

Transcription

[00:00:03] Welcome to Think Fit. Be Fit. podcast network , part of Think Fit. Be Fit. podcast network , where we put the power of dynamic fitness back in your hands one mental rep at a time . Effective thinking for potent fitness . Welcome to the show .

[00:00:20] All right . Hello ? Think fit befit . Hello ? Beth Baker .

[00:00:23] Welcome to think fit B Fit Podcast . Thank you so much . I'm so happy to be here . Yeah, we're glad to have you for this special series on finding a fresh fitness perspective . And of course , this is in that time change of holidays to New Year here in the States .

[00:00:47] It's also a place for myself and our other producer , Gregory , for us to learn and be curious about what's actually going on in the fitness industry because we get heavily influenced by things that we aren't aware of . And I'm just trying to brush in my perspective and hopefully help so many of our listeners worldwide on what people , like, in your neck of the woods , in your community are actually asking for what do real people want to do with their bodies ? Right ? And how do we want to improve our bodies ? Yeah, of course .

[00:01:31] It's such a weird time , this , like, little lulls , because for me, as being a runner , a lot of the training cycles are over and races have been completed and then January is kind of off to the races , so to speak . But this is kind of like this trough of mental and physical rest, which is important , but it's not scalable . So that's the heart . That's the hashtag , not scalable . Yeah, that's what we do .

[00:02:08] When I had my first because I first started my business when I had my son who was a baby , because that's when you have them . I wanted to have like, a napping class and so, like, women would have to go to, like, this napping class and they would just lay on the floor and nap, as opposed to, like, you know, a Pilates class or something like that . That was my big million dollar idea . And I had women like, I would totally go to that . Yeah .

[00:02:30] Be part of the resistance with your naps . I love it . Well, I think this is a great place to get to know you a

little bit more. So I know that you are the founder of Runningevolution.com, and I know that you love to create community around Running. What else do myself and the listeners need to know about you?

[00:02:56]

Yeah, thank you. I coach people who don't necessarily like running or are afraid of running in groups and maybe had run before in their previous life and are trying to get back into it, but we kind of trick them into being in a community and then we make them run. Being in a pack or being social people, it's a peer pressure, like a junior high school kid. It works and it's great. Yeah, it does.

[00:03:29]

I had a little bit of a dark moment this morning with the thought of running. Yeah, it's definitely not what you think it is. I'm in the car, it's pretty early in the morning and I'm looking around, there's not many other persons or animals or cars around and I'm like, what if something happened and I have to get out of the car and run to home? Yeah. And I was like, I'm not conditioned.

[00:03:56]

I felt like a little bit less able for that moment. I felt several fear around the idea, right, what if my running that was the thought pattern I went down this morning? Well, running. My husband has a podcast all about horror movies and tell him I'm like, in the zombie apocalypse, you got to run, dude. You got to do it.

[00:04:23]

Number one rule. Yeah, a nice little segment for his and like a marriage for you two is like at the end you're like so what are best running from zombie apocalypse tips for today? I just try to make him on that because it's always really funny to cross over, but it's actually really a primal and super common fear and it's that people don't know that they have until they start running or they think about starting to run. And it's a primal fight or flight mechanism or switch that goes off in your head that when you're running, you're in danger. And that's why I help people start to run.

[00:05:05]

Yes, so that's true. And it's also interesting when people surprise themselves that they are capable of doing whatever the amount the distance is, even if it's just up and downstairs in an emergency situation or it's like down the block or it's down the block and back. And when they find out that they are more capable than their fear was allowing them to feel, that's also a very interesting totally. Yeah. Every time I have like a first class and make them do a half marathon to make them I'm sorry, a half mile to them, they're always surprised because they have in their head they think of a runner as this small, petite white person usually.

[00:05:56]

And most of my runners don't look like that. And so they think that they are going to be just falling down crying, screaming. If you go slow and you distract people from the mental part, which really takes a lot of work on your physical being, you can do it. It's just going slow. Be nice to yourself.

[00:06:17]

Be nice to yourself . Yes. That's a common theme I've heard amongst many people in the industry . So to what I'm calling this fresh fitness perspective . So why do people come to you back up a little bit .

[00:06:34]

I know we touched on it a little bit . So what kind of questions are they asking ? What kind of problems are they looking to solve ?

[00:06:45]

I guess, and we've already touched on this too, like some of the surprise solutions that come up for your community . Yeah. And I think it's just as the same as what people come to you and your community for. They feel a lack of something in their physical body . We really discourage people to come to us for weight loss because I'm just not a weight loss person .

[00:07:10]

It's such an easy sale, like if you run you're going to lose weight , but it's not necessarily true , which is. I want to circle back to that . Yeah, it's a big deal for me. So feeling comfortable on their skin and feeling strong , feeling like they can outrun zombies and a lot of it is keeping up with their kids. We have a lot of empty nesters in our groups so they have more time now and they usually are kind of pretty fit from doing something else .

[00:07:40]

And it's just that running thing that they have been fearful of and just getting them lack of community too. So we have a lot of people who are maybe transplants to Seattle want to meet people and want to be active instead of going to a bar after work or whatever. This is like the happy hour and the 07:00 in the morning kind of a thing . Your endorphins are going kicking in and you feel sweaty . That's that kind of feeling of having a couple of drinks after work .

[00:08:07]

Heck yeah, it is. Yeah. I love the idea that we can promote this healthy , really fun lifestyle that doesn't involve toxic substances like alcohol and. They have their place too . It's just balanced having it in the morning , which is not, I guess, approved .

[00:08:33]

Whatever. Well, exactly . Yeah. I'm not on anybody's clock , but I will say I feel so much hope for a cultural shift around what is a good social interaction , what is a community event and that doing exercise and having healthy interactions with people could potentially make those healthy benefits increase . Yes.

[00:09:07]

Because when you do stuff in a group there's something extra, there's a little extra juice that you're getting for your health . Yeah, absolutely . I'm a huge efficiency , like snob nerd, whatever you call it. And so the two things can marry together and for the same purpose . That makes me so happy.

[00:09:27]

And women have to be everybody has to be social . You have to be social . And it's part of sleep and eating and exercise . So if you can do both of them together so we go all of our runs out at a conversational pace , so we have to talk . And it also distracts you from like any kind of like oh , my knee hurts , this hurts , or I'm so tired .

[00:09:50]

And we try to keep everything positive . We try not to say anything bad about ourselves or anybody else and encourage each other . We are very non competitive . I mean , people are competitive with themselves but we don't keep it . Like whoever gets there faster wins something .

[00:10:08]

It's all for the same goal . Do people come to you and your coaching in your community ? With the idea of wanting to be competitive , or is it I really want something in the middle . Please help . Yeah.

[00:10:22]

I love people who are competitive . It's just a completely different personality type than I can coach . And if people wanted to win something , I'm all for that . I'm just going to pass them along to another coach . You got to give them a high five first .

[00:10:37]

Yeah , totally . I'm like because everybody's goal is so crazy , and if that's what gets them out of the comfort zone and wants them to , like , level up , that's awesome . But I cannot do that for them , so I want them to succeed . Of course . Yes.

[00:10:55]

So I find where we live in Virginia , there's a huge correlation between competitiveness , the military influence , and being berated in association with running . Yeah . And to help people be able to enjoy running .

[00:11:21]

There's a niche market out here for that . Yeah . I could imagine . We do have a couple of runners that we've had in the area or East Coast in general , because they just have never heard of that . It doesn't have to be all or nothing .

[00:11:33]

And they're like , what ? Or just being running for the enjoyment of the exercise as opposed to winning something . It's a big concept I always forget because Seattle is a little laid back .

[00:11:48] I'm from the East Coast and I'm like, oh, you're from the East Coast? Because it's just a very get it done. Get it done. Well.

[00:11:59] It's exactly what I came here for. That's the fresh perspective that I need. All or nothing, gentlemen. Yeah. It can be fun.

[00:12:12] Right. And you can do the all or nothing in your work life or wherever. That's the thing that motivates you. But if you can have fun and pull away from it going, I feel better about myself, as opposed to, oh, my God, I'm keeping up with the Joneses.

[00:12:26] That was a huge thing from my parents and their parents having this, like, keeping up with the people around you as opposed to just doing your own thing and having fun. So how do you challenge people to have fun? How does that happen? By nature, I think just myself being one of the leaders. We have a few other coaches, but I'm the main coach.

[00:12:58] I make mistakes. I cuss a lot. I'm not fast. I'm almost 50. I fall down a lot.

[00:13:07] I'm a little bit of a mess, and I'm just myself. And I think that if I show up like that and then people are kind of dismantled by that in their head so they can kind of dismantle themselves a little bit. Yeah. So they might be coming to a running experience with this idea that it has to be looked this way, it has to feel this way. And disarming that whole image is part of your job.

[00:13:39] I'm very fast. Running efficiently as opposed to running fast but the funny thing is, when you run efficiently, you do run fast. Okay, so that's the technical side of what technical, right. I'm not a big technical person, but it is kind of a fun, little efficient thing for me to do.

[00:14:54] We do track workouts, I pair people who run the same pace, and so they're having fun because they're kind of they call it rabbiting, where they're just like being right next to each other and getting it all out there, but making people run slow, and they go, you have to talk to each other. You have to and then they get their yahyas out or whatever, and then we run longer distances as well. So that is also very challenging. Well, of course, yes, that is challenging. So I've heard some people say, experts out there, that we're born to run and that it's just like this totally natural thing, and that's what humans are supposed to do.

[00:04:57] other side, it can be a difficult habit to start and stay disciplined in the way of not going too hard. That's what happens in my world. People do too much, and that burns them. They try to follow a plan too strictly, and that burns them. So it doesn't seem like this supernatural, easy breezy thing.

[00:15:35] what are your thoughts on that? Yeah, well, a lot of those people who say you're born to run are usually white men, white old men. So having that taken away, we have a lot of societal ideas about, in the media, what vendors look like. So there's not a lot of representation for people who look like me or look like women of color or people of color out there.

[00:15:38] going to get maybe disheartened by that. And then there's the stuff that we grew up with, which is like, the coaches that were all or nothing or the mom or the grandfather or whatever, that was all or nothing. And just having that tape, because that tape, you know, this it runs in your head your whole life, and if you can be aware of it, that's half the battle. But if you just had that thing in your head going, well, if I don't run an eight minute mile, and I'm not a runner, who told you that? I heard that from my coach in high school.

[00:16:06] right, well, you're 60 now, and maybe that's not a thing that doesn't serve you anymore. And so just taking away those blocks like a Jenga puzzle, one a little bit at a time, and then pretty soon they can do their own thing and build their own structure. Those blocks are tough to remove, for sure. And one thing came to mind, something you said came to mind where, when you said the people who say that we're naturally born to run might be like old white men.

[00:16:48] comes to mind when we think of gender and color barriers to a healthy running attitude or community. Yeah, well, I think of what I do for a couch to five k or all that, like a slow running or social running. There are so many old white guys, and God bless them because they're still around, like Jack Daniels and Hal Higgin and Jeff Galloway, who does the interval. And they're like in their eighty s. I can count on my left hand about how many there are.

[00:17:26] not a lot of coaches that are like, famous coaches that are women. So there's that. And then it's just I was telling somebody yesterday, people who aren't white men haven't been studied, haven't been represented in running since really recently. They really thought that women's uterususes were going to fall out not that long ago when they ran. It's really recent that we're trying to figure out a represent that doesn't have to be competitive.

[00:18:05] can do it. And it's such a common denominator for people to get together.

[00:18:12] Running friends I have are black women, men, and just like, we talk about running and it's kind of cool. Yeah. And it makes me think of my community at the dog park. We all have this thick berry. It's a physical sensory thing that we have in common.

[00:18:34] I need to really know much else about you to enjoy our time together. Right, yeah. Well, I certainly love that about going to the dog park. So I can see why people would look forward to that with running and exercise communities in general. Yeah.

[00:18:55] You said women used to be told their uterus fall out when they ran. Okay. What is that for Don Draper? Who said this?

[00:19:07] Like the woman who did the first Boston Marathon, capital Parcel. I believe she's still alive and she's still running. She's like, running marathon still. So she's not that old.

[00:19:24] Is the name correct. I'm so sorry, but it wasn't that long ago. Like, it was my mom's generation, and they didn't have sports bras, they didn't have the equipment. And back in the day, if a white man told you your uterus would fall out if you did exercise or ran, that would be kind of hard to hear. And most recently, it's bad on your knees.

[00:19:42] It was a common thing as well. Catherine Switzer. Thank you. I'm glad I got that right.

[00:20:04] I had to sign up as her boyfriend's name to get in there, and they tried to pull her off. The course at, like, miles before Ruth Bader Ginsburg vibes. That's so interesting. Yeah.

[00:20:16] We're tearing her off of the course, like trying to get her off. And she put, like, wore a hoodie so they wouldn't see her hair. It wasn't that long ago. So it's this new thing about newish, like in the last generation about people can run together and have fun and not being competitive and just doing it as a fun recreational sport. Yes.

[00:20:40] I'm fascinated by maybe Switzer's real story. I'm going to look into that. Yeah. I'm also fascinated by that there's people out there that want a happy medium because it's really not sold to us that way. No.

[00:20:59] starting to be. Like, my friend Marina Valerio is a black fat athlete , and she does ultramarathons , and now she's skiing and she's bikes and she's completely tearing everything upside down . But she's now kind of famous . And so people are seeing that .

[00:21:16] Oh, wow, and she's gorgeous , and seeing how she's going about in the world in these non traditional ways of being around . I'm trying to think like my running friend Beth I see every Thursday . She started running when she was 50 years old and has now started running . She started running and she now is doing 250K in deserts all around the world . So she's in Antarctica right now doing 250K .

[00:21:43] Oh, off to her. I know. Keep your hat on, lady, but my hat off to her. Whoa . What if I told you the biggest thing standing in the way of peak performance is potentially something as simple as changing how you breathe ?

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[00:22:38] Pepper into the science of breath training by visiting Thinkfit . Befit Podcast.com NPP. Your best training is a breath away.

[00:22:54] So, women starting to run in their fifty s and sixty s. Tell me everything you know, I need everything about this . Okay. Yeah.

[00:23:08] Very interesting . When I started my business , I was a new mom . But I had all of these women who were empty nesters in the group , and they did have extra time , and they were already kind of fit because they had been, like, walking or doing some other hiking exercise . And these women were on fire . And they were so strong and, you know, just delightful .

[00:23:29] You know, they started doing half marathons and from a couch to five k to half marathons to marathons , and they were just I could see them getting stronger and surprising themselves , but I think for the first time in their whole life. And just having that idea that you can do anything at any age was

very surprising to me because that's not the way I grew up, because my grandmothers were all kind of grandma. So it was just really cool to see that and now I'm seeing it more and more. Like I said, Catherine Swetcher did her, I think, whatever, 100th marathon, and her time is still faster than my marathon time. Yeah.

[00:24:13] It's just amazing what wisdom brings to your athleticism. There it is. That's the hottest. That's it. Typing.

[00:24:23] Not take right there. That's it. Wisdom comes wisdom brings something special to athleticism. Yes. Mind blown.

[00:24:37] Okay. That's so different. That's the fresh fitness influence I need, everybody. Now we can start the podcast.

[00:24:47] Yeah.

[00:24:50] Wow. I can think of that in a team sport, for sure, where when you go to play college soccer and there's like, a senior on the team, she is definitely I mean, the 23 year old is very different from the 18 year old, first of all. And wisdom is one of those dividing factors, for sure. But even thinking about this in the broader cultural way, I'm thinking about CrossFit. Oh, yeah.

[00:25:25] That's been going on for a couple of decades now, right? Yeah. Probably 15 years. Yeah. And now you have the Masters athletes being of influence to the younger athletes.

[00:25:40] That's awesome. And this whole generation of endurance athletes being a wealth of just not just inspiration, but we're saying it's a whole aspect of what is it grace that you're not going to have when you're 23. Right. And that's what we talked about before, is being nice to yourself. That's grace.

[00:26:04] That is like you make a mistake and not beating yourself up about it. Learning your lesson, giving yourself some space to learn. That the equation there is wisdom. Okay. Yeah.

[00:26:19] Tie it in a bow. Retweet. So we have one more question and then our social experiment. Okay. So another question.

[00:26:32]

How has the body positivity movement influenced your community, your target market? Or if it hasn't, what comes to mind when I say body positivity movement? Yeah, I think we talked about this before we got on the air about the target model or Target mannequins being a bigger size. And there's that. And I think that also ties into what I said before about there's more people, it's more being represented, but also people are trying to sell things.

[00:27:04]

They're still trying to sell things to more people. There's that. So you have to think about who they're marketing. They're trying to sell stuff. So they're not being better people.

[00:27:13]

They're not being better, they're being less shitty. You're right. But they are trying to sell shit.

[00:27:30]

Everybody can move. And I think when you don't see people moving who look like you in any size, shape, or anything like that, you don't want to. And then if you see it, like, now social media, where people who aren't selling things well, they are selling things, but then it's not like the big department stores and things like that, who have a platform where people are gravitating towards them and who are moving. That is a huge bonus. People should move.

[00:28:04]

And we're not told to do that by our doctors that much, or it's not the answer. It's usually a pill. So I think people should move. Yeah. So yeah, body positivity movement, we could almost sum it up like, oh, movement is good for everybody, and that would be a nice takeaway message for body positivity.

[00:28:34]

And that's one of the other things I've been trying to clear up for myself, because that is another area where you just see a lot of black and white thinking and it's tell me. What you're seeing and what you're thinking. So what I'm seeing is that there are people who have a problem with a body positivity message in that they say it's not the right kind of influence, or they're like, well, that's false advertising because somehow their measurements of health are more just and more, what is it correct? Than somebody else's measurements of health. Right, right.

[00:29:22]

Angry person thinks that their measurements of health are better than someone else's, and therefore their own decision is that that person is not healthy. So why are they promoting health in a body positivity way? Yeah, that's what I see a lot, and I don't think that's fair. Obviously, I don't find comfort in that message by any means. And on the other side of that, funny to see people's reaction to other sized bodies being modeled for fitness clothes.

[00:29:59]

Some people's reaction to that is like way crazy. Yeah, that's where I find a fence. Yeah, well, I think that their whole value system has been teetering on that they are correct. And so if they see somebody who doesn't look like them that is being celebrated, they're like, it's like a religion. It's religion.

[00:30:29]

People live and die by the gym or whatever, and that's their community. That's their church. So if they see somebody else that's not going to their church and they really, really, really believe it, and they're probably really scared of that. It's probably fear. I think it's fear.

[00:30:49]

Yeah. I had the same feelings, too when I grew up in Southern California, in Orange County, which is like Silicon Valley, but the actual silicon and the boobs and everything. And so I was told my mom was a model. My sisters were both models. My grandparents were super skinny.

[00:31:13]

I am the big girl in my family.

[00:31:22]

I'm best sized.

[00:31:26]

You see fat people like my grandfather, we used to point people out in restaurants and go, look how much they're eating. And that's the tape of my head. It's uncomfortable for me to talk about, but my sisters asked me how much I weighed when I was like ten years old. So it was a big fear based thing for me too. And then seeing somebody who was fat, it was kind of like, oh, my God, how would they let themselves be that way as a kid?

[00:31:55]

But I didn't have to know any better. And then you open up and talking to people and seeing people and how comfortable they are and how lovely they are and like, oh, that all doesn't really matter. That's just the values in my head were just like completely pulled apart like a jinga and seeing that we're just people, we're just doing our best and living our lives and all the bodies are beautiful, and it doesn't affect me at all.

[00:32:28]

The last two things you said really challenge people's value system. Yes. Politics. Yeah. It's such a divide right now because it's so extreme.

[00:32:41]

It's all super, super skidding or all super, super fat or whatever. And the middle is kind of going away. So people are really kind of putting up their flags on their end. Here I am holding some middle ground here.

Beautiful .

[00:32:57]

But we're humans . We're doing our best . And the fact that it doesn't affect anybody , it doesn't affect you, it doesn't affect no one's . Taking away any rights of yours . Well, yeah, my direct safety is not threatened by anyone else , which is a beautiful thing .

[00:33:21]

Yeah. But in a more like spherical or spiritual sense . I do think that somebody that feels scared and full of fear in their body and not able to express themselves physically , I think that has an impact if you're on your immediate family and how people act around you and how you act towards people . Like interpersonal relationships are affected in one way . I just have a problem with people feeling less than in general .

[00:34:13]

Yeah, that's it . That's how to save my piece .

[00:34:19]

It's a common fear . And I think if I ever see somebody who's doing something that makes me cringe , I always think , oh, that's mirrors . They're just mirrors . It's a cringe factor . That's something that I like .

[00:34:35]

That's something I do . That's something I'm ashamed of .

[00:34:40]

It's a good lesson . Yeah . Cringe actually is a good lesson for all of us . What do you cringe by anyways ? Whole another topic .

[00:34:52]

Okay, so here's our experiment . Okay . Yeah . Think fit , be fit . You all can play along .

[00:34:59]

You can be a part of this experiment if you have something interesting that comes back for you on this experiment , screenshot it , send it over to hello , I think Fit, Be Fit . So I can have you participate in our social experiment . So what it is , go to our Instagram . And Beth and I both have multiple accounts . I'm going to go to my Brand account .

[00:35:21]

So my Jennifer Simone Schwartz , and that's like the public me . And I'm going to hit the discovery button . It's at the bottom on my iPhone here .

[00:35:36]
It's the magnifying glass.

[00:35:41]
So Beth and I and you at home are all going to put in the same hashtag, and then we're just going to kind of go with it and see what's on your screen. What's on my screen. So what's a good hashtag for this episode? I'm going to see running in the 50 or something like that. What do you think running is?

[00:36:03]
My therapy. That's 1.1 million. That's a big one. Yeah. Okay.

[00:36:07]
Is that a good one for us to look at? Yeah, let's do it. Hashtag running is my therapy. All right, so what comes up on my feed? A lot of women just talking at the camera.

[00:36:19]
That's the first thing that pops up on the selfie take action kind of motion. What is it? Motion? Expression. And then I've got a couple night runners with cool lights on them.

[00:36:38]
Yeah, I'm trying to sell that night running right now, which is a thing. Yeah. Well, that makes sense. What else do we have? Somebody celebrating.

[00:36:48]
A lot of women. Brunette wearing pink and purple. Again, this is the theme. Selfies. A lot of selfies.

[00:36:55]
A lot of selfies. Me too. Let's see what else. There's the lights again. It's also Christmas, so maybe that's any big theme here.

[00:37:07]
Okay, I'm going to go to Reels and see what pops up here. Still a lot of women with selfies. Yeah. So running is my therapy. I'm getting the vibe that is really about hump day.

[00:37:21]
Like it's Wednesday. It's like getting over the hump. That's the kind of vibe I'm getting here. What's the vibe that you're getting from yours? I do see a couple of Christmas things.

[00:37:31]
A lot of Christmas stuff. Yeah, not a whole lot of Christmas stuff here. That's funny.

[00:37:39]

I want to remind people , too , that therapy is therapy and running is not therapy . Oh, that is a great reminder . I just want to tell you because I lived that life for a while . And I thought therapist wasn't the same . It wasn't the same .

[00:37:56]

Yeah, that's it . That is important to say . Good . Therapy . Therapy , yeah .

[00:38:01]

Therapy is therapy . Hashtag therapy is therapy . All right , I think that was awesome . Please tell people where to connect with you and anything interesting , they should be clicking on your sites . Yeah .

[00:38:17]

Thank you . So I'm at Runningevolution.com , and actually right now we're in the middle of a talk about that lull between Thanksgiving and Christmas . We have a thing called a Seasonal SmackDown series where we make, not make . We do runs for four weeks and people show up and they get little paper clips , which is really funny because we've been doing it for ten years, and people go crazy over paper clips , and it's a good reason to get outside in the dark . Sunset is like, 04:00 here, but we are starting in January .

[00:38:54]

We started our couch to five K class on the 16 January, and we have a virtual option that can be taken around the world . And it's super fun because it's got a podcast component , and we do weekly meetings , and I've got a schedule and a lot of raw rotting , which is cheery . Our listeners definitely need those links because that perfect timing . So you got to take advantage of that . Guys, gals, I want to teach her that's .

[00:39:20]

Like, what's your pronouns ? Let's work out . Let's get after it . We don't recognize each other and I . Know get after it, assisting each other .

[00:39:33]

People like to be seen , and that's important . Exactly . Yeah . We all need motivation in January . Yes .

[00:39:42]

I might not be for exercise for me, it'll probably be something else . Exercise for me is, like, locked in . Yeah, right . Because that's what yeah, me too . Except for maybe doing some of my cardio work is not locked in .

[00:39:58]

I am one of those recovering broads that I don't know where I want to say broads . Maybe because I'm

not Bro. That would just say, like, strength training is all you need. I'm a recovering person of that. But I apologize before it's fun.

[00:40:22]

Asked me how many times I've gone to the gym lately. I'm just starting to go to a gym. Like a gym gym. Yeah. To do, like, strength and boxing.

[00:40:30]

So I'm getting older. And you have to lift heavy things when you get old, so that's what I'm doing. Congrats. Yeah, congrats.

[00:40:41]

Well, it was wonderful having you, Beth, and I hope everybody is able to find the links that they need and connect with you. And also let us know what came up on your screen. Lisa. Yes, I want to know. And thank you for being challenging yourself and your community, too.

[00:41:02]

As long as we have that conversation about bridging what you believe and what is reality, it's always a good thing to happen. Yeah. And just trying to set the example here, the idea of people being victimized by what they are shown. Yeah. And sold all the time.

[00:41:25]

Yeah. If you don't know that trap of, like, they are selling me something, like any kind of diet book or anything. Like we're all selling. Yeah.

[00:41:37]

I want to continue to just rehash and visit and revisit and re examine and live by principle hashtag, not scalable. I always tell my son, because I'm talking about marketing, because he's 16 years old now. It's marketing. It's marketing. This is how they sell you.

[00:41:58]

And I tell him exactly how this they sell him. He's like, oh, if it's fast, or all that stuff. So I think that kids should go to marketing classes in high school. Just interesting. Yeah.

[00:42:09]

Now especially. All right, cheers to that. We got a lot of action items out here, people. Thank you so much. It was great talking to you.

[00:42:18]

Yeah, likewise.

[00:42:23]

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