

Jamie: I am Jamie Fassett. I live in Denver, Colorado and I am 38 years old.

Interviewer: Beautiful. And then, Jamie the only thing to keep in mind during this conversation is we would prefer you don't name any commercial anything.

Jamie: Okay.

Interviewer: So, even if you want to be like I don't like Weight Watchers. Please don't say I don't like Weight Watchers, please say I don't like the point counting programs or like starvation diet programs things like that.

Jamie: Got it.

Interviewer: Okay, let's do that one more time just your name, your age, and where you currently live.

Jamie: Okay. My name is Jamie Fassett. I live in Denver, Colorado and I am 38 years old.

Interviewer: Cool. Jamie, Dawn Ludwig was [inaudible 00:00:39]

Speaker 3: I am so sorry guys. I'm just going to reposition that mike a little bit. Do not scratch anything just look too far.

Jamie: Okay. Do you want me just to slide it up or you would rather do it yourself?

Speaker 3: You need to go [inaudible 00:00:53] actually. Here we go just right back up there to the original, so you might have to – so it doesn't look – oh great that's good. Put it back through that back in the [inaudible 00:01:04] here. Here we go. That will [inaudible 00:01:21]

Interviewer: When do you fly out?

Jamie: Tomorrow at 11:00 AM.

Interviewer: Okay. Are you able to get your client meeting though today?

Jamie: Yes.

Interviewer: [Inaudible 00:01:30].

Jamie: Thank you.

Interviewer: My pleasure. And what it's worth and this is part of the interview, but as you see this project develop you get more excited about it and you would like to leverage some of your marketing skills or creative skills in ways where we would always be open to that kind of stuff.

Jamie: Awesome, cool.

Interviewer: Cool.

Jamie: Thanks.

Interviewer: All right. Can you hear okay?

Speaker 3: Speed, yeah.

Interviewer: Cool.

Jamie: Do you want me to count to 10 anymore.

Speaker 3: No.

Jamie: Okay.

Speaker 3: That's fantastic.

Interviewer: Well, we will do your name, your current living location, and your age one more time?

Jamie: Okay. So, I am Jamie Fassett. I live in Denver, Colorado and I am 38 years old.

Interviewer: Cool. Jamie, when I asked Dawn Ludwig I said Dawn, we're so committed to this new high quality way – eating high quality way of living, who are some people that you've seen and who have just embodied this and rocked this first person that came to mind was you. Can you tell me a little bit about your story?

Jamie: Oh my gosh. Where to start? So, I have always been overweight or obese as I was diagnosed with hypothyroidism at age 10, so I got to a point where I didn't think it was physically possible for me not to be a big-boned girl. But I also knew that I was continuing – I have two kids and I just continued to gain weight every year. I was nursing my second child and I was gaining weight when everyone is telling you should be losing weight. I was like if I don't find a way to reverse this I am not going to live the full amazing life that I meant to live. So, I set a goal when I was 36 that by my 38th birthday,

which was just last month, that I would lose 67 pounds and I honestly didn't know at that time how I was going to do it, but I knew why I was going to do it. And it was because I knew that if I continued on that path I was not going to live the full amazing life that I wanted for my children. So, my big 'why' is that I want to be role model for my kids. I want to be living an active healthy life into my late 90s. My touchstone is a picture of my grandmother-in-law who is 95 years old and she is riding a bike no hands, and I was like that's what I want for my life. So, I read some books. In my life I have lost 50 pounds three times like 50 pounds or more three times and this is the first time in my life that I am confident I will keep it off. And that's because eating this way you know when I was younger the science was low fat eating and calorie counting and a bunch of different exercise, and I always had a goal weight in mind and I would just work really hard holding on with my teeth and nails to make it to that date, and this experience has been totally different. I feel like there is a whole world and like another dimension that was right there and I couldn't see it before. And once I started eating this way and living this way the weight just started melting off and it was the first time where I was just living my life and I was getting healthy and it wasn't about will power and it wasn't about starving myself. It was about eating really great food, listening to my body and what it had to tell me. Certain foods make me feel great and other foods make me feel really awful. So, yeah I've been able to lose 80 pounds in a year-and-a-half, and I have more energy, I sleep better. I thought headaches were just part of life and that's gone, so I'm a better mom, I'm a better business owner, I'm a better wife and friend because I'm just overall happier.

Interviewer: What was so different about the approach you took this time from approaches you tried in the past when you lost 50 pounds and it just came back?

Jamie: There's definitely a difference in the types of foods I was eating. Actually it's really funny I found a journal that I kept 17 years ago when I lost 50 pounds in college, and I was talking about how guilty I felt about eating the wrong foods and the foods that I was eating I was like, "Oh, I feel really good about myself, because I just ate a bowl of pasta with broth on it," and now I know that is the last food that I would eat, right? So, I think I learned a lot more about what healthy eating looks like and it's just very different than what I learned growing up, and so now I'm able to eat foods that tastes great. I'm never hungry or – I shouldn't say that, now when I'm hungry instead of me like trying to hold on until the next appropriate time to have a meal if I am hungry I eat and I eat great food, and it tastes amazing, and it fills me up and it makes me satisfied, and so I am eating delicious proteins, and healthy vegetables, and delicious fruits, and cheese, and nuts,

and I've embraced fat in a way that I always thought was really bad. I don't feel guilty about eating cheese anymore or whole milk Greek yogurt, and so what's different about this time versus last is the types of foods I'm eating are different. They're healthier. My cravings have gone away which that feels amazing, I mean I am kind of known in my family for having a sweet tooth and so this idea that I could give up foods with added sugars like people didn't believe it. I didn't even know if I believed it if I'm being honest, but once I experienced it it's like get through the sugar food detox, and now I'm on the other side. Food tastes better. I don't crave those foods anymore, and when I eat a handful of grapes it tastes like candy. So, I think the thing that's been different this time versus any other time I've lost a significant amount of weight is there are really five key components that I've kept in mind and focused on, on a regular basis. The first is a big 'why'. This is not about looking thin, it's not about looking good or losing weight it's just that I needed to lose the weight to live a healthy life and my big 'why' is that I want to be living a healthy active life. I want to be riding a bike with no hands at 95, and I knew that the path that I was on wouldn't get me there. So, I'm super driven to be good role model for my kids. I don't want them to have the same kind of hang-ups with food that I grew up with. I want to be able to be a good example for them and I want to be able to look back on my life and think I lived the best fullest life that I can live and my health, my body before was just getting in the way of me doing that, so big 'why'. The second one is eating smart, and my knowledge about how to eat smart is different now than it was when I was younger I think the science around that has changed. I eat healthy proteins, and veggies, and fruit, and nuts, and fats and it's amazing I am never hungry anymore. That's like my favorite thing about this way of eating if I'm hungry I eat. I listen to my body. The third thing is stress reduction or management of stress, and I think being aware that stress was influencing my life, not just my weight but my life, my attitude, the way I interacted with people. I took some serious time and shifts to change my business change my situation, so that I could have less stress on a regular basis. So, I was able to focus on spending 80% of my time doing things I love instead of things that I should do. The fourth is sleep, so I didn't realize before how important sleep was. Getting enough sleep, protecting my sleep is the way I think about it. I am responsible for protecting that time of my schedule, to protect my sleep I have my number 1 goal for the last 2 years – my number 1 big rock goal for every year is I want to protect my sleep and get 7 hours and 20 minutes that is for me like the secret sauce. I have to get enough sleep. And the fifth one is joyful movements every day, and that for me joyful movement positioning it as joyful movement versus exercise was really transformational for me. I think I realized in going through this process that I had this self limiting core belief that exercise is a

punishment for how fat I was or I didn't have any positive connotations to exercise, and so thinking about it as joyful movement, thinking about it as a way to enjoy the day, to add joy in the day and be moving was really amazing. And I started really small. I went for 10-minute walk every day and slowly started thinking about what other kinds of movement do I enjoy, and that grew overtime and now a year-and-a-half later I've incrementally changed, and now I am doing in my perfect day is four walks a day. One, taking my kids to school, two; walk breaks during my workday and a family walk after dinner plus like a full on workout which if you would have told me 3 years ago that that would be my life I would not have believed you. In fact, I would have bet money against myself I'm being honest.

Interviewer: Jamie I want to dig, if you're willing, into each one of those because – and I'd like you to actually say what I am saying so that people can hear your – you're mother of two. I think a lot of people who may have just heard what you said as, "Wow! Jamie is some sort of super women and I could never do that, because I have kids at home and I have a job that's busy and that's awesome for Jamie. I wish I could be like her, but I can't." Let's talk about that, and then I want to pretend that I am that person that's just like, "I wish I could be like you Jamie, but I just can't. Help me with each of those five things?"

Jamie: Okay. So, you want me to talk about each of those in relationship to the kids?

Interviewer: Maybe just start out with something like, "Hey, you know I have two kids, I have a job, so it's important for me to find practical ways to do this. For example, my first thing is blank, the big 'why'." And then talk about like how I could develop my own big 'why' maybe?

Jamie: Okay. So, I'm a mother of two and I own my own business like there are a lot of responsibilities that come with that, but I was able to make this work, because I honestly knew I had to make this work. So, I think before it was really easy for me to come up with excuses for – you know I'm too busy with my kids, with my business, take time for this and I think how I was able to make a transition is honestly I slowly challenged myself to re-examine what my truth was. So, I think how I've been able to do this has been a series of very small mindset shifts that have allowed me to make significant change overtime. So, I'm a mother of two kids and the big 'why' is absolutely about my kids. They are my heart like I would do anything for them and what I am doing for them is I'm living for them. I am living a full active life for them. I'm being a role model for them, so in many ways the fact that I have these two small kids was instrumental in this being a big

enough of a motivator for me to figure this out, which had felt so difficult to figure out for so long. The eating smart, okay so I have two kids and I think in the past it might have been easy for me to think well I can't eat healthy because you know I have to eat foods that are kid appropriate and over the course of the last year-and-a-half my kids to come to really like a lot of the healthy foods. So, one of the ways we do that is I make a meal and my kids have the opportunity, we serve it up like buffet style, and my kids have the opportunity to dish up their own plate. They are required to take whatever the protein is and try it you know they have to eat the protein, they have to eat vegetable or fruits but I try to make sure there are few things out there like if we had chicken – so there are three and five. One of the techniques that works for getting them to feel like they have a choice in this is that I give them choices, so I'll cut up some chicken and they'll have six or seven pieces in each pile and I'll ask Zoey like do you want this pile of chicken or this pile of chicken you know that sounds like so silly but it makes a huge difference. They feel like they had a choice in that and they still fill their plate with chicken. They get to pick where on the plate they get to put it. We have like those little divided you know three divider plates, and so that's an additional like they feel like they have a choice over where do they get to put it. They get really excited about that, and then any time that I make a dish that is new to them they've never seen before. Our deal is that they have to take a no thank you bite, and this is actually something that their school, their daycare introduced and they really embraced. So, it's not me forcing them and saying you have to eat this, because no one want like to be told what they have to do and so I say let's take a no thank you bite and that has been a really effective tool with my kids, and we take the no thank you bite every time I make that new meal. And with my oldest for example, she went from hating refried beans for example to loving them, and it took 10 or so no thank you bites before she got there but she eventually got to a point where she is like yeah these are really, really good. Actually a great example of how my kids have come to eat smart is every year for their birthday we ask our kids what – we'll make for dinner whatever they want for their dinner, and so my oldest turned five this year and the previous year she had asked for, I don't know, mac and cheese or cheese pizza or cheese burger or something like that, and so I was really expecting her to say something that maybe didn't align with the way I had been eating or the meals that I had been making. And I was really surprised, because she goes mom I want watermelon, and cantaloupe, and pineapple, and carrots and I was like this is amazing. Okay I was like, "All right. Well, we need to have some protein," because it's another tool I guess in my tool belt. I talk to the kids about what kinds of foods we're putting on our plate and why we eat them, so they know that a protein is how they get strong and how they have



energy, and of course they want to be strong and have energy to be able to play with their friends so that gives them some motivation. So, she is familiar with the word protein and I'm like, "What – we need to have protein, what kind of protein do we have?" She is like, "I think I want some steak." I was like, "That's great. Let's have some steak." And I'm like, "Is there anything else?" And she is like, "Maybe those roasted – those potato squares what are they?" And she is talking about roasted sweet potatoes and she asked for Cheetos and I was like, "Oh, I can give you some Cheetos." But what I was really amazed at the night we served up the meal she filled up her plate and the Cheetos were the last thing left on the plate. She was so satisfied with all the health fresh foods. The other thing that I do with them is I talk a lot about how foods make us feel and that's been an instrumental piece of this program for me. Any other time I followed a program in the past it was always about just follow these rules, and this time it was here are a set of rules you understand the framework but pay attention to your body like listen to what your body has to tell you, and that has been just honestly mind blowing. That's been part of what's so life changing about me it's not about I'm not eating pizza because I can't have pizza because the rules say no pizza. It's because I was eating healthy then after a while I was at a party I had a piece of pizza and I paid attention to how I felt, and I felt awful. All of a sudden I'm realizing that this does not sit well with me, so I talk about that with my kids and when we role play, when we have our tea parties and they bring me little plastic doughnut or a cupcake at our tea party I will tell them you know mom that doughnut doesn't really make mommy really feel very good like do you have any fresh vegetables or fresh fruits, and then they get to go pick from the plethora of fresh fruits and vegetables they have, and so we're always thinking about how can we encourage them to eat healthy without – there's no shame involved, there's no this is what you can and can't and it's all about let's just be good role models and talk about how we feel. Stress reduction.

Interviewer: Can I pause you?

Jamie: Yeah.

Interviewer: I want to kind of dig into each one a little bit if you don't mind?

Jamie: Yeah.

Interviewer: So, just literally what you are saying – so for what it's worth this is amazing. This is great. This is what we want. I love what you were saying about how these foods make you feel, and I'm curious if you've had this experience and I would imagine your

girls will as they grow up, so if you were in a social setting and people see that you're eating differently and they start to kind of challenge you like why are you eating this way, and you try to get into a scientific or moralistic argument that can get bad really quick. But I found and I've heard some other people find that if you're like, "Because I really like the way it makes me feel." We're like why don't do you not eat gluten, because you think you're better than me versus gluten just kind of makes me feel really bloated, so I try to stay away from it. Can you talk about how you handle social settings both for yourself and your children?

Jamie: Yeah. I think when I first started this program most of my friends and family – I think they couldn't imagine themselves not eating fresh crusty bread or pizza, and so the idea that I was choosing not to have those things is really hard for them to warp their head around like they're almost worried about me like, "How can you never have crusty bread again?" And I was like, "I don't feel good when I do that." So, I do talk to them about the reasons it doesn't – you know certain foods don't make me feel good. I feel the best when I'm eating health, fresh foods. Honestly for the most part I try to keep quiet about it. If they ask me a question I will answer it, but I have found when I directly contradict something that they believe to be true that kind of puts them on the defensive, and so the approach that I had taken is I'm going to live this life and they're going to see through me the kinds of foods I'm eating and that I feel great. And I can't tell you that the amount of feedback that I've gotten from my friends and family – one of the common things they say when they see me is, "You just look so happy." Like you are just radiating, I had people ask me if I'm pregnant, because I'm just like there you're glowing and what is that I'm like, "I'm living a life of joy. I am eating foods that make me feel amazing and it's life changing."

Interviewer: And going back to the big 'why' so often I've heard parents say that it's so hard for me to take care of myself and I can't be selfish.

Jamie: Yeah that's a big one. When I started this program I didn't really know what self care was. I grew up learning that you take care of other people and taking care of yourself might be seen as selfish, and that is actually a kind of a core belief that I had to challenge as part of this or embrace. You know 2 years ago I couldn't tell you what kind of hobbies I liked or what things filled me up because I was so concerned with taking care of my team at my job, my kids, my husband, my family, my friends and one of the things that I have learned is that I can't be the best mom, the best business owner, the best wife, the best friend unless I am taking care of myself, and so for me I found that pausing and taking sometime to take care of myself doesn't mean that I am taking away



from those other people. I am not taking away from my kids by taking care of myself. I am showing them that taking care of themselves is important, and I'm a better, happier, I have more to give everyone in my life in my world because I am taking care of me. And it's not that I am taking care of me and I am going away and I'm away from these people it's just small incremental things. It's finding one of my things that I do to take care of myself that's part of my self care every single day as I try to take two 10 to 20 minute walks a day during work. Now, most people or if you were to ask me 2 years ago to do that I would have said, "I don't have time for that." I don't have time to take two 20 minute walks in my day are you crazy. Well, I found my way and you know what I did – we need breaks, we need mental breaks, and so I was taking that time. I was just spending on Facebook or scrolling the internet or reading articles online. So, I by taking two 10 to 20 minute walks a day I am not taking any work away or any time away from work I'm actually more productive, I'm more creative, I feel better, my mind is more clear, I get some time to fuel myself and when I get back I'm a better, more creative, productive person, and so how do I find times when it feels like there isn't time? I challenge myself on the ways that I am spending time and try to find small incremental ways that I could take you know replace a little something. So, one step is I replace my internet scrolling time, breaks at work, and I replace it with a 10-minute, 20-minute walk around the block, and then build upon those.

Interviewer: It seems like when you say it that way it seems like of course it's the case. If I am in a good mood, energized, and not sick that I will be a better mother, sister, brother, father, employee, business owner yadda, yadda, yadda and it seems kind of some level we have to know that already because it's like yeah of course. What causes us to actually decide to act on that knowledge though?

Jamie: As part of this process I actually read a book. Can I say books in this?

Interviewer: Sure.

Jamie: Okay. So, as part of this process I actually read a book that was really transformational. It helped me realize that there's this concept of self limiting beliefs, this idea that you have these subconscious core beliefs that might not agree with your conscious beliefs, so for example this idea of self care. I would tell you logically I know self care is important. Of course, it's important like why isn't it important. But once I understood the concept of there is these self limiting core beliefs and it really started to you know just in my time driving or in the shower whatever just started to be aware of these limiting self beliefs that were holding me back I realized that I had this

subconscious belief that taking care of myself was really wrong because it's selfish and you shouldn't be able to take time away or take energy away from the people that need you, and so I think for me the first step was I had to acknowledge that and that was the first step to actually overcoming it. So, honestly a tool that worked for me after I read this book was I took a piece of paper and I drew a line down the middle and I just free wrote all of these kind of self limiting core beliefs that I realized were standing in my way, and that was honestly an emotional process, and then I separately wrote next to them what I knew to be true and that process and then focusing on that allowed me to kind of overcome it. So, I think one of the things, specifically with the self care I started telling myself on a daily basis I deserve to take care of myself. I am smart and I take care of myself, and then I identified very small little things I could start doing right away to take care of myself. One for me is sleep. I definitely in my earlier life was thinking like there's not enough time in the day, there was never enough time in the day, I will cut from my sleep. So, once I realized that I really needed to get more sleep I was like, "What's going to give?" And I took from some of the other areas that maybe I would have before thought I was taking care of me I cut out a lot of my TV time and I started reading books instead, so I got better sleep. And I no longer watch TV that's going to make me feel yucky like if it's sad or depressing I don't have room for it in my life anymore. So, I guess it's a really long answer to say I made very small incremental changes and I challenged those beliefs. Any time I said to myself this isn't possible I asked myself why, I challenged myself why. Why isn't that possible? And then I asked myself how might I do it differently like cooking used to be this annoying task on my to-do list, and it was stressful, and I didn't want to get home from work, have my kids pulling my legs mommy I'm hungry, I'm hungry and I'm like trying to make a meal really fast and I was like I am a busy mom and business owner I don't have time to do this. And I was like, "Wait. Why don't I have time to do this? How might I tweak it a little bit to give myself more time." So, I collaborated with my husband and I said, "How might I get home a little bit earlier?" Or, "How might I get some time in the kitchen where the kids aren't pulling on me. How might we do this?" And asking those small questions, and then I come up with an answer and we test it and we try it and we build upon it and that's the small incremental changes I am talking about.

Interviewer: Jamie what I'm going to say is going to sound a little bit funny. We don't have to go here if you don't want to, but based on what you said at the beginning of our conversation about how people used to perceive you in a certain way and they perceive you differently now. I think some people are going to watch this and they're going to be like, "Oh God! Jamie you're so inspirational there's no way I could do that. I can't do it."

To humanize yourself a little bit, because you are a role model whether you like to think that or not because you have had success that 99.9% of the population has tried to achieve, but has not achieved. Would you be willing to share the two – you said you had to go through some self limiting beliefs and I bet you're not the only person in the world that has those self limiting beliefs and I bet those self limiting beliefs were potentially motivated some of the behavior in the past that may have held you back from the success that you achieved recently. Would you be willing to share some of those and the steps you took to transcend them?

Jamie: The short answer is, yes. Specifically, on camera what are they? Let me think about this.

Interviewer: Ignore the camera just talk to me.

Jamie: Yeah, okay. So, here's one that I realized and it's kind of tied to my business and to life in general is I realized I had this core belief that my worth was kind of tied to how hard I was willing to work, and so that led into I always have to be doing something, I always had to be maximizing the day, pushing myself, go from one task straight into the next, the next, the next to be thinking about task 10 down while I am working on this task because you should be a really hard worker and I am still a hard worker. But now I have realized that my new mantra has become I am smart and I make work easy, and so I found that for me that kind of limiting self core belief I was the type of person at that time where we kind of overanalyzed things a lot. I would think about all the different options, and so that in and of itself would take an hour to consider all the options versus now having this new mantra of I am smart and I make work easy I think what am I actually trying to accomplish here, how much energy or effort am I going to put into this versus what I'm going to get out? And I've just been able to make things more simplified. So for example, I mean I would kind of overanalyze like what should I make this week and I would almost stress myself out like oh I could make this dish or this dish or this dish or this dish or maybe I should go check all the different circulars and find out what's on sale and I still do that, but you know instead of thinking about all the dishes I can make with chicken thighs that are on sale that week I think about the top like the first two or three that come into my head and I pick one. So, I am smart and I make life easy, I am smart and I make life easy. I got me over the hurdle of I am worth how hard I work. I am still worth a lot I don't have to work as hard, and I now have more to give all the people in my life.

Interviewer: There is an interesting parallel, because it sounds like you worked incredibly hard to try to be healthy in the past like it was hard work. It sounds like over the past 2 years you haven't necessarily been gritting your teeth and just painful hard work. Was it because you worked really hard that you achieved this wellness success?

Jamie: No. I just found a new way that wasn't so hard. So, you know in the past the programs that I followed were – I was angry a lot, and working out a lot without a lot of energy and at that time I thought of working out as this punishment. So, I was doing it not because I wanted to but because I was supposed to. Actually, that's a self limiting belief. I realized I was doing a lot of things based on guilt or that I should do something, and once I identified that to be thinking about instead of asking myself why am I doing something? That has been really transformational. I got totally off topic though. What was your question?

Interviewer: And just a suggestion which you can take or leave. You keep using the term 'this program' and the only reason I am sort of – because I think when people hear 'this program' they think this is a very regimented thing and there is only one path versus my understanding of what you did was like I ate a lot of vegetables, nutritious protein, and I get most of my calories from whole food fats. And it doesn't seem that you worked really hard doing that and in fact the miracle is that the body kind of does the hard work for you if you let it through high quality eating or something along those lines?

Jamie: Yeah. Got it. Yeah, so what was the question? It wasn't so hard before or it was really hard now have I had to work so hard?

Interviewer: Was there a relationship between you letting go of a self limiting belief that like almost it can't be easy because it seems like what you experienced over the past 2 years was like it was actually once you had the correct information fairly easy?

Jamie: You know it is really possible that that core belief had that much power over me and I never realized it. And I never really thought of it that way but it's very, very possible. I will say that by changing my eating to eating fresh whole foods, delicious proteins, healthy fats, food that tastes amazing, not being hungry being able to eat whenever I felt hungry, not having to be angry. Finding this new way of eating which eliminated my cravings I think that's in past other diets or things that I tried I could have refined carbs and sugars in moderation and moderation doesn't work for me. Once I got rid of those things and I was no longer craving them I am not fighting my will power anymore and that makes it feel easy. I found a way by changing the types of foods that I

am eating, once it became my normal, my new normal and that's the term that I started to embrace. I started thinking about this. This is my new normal. Once it became my new normal I felt like I was just living my life and the pounds were melting away, life was getting better. I would put on a pair of pants and complain to my husband like they're getting too big and I have to go shopping for new pants and that had never happened in my life before. Otherwise it was always oh these pants are getting too snug I had to go out and buy another bigger pair of pants, so to be just living life not on a diet but just living life and I felt like this was the first time that my body and mind were cooperating, and we were working together. I think that's maybe I no longer feel like I am fighting against my body I am working with my body, and I think eating this way helped fix my metabolism and I was diagnosed with hypothyroidism, so I put that up as type of core beliefs you know I kind of had it in my head that I am broken like I have this condition hypothyroidism so my metabolism does not function the same way that normal people's metabolism function. Yes, I'm on daily medication to help even it out, but I think I put some of the responsibility or just said it was not possible for me to be thin or active or healthy because I have this condition, and so for me to be changing the way of eating to be focusing on fresh whole foods, and proteins, and healthy fats and that healed my metabolism and now I'm just able to work with my body. It feels amazing, it feels – I didn't know it was possible. I literally I didn't know it was possible. I feel like I live in an alternate universe like how is this possible because it was so hard before. If only I had known that secret 20 years ago it would have been amazing.

Interviewer: It's amazing because it sounds like – like you said there is this parallel universes and one universe for you, your experience was one of scarcity. Scarcity of time like I had to eat fewer calories, I don't have enough time I had to eat less food. I need to try harder. If I do more of this I have to do less of this. I could never have time to take walks. Everything is a fight. I am paddling upstream to battle against my body, and then there's this abundance universe where you're kind of flowing with the stream, your body is counting calories for you, and filling you up, and keeping you full, and the cravings are addressed and your kids are asking for nutritious foods without you having to force them to eat healthfully. Is that too good to be true or is that...?

Jamie: Honestly, it feels like it is but it's not. And that's one of the things that I am so passionate about to share this with the world, because 2 years ago I remember looking at my wedding dress hanging in my closet and I remember thinking it's impossible. I will never fit into this dress again like I am always going to be this size or bigger and to have found – I didn't think it was possible. My wedding dress is too big for me now like I didn't

think it was possible, so is it too good to be true? I probably would have thought it was and it feels like it is but it's not and I think anyone can do this. And I'm just so excited for people to know that through small incremental changes and challenging the beliefs that you have about food, I mean nutrition science has changed a lot you know that used to be considered bad and now they're good, and to embrace that and to find a new way it is possible. In fact, it now almost feels too easy, but I don't want to change the fact that changing habits is really hard and so I think that's the like one of the first hurdles and that's why those small incremental changes can be really important and then thinking about routine.

Interviewer: I want this. I want what you're saying. It sounds amazing. When I look at my plate what should I be seeing in order to have the same experience you had?

Jamie: Like what food should you have on your plate? The way I build a meal is I try to keep it pretty simple. So, I think about having a four-six ounce portion of protein, then I think about non-starchy vegetables, so non-starchy vegetables you know carrots, and kale, and cucumber, and tomato and all those things that you like having a portion of that, and then I think about healthy carb. So, for me it's fruits or beans or vegetable soup and some healthy fats. So, if my protein is a fattier food like chicken with the skin on or a fatty piece of salmon I might put less olive oil in my vegetables that I'm sautéing. If I have a really lean protein like chicken breast I might add extra fat to my meal. I might put some heavy cream over berries for desserts and together that is a very satisfying meal. It leaves me feeling satiated until the next meal. I feel like I had good food I didn't feel like I had diet food.

Interviewer: That's great. Last question. So, imagine that I am someone who was in a very similar position that you were 2 years ago, and you have there is one thing you could say to me to motivate me to take action, to change the quality of what I'm eating, the quality of my lifestyle rather than being so focused on just like eating less and starving myself in that scarcity based mindset. What would you tell me?

Jamie: One thing to motivate you. I would tell you that it's possible, and first you have to believe it's possible, and once you believe it's possible then you can start making small incremental changes. You don't have to do it all at one time, but take one a small piece. Think about for the next week I'm going to try eliminating the added sugars from my diet and then build upon that that success and thinking about how much better you feel. So, believe it's possible because it is.



Interviewer: Awesome. So, tell me about another thing that you were thinking of?

Jamie: So, we were talking about the five core components that have made this lifestyle change so life changing for me and they are having a big 'why', eating smart, actively managing and reducing my stress, protecting my sleep, and joyful movement every day. And you would ask me how do I as a busy mom with two young kids, and a business owner and all these other life roles that I have how do I manage that. Specifically, with kids with the joyful movement for example, we just work it into a normal part of life and the benefit of that is two-fold. One I'm actually getting to spend more fun quality time with my kids and I'm teaching them that exercise that movement is a part of a fun life. It's not this punishment or this thing that you have to squeeze into 1 hour of your day before you start your day. It is that you can move and enjoy your life throughout the day. So, one of the ways we do that is we take a 10 to 20 minute family walk after dinner and the kids love it and we do fun things with it.

Interviewer: Let me stop you right there. Do you want to come back in?

Speaker 4: Are you recording?

Interviewer: Yeah, we're recording. Do you want to come back in?

Speaker 4: [Inaudible 00:50:31]

Interviewer: It's all right. No worries. You could start off with one of the things that – you remember what you were just going to say, one of the things that helps us do that is?

Jamie: One of the things that helps us do that is family after dinner walks. Yeah.

Interviewer: Great. So, just going to let him grab something.

Speaker 4: I am sorry [inaudible 00:50:46].

[Crosstalk 00:50:47]

Interviewer: No, no as it stays. No problem I [inaudible 00:50:53] anyways. Okay, cool. So, one of the things?

Jamie: So, one of the ways that we do that is every day or as often as we possibly can we take a 10 to 20 minute family dinner walk. We call it an adventure walk, so my girls are 3 and 5 and so they get now excited about – they ask during the meal, "Mom, dad do we get to go take our adventure walk?" This isn't like a fast paced walk. This is a let's

walk around the neighborhood say hi to the neighbors, let's look out for bunnies, and take pictures of the flowers and one of their favorite things is we got one of those bubble wands. It's like a 5-year old birthday like party favor or whatever, and so we took those and we started walking with the bubbles and they started chasing the bubbles. So, the neighbors come out because it's so darn cute that a 3-year old and 5-year old are like running down the street chasing bubbles and it added so much joy to that day and it's teaching them that moving after dinner is just a part of happy life, and it fills us up and we get to spend quality time together that before I had thought to do that you know we would move straight from dinner well now it's time to get ready for bed or pick up your toys or whatever. And all it took is a 10 to 15 minute pause in the day and it took us having a mindset shift saying this is possible let's see if we can figure it out. We're unable to go every single day, because life happens. Maybe we get dinner on the table they or what have you but when we do get it in it's amazing and my kids love it, and then I'm also not shy when I work out. I used to hate exercise but now I've come to actually enjoy it like it fills me up, and so I do some work out videos or whatever and I let my kids join in like you know pretend weights out of like Lego blocks and they get to lift their weights and they feel like they're part of it. And they see it as something – I tell them that this is something that makes me feel really good. It's never about I need to be thin or I want to lose weight. It is all about I feel so much better when I do this and do you want to be a part of it? Absolutely, let's do this together. So, another way that we're introducing the idea of joyful movements to our kids to have that be a part of their life is on the weekends, especially during the summer we try to take adventure hikes. So, intentionally like go explore a new area and we're intentionally picking hikes that are really easy for a 3 and a 5-year old that are relatively flat but we just make a fun adventure out of it, and throw rocks in the water, and pickup sticks and it's so wonderful to see that this is something that they're asking for, "Mom do we get to go on a hike this weekend?" And that's just something that before when my health, and my body, my weight was getting in the way I didn't have the energy to be active. I didn't feel good. I wanted to enjoy the Colorado surroundings that I live in but I didn't have the energy for them and now I do when I get to do these fun exciting things with my kids and I am raising them that this is something that they want to do on the weekends, and so it's just a wonderful way to teach them about getting joyful movement, getting exercise, and having it be a fun part of life instead of this annoying punishment thing that they have to squeeze into 1 hour of 1 day and if they don't do it they should feel guilty, so that's been wonderful. The other way – so I'm just interviewing myself.

Interviewer: Right on.

Jamie: The other one was stress reduction.

Interviewer: Well, what it sounds like is that it's the best of both worlds you get to have this quality of life that we talked about and you are exercising, you are getting out, and you are having the quality of hanging out with your family all at the same time, and then what does that do for your stress levels?

Jamie: Oh, my gosh. It's amazing in fact I didn't realize this at the time, but for me the joyful movement and the stress are completely connected. I mean getting this chance to...

Interviewer: Filming in-progress.

Speaker 5: I didn't realize because Jonathan wasn't asking the questions. I was bringing you the vegan scramble.

Interviewer: All right, cool. Thank you.

Speaker 5: [Inaudible 00:55:52] in there.

Interviewer: Thank you very much. It tastes really good and I remember [inaudible 00:55:57] saying this.

Speaker 5: [Inaudible 00:55:59] okay.

Interviewer: So, how does the stress look like right now?

Jamie: Yeah. I am honestly amazed with the amount of stress reduction I've been able to bring in my life. I think before I just felt like the amount of stress I was dealing with on a daily basis like I just had to deal with it, because doesn't every mom deal with this level of stress, doesn't every business owner deal with this level of stress like life is stressful. There is no control I have over it, and by me challenging myself like taking the time to ask myself like really like might even find another way, might you be able to make some small changes to fix some of these things, not drastic not overnight but might you be able to fix this in a little bit. I'm just like blown away with the amount of stress I've been able to cut on in my life. One of the things I didn't realize is that me getting joyful movement every day is actually reducing my stress like going for a couple of walks during the day, getting that quality time with my kids, I mean before my mornings were the stressful – get the kids ready, get me ready, does everybody have their lunch, does everybody have

their stuff for work, are you fully dressed, did you brush your hair. And now one of the things that I've done to reduce that stress is – my kids are 3 and 5, but I have challenged myself on what are they actually capable of, and my 3 and 5-year olds are actually capable of a lot more than I was giving them credit for. When I took the time to pause and asked myself might they be able to actually get their clothes on all by themselves? And I just started testing it out. I had to get creative with my schedule, and so I started getting up and working for an hour before they get up, and so then my get-ready time was really compressed and I was like how might I find an extra 30 minutes in my morning? That seems like an impossible thing, but I just started trying some little tests, and so one day I said, "Okay, can you guys get your clothes all by yourself?" No, I never made them go get their clothes all by themselves, but I tried it and it worked. And the 5-year old helped the 3-year old and I make them breakfast while they got dressed, and it was amazing. If I had limited myself to that beliefs that I had to get my kids dressed or that the mornings have to be stressful because that's the way they are right now I never would have experienced this change. And now I'm in a place where I get to take my kids on a 10-minute walk to get to their school or their daycare and that before I was just loading them in the car and let's drive and drop you off as fast as possible, and now I get this amazing quality time with them. It's just wonderful and of course it's reducing my stress, so bad ones.

Interviewer: Awesome. Thank you for sharing that.

Jamie: Yeah.