

Paleo Solution - 364

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Robb: Hey, folks, Robb Wolf here, another edition of the Paleo Solution podcast. Super excited for today's guest. He's the author of the Paleo Coach, the wildly popular AltShift dietary program and the recently released Body Beliefs - Women, Weight Loss, and Happiness. Jason Seib, how are you doing, man?

Jason: Fantastic, man, it feels like we just did this over on my podcast.

Robb: I might have brought down property values on your podcast not too long ago, so, yeah.

Jason: Oh, no, I'm sure you drove them up. You're taking over the world with this Wired to Eat thing. It has been fantastic watching this.

Robb: Well thank you, man. You and several folks like you really pulled out all the stops, pimping and promoting that thing. I just have to say a profound thank you. You guys made it happen, so, thanks.

Jason: Oh, yeah, well you produce quality work like you do and if we don't get behind it, we just look stupid.

Robb: Well, thanks, I will put that into my marketing.

Jason: Yeah. "Don't look stupid. Support this book, so you don't look stupid."

Robb: Exactly.

Jason: Perfect.

Robb: Jason, I think most of the listeners are familiar with your work, but give folks a little bit more of your background if they're new to what you are up to.

Robb: Yeah. I've been sniffing around this industry, making money in some context in it for about 20 years in the whole fitness and weight loss mostly. You were very influential in me finding and learning a lot about Paleo and then I forced myself upon you and made you my mentor. Then we did some consulting and stuff way back when, we're talking quite a few years now and then got hooked up with Sarah Fragoso. This whole time I owned a small gym and then I got hooked up with Sarah Fragoso and did some stuff with her with Everyday Paleo. We started doing seminars and had an online training community. Then I wrote the Paleo Coach, and then that led, a few years later, to the AltShift Protocol which, like

you said, has been wildly successful.

Through it all, I have had a unique bent, if you will, towards that whole behavior and psychology stuff especially as it pertains to women. I've made some very good friends in the psychology world that have helped me ferret out some ideas and reasons for why people, especially women, typically struggle and oftentimes fail when it comes to things like fat loss and body image and intrinsic and extrinsic loci of control, and internal and external motivations as far as whether or not they believe they're doing this for themselves or to the approval of others.

It has been a wild, really fun ride, and I feel like being a male with -- I have daughters as well, just like you do -- being a male surrounded by women and then also having this real interest in this stuff has given me a unique perspective, because I'm able to look without swimming in it. Body Beliefs has been the outcome of all of that, and it's been super, super fun. I think even if it wasn't selling, I don't think I could stop myself from doing this stuff.

Robb: You kind of answered my next question to a degree but, because you've had such great success with things like AltShift, why wade into the morass and the potential slings and arrows of this really controversial topic of body image and belief systems and everything around food and eating and body composition? Man, that just seems like almost a no-win place to go. If you're telling people what they need to hear, seems like they could get really mad or really upset. What was the motivation? What has been the response to folks consuming this material?

Jason: That's really the golden question right there. You create a protocol like AltShift, and I test it out in my world where I've got my hands on people, face to face, and the results just come pouring in. Then we release it to the world and the results come pouring in too. Then almost everybody fails and quits for some reason and then they come back around and they say things like, "I did it. I felt great. It worked. I felt like I could do it forever. Then I quit anyway. I quit for some reason," or, "I self-sabotaged," or, "I didn't believe that I deserve results," or something along those lines. It always comes back to the psychology. When you look into this stuff deeply, what you find is that women have all of these amazing, wonderful traits that make them so much better than us in so many ways when it comes to things like their desire to be liked and their desire to please. Oftentimes they really want to be great, unfortunately sometimes, to the level of perfectionism at everything that they do.

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But it's like this. Let's give you an analogy. Let's say you and I decided that the way we were going to raise our daughters was to get up in the morning, every morning, and look at those little girls and the first thing you'd say is, "God, you

just disgust me. You just are such a massive disappointment. I don't think you can even improve. When we're around other kids, all I think about is how you're never going to be like those other kids, that those other kinds are better than you. I know that everybody else out in the world, when they look at you, they think the same things that I do. I'm positive of that. They're not saying it, but I know for a fact that they think that you're just a disgusting mess too." What would we create in our daughters, Robb?

Robb: Not a lot of success, not a lot of confidence, probably a lot of pain and shame and guilt. Having two daughters, it horrifies me because I know that that's scenario plays itself out in far too many homes and situations.

Jason: Well, unfortunately, it also played itself out more times than we could ever account across the rest of the world.

Robb: Just in the internal dialogue.

Jason: Yeah, in mirrors, in bathroom mirrors this morning while women got up and got ready or brushed their teeth or when they catch their reflection in a mirror during their day when they're not even thinking about that. The idea is that it's almost as if women come to a perspective that they can hate or loathe or despise themselves to beauty. They can use those negative things as the tools that they would use to create beauty. The outcome is like Michelangelo trying to create David. Every time he steps up to the stone with his hammer and chisel, he's going to hate this stone into the beautiful statue that was David. That just doesn't work.

The problem is that everything comes from this extrinsic motivation. Women are hanging a lot on fat loss. It's, when I lose weight, I will be happy. So there's a problem with that, first off, in that -- in psychology, they call it the hedonic treadmill -- that it's so easy to buy into that idea, but you've never been right on any of the other times you've every said that, so why would you be right this time? Every time that we've said, "I'll be happy when blank happens," we've never been right, not to the degree that we believe it anyway. Like, when I get that job, when I get that relationship, when I get that car, whatever, I'll be happy; you didn't get that job and then three years later, you're still floating around without your feet touching the ground because you have been delivered unto the land of bliss by this one thing happening. That's just not how life works. Yet a lot of us, especially women, will buy in to the fact that when I lose weight, when my body looks differently, I will be happy.

There's some evolutionary psychology there about how men oftentimes are able to earn mates, whereas women have to attract enough suitors to be able to pick the best genetics. But setting all of that stuff aside for the moment, the gist is that they end up in a place where the motivations are extrinsic and they believe

that if they achieve this through these things that they dislike, like, God, I'm going to have to not eat these foods, these hyper-palatable foods that my whole body is telling me is the right answer, and I'm going to have to get up and move even though I'm not doing any actual productive work, which my body is telling me is the wrong answer; I'm going to have to do all these things that go against the grain of human nature, which I don't like any of them, in order to achieve something that I will then go out and measure on other people's faces.

So it's all extrinsic. There is no intrinsic motivation. What happens is, and this is what we were saying with AltShift, somebody starts it up and the excitement in the beginning keeps them going and they get some good results. Then they make a mistake. They eat a cookie. When they eat a cookie, they have ruined something in their mind. Once that thing is ruined, they go multiple weeks of, well, I blew it now. I screwed up. 30 days in a row, I did AltShift right, and now I blew it. I ruined something. So I might as well just go have pizza and beer. Finally they get "back on the wagon."

Well, contrast that to the way that we learn virtually anything else. The example that I used in Body Beliefs is you don't pick up a brand new instrument, like a violin, drag the bow across the strings a few times, hit a sour note, get pissed off and throw that thing back into the case and put it up on the shelf for two weeks while you get mad at yourself for being such a terrible violin player. No, you immediately start trying to improve based on the fact that you just hit that sour note. I'm going to learn from that. I'm promptly going to draw the bow across the strings again. I'm going to continue on because I'm intrinsically motivated. I want to do all of this, and I want to be great at it, so what I'm doing is practice. I'm actually practicing at getting good at this.

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But when your mindset is in a place that says, "You don't deserve this," you walk into a room and people turn their heads and they look at you and you are absolutely positive that they see in you what you see in you, which is, I don't like the way I look today, my eyes are puffy, my skin's splotchy, my thighs are too big, these pants don't fit right, whatever. You're just positive that everybody's thinking that way about you. When you have these sorts of mentalities, it gets really, really easy to throw yourself off that wagon and go, "Screw it. It's not working anyway. I can't get this right." Or, "You don't deserve results." Or, "You know what, you're not like one of those people. Why are you keeping yourself from that cheesecake right there? This isn't going to work anyway." Your little inner voice just runs you over, and you're constantly starting and stopping and starting and stopping or jumping from diet to diet.

So when somebody's doing the stuff that you recommend with your 30-day Reset, for example, in Wired To Eat, without the right mindset, I'm going to go

out on a limb and go, the vast majority of people probably won't be able to go 30 days on their first try. But it is only 30 days, so they probably will eventually be able to get it right. But then they've got to follow up with all the other stuff you recommend, make these actual lifestyle changes, and if they see that this is something that, if I don't get it perfectly every single time when I start, basically I'm saying I will never ever eat a bad food ever again, they're not addressing the obstacle of what happens when I eat a bad food? What happens there? Do I throw myself off the wagon, or do I just get right back on track and keep trucking?

They're busy trying to avoid cookies when the real problem is what do you do when you eat one? What happens? You've got to address that first then you can put long periods of time between you, your last cookie and the next one, but all of this stuff has to be fixed in the head first. So basically what's happening is women are coming to me going, "I hate my body. I'm really uncomfortable with my skin. My whole life has been spent thinking about it. I think about it all day long. I've done a thousand diets. I've really damaged my metabolism. I have no self-confidence. In order to fix that, how many carbs do you think I should eat?" It's like, what? No, that's not where we start. We've got to start from someplace where we can actually get a person to a place where they can change their lifestyle and change it forever. That was a really long answer to your question.

Robb: No, it's phenomenal. That practice analogy and the analogy of would you be a concert violinist on the first try is "no" and so are you going to be completely dialed in and compliant in the way of eating that maybe very far afield from what you're used to? Not just eating but, oh, yeah, I need to pay attention to sleep and then there's this movement piece and, oh, yeah, I need healthy community and, oh, gee whiz, I've got this internal dialoguing that seems to want to take me down at the kneecaps at every single turn. It takes some practice and awareness there.

Jason, I'm curious. So much of that internal dialogue is coming from these deep emotional parts of the brain, as powerful for me because I'm a geek, and I have the emotional acuity of a Vulcan or a potato, whichever one you want to pick, but that violin analogy really resonates to me. I suspect that it could be very powerful for other folks too, but that's a very cognitive process. How do you integrate that cognitive process with this emotional process? It's almost like a zen meditation or, again to your point, it's practice.

Jason: Yeah, and that's where the magic comes in is you -- the first thing somebody needs is the mindfulness to catch themselves in these moments. So to go back to that thing where you walk into a roomful of new people you've never met and they all look at you, and your inner voice goes, "Those people all hate you." You and I without any, like you said, really low emotional acuity, we walk into that room, everybody looks at us, and we either don't process that at all or we go,

"Oh, look at these other people I can go meet."

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So the same thing happens to you and I as what happens to somebody who feels like everybody hates them, the same physical thing happens. They walked into a room and some people activated some muscles in their neck and turned their heads to look at them. That's the only fact that you have. What you need first is the mindfulness to say, "Wait a minute, what's happening right now? Which facts do I have? I don't have to be ripped down this river of my thoughts and slammed into all the rocks and thrown over the waterfall and feel like crap for the next few hours when nothing actually solid just happened."

The way we get to mindfulness and the way I prescribe it is through short meditations. It doesn't solve the problem, but it is the biggest part, and it's the hardest part for me to get people to listen to. I break all of this down in Body Beliefs. Basically you've got to be doing unguided meditations that allow you to figure out when you're thinking, when you're just thinking, when nothing new happened. Nobody ran up to you and went, "Hey, you're gross. You look fat." You just started feeling that way on your own accord. "Okay, these are thoughts. I don't have facts."

It's the same thing when a young girl decides that in her early teens that she is overweight and then later on in life she tells you that she didn't get asked out to prom because she was overweight. The only way that we know that as a fact is if somebody walked up, for instance, and said, "I was going to ask you out to prom, but you're overweight, so I didn't." They go, "But wait, I saw the thinner girls get asked out to prom." Okay, but I'm going to guess that when you decided you were overweight, you also decided that interactions with other humans were a bit risky, so you put your headphones in and looked at the ground and become unapproachable, and you looked like a terribly un-fun prom date.

So the place where I deviated off your question there is that the idea is you have to know what's really happening. You have to get back to what you said, the cognitive. Then from there, you begin the long, arduous task of rewiring and going, "Okay, I don't have any facts right now, so there's no point in me standing here and using this emotion to beat myself over the head. I'm going to put a smile on my face and go meet these people." You're going to have to do that for something like six, eight, maybe 12 months, maybe longer in some cases, but you can eventually rewire. It's literally physical. You can remyelinate these pathways in your brain.

I sent out an email the other day. Have you ever seen the video -- it might have been Smarter Every Day, I can't remember, one of the guys that does all the science videos where he learned how to ride the bicycle that steered backwards.

Robb: Oh, yeah, yeah.

Jason: That's an amazing example. It took him eight months to learn how to ride that bike. Then it was like something clicked, and he suddenly can ride it. I sent that out going, "This is an example of rewiring these pathways in a brain." You learn how to ride a bike. You spend years riding it. There's so much of these algorithms and stuff going on, on how hard you have to press on the pedals and so much going on that you're never ever thinking about it. You try to get on this other bike and nobody can ride this bike because when you turn to the left, the bike actually turns to the right. It took him a really long time to learn how to ride it, but he absolutely did it. He had rewired some pathways in his brain through practice, and the only way you get to practice is with the mindfulness to catch yourself in these moments, but you've got to be able to practice it for an extended period of time.

It's a really hard sell. Like you were saying earlier, why would I go down this pathway? This is one of the really frustrating parts is that people will work for decades on different diets, different protocols, go back to something like Weight Watchers multiple times, do HCG, feel horrible, gain all the weight back and go do it again. They'll do this for decades, but to get them to meditate for five minutes a day so that we can change the brain that drives all this stuff and actually give them an opportunity for success and the ability to not feel like crap all day as you beat the hell out of yourself with your own inner voice, to get them to work on that is like pulling teeth.

But we now have created so many examples of it that the people that come into my world and start following me and join the things like the AltShift Facebook group, that all they have to do is mention it, basically like, "So does meditation really help you guys?" They just get swamped by people going, "I don't know how I lived without it. I didn't really get good success until I started all of this stuff in trying to re-myelinate these pathways and get new thoughts as my go-to knee-jerk reaction, which takes a long time, but it's worth it."

Because people say change is hard and my answer to that is, not changing is way harder unless you can tell me that it's easy to just go through your life catching your reflection in every building and having a miserable 20 or 30 minutes while you over-analyze yourself and look at all the other women around you and beat yourself up for a while and then go bathing suit shopping and be miserable for the next week. That is a hard way to live a life. You could get down to the brass tacks on this and work really hard on it for something like six months to a year, and be a brand new person in this regard. How is that not easier?

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Robb: Man, that's so powerful. When you are working with people, what are the characteristics that you see when you know, okay, yeah, this person is ready to do this? What are maybe some of the characteristics that they're not going to do the meditation? They're still going to say, "Well maybe it's just carbs. Maybe it's these other -- again, your point, these extrinsic issues instead of making it something about their internal motivation.

Jason: Well the big one is that we can't get them to stop analyzing the outcomes. They get on a scale all the time. Or if we can convince them to get off the scale, which is super rare in those people, they'll still get out the measuring tape all the time. They're just outcome focused. What we're trying to get is a lifestyle change that happens without so much thought about it. An example that I've given there is we want all this stuff to eventually happen the same way that you brush your teeth or take a shower. You want it to just happen.

If I told you, Robb, that you're only going to get one shower in the next month, you wouldn't be like, "Well it takes 20 showers before everybody thinks I'm hot, so screw it. I might as well not do it." You're going to be like, "That's the best damn shower I'm ever going to take." So it was amazing. When you go camping, you don't come home from a camping trip and then take a week to get back on the wagon with showering. Because you're doing these things intrinsically, you're not outcome focused.

In other words, when we know that somebody is, okay, my metabolism is getting a little bit better so I added in some sprints. I did one sprint day. Where is the scale? I need to go see if it's "working" instead of going, this meal, this individual decision of when I'm going to go to bed, this meditation; these are all good for me, and I'm worth it, and I do these things out of love and compassion for myself. When somebody is starting to see that that is the right direction that they're going to need to move, I usually can start to see that they're probably going to make it. It's a long process.

The saddest part of all of this for me, and I'm working really hard right now to try to figure some of this stuff out, but the saddest part is that I reach so few women under the age of 30 or even maybe under the age of 35, and it's evolutionary biology stacked against them too, but the younger women are totally misunderstanding things like attraction and lots of this stuff that we talk about in Body Beliefs. The focus is on the wrong stuff, and they usually have to go out and fail enough times before they'll finally come around. So I'm really trying to dig into ways, I've got a few places that I need to look and some people that I want to talk to, but I'm trying to dig into ways to try to reach this younger generation, to get to daughters and mothers maybe together so that moms don't pass on all of this garbage to their daughters, their own curses.

Usually, to your question, usually they're really outcome focused, and it's also

oftentimes an age thing. I hate to stereotype like that, but when a young woman comes to me at the age, maybe 25, and she sounds like she has got any kind of desperation in her game, I usually don't get her to buy in because the desperation just runs too high. The results have to happen very, very quickly, and she'll do a lot of crazy things to her body that don't look like health partially because she feels good all the time, most of the time anyway. I mean, God, she's 25. Women get fed up eventually and then oftentimes, I can get to them. But then what we hear unfortunately is, "God, I wish I would have known this when I was 20," or, "I wish I would have met you when I was in high school." I just want to say, "Well you probably wouldn't have listened. I would hope that you would, but you probably wouldn't have."

Another example there is, and I talked about this in the book, is I have a friend, my friend Christy brought me a picture one time when she was 14 years old. She shows me this picture. She goes, "Look at how cute I was in this picture." She's just this adorable little 14-year-old girl. She goes, "I remember this day. We were on vacation when my dad took this picture. All I could think of is I hope the cellulite in my legs doesn't show up in this." Very soon after that, she had started taking diet pills. She's great now, but there was a lot of years of a lot of angst over her body. The point is, is that she goes, "I just wish I could get back to that."

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It's crazy to me how many women can go, like when they start on a diet, "I just want to get back to the size that I was when I was 22." Then you go, "So you were ecstatic about your body when you were 22?" "Well, no, no, I hated it then too, but I want to get back to that now." So if you could just get to these women before they go through all of this metabolism-damaging, health-destroying stuff that they do and get to them and make them go, "Look, you're beautiful. Stop. Quit. Don't hurt yourself. Everything's fine right now, and it's awesome." But we've got to get to them when they're young, and that's a tough nut to crack.

Robb: Right. Jason, in *Body Beliefs*, you talk a lot about social media and comparison and whatnot. I wanted to maybe try to weave that in with -- so there are people out there that from an aesthetic standpoint, particularly in this kind of fitness, competitor community, the *If It Fits Your Macros* folks, they get some really dramatic changes. People get super lean. They look really jacked. They look really amazing. I've done three book signings here in Reno. At each one of these signings, I had two former *If It Fits Your Macros* folks come up to me, and they had a stack of blood work and their thyroid was crushed. So there are ways to just get mega lean that are not healthy. How is that process, plus social media, feeding into distracting people and keeping them chasing a carrot that's not really going to help them?

Jason: The human nature behind what's happening with the really fast results is just it

sucks. I might have mentioned the last time I was in your podcast that I had lunch with John Medina, the guy that wrote Brain Rules, New York Times Bestseller, wonderful book, he's a neuroscientist; and I asked him, I said, "Are humans hardwired for long-term goal-setting because I can't think of long-term goals that hunter-gatherers could set." He said, "No, we're really not." When your parents would tell you that you're all about the here and now, you want everything immediate gratification; that's how we're all wired. If you're hot, get cooler; if you're cool, get warmer; if you're hungry, you get some food; and it all happens right now.

Well that leads us to this place where we have a hard time with the long view. So when you show people losing 20 pounds in a month or less through really unhealthy means, and they look great, it doesn't even matter that that person gains the weight right back. Anybody that sees that will say, "That worked." People will say that about the HCG diet and these fitness competitors that you're talking about, if you ask them, "Well what have you done?" They'll lay it all out for you, and they'll go, "And it really worked." But, no, here you are, standing here in front of me, broken.

We need to change this definition of what works. What do we mean by "worked" and that should only mean improved health because that's the only way you get sustainable aesthetic results. But with the social media thing, it has just been a plague on women. It really has. Women have social drives that we see babies at two weeks old, female babies are already looking at faces more than male babies because their emotional intelligence is already starting to develop. Then the Knuckle Dragon mouth-breathers like you and I, we'll say things like, "God, it seems like my wife can read my mind." You're bummed out for a day, and she's all over it. She's like, "What's bothering you?" Then they could come to us and be like, "How come you didn't notice that I've been in a bad mood for two weeks?" You're like, "Because you didn't say you were in a bad mood for two weeks." When they do say things, we're immediately trying to fix them, and they say things like, "Sometimes I just want you to listen and not try to fix everything."

We just come from these different places of emotional intelligence. But one of those things, with the women, is these social drives that -- when boys hit puberty, they start throwing elbows. They're literally ranking themselves on their actual rank. They will play sports and even fight in some cases because they're trying to find rank. They get in trouble a ton more than the girls do. The girls, when they hit puberty, they rank themselves on how many people like them. For them, it's "How popular am I?" "How many friends do I have?" They get accused of being catty because while all the boys will look at right in each other's eyes and talk trash to each other, women can't do that with each other. They can't risk losing one of those numbers on the list.

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If you came over to my house to pick me up and we were going to go someplace and I was wearing something ridiculous, you'd be like, "Dude, go change, you look like a freaking idiot." I'd go change and come back out, and we'd be like, "What are you doing this weekend," and everything would be fine. But if women said something like that to each other, in most cases, somebody would be really devastated. Somebody would really have their feelings hurt. All of this stuff plays into these social drives that say that I want to be liked, which is certainly not a bad thing. It just becomes a curse under these circumstances where social media acts like a drug for that drive. It makes them think that they're interacting with friends and increasing their social life but the research is --

I have a Google Scholar alert setup for social media, and it seems like every few days I get another hit on the negative psychological effects of social media, especially on women, especially on body image stuff, and the reason why is everybody's life is filtered. Everybody is going, this is -- scroll back through your feed and you'll see the same selfies taken from the same basic angle, the same basic look on the face. You're being shown the filtered version of these people and then you forget that you took ten selfies yourself before you posted one, you forget that your friends are doing that too, and you look at them and go, "Their lives are all better than mine."

So you go there thinking you're getting something that's actually social, but what you walk away with is just social comparison. I said in the book, I have never heard of a woman anywhere reducing social media time or cutting it out entirely, who did not say, a month later, "I am happier for that decision." I've never heard that, and the research seems to support that really strongly.

Robb: Oh, man, if I wasn't in a position where I have to whore myself on social media to keep my family from living under the bridge, I would shut it off.

Jason: Forever, I know, I'd walk away forever. It's just that you're not doing business unless you're on social media right now.

Robb: Right. Jason, what are you doing with your girls, what do I do with my girls to try to head this stuff off at the pass? What do we do with these beginning formative stages to hopefully set our girls up for success and avoid some of these challenges?

Jason: Well mothers and fathers, from what I've seen, in general, I'm generalizing here so let's not send any hate mail to Jason, but mothers and fathers have different roles when it comes to daughters, typically. The mom's job is to basically set a good example by not showing that daughter that she hates her own body. So, mothers, if you do really dislike your body, you've got to hide it from your

daughters. You can't let them see you pinching yourself in the mirror.

I opened the book with a story about Jenny, this fictitious character. She's six years old, crawling down the hallway, pretending to be a kitty, like my daughters do, and then coming around the corner and seeing her mother pinching her belly fat, and she said, "What's wrong, Mommy?" Her mom sighs and says, "Nothing, Mommy's just fat." So that starts it. That just starts to unravel the whole body image thing at the sweater and this girl. So mom's need to try their best to set a good example by not hating their own bodies and then fathers, their example needs to be what a good man is. They need to love the hell out of the mother. They need to never let the daughters catch them ogling women or looking at women like they are in anyway objects. Then from both genders, you just need a lot of talking. You've got to talk about this stuff and not assume that they won't get it.

Obviously, when they're ten, you don't necessarily need to go into the details of what sexual attraction is, but you've got to talk to them and go, "Look, we take care of ourselves because we deserve it. We don't take care of ourselves so that we can be in smaller pants or because, oh, I've got to do a crash diet because we're going on a tropical vacation." Those are horrible examples. So there's this consistency that says, "I love myself, and I want you to love yourself in the same way." Not the occasional, "Oh, now Mommy's too fat or Daddy's too fat. I'm going to go charging into another diet desperately," and then jumping on a scale all the time." Don't ever let them see you stand on a scale. As a matter of fact, just throw that thing out.

But the end goal should always appear to be this meal right here. Why am I eating this? Because it makes me feel good, because it's really good for me and because I deserve it. That's why you should eat it too. Then we try not to be complete food Nazis with our kids when they're outside the home, but inside the home they only have healthy foods available to them, and they know why. It's not some sort of crazy restriction where we're being jerks, because we talk to them about it all the time. We just talk constantly.

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You are in a great situation. I've been in your home. I know your family well. You have a wife who has, for a long time like my wife, done a lot to try and take care of herself. So these examples that are being set from that side are really great. I think that the only thing that we need to make sure that we don't overlook is that they need to hear it from us. You can't just treat yourself like crap and then tell your daughter, "Oh, you look beautiful even if you wore a gunnysack, sweetie." It's the example. That's going to be what matters. Just stop breaking them and then this part about where you've got to build them up is actually much easier. Just don't set a bad example.

Mothers do pretty awful things oftentimes when they say things like, "Oh, sweetie, you just have the Jones legs or the Smith butt." You're just going, "Here's my whole bag of curses. They're yours now. Have fun with them." You can't do that. Somebody was in our Facebook group the other day, talking about a lady in a different group who was all excited because she had just measured her weight and measured her ten-year-old daughter because they were going to start their first diet together. I had to turn the computer off and just walk away. I was so frustrated, I had to go for a walk. It's just heartbreaking to think that.

Another one that's heartbreaking that I've seen before is some kid, some little girl takes a picture of her mom with her mom's cellphone and goes, "Look, Mom, I took a picture of you." The mother runs over. "What are you doing?" and deletes the picture real quick. "Because I look gross right now." This kid, you can just see this look on this kid's face going, I just took a picture of the most beautiful person that I've ever seen in my entire world, and somehow that was wrong. You can just see that first thread on that sweater being pulled as this kid unravels, and it just makes me want to sit down and cry.

So, moms, you got to be careful. You have to be careful. Don't let your kids go through what you've gone through. Don't let your kids spend their whole lives thinking about their bodies. It's not worth it.

Robb: I just listened to a Joe Rogan podcast with a guy, Jordan Petersen, a really fascinating guy. He was actually talking about social justice warriors and all this kind of crazy stuff, but at the last part of the podcast, he mentioned this whole program that he has put together called "Self Authoring," and there's a website, www.selfauthoring.com. The whole thing basically helps you to break your life into five or six different epics like infancy to first grade, middle school, high school, college, whatever, depends on where you plug in on this; but it walks you through this process of self-discovering and figuring out how to un-eff yourself, basically is the deal.

They have been using this at various universities as a stop-loss program, where they will get kids to -- and I say kids, they're 20 or 18 or whatever but I guess because you and I are now older than they're kids -- they will get these kids to get in and do this stuff. What it does is it unpacks a lot of these, oftentimes, inadvertent damages that we get in childhood, and it really helps them zero in on where do I want to go, what do I want to do, and make it something that's driven by the individual and not by some of these external forces. The dropout rate of people going through this process has decreased 70% in these instances.

I have not vetted this out yet but as you've been talking, like in addition to the self-meditation, the non-guided meditation where you're getting that zen reflection on what the internal dialogue is, this might be an interesting addition

to what you guys are doing. It's all for free online. This guy put it out there. It's kind of premium stuff. It might be an interesting adjunct so that people have a really concrete way to work through unpacking this internal stuff.

Jason: Yeah, I just wrote that down. That's what I'm doing this afternoon is looking into that. I have a test, it's an exercise in the book that's called "Examining Body Image Parts 1, 2, and 3" in the book. If anybody hears this podcast and because of this podcast, goes out and buys the book, I beg you in the book, but I'm going to beg you here too so that you can hear my passion and how emphatic I am about this, but please do Part 1 without moving on to Part 2 or 3. The idea is, without giving too much away -- this has been a hugely successful test and, Robb you should check it out in the book or I'll call and break it down for you -- we look into the sources of your body image in ways that end being super enlightening for people, where people go, I believe this about how I got here, about how I got my body image issues and how the world thinks about me. Then by the time they're done with it, they're like, I have been telling myself things that are just not true. Then in part 3, we're going, now this is exactly what you do about that.

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So this isn't a book that's just, here's all the things that are wrong with you. I've worked really hard to try to give people the answers and through the consulting and things like that that I do now, we have had very, very good results with the exact same things that are in this book, so this has really been a culmination of all of it. I know that a lot of what I've been talking about here sounds awfully depressing because it's pointing at where people are right now, but I'd like everybody to understand that there is hope. You can absolutely get to the other side of this, and we have lots and lots of examples out there of people that have that would be happy to tell you about them, if you come find me.

Robb: That's awesome. Well, to that point, Jason, where can folks track you down? Where can they track down Body Beliefs and the other books that you've written?

Jason: Body Beliefs is on Amazon. You can get it. If want an e-Book copy of that, like a PDF copy, you can go to my website which is altshiftdiet.com, it's just AltShift like on your keyboard, and everything we do is there. We also have an AltShift Facebook group that's fairly big, over 6200 I think in that group, lots of support there for people who have questions or new people want to come in and ask what the old pros have experienced. The Paleo Coach is also on Amazon. As far as AltShift and our lifting protocol that goes along with that, AltShift Lift, and then we have one cookbook so far; all of those are in e-Books, and they are all on my website as well.

I'm on social media to a degree, but all that has changed. Things are just ridiculous and stupid with social media and all the algorithm changes over the last few years. You can come follow me, Jason Seib, on Facebook, I only post a couple few times a week; on Twitter, a couple few times a week. It ha's all been disappointing since everything changed. I'd rather just work inside the Facebook group where I know people really want my help, so the website and the Facebook group are the best places to find me.

Robb: Fantastic. Well, Jason, just really a huge honor to have you as my friend, just so impressed with the work you're doing. It's incredibly valuable. We chatted a little bit before recording. So much of what I've seen in Body Beliefs echoes some of the observations and thoughts that I've had. I don't know if that makes us both knuckleheads who are just getting confirmation bias or maybe might be really onto something, looking at this through this evolutionary psychology, evolutionary medicine framework. Hopefully, it's the latter so that we're actually doing some good for folks. But congratulations on the success and really looking forward to all the next iterations of what you're working on.

Jason: Oh, man, I really, really appreciate all of those kind words, but there's really no part of this that I can see could have possibly happened without your influence. Like I said a long time ago, I think I said it in the acknowledgments in the Paleo Coach, "Robb, you keep leading and I'll keep following." So as long as you're out there doing this thing, I'll keep doing it too. I'll keep hitting this psychology behavior side, and you keep being the leader of all of it.

Robb: Awesome, man. Well take care and look forward to seeing you in real life. You guys make it out to Reno occasionally, so we can't wait to see you at the Lazy Lobo Ranch.

Jason: It's happening very soon, I promise. I can't thank you enough for having me on again.

Robb: Awesome, man. Well, take care and we'll talk to you soon.

Jason: Okay, thanks, bye-bye.

Robb: Bye-bye.

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