutrition.

So it took me way long than I should've. I think close to ten months to lose 45 pounds. If I were to take a very structured intelligent approach, maybe a short amount of time. But because I was fiddling around the whole time it took me quite a while. And yes, reasonably easy. Once I realized maybe if I cut out all of the crap foods and just ate normal food, real food, that maybe my body can work itself out while I keep a reasonable three times a week weight lifting routine. And mind you, I was lifting weights throughout the whole prior part of that weight lost journey.

Once I changed to an all real food diet, just a general macro template of 30% fat, 40% carb, 30% protein, I just tried that and the weight just started falling off quickly after that.

Robb: Nice. Clearly you had a great athletic background, you knew your way around the weight room from the strength and conditioning that you had done through high school and college. How did all of these processes lead you into actually opening a brick and mortar facility to start with folks?

Mike: What I alluded to before with nutrition, with weight lifting, I realized I needed some help. And I hired a personal trainer. And those people who know me would see this as not of a surprise. I bought a couple of personal training sessions from this guy. I didn't have much money. I was going back to college. And I basically quizzed the crap out of my personal trainer to the point where he just handed me a certification book. I brought a notepad to every single one of our sessions. I'm just scribbling notes and I'm just asking him question after question after question making him three minutes late to his next appointment. And eventually he just handed me his NASM book. He's like, "Here, I think this might answer more of your questions." So I read it. I became absolutely infatuated with it.

And I always envision myself coaching baseball at some point throughout my career. And so I just took that skill set and I said, "Maybe this could actually work." And so I tried. I felt like the two reasons that people fall off the wagon are basically because of work and family. Two of those things often get in the way. And so I thought maybe if I can take care of one of those right now I can set myself for success later. And it turns out I absolutely love it and I love connecting with people. And I'm a very curious person in nature. So it actually worked out very, very well.

Robb: Man, it's such a big leap though opening your own spot. What was some of that process? First is trying to get linked up with another facility. You've got a partner

in all this. I'm always curious about some of the back story when folks put something like that together because it's a not insignificant process.

Mike: No. Well, I worked at Anytime Fitness. I worked at one in Avon Park and in Tampa. I worked at some of those places. I still work at Harbour Island Athletic Club in Tampa. Michelle Richards is my partner here in the Result Cult biz. She had the guts to actually go ahead and get this CrossFit Hyde Park thing going down here. And she's the actual owner of the facility. And it just became a point where we were both working at Harbour Island.

And some of our members just had very similar taste, similar sense of humor, similar taste in exercise. We were diving a little bit into the high intensity training. Some of our clients, mine and hers, started hanging out outside of the club. And one of them got a hold of this Paleo challenge online where they were going to register together and try this challenge online where they get swag and all this. And so we kind of wrangled them in and said, "Hey, why don't we all do this here? We can have a little contest -- 30-day challenge -- and see how everybody does."

So after the first week I see somebody at 6:00 AM, 9:00 AM, noon, 6:00 PM. And they all come in to me with the same question. Everybody's overhauling their diet at the same time. "Well, what can I eat for breakfast?" And I said, "Well, did you take a look at the food list or some of the resources I gave you?" "No." And then I get the next person say, "I don't really know what to have for breakfast." They were all hitting the same problems, the same obstacles.

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So that weekend I just called a meeting and called it a potluck and said, "Hey, whatever you've cooked successfully once bring it to the potluck. Bring your recipe card and share it with each other." And that's turned out to be a success. I think we had just six people there but it was a very successful conversation where people got more ideas.

Word spread around the club that we were doing that. There were some people that felt a little left out. They weren't included in the first one. So we just did a second one. And then we did a third one. And before you know it, every three months me and Michelle were hosting potlucks at Harbour Island Athletic Club with close to 40-50 people there. And we made it very workshopey, very fun. We had a book sharing table.

We realized the power of community and connecting people, not just the information that we were sharing about look sensitivities or whatever we decided to present on. The community aspect of what we were doing brought a

whole new life and a little bit of a following. And so I nicknamed it The Result Cult, just tongue-in-cheek. Everyone loves rhymes. And so we made it accidentally this unofficial education-based business.

And eventually we realized we actually needed to house this thing somewhere. And we developed this philosophy and a way of helping people from an emotional, dietary and movement-based standpoint. And we just felt like we needed a place to actually house it so that way our message was very clear and communicative and people knew where they could get it.

Robb: That's fantastic. When people come in the gym now what does that process look like? It's just super interesting to me understanding how people move folks through their programs.

Mike: Well, first of all, you can't be an effective coach without being to connect with people. So when we bring somebody in, first, they're going to come in with some sort of movement evaluation. I'm talking specifically from a training standpoint. We use the Functional Movement Screen. We use Functional Range Conditioning as a method of checking joints and evaluating movement capacities and things like that, allowing people to connect with their bodies. They're always going to have some kind of sit down or consultation where I can get a feel for where they are physically and also emotionally. Are you actually connected to your life? And I like to sit down and talk to people and just hear what they have to tell me.

I don't think a lot of people realize how much they might be completely disconnected with the friends that they have, the activities that they choose, the way that they stack and multitask their day and the things that they choose to do and the people they choose to be around, and how much that creates obstacles for dietary change or motivation to move and exercise. If you haven't at least thought of that, that is a very effective place to start. Decision fatigue is something that I talk to people about frequently. And I don't know if that's a scientifically correct term to use anymore. My whole world got blown apart when adrenal fatigue became nonexistent.

Anyways, the point was that when you have a population of people, everyone's experiencing something different. And how stress affects somebody from an emotional standpoint first, changes their lens in the way that they view their approach to their day, their movement program and their diet program. So I like to start there. And if they can connect what they're doing, if I can evaluate some of their big rocks and eliminate some of the counterproductive behaviors that they're doing and attack those, these people all of a sudden become very surprised at how easy some of the dietary changes can be.

Robb: Are there a couple of buckets where you see the main maybe self-talk or behaviors or maladaptive strategies that people use that end up causing them problems in the beginning or even maybe down the road? It's interesting. You can have problems getting folks going but then also they'll be motoring along doing great. Then six months in there's some self-implosion thing that happens. What are the things that you see going on there?

Mike: The first thing is just to explain to them a little bit of a mechanism behind stress. If they can evaluate what's going on in their life they can evaluate how well they respond to it a little bit.

**[0:15:02]**

So you have a wide variety of people right now that are lower on the hierarchy chain at work associating with people who aren't necessarily connected to their passion. I don't know if you know the phrase you're the average of your five best friends. The people that you hang out with outside of work and how much TV time or multitasking time that you spend, those are big ones. There have been a couple of studies that I've read, and I can't say any of this is necessarily conclusive. People spend two hours in front of the TV tend to participate in maladaptive coping behaviors like bench eating, isolating themselves, lethargy or tried to implement more stress management strategies themselves. They essential become more stress because they don't actually take care of things that are very important to them. As this TV time seems to be very relaxing to them, it is actually very counterproductive because there's nothing more stressful than the uncompleted task.

So by identifying these big rocks, these things that they actually want to complete in their lives, making a list of urgent task versus important task every morning is a very effective way to approach a day. And that also removes the problem with too much TV time or lethargy where you're not actually being productive can be a huge help. So when I say urgent versus important -- I posted it up on your website -- is a sheet that has just very simple column on the left, urgent, and on the right, important.

So there are usually three things in your day that cannot happen or today cannot happen unless those are taken care of. Write those down. Those get taken care of first. Things that are important, very important things but could get pushed until tomorrow. By taking care of the urgent list first you'd be surprised how easily the other part of the list can get taken care of.

Robb: A good friend of mine, Dave Duley, he heard this line years ago and then wrote it and puts it up on his office wall. First thing's first. Second things, never. And this is a challenge that I have, just basically triaging my day. What's really the thing

that I need to do to move the needle forward on what I'm up to? I don't really do much TV but I can really get into this mode where I think that answering emails or social media questions, I'm like, "Man, that's doing some work." It kind of is but it's really not. It's not getting anything done. It's not working on a book. It's not developing a podcast. It's not really doing anything else that's moving the needle along for myself. And so using that first thing's first, second things, never, has been really helpful for me. Each day when I get up that's something I try to delineate.

Have you ever use the app called Things which is part of getting things done process? I used it for a bit but then, oddly enough, fell out of the use of it. I'm curious if you've used anything like that.

Mike: No, I haven't actually. I'm always down to try some new stuff. I have used Headspace which is a meditation app. That one is a great one. I was going to get to that eventually here. Headspace is a great app that offers you ten free ten-minute guided meditations. Absolutely fantastic. They have a subscription service afterwards. But for anyone who has trouble sitting down and just chilling out for ten minutes, that app is absolutely fantastic. It's got this cool little British dude or Australian guy in your ear telling you how to relax. It's nice.

Robb: Nothing is more relaxing than somebody with a pleasant accent telling you to chill out. That's awesome.

Mike: He's so good-natured.

Robb: That's fantastic. This is an interesting area for me. I really like some meditation and also some brainwave type stuff like the binaural beats. I find those really helpful for both relaxation and focus when people are doing work. Some people are really geeked on the quantified self stuff. They're pretty into Fitbit and different tracking methodologies. I've been really underwhelmed by most of that stuff. Are you using much else like MyFitnessPal to help people track macros or anything like that? What other technology devices are you using if any to help folks monitor their progress? If not, how are you helping folks monitor progress?

**[0:20:16]**

Mike: MyFitnessPal has been pretty good for some people, others not. Just to start on that one. Diet logging has been helpful for some people that are very type A and need that type of structure. They will actually follow it. To go back to Gretchen Rubin's book, Better Than Before, different types of personalities call for different types of measures. People that are upholders just might do very well with some kind of accountability in logging. Some of this is very tech-friendly.

I do hesitate with others -- especially somebody with a poor history of diet -- to get too regimented and create focus on the app because a lot of people can put all their eggs into whether or not the app told them that their macros were right or wrong or they have this pass or fail idea and this box that they have to think in with diet. I like to lead people into a point where they can get healthy. I will provide all the assistance that I can in the very beginning. It's all in the presentation. I will offer that but I will also let them know in the very beginning that my job by the time that we're done with our coaching program here is for me to provide a view of food with you that's very simplistic and easy and not hell bent or handcuffed to a piece of technology in order to tell you whether or not you did a good job.

Robb: Nice.

Mike: And to pay attention a little more to biofeedback. Do you feel better? Did you accomplish the things you want to? Is your rate of perceived exertion better or worse than it was before? And just start listening and connecting to own body.

As far as other pieces of technology, I'm very underwhelmed with calorie counters and Fitbit. I've used Jawbone track sleep patterns just a little bit. But HRV is something that I've used quite a bit. I think it's very useful. Is it the end all be all? No but I tell you what. It's all in the presentation. And I've seen a lot of people use HRV under my guidance over the course of a couple of months to six months. Whether or not it brought them to a new level of athleticism is irrelevant. Nearly everyone change their viewpoint of their movement program. They change their viewpoint on overtraining. They were able to listen to their body and predict how their body would respond to certain types of training. They learn a lot about themselves in the process. And so that being said, I do like HRV for those purposes.

Robb: I completely agree. Sometimes you have to go on a little bit of a fishing expedition to figure out what may be pushing things in an unfavorable direction. It might be food. It might be work-related stress. It might be that there's some drip in the bathroom that's keeping the person awake. You don't really know what it is but you just start seeing this trend weren't as good as what they were previously. And so then you have to do some dating. But it's also really valuable because it is so all-encompassing. If that allostatic load, if that total stress exposure is negatively impacting the ability to recover, then it doesn't really matter where it comes from so long as you track it down eventually.

Mike: Yes. I've used that in one way to help people show them what types of training help you recover, what types of training are very expensive to you. A lot of people have no idea. As an example, I did high intensity training. It was weight lifting. I don't want to say CrossFit-ish. I'm more of cattle ball guy, strong first



type methods. And so I did a very intense training session one day. I saw a little dip in my HRV the next day. Typically if I see two days, three days in a row of declining HRV score before I feel the symptoms of overtraining or just overall body ache and fatigue I'll take a day off.

I decided to do my own experiment where I decided to do an hour of boxing instead. There was a boxing instructor I was working with here at the time. And we did intervals. We went pretty hard. And my HRV scores went through the roof. So I tried it again, same response.

**[0:25:12]**

So I found out a lot about myself through that. And I started implementing that with some of my clients and saw virtually the same thing. When I'm training a client I'm explaining recovery. And this goes along with the movement-based stress category. Passively relaxing is not the same thing as actively recovering. You'll find that a lot of people in HRV help people see this is that just by laying on the coach for an entire day. Michelle had one of her clients just tell her the other day, "You'll be so proud of me. I didn't do anything for five days. You'll be so proud of me. I didn't do anything." And it's just absolutely face-palm comment because we've made a big point to teach that movement is medicine. Certain types of movement helps you recover. Lethargy and basically not moving at all does not actually help you recover. And HRV helps people see this.

**Robb:** And it's interesting. The thing that I would take away from that is even though you had two relatively high intensity sessions, they were very different modalities and maybe even somewhat similar overlap on energy systems, a little skewed towards the lactate kind of energy system. But because the modality was different do you feel that's where function is restored instead of digging the hole deeper?

**Mike:** Yes. I feel like different style of movement, different impact on the joints. And I feel like it digs a little bit into the whole idea of flow. One thing that I've learned about my training program is that if I have a recovery day or I have an opportunity to recover I'm going to up for still a movement session but I want it to be fun, I want it to be fairly unpredictable in what I'm doing, not unsafe but fairly unpredictable, very reactive. So boxing has that component to it. In my research and the things that I've become curious about, play and randomized activity seem to stimulate the brain, and therefore the nervous system, just about as good as anything.

The Atlantic published a story on literacy rates in Finland. Fifteen-year-olds in Finland have some of the highest literacy rates in the International Student Assessments in the world. They start kindergarten around seven years old rather

than five or six. Most of the five and six-year-olds' time is spent playing. They do structured and unstructured play with them throughout about a four-hour class day. They're not sending five-year-olds to eight-hour days where they're stuck in a chair with a pen forcing them to read better yet they have very high literacy rates. That made me very curious on why that happen. What does play actually help develop the brain if at all?

And I read the book *The Rise of Superman* about a year or two ago. And that really solidified a lot of my belief system about training once I did my own experiment plus some information there about how flow activates dopamine, norepinephrine, endorphins and serotonin in the brain the way no other modality can. Movement can only do that. So there has to be a level of excitement. There has to be a level of unpredictability. There has to be a level of reactivity. But the challenge can't be more beyond, say, 4% of your skill level.

So if I get through the movement session that involves all of those components, some excitement, skill level about 4% above mine, then I notice I recover much faster, it gets me into that flow state and the chain effect on the rest of my nervous system and my body have been tremendous. So that's the way that I choose to recover. I hope I made that clear. That's how I choose to train people in a recovery type scenario along with a normal structured training that's engineered to help them fill up their goals.

**[0:29:59]**

**Robb:** Jiu-jitsu is my gig. And I find that I make really good progress and I'm also able to control the volume and the intensity by doing a lot of drilling. I'm kind of, in a way as I think through this, answering my question a bit. The drilling is definitely beneficial but then we usually wrap things up with some flow rolling, 20-30 minutes of that. So I'm getting a little bit of both. I'm getting that skill acquisition and then also getting that flow state.

And it's interesting. I've been playing around with jiu-jitsu. Even if I'm rolling with somebody that is smaller or below my skill set I can easily let them get me into compromise positions and then try to get out of that. So it still ends up being a pretty good challenge for me because I can press the boundaries of how vulnerable I am with a given individual and how much I can still get away if they get my back and they start sinking in a rear naked choke or something like how far can I let that go before I really start reacting to it and stuff. So maybe I'm getting a little bit of both of those, both the flow state and some of that more structured activity within one session.

**Mike:** If it puts you in a position physically that you're not normally in, that might help reduce some stress. I know BJJ can get crouchy. Then that can also help by

adding movement variety. I can see 100% why that would really help. It can feel fairly intense for what you're doing but physically if it's a little bit different, if it's not so difficult that it creates a little anxiety or stoppage of the movement or stoppage of breath, then absolutely, that's a movement session that I would consider very recovery-oriented and can do a whole lot more good than just simply hanging out for the day and not doing anything.

Robb: Totally makes sense. Where is that interface then for you between the nutrition and the movement side. I know the clients tend to put huge emphasis on the movement side as far as body composition shifts. How are you helping them to understand that it's a full package? Sleep, stress, how we look at stress, the food is clearly a huge factor. But how do you bring some balance to that and actually get people bought in on that?

Mike: Number one, when I'm evaluating somebody or I'm going through a consultation with somebody I have to figure out what's their biggest rock first. I don't like to make too many changes at once. So there are some people where diet might not be the first thing in order. We can make small changes like some of the obvious ones like hey, let's reduce sugar, let's try to cut out artificial sweeteners and some of the big dogs. But I'm not going to place somebody on some aggressive macro protocol if they're not sleeping at all.

So addressing the big rocks is number one at CrossFit Hyde Park and then with personal clients as well. I'm very presentation-oriented. We put on monthly workshops and seminars at CrossFit Hyde Park on some of the stuff and give people an opportunity to hear and full gamut of like what food sensitivities actually are, what food allergies actually are, what the benefits of fats are or vitamin K2 in muscle growth, how hormones are balanced with vitamin A, D, E and K, co-factors for testosterone. I can get into some of the sciencey stuff with those seminars and workshops.

For nutrition clients, I meet with them once every two weeks and sit them down and go through. So I'm not boat-loading them with a bunch of information. I have an email series that goes out with them. So I can reach them at different mediums. And so people get to learn at their own pace. But in the meantime as far as what they're working on, I give very, very direct task list with very precise goals. Again, I think one of the worst things you can do with somebody is try to create too much change all at once.

Robb: It's funny. Again, it seems like some folks fall into two different buckets with this regard. For some people it's kind of tear the Band-Aid off, do the whole thing all at once. And then definitely there are folks that you got to figure out, "Okay. We're just going to get you to reduce your soda consumption. Maybe at some point we will remove the soda consumption. And then we'll talk about sleep and

then we'll talk about protein." It's an interesting triage process to figure out who you have across from you and what they need to do first.

**[0:35:22]**

Mike: I think people are a little alarmed once you sit down and let people talk -- when I say evaluate somebody or consult with somebody, I don't spend a whole lot of time talking at someone. I don't believe that's an effective way to coach. It's kind of like you're an interviewer, you spend a lot of time asking more questions than you do talking. I let people shine a light on themselves. And you'll be surprised that people tend to figure out what's going on just by talking about it. Once they actually put it in words it's really not that big of a surprise. And I don't usually have to dig that hard to figure out what it is that actually needs to change.

If somebody's in a big metabolic hole, sometimes we might try some supplementation to work on that. I might recommend some lab work like DUTCH testing for hormones. I like that test. I know some people don't. If somebody needs to see the numbers or I really need some more information I might go to the route of lab work. I like to make simple changes first, simple and cost-effective changes work first.

The way they associate with stress and the way that stress work can be complex. But as you well know, we learn more about physiology all the time. And every time we think we have something hammered down the nails come out. Although the physiology of stress and training and diet and how the gut works can be pretty complex, often the solutions aren't. We see a new study on ketogenic here or stress and decision fatigue there or how pathogens work on the immune system. There are some fantastic work being done all over the place but the solutions end up being pointed nearly to the same direction. Hey, if you have connectivity with good people, follow your passion, do what you love to do and do it well. Get some good solid intelligent movement practice. And then eat real food.

A lot of times the body tends to work itself out. I don't mind to oversimplify that, not in all cases. I'll give you an example. Dr. Andreo Spina is the one who does the Function Range Conditioning seminars. And he does a great presentation on just how when you open up the joints, the nervous system seems to open up a little bit. Your VO2 max tends to improve just because you have levers that are working correctly. And I just think that the body is just a great compensator when you live the way that you're supposed to and do things that are in alignment with your natural biological rhythms. Your body has a great way of aligning itself when you allow it.

And as an example, the way they do MCL surgeries is they take a piece of the patellar tendon and they put it where the MCL is. They make a new MCL. And so even though tendon is actually different tissue, when you place it where the MCL goes and then you do some rehab and you lean on it and you twist your knee and it takes the demand of what an MCL would normally do, a year later than tendon tissue becomes ligament tissue. It just became it.

It's like when you walk on the inside of your feet -- heaven forbid you do that -- but if you walk on the inside of your feet for a year you'll get more bone density on the inside of your feet or, say, two years, three years. You'll get more bone density on the inside of your feet because your body's like, "Hey, this is what we're doing now. Let's send some more bone down there. I guess this is how we're going to walk so let's figure this out."

When you remove a kidney, all of a sudden the other kidney just takes over. It hypertrophies. It takes on more of the work load. It just rises to the occasion. Your body has a way of adapting to whatever you do. Essentially you are what you repeatedly do.

So when you get an opportunity to let people just evaluate what they're doing -- are you moving frequently? Are you eating real food? I can explain all the complicated science that I want to people but I have very few people walk through the door that can check the boxes of I sleep well, I'm eating well, I move regularly and with variety, and my health really sucks. There are very few people that can say that. There are some but those are people that are way over my head. They need to go see a specialist.

**[0:40:18]**

Robb: That's awesome. Mike, it's just fantastic stuff that you're doing. Let folks know where they can track you down on the interwebs. And then you guys also have some eBooks available also.

Mike: We have a guide to HRV if anyone's interested on learning how to use that and putting themselves through an experiment. We do have an eBook called Balance Stress which is kind of all about emotional stress, what that actually means, how the nervous system works, some tips and tricks on how to balance that out, has a dietary section, a movement based section. It was nominated eBook of the Year by Paleo Magazine which is pretty neat. You can get that at ResultCult.com.

Robb: Right on. Where can we track you down on social media?

Mike: My Facebook page is Mike Ritter. The Result Cult is on Facebook as well and Instagram. If anybody wants to shoot me an email and continue this discussion, it's theresultcult@gmail.com. You can find me there anytime.

Robb: Great. Are you going to be at Paleo f(x) this year?

Mike: We're looking at that. We got the new kid around. So maybe. It's a maybe but I would like to. And I'm very passionate about this stuff. There's a whole undercurrent to the topics we were talking about today that I would love to -- I've been to the University of Wisconsin-Platteville to talk about this. We do a day course up there every year and talk to some kids up there. We've done for three years in a row now. And any chance that we get an opportunity to go somewhere, do some speaking, do some gigs on this and help people really evaluate how they're living in their lives and identify some hidden obstacles and understand how this mechanism works, we'd love to do it. And we're available for coaching anytime.

Robb: Fantastic. Well, I'll get links to all that stuff on the show notes. Mike, looking forward to seeing you in real life again. And thanks for the continued work providing content for RobbWolf.com and also the great work you're doing there at the Result Cult.

Mike: All right. Thank you, brother.

Robb: All right, man. Take care.

Mike: All right.

Robb: Bye.

**[0:42:32] End of Audio**