



## **Trim Healthy Podcast with Serene and Pearl** **Episode 76 - The Temporary Trap Don't Fall In**

*Counting calories is out. All the food groups are in. Becoming trim and healthy doesn't have to be difficult or painstaking anymore. After trying almost every fad diet out there... sisters Serene Allison and Pearl Barrett, authors of the best-selling Trim Healthy Mama book series, took matters into their own hands and the Food Freedom Movement was born. This podcast offers a deeper dive into the world of THM. Listen in as the girls (and their sidekick Danny) tackle a variety of food, fitness, and lifestyle topics with the same quirky attitude and style that has endeared them to an ever-growing audience of women who are changing their lives and the lives of their families. **Welcome to the PODdy!***

S = Serene · P = Pearl · D = Danny · J = John · M = Matt

[00:00:00]

**Announcer** And now for another moment you will never experience with Project Fi, a phone plan from Google. Billy, don't forget to pack your pigeon. Mom, I already told you. I am not taking that carrier pigeon with me on my trip through Europe. But how will you let me know when you land? You don't have roaming. Okay, fine. If it makes you happy, I'll take it. Good. Good.Wait. What are those? More pigeons! For every stop on your trip, roam for the same price as

home with 'Project Fi, a better phone plan from Google. We value your opinion. Make your voice heard by going to [megaphone.fm/listen](https://megaphone.fm/listen) to take a short survey that will help support our network.

J Good people of THM, producer John here welcoming you back to another podcast. Oh, look who's back.

D Yes, I'm just curious. What are you doing?

J This seat has gotten awfully comfy.

D I can tell it's comfy.

J Four weeks

D Yes, yes. As you snarkily introduce my podcast.

S This is The PODdy with Serene and Pearl, Get it right. P-O-D-D-Y.

D Women and men, boys and girls, welcome back to another episode of the Trim Healthy Podcast. And I am back with the girls.

[00:01:17]

P Good job, but Danny

D Yes

P The marking on that couch is a different marking. The little, the whole area has been John-ified.

D Yes, I know. My butt imprint is about a 5 inch to 6 inch wide

space. It is just the way I was born. But yes. I came back. It seemed a little worse for the wear.

P So, I have to ask you this. When you were in California with your beautiful family. First full-on vacation you've ever taken.

S You see, that was his phone, he didn't want to turn off the ringer and work.

P Were you listening to the podcasts that were done without you?

D Of course

P Were you critiquing them?

D No, actually I wasn't. You know what I did? I told myself, I made a promise to myself, because I was going to try to make some videos and I did. I hit record a little bit and tried to say hey from Cali.

S As he was adding product to his hair.

[00:02:10]

D Yes, for sure, I had to just drink the Cali vibe in and I chose to properly disconnect.

P But did you have thoughts of John taking over your job?

D Not even one. I know John. He can't hang.

P Actually, we are glad to have you back. And the biggest thing though was we actually had to do the Serene and Pearl show

without you.

S Now, that was hard.

P For those of you who do listen to the Serene and Pearl show, it is our radio show that was tough without the Dan.

D Well, you know.

P So, I guess you are worth it all sort of.

D Yes, you know, if anything, this vacation proved my worth.

P It did Dan, although John did a beautiful job of the intros I have to say.

[00:02:46]

D You know, I have to go back and listen because I believe you.

P But, hey, we are back. The band is back.

D Yes, so here is what I did in California! I am just kidding. Please continue.

P You said that on your fan page. Where is the Danny Valdes fan page? But we actually got something great to bring today. Serene and I sometimes go on walks together here on the hilltop. Two days ago, we just started in and she was sharing with me something that was on her heart and I am like, this is fresh manna, Serene. This is speaking to me. Let's do this. Let's bring this to the ladies. They need to hear this. So, I am excited to bring this message because I know it is going to hit

you right where you are at. Serene?

S Yes, completely, you know, I was actually in Jeremiah 43.

P Keep your face near the microphone, love.

S Oh, sorry

P This isn't like some weird preaching sermon or anything like, okay Jeremiah 43. Would you all please turn?

[00:03:44]

S Who didn't bring their Bibles? That is the way we grew up in church. Dad's a pastor. We are pastor's kids. So, he'd always say turn and Mum would do the same thing because she was one of those, not sit and be quiet ladies, you know, a pastor's wife. She was getting up too. But always it was turn to the page, and then the question, who didn't bring their Bibles? You got pointed out.

P Yes, exactly, and even if everyone was turning, it was still the habit. You say that sentence after the turn that comes no matter what.

S And everyone looks at you if you don't bring your Bible. You remember the church, Danny.

D Oh yes, the good old days

P Even if you are being a good girl and you are looking at your iPhone Bible.

S No, you might as well be texting.

P You might as well be texting.

S My Mum and Dad believe in the old.

P You might as well be playing Candy Crush or something.

D If you are not looking at the actual matter where you are turning the pages in the King James, you sure aren't doing it right.

[00:04:34]

P But guess what? Bless their souls. They are almost 80. And I tell you what. They are awesome.

S Okay, so, I was in Chapter 43 of Jeremiah and just reading about how Jeremiah was warning them saying, don't go back to Egypt. And they were like, no well, there is warring nations coming and we are sure going to get eaten up here. So, we are going to temporarily go back to Egypt, just temporarily. we are not going there to stay. We are just going to go back there because it is going to feel safe and it is going to comfort us and get us out of a situation, out of the heat.

P And can I already do big picture here? So, this is the children of Israel escaping from Egypt under Pharaoh?

S No

P No

S They are already in the promised land. They are gaining victory.

P What? No! No, Serene.

S They've already gained. They've already won.

[00:05:23]

P So, this is with Joshua later not with Moses as they are on their way out of Exodus.

S I had to read from Genesis to Jeremiah in this particular occasion. Even though we are pastor's kids, I didn't get an A+ and all that in Bible trivia, So, don't quote me and send me letters if I am all the way not right. It is not escaping. This, here, they have already won some ground. They are already...they have got some freedom here. But, there is warring nations. They're already Jerusalem and Judah.

P Oh, they were set up!

S Yes!

P Oh, my goodness

S But there are warring nations coming and they are feeling the heat and they are getting scared. And they are saying, you know what it is not going to be comfortable here. Hey, let's go back to Egypt just temporarily. I am actually reading from the Amplified, but the word temporarily here is not in brackets which shows you what is amplified. It is just the regular script. And it says, you are not telling the truth they said to Jeremiah. The Lord our God has not sent you to say, do not go into Egypt to dwell there temporarily because they were getting mad and saying, you are not a prophet. Because we need to go there. It just makes so much sense. It is going to be temporary. Don't you see? We are going to come back. We are going to get right back to where we are. I just had to say, Pearl, I just sense this overlapping here where people say on their health journey, I have got this victory, I have gained this ground, I am doing so great. But guess what? My mother in law is coming to live with us for a season. she has got dementia. And also, we are packing for a big move in a few

months. So, we are living out of a box. So, my life is hectic. There are warring nations coming. Can I just go back to some ice-cream in the evening at 11 when I finally put all the kiddos to bed? Or just a little Mac and Cheese occasionally because temporarily I need to forget about my sweat pants, oatmeal even though that is so easy.

P Well, temporarily you are going back to Egypt, right? And Egypt was where they had, what did they call it? The land where they had the leeks and the... They were used to that food. Egypt was their used-to food. Now, of course this story wasn't about food. It was about spiritual things but physical. Let us take this to a physical thing.

S Egypt always represents, in the Bible, going back to bondage, to slavery. But it was something that was comfortable.

[00:07:45]

P Yes. And they were enjoying parts of their bondage and slavery. Like let's say when you are a slave to sugar, Danny. Look back at that when you were under its total fangs, crutches. You liked some of it right?

D Oh, all of it

P But you didn't like the feel, what it was doing to your future and the feeling of it, but you loved some of its comforts

D Oh, yes, in fact, when I finally became old enough to choose what I wanted to eat, I marveled that I lived in a world with so many horrible things. I remember thinking for the first time, I can pound these lattes. They are like ice-cream but coffee ice-cream and it was amazing to me. And everywhere I went it was like, I can buy whatever I want. I can eat ice-cream in the morning if I want. I don't have to wait till I finish my meal.

S And it is like, this is freedom. You can choose to have this whenever you want.

P But it was bondage to your body. It was jail. You were jailed up in this. There was no real freedom. So, I just was like, oh my goodness Serene. And you know Jeremiah, the prophet, told them, don't go back there. Now, obviously we are going to make little mistakes here and there. But if you said to yourself, hold on, I have gained this ground and now I am in this time of stress. So temporarily I am just going to go back to those old comforts. I am going to go back to my fast-food drive through, because that was easy. Remember that?

S But guess what Jeremiah said? If you go back, you won't return. If you go back after gaining this kind of freedom. You are just going to get annihilated there in Egypt. Now, just

talking in the real world because we are not actually on our health journeys in this situation with Jeremiah and the nations and real Egypt and all that stuff. So, the people can return maybe. But Pearl had this kind of little idea where it is called the “Temporary Trap”. And it is true. You can get trapped and you can maybe never return. That is the thing.

P Or you can waste months there. You can waste years there thinking you are back to the comforts but you are back to the bondage.

S And you see, we have talked to so many people and we would be like, well, they will come to meet us at some places where we are doing something. And we will just say, tell us a little bit about your journey. Well, I used to do it. I am not actually doing it right now because we have to move house. Oh, how long ago was that? Oh, a couple of years ago. But a couple of years ago I lost 35 pounds. And we are like, oh, so you haven't done it for a couple of years? And it wasn't like we were upset with them but we felt sad that their temporary choice when things were not so smooth in their life, their temporary choice to just go back to where they came from, it wasn't so temporary. It was really a limbo.

[00:10:35]

P Yes, so today we are sort of being that prophet voice that no one really likes to hear when they want the ease. Right? You want that comfort and the ease of what you were used to. But he said, strongly, “don’t go back”. You will be destroyed. That is bondage right there. I know it was actually easier, but that is the bondage. So now you have got freedom and you have got to keep fighting for it and be strong for it and don’t go back.

S And it is often times when you feel like, oh, I just need to do this for a temporary time. That is the time that you really need to dig in because that is the moment that you need to search for more victory in your life. It is the times when maybe things are going out of control and maybe stress levels will be soaring and out there and times when you are emotionally and physically burdened. Don’t temporarily go back to the abuse because that is just piling on injury upon injury.

D I had to put this into practice in California, you know. We stayed with family and some of our magical time as kids were around dessert, after dinner. And of course, family like to, quote, let me spoil your kids and take them out. And I love

that, I love their intentions and everything. But at the same time, I found myself having to say, man, we are really going to be set back when we get back home. My kids are going to be in some patterns and habits. I am going to have to jog an extra 900,000 miles. I need to chill out here on vacation. So, I actually started having talks with my family in California. And just saying, hey, you are so awesome and thank you, but we are going to pass just because I know how long it takes to get back to where we are right now as a family.

P And it is okay to have little treats. You were saying that they were treating you after every meal?

D It was all day. Breakfast and night. We'd be like oh, look at this shop, this is where I get my favorite cupcakes. These are the best cupcakes on this beach. And it is like, well, I have to have the best cupcakes on this beach. I've never come to California. But I am digging what you are saying because I have found that putting that into practice and really trying to stay on course is really helpful.

P No, it is. I don't want to come across like we can never go back to a beautiful tradition, a meal that we grew up with. Let us celebrate that and let's just say that the meal is not on plan. Well you can never have that because that is temporarily

returning. It is not. No, that is not at all. That is just food freedom.

S They were setting up some tents back there.

P Yes, they were taking their journey, going all the way back and saying, no, I am okay with that bondage for a while. I am okay with that addiction for a while.

[00:13:25]

S Yes, it was an acceptance. It is a choice. And it is okay, there is no shame for a slip-up because that is not a choice. But I am saying both. A slip-up? Who cares? No shame. We are not perfect. Come on! And then the choice for a treat is talking about the choice to set up camp. I am not saying your permanent dwelling because they weren't wanting to do permanent dwelling. That was back in the promised land, but they were setting up a camp. We are saying that don't set up camp because you have come so far. And this is ridiculous what I am about to say because it is just going to contradict everything we said about don't worry about the slip-up and don't worry about the treats. But, you know yourself. There are some people that even have to be a little bit more careful with themselves, like an AA person. Some people are like, I can't stop at Dairy Queen for that big frozen frosty whatever

because that is my really dangerous downfall.

D You had to say Frosty, didn't you? That is a Wendy's product by the way. By the way, I just made a frosty-like thing with peanut butter, chocolate and some ice. It is pretty awesome.

P No one ever said that is the thing about slavery. That is the thing about going back to Egypt. Egypt is just a perversion of the true amazing things they got in the promised land. The promised land was the land flowing with milk and honey. It was not the land that was all like bird seeds so sparse, everything tasting like cardboard. It was going to be the land of provision for them.

[00:15:07]

P It was the land of blessing. It was the blessing. And you are right, Serene, we walk into blessing. Health, renewed health, all of these things that we applied the principles and then they start to happen in our lives, those are the blessing, right? So temporarily turning your back on them and just saying, but I will be okay but I am just going to go without that blessing for a little while, it is not going to make sense in the long-run.

S And we are not saying you are going to go temporarily back to a place where you can just treat yourself. The thing is every

day you can get a frosty. Every day you can have chocolate cake.

P Like the Frisky in the Trim Healthy Table book

S You can just use the awesome little tricks and tips that you have learned to make delicious things that are a blessing to your body. We are just saying don't go back to the chains. Even temporarily.

D Could I ask you something? So, obviously refined white sugar you are comparing to Egypt. Is there ever a time to cheat, so to speak? Like for example, instead of in my matcha green tea, instead of almond milk used cow's milk?

S Anytime you want you could.

[00:16:24]

P For you Danny, you are skinny. You don't have any problems with weight. I think whole milk would be great for you actually. But ladies that want to be trim, they could certainly choose to use whole milk too knowing that that won't help their weight loss.

D But if they are rock-staring at 99% of the other meals and drinks of the day.

P That is cool but they are not setting up camp there. They are just making the plan their own. We all don't have to follow

certain rules. We take the principles and go, hold on, I am going to do this my way. I am going to have a traditional meal with my family on Friday nights. I am going to choose to use whole milk occasionally.

S We have to clear this up because that could be so dangerous for people to think, oh strict, I have to keep on the train tracks.

D Yes, that is kind of where I am at now.

S So, this is what I want to say Danny. This is what I am talking about. I am talking about these warring nations. I am talking about where they are thinking, there is a season here, not a once-off treat or a once-off slip. There is a season here where I need the comforts of Egypt. I need the safety of Egypt. I need the comfort, the solace, of that ice-cream at 11 o'clock at night. And it can be open-ended too. Almost like when we were dealing with Arden, my son, Arden and my son, Isaiah. There was a season of desperation in our family.

P Full picture, Serene

S For new peeps in the room

P Yes.

S Sorry new peeps! It is like I feel like everybody has been coming with us, but maybe not. There was a season in my life where I had a son in a critical unit with cancer in very last

stages, but he is doing so great just for new peeps in the room.

P Praise God!

S And it was in the same season, I had a son, three flights up in the same hospital in the trauma ward in a coma. So, I could have said, temporarily, in this season, I am doing mac and cheese every night. Listen, people, give me a jolly break! It is Mac and Cheese and I am just going by Wendy's for my Frosty. Now, it is okay even if you choose that. I am not looking down my nose at it. But I knew for me that temporarily setting up camp for my family in that time was pulling down the very feeble walls that were already there. I needed to nurture my children who were going through the trauma of that along with me. They needed to not have Mac and Cheese. They needed to still have their sourdough bread and still have their good oatmeal.

[00:18:54]

P And you had very little sleep. You were working around the clock at the hospital. You needed to nurture your own body. Your cortisol was sky high.

S Yes, exactly, so, I whipped up smoothies in cork jars and took them to the hospital with me all day long in a little esky.

P But what she is saying is she couldn't do her usual Trim

Healthy Mama self. Serene at home doing all her stuff. Kombucha mushrooms got wrecked, they died. But she didn't abandon and go set up camp somewhere else. She did what she could to still live in that freedom and not turn her back on it.

S And it doesn't mean somebody didn't bring us a meal to the hospital that wasn't perfect. And I would have eaten it and said thank you, what a blessing from the Lord, but that is not setting up camp. That is not making a choice where I am going to actually put my tent pegs in here for a while.

P And good I have got some dose of reality things we can do coming up when this happens to us. But you had a question Danny, for Serene.

[00:19:48]

D Well, actually I had a little personal non scale victory that is in context with what we are talking about. When I think about cheating or going off plan now, what comes to mind for me, things like almond butter or peanut butter at the wrong time.

P Oh, so that is your going off plan now?

D Yes

P Look at Danny! Dan the Man. You said there was only certain

inches that your bum took residence. You can eat this jar.

D But you know, the point is it is a non scale victory for me because when I healed my taste buds, when I even start to think about dessert treats. I go to almond butter in my mind. Is that freakish?

P Oh, your mind doesn't even go there anymore because you trained it?

D No, ice-cream tastes like chemicals. Like, sugar, refined white sugar to me has a chemical taste.

P Okay. Danny. You are the "what-if-you-could man". You brought this saying to us and it has revolutionized our lives. What can you say to people who still feel the draw, they still feel Egypt calling? All those comforting foods back there, the ease of what they used to do. You used to be in that camp and I know you are a trainer of your mind. How did you train your mind to say, no, I am not there anymore, I am in a new season, I am not going back?

[00:21:00]

D Well, a lot of different ways, it is interesting how we use life hacks, tips and tricks when it comes to mechanics or fixing our house. Or some people are into photography, so they will research all the tips and tricks. But when it comes to our brain

we accept the lie that we are just what we are and we want what we want. And we say things like, oh you know me. This is my weakness or that is my weakness.

P Or when I am stressed I go for ice-cream. That is just me. I need to have it.

S And also, let us just talk about speaking to the waters. You guys have heard those podcasts. If you haven't you need to. I am not trying to be preachy but the statements, the negatives, the labels we put over ourselves. That is putting our tent pegs forever in Egypt.

D So, once we realize that our brain is like a very complicated but also understood in terms of how the synapses and the neurons work and how we go back to the same things and the same habits because there are actually strong reinforced pathways. If we accept that, we can start saying, well how can I just kind of get myself as if I were a machine, how do I get my body to do what I want it to do? And there is lots of ways.

[00:22:12]

P What did you do?

D One is acting. I have said that before on the podcast. It is to actually fantasize and believe and become the person who is the health fit person.

P Did you do that?

D Yes, I started just looking in the mirror and seeing myself as a healthy person.

P As a man thinketh so is he.

D I was like, now I am the guru health dude. Now I am this. And it was weird. You feel like you are a fraud at first because you are like, you know me, my weakness. But instead of that, I started saying things like, you know me how I can turn on a dime and stop doing something overnight cold turkey and I don't even care because I am so unique in that way. It is one of my strengths. That wasn't true at the time. But it became true as I kind of faked it. So yes, acting, faking and playing roles.

P And now you are the one counselling your family about sugar on a vacation. Did you ever think you'd be that guy?

[00:23:22]

D No because I was such the Coke guy, Danny Coca-Cola.

S So, you are talking about battles that you fought. You fought with acting. You fought them with all these kinds of tips that you are talking about. How to kind of tweak the synapses as you go through that stage of renewing your mind and renewing those pathways. It is the same with the children of

Israel. They had to fight through different nations to get to their land. They had to conquer. So that is what we are saying that having a little treat here and there or a little slip-up doesn't actually reprogram the synapses, but it is when you set up camp. You are wasting all that...

P All the trees you built in your mind.

S Yes

D It does make them flare up. It doesn't un-program all the good work you have done but it does excite and remind.

S No, what I am saying is setting up camp re-programs. Like why do you have to? After all the fighting, after all the conquering why are you going to re-program? Because you put hard work, you put acting into it, Danny.

[00:24:22]

P You had to go around pretending to be someone you are not. But Serene is right. A treat doesn't reprogram. A treat though does still flare for some of us. It flares up the sugar addiction right. But you have grown bigger trees in your mind. So, when we are talking about trees it is actually science. They become protein in your brain. These neuron pathways of the way you decide to think. They become trees in your brain and the taller

they are, the more your brain uses them. So, you grow them because you use them. But you used to use the sugar trees or the addiction trees or whatever you used to use. And they were big. And you started growing bigger ones that were healthy. That is what Danny did, right?

S His almond butter tree.

P Yes! His almond butter trees! His avocado tree. All these things that he goes to now. But Danny if you have a cheat meal and Serene doesn't experience this because she has never been addicted to sugar, starts to flare those other trees that used to be big but now they are small.

D Oh, my gut talks to me now. Yes.

P And it is there. They are like, hey I am still here a little bit. But if you go set up camp, know you are watering them again. They are going to grow and take over the other ones and take the oxygen out of the room. And all those new ones will be barely there. They'll be like, remember me?

[00:25:38]

P Hey, you are listening to the PODdy with Serene and Pearl. And I am Pearl and who are you?

S Serene!! Because we all know we go through stuff. And I said my story and you hear some other people's story and mine

sounds like I was at a fair.

P No, yours was hard.

S No, I am saying people lose loved ones. They go through stuff and they've got the terrible grief. Praise the Lord I was blessed. Both of my boys are alive. That is amazing. But people go through stuff. So, I am not just trying to say this in such a light way without compassion. But I am trying to say, even for situations like childbirth, or situations where you know you are going to move, prep. Think ahead. Because once you say once we get there or once we have the situation like I am on my post-partum or I am going to be having a rest for three or four weeks. If you are the type that when you set up camp and go back temporarily. It could derail you for a full year and a half to two years. Be careful because temporary is a trap.

P And it may become permanent and we are fighting against that. Here is the other thing. I want to take the next three or

four minutes. Then we have got something special at the end of this podcast. Let us just say life is stressful. Let us say the mother-in-law is coming to live for a while or you are moving or there is a new baby coming. So, let us talk about really easy things that help us through these times. Serene, you have been through that. We can say to ourselves this time won't be perfect but we are not going back to set up camp. So that is the goal.

D So that is the goal and you don't shoot for perfection because that is psycho too. That is a trap. That is ridiculous. That is a perfectionist trap.

P Yes, it is. So, what are some of the practical things we can do when you sort of don't have time or maybe stress is really hard and you are wanting those comfort foods or things like that?

S Well, let me shoot a few ideas then we will go to Danny, then will go to you as the special closing person. What helped me was smoothies and I have said it so many times and that was because I could put all the superfoods that my body needed for my immune system. I threw them all in there. And then the frozen berries kept them cool even though I had a little esky and those were things that I could just take with me even when I didn't have time to sit down and chew. Other things

were zippiest filled with little protein balls and the e-bars.

P And these times you used to take nuts and chocolate too.

[00:28:28]

S Yes

P These times aren't the times to think, oh do I have my sugar today? No. These times are the times to just keep that sugar monster at bay.

S Exactly, going back to Egypt doesn't mean...

P Trying to lose the last five pounds, no.

S That is not going back to Egypt. We are just saying, don't go back to your enslavers. So, the other thing is having salad and protein prepped in the fridge. Having a crockpot of chicken breasts that you just do and chuck it in the fridge, having hard-boiled eggs chucked in the fridge. And having some cut rainbow bell peppers and lettuce ready so that you can throw together some quick salads when you want them to have protein. That, to me, saved the whole season in my life. Dan?

D Well, thanks to my wife. She was already ahead of me on all of this. She actually talked to me about the plan before I even

worked here. I was just like, yes, sounds great sweetheart, I'm off. Some things that really helped me outside of that was just taking two dang minutes and packing my lunch to go to work.

S It actually is two dang minutes.

[00:29:40]

D I would love to do a video where I compare the time to go through a drive-through...

S Would you please?

D Yes, compared to the time to just prepare something wholesome for your day. So, just taking a minute and unlocking your brain and accepting that it is faster. It is like I was lazy. It was like I was like, I want to go to the drive-through. I don't want to prepare food. It is like I can sit in the drive through and be on Instagram. Why? I was choosing Instagram over the life of my body. It is silliness. Smoothies also really helped me. I just upgraded my smoothie system.

P Did you?

D Yes, I was having to wash the blender and everything, which is not a big deal. I still do. But I got my own... Do you know what a Magic Bullet is?

P I have heard.

D It is like a single serve blender basically and you take the cup

off and it is a cup.

P So, did you finally get one? I know you were talking about one.

D I got the Ninja Fit.

[00:30:31]

S And that for you is probably a huge game changer because if you think in your head, not only do I have to prepare it, then I have to wash it so there are no fruit flies going around the sink.

P Not with the Nutri-Ninja, this is not a commercial for them by the way. So, a couple of just practical things but the thing that really helped me the most was... because I just gave a bunch of advice on life hacks and the brain. Sometimes I just want to say the exact opposite at the same time because we are kind of a “how-to” culture. And there is a time to just do it and not to think of how I do this but just get up and if you have to get up early and run, just get up and flipping run. You just have to do it. There is not always a method. There are not always three steps to thinking more powerfully. For me personally, I am not saying this to others because some people actually can't.

P Yes, we got women working throughout the night, they are not going to get out and run.

D Yes, exactly, but for me, and probably for most men listening especially. You have just got to get up and do it. And don't wait for one day. When you say one day, that is silly.

[00:31:42]

S You are hammering the tent peg in.

D It is a replacement word for never.

S Can I say one thing before I send it off to you Pearl because this is something I was reading this morning in Jeremiah again.

P It is because you are holding Solly, the baby, so your face goes way down to the ground because your Bible.

S It is Chapter 2 of Jeremiah, verse 13. It says for my people have committed two evils. They have forsaken me, the fountain of living waters and they have hewed unto themselves cisterns, broken cisterns which cannot hold water. So, what I feel like I have to say is. It sounds so trite for me to

take this to diet but I like to take the scripture and put it to every application in my life in the natural and the spiritual.

P Yes, because the Bible is a natural book.

D So, I know what it is talking about here in the spiritual but we are not going to go on about that right now. I feel like saying these living waters for you. Don't forsake the place that is actually going to be feeding your body, refreshing your body, renewing your body. that is the first mistake. The second one is you are hewing out broken cisterns which cannot hold water. To me I was thinking almost spiritually today, okay, what would be my broken cistern, and I thought to myself, that cannot hold all what God wants me to have, all the living water, all the gifts. He is a father of lights, giver of good gifts. What could be the thing that is draining it? And I thought to

myself, it is my belief system and my attitude because my children are a joy to me. Just being at home and just being amongst them is joy and it is His gift to me. And it is beautiful and when I have the right belief system, it is living water. But when the Devil puts in thoughts in my head that wow, this is just a bunch of stress with a bunch of screaming, yahooping rascals running around and I can't even eat my lunch.

P Will I ever get a break? My life is never my own.

S Exactly, it is my attitude and my belief system and there were holes and it wasn't living water. The same thing that could have been living water I am blessed. Look at these eternal souls, look at these presents from God and yeah, they are not my peace but they are my joy. That didn't allow for any holes in that cistern and I was filled up. But the other way of seeing it put a bunch of hoes in my cistern and I couldn't hold the living water. So, what we are trying to say is, don't forsake the place of health and go back to Egypt. But also make sure that when you are in the place of health, that you don't have a bunch of holes, a bunch of belief systems: well I can't, well I am just this and this is just my weakness. So, even if you are not running back to Egypt maybe you have got holes in your cistern.

[00:34:40]

P Yes, I think the dreaming back of Egypt is the holes. It is like don't even let your mind go there. If you need those traditional meals that some of us talk about. My husband loves beans, corn bread he grew up with. And occasionally I will just pull out the traditional stuff. I will make the real potato salad just because I don't live in a jail. I can have a THM meal because it is nourishing my family in a way that is different, but I am not going back to Egypt. But I am not going to live in this Trim Healthy Mama world, my freedom, my renewing and just dream of all the things I used to eat. Fries used to be a big one for me. That is one place that I don't go to. I don't go to fries because I feel like they really pull down the body's health. In my mind, I just think about all that trans-fat. So, I don't go there. But I could just sit here and really let my mind go to just how salty and fatty and well they were. And you now mean I don't eat those anymore? Poor me, right? Hole in my cistern right there. Why am I not thinking about the joy of what I do get to eat? And you know what? I do think about the joy of what I do get to eat and so that is why I think that Serene and I, we love it. Every morning we wake up and we dwell on the joy of this program. We always have. When

Serene and I first sort of discovered this and we realized what we could eat, Serene, do you remember the joy?

S Yes!

P Do you mean to tell me Serene... I would call you and I'd be like I ate three fried eggs this morning with butter, Serene. I had some spinach. I dropped a pound. We would laugh on the phone. We were like we thought we were the luckiest women in the world. And then we got to eat carbs. And we were like, I had sweet potato and we'd just discuss it and we were like on top of the world.

S And people are in a trap. They think it is kind of like wasting your time to be thinking about food. Or maybe it is not spiritual enough. Or maybe you are maybe you are just thinking about food. Or maybe food is my god, I can't think about food. No! You are allowed to think about food! The Son of Man came eating and feasting and drinking. And the fact is that we weren't just given a little magic pill to eat and that was it. He made us want to eat three meals a day. We need snacks in between. The animal kingdom has to eat all day. So, let us just embrace it.

P           When we do think about it, once we've learned the ropes and it is not so overwhelming anymore, let us think about it with joy. It is like Danny says. Let us train our minds. If we've not, let us act it out and let us become it and let us grow the trees in our brain. I will close with this before we bring our special guest on today. My thing would be, you guys talked about snacks made at home and things like that, but I think in stressful times you are sometimes eating out a lot. Maybe you are going up to that hospital or maybe you are on the road or something. I just determine to make the best choices that I can anywhere.

S           She probably saved our lives. Just so you know.

P           Yes. You can have a great meal at Chipotle. Let us just have some chicken. Let us get the salad. Let us get the bowl. let us get the salsa. Let us get the sour cream. All good food, I can go anywhere and eat. You have got those same two choices. Either fast-food. You could say, but my life is so stressful I need that burger and fries. Or you could say my life is so stressful, I need protein right now and I need a few veggies. So, let me get that bunless burger and let me get that side

salad. Man, that is going to be good. I am going to taste that burger without the white bread that sort of takes away the taste and that pulls down my health. My life is stressful, so let me nurture it.

S Yes!

Announcer Trim Healthy Mama. "Let's Go Behind the Scenes"

. [00:38:12]

P So, to end the PODdy today, we have got something special for you. In town, we actually have one of the people who make the THM world, turn around and his name is Matt and he lives in California, but he is here today. He comes periodically so we thought we would wrangle him here to the PODdy and do a little interview.

D Can we just get a quick round of applause from the team for Matt. Matt is from Silicon Valley, right?

M Close to that, Bay Area, San Francisco.

S He wears cool clothes. He has cool hair.

P He does. If you are thinking of someone that is like Cali and cool, young and hip, this is Matt. But Matt is an absolute amazing coder. So, he started off... We go back a long way,

right Matt?

M Yes, we were just talking about it yesterday. That was like the very beginning. We are talking about the old days like yesterday. it doesn't seem like it has been that long but things have moved very fast and a lot of things have changed so it is cool to see how things are growing.

P Is there not just a constant list of things for you? We grabbed you from somewhere. John would know. How did we get Matt?

[00:39:20]

J It is actually quite a funny story. Matt and I reference it a lot. Back in the early, early days when we just had a book and some stevia. That is all we were selling. And then quickly more products came shortly thereafter, like Sweet Blend. We had our web store on a platform called Volusion, which means nothing to anybody except probably Matt and I.

P That one that kept crashing!

J We out grew that platform and even the people at Volusion couldn't help us. So, they had their stable of experts that were not people who worked for Volusion but people who knew the platform really well. And I looked through their directory of experts and honestly, Matt had the coolest logo. I picked him for no other reason. And he also was the first one to get back

to me. And what started out as a \$500 job, five years later...

P I don't want to think about how much money we have had to pay you and your team. It was just Matt. Now, you have a whole team of people working on Trim Healthy Mama.

J Matt, focus on that because the listeners here, it is you people, it is the people that are listening now and have supported this brand from the get-go, that really have changed lives. You have supported this brand and given us so much work that people you are just now meeting, like Matt, it has literally changed their lives. And Matt has had to literally build a company around this and I can't say enough about the team that he has built.

[00:41:00]

M Yes, when I started, it has been like 5 years now probably, but I was just by myself coding. I was a freelancer. I have a team of 8 people now, largely for Trim Healthy Mama, the growth, the company and all the needs that we needed to fill for them. And I know, not only has it been amazing to build a team around that effort, I know it is really rewarding work too. It is amazing to us because we work with clients from all different industries but working with Trim Healthy Mama we

see immediate results for the things that we do, within an hour of pushing a new feature to the site...

P Our Mamas are in your face, right? We find out if something is working or if it is not. You know what? Now, that they have heard you, Matt, and they know that you are a coder, all the ladies are wondering, they have been asking for an App for a long time. I will let Matt talk about this and we really are working on it. But all the emergencies and you are dealing with things because of the crowd and because of the response and because of the hunger of our people. A lot of stuff is just dealing with the growth or just dealing with putting out fires, right?

M Yes, the moment I always think of is, John will remember this too, on Cyber Monday this past year. The big sale day, we were all sitting there and I was actually looking at the servers. About an hour before the sale even started we were all just staring at our screens. People were waiting on the site for the sale to start and we were like, just crossing our fingers. We had done all the work. We had worked for months to get it ready. And it was just this amazing moment where we were like, let us hope it all holds together. And it did. But it was amazing to see.

P Every sale we used to do, the server would crash every single time.

D What does the mean? The server would crash? The site is not working? What do the people see?

M The people can't even load the website. It crashes.

P It is just the amount of traffic. And so now, you have got this huge amazing server that we can get a lot of people on.

M Yes, far beyond anything we have built for anybody else. Just to reiterate. It is amazing the growth, how fast it has gone, and pretty much how much we had to learn to keep up with the growth of everybody. It is a great experience.

P We have all had to learn. Thank you so much. And I know the App is coming. He has been putting out fires and he has been trying to get us bigger servers.

D The app, can we talk for a minute about the app?

[00:43:26]

P Everyone thinks it is going to be this miracle thing where you just speak your word and it is going to miraculously say whether it is an S, E or FP, but that requires almost a miracle, because Trim Healthy Mama is not done around numbers and we don't want to reduce it to a bunch of numbers and rules.

D So, it is not going to be the Shazam of food?

P It is going to be the Shazam but we have worked a way to do it that still keeps to our liking...

S Out integrity of how we don't want it to be rules

D So, what is the main use of the app?

M The idea is to track your journey with Trim Healthy Mama. So, there will be tools to track your progress with your plan as well as a companion to the Membership Site. If you are a member you will have features that you can access on your phone like a shopping list that you can take with you on your phone, to the grocery store instead of having to print it out. We are still developing some of it. This is some of the initial ideas.

P And then the Shazam thing, when everyone thinks about it they think of give me this food analyzer. Is this a real thing....So, we are doing it?

[00:44:31]

D So, there is going to be a Shazam-style feature? And for Shazam, if you don't know what that is.

S Are we going to call it Shazam?

P Maybe we should now. Danny just named it.

D So, this may get corrected here because there is an app where if there is a song on the radio and you are like, oh what is this

song? You open this app, you hit a button and it listens to the song and then tells you who it is, gives you the lyrics and everything.

P Well we are basically typing in a food and basically this would start off with, what is this? I don't know.

M We could do that though. Anything is possible.

D Anything is possible for those who write cheques.

P Thanks for joining us Matt. We so appreciate all you have done.

M It is good to be here.

[00:45:18]