

## Episode 047:

# Six Truths Fad Diet Programs and Fake Nutrition Experts Won't Tell You

This is the TD Fitness Podcast, with Coach T, Episode Number 47.

Welcome to the TD Fitness Podcast, giving you ways to live a healthy lifestyle without giving up the things that make life worth living, and now your host, certified health coach and personal trainer, Coach T.

Hey, guys. Welcome to the TD Fitness Podcast. This is Episode Number 47. We are talking about six truths that fad diet programs and fake nutrition experts won't tell you. As I think about all of the disinformation and misinformation out there, I just felt like I had to lay out a few of the things that unfortunately are pretty common mantras you may hear, but that I think you should watch out for. Here is what some programs or people don't want to tell you. The first thing is that true health and healthy living does not happen overnight. Let me tell you a quick story. When I was younger, I was maybe, I don't know, 10 or 12 years old. I remember we used to always get these publishers clearing house envelopes in the mail, and they would say things like, "You may have already won \$100,000," or something like that. My father would not even open them. He wouldn't even open the envelopes and that made me upset. I felt like that was very irresponsible because here he is, he's got a family to support that included me, and he is literally throwing away this opportunity. We could have already won \$100,000, right?

I remember him saying something to the effect of, "You know, there's not much in this world that is completely free." What I think he meant by that, he said, "Not much in this world, first of all, that is completely free." I know know that that exception that he was talking about is probably God's grace. My father was a God-fearing man like I am, because God's grace is freely given, but he also knew well what I have since come to learn, and that is this. It's that 99.999% of the people in the world don't get rich by buying the winning lottery ticket, or winning publishers clearing house. Most of those people are just wasting their time. You get rich by getting a steady income, by living within your means, by putting away a little bit at a time, and by having a long-term strategy. Guess what else is true? You also lose weight and live healthier by being smart about what you eat, and you generally know what that means. By eating to feed your body, not just to satisfy your appetite, and by practicing healthy nutrition, and fitness consistently and continually, okay?

That's number one. True health and healthy living does not happen overnight. Number two. Weight loss and healthy living is a journey that's full of failures and successes. The successes are great, right, but the failures are required. That is where we learn what doesn't work. I recently gave a commencement address at my high school alma mater, and one of the things that I told the graduating class of 2018 was that my hope for them was that they experience failure in life as well as success. That may seem like a strange thing to say at a commencement, in a commencement address, but what I was saying was that failure is necessary, because it is in these times where we are molded, refined, and we're allowed to grow. Those hard fitness and nutrition periods of your life that you may have been through, or that you're going through right now, they are necessary, and it's okay to be there. I start the Fit Life course by telling you that you are exactly where you are supposed to be on your

TDFit047 (Completed 08/15/18)

health and fitness journey right now, and that is the truth. Again, number two, weight loss and healthy living, it's a journey, and it's full of ups and downs, failures and successes.

Number three. The term good nutrition is very misleading, all right? What exactly is good nutrition? I think maybe many people can agree that good nutrition provides energy. It makes us feel good, gives us proper nutrients, keeps us from feeling hungry, keeps us satiated. It helps you maintain a healthy weight. Maybe it increases performance. Some people may also think that good nutrition is convenient, or that it's inexpensive, or at least isn't too expensive. I'm enrolled in a course called Precision Nutrition, and there's a graphic near the beginning of the program that shows that good nutrition is where health, performance, and body composition all intersect, if you can imagine three circles, health, performance, and body composition, that point where they intersect or overlap. That's good nutrition, but the point is that good nutrition is not a standard definition. It varies from one individual to the next, and your definition may be and probably is different than mine. It may take into account things that I don't really consider at all.

We all respond differently. We have different genetic makeups. Good nutrition is defined differently by different people. Think about it this way. There are people of every race, color, creed, nationality, with some varying differences in their genetic makeups who practice good nutrition habits, or I should say who practice nutrition habits ranging from fasting for several days out of the week to eating a strictly vegan diet, to someone who seemingly can eat whatever they want. There's somebody in all of those categories who are healthy, and who look healthy. Similarly, there are also people in each of those categories who are extremely unhealthy, maybe overweight, maybe obese, and you may have the same traits and attributes as any of the people in these categories, but that does not control your health. You know what does? Habits do, okay? Earlier in, I think it was last year, Episode Number 19 I did of the podcast, it was called The Best Diets of 2018, so I think about this notion, what is the best diet, right? Obviously the answer to that is, well, there isn't a best diet, but I talk a little bit about that in Episode Number 19.

We talk about how we are all different. Your body type, your fitness level, your body composition, dietary preferences, intolerances, your budget, your knowledge, your dietary history, the amount of time you have to eat, your background, heritage, age, gender. All of these things go into the differences that define us. They make up who we are, so the best diet is one that you can follow, and that gets you close to your best self. The healthiest people in the world don't have a single nutrition philosophy. That's another quote from the Precision Nutrition Program. You can be healthy and fit whether you eat mostly meat or mostly vegetables, mostly fat, mostly carbohydrates, many times a day or just a few times, and so on, okay? Again, quoting from Precision Nutrition. They use this term called nutrition agnostic. I kind of like that from a coaching perspective, because it implies that you're not tied to just one nutrition religion, if you will. You are open to looking at things objectively, and understanding that different things work for different people.

That's my challenge and my advice to you, is that you should be open, but be prudent about what you practice. It goes back to the advice from the last episode I did, Episode Number 46, where we did a critical review of the What the Health documentary. That's the third thing that I wanted to bring to you in this episode. Good nutrition, that term good nutrition, is very misleading, and it means different things for different people. The fourth thing I'd like to tell you is that terms like sacrifice, hard work, deprivation, I have to deprive myself, things like this distract us from what really needs to be done to practice healthy nutrition and fitness habits, okay? I know this is counter to what you might think. After all, it stands to reason that the more effort you put in, the more money you invest, the more you sacrifice, the better your results are going to be, right? That's not right. That's not right at all. The truth is that

TDFit047 (Completed 08/15/18)

lifestyle change and healthy living, it starts with effortless practices, because you can maintain them, and it shouldn't cost a lot unless you keep throwing your money into the next new thing.

When it comes to sacrifice, most of us can only maintain that for short periods of time, and then we give up, or we feel like we deserve to cheat. Certainly there are times in life where sacrifice and hard work are absolutely necessary, okay? I'm not saying that that's not true. For example, working harder and getting stronger can make the difference between a world-class athlete, and the rest of the crowd, or the rest of the athletes in the field. When it comes to simply living a healthier life, I'm telling you that going to extremes is not a winning solution. It's not sustainable, and if you do get results, those results are likely short-lived because they're unrealistic, hard to maintain. Episode 18, I think back to, that was achieving results through technique and repetition, and I use the swimming analogy, where how you do in the water has less to do with your power output and more to do with streamlining your body, and reducing drag, and relaxing. Again, it's not the power output. It's not generating force.

It's not going to extremes. It's not super sacrifices and a lot of hard work. No, it's being smart about what works for you, and incorporating those small changes over time. Number five. While we're keeping it real, right, another thing that distracts us is our own excuses, things like, well, she's always been skinny, or I'm just big boned, or my parents had diabetes and high blood pressure, so there's not much I can do to avoid it. The one that is most alarming to me, most disconcerting, you don't hear people say it but I sense it, and I hear people say this indirectly through other things, and that is, I can't lose the weight. I'm just going to accept it. That one really hurts. That one is one that I have a hard time dealing with, because all of those things are excuses, and I'm here to tell you, though, that you can succeed, and I am here to help you do just that.

The sixth and final thing that I will tell you that fad programs, and fake nutrition professionals won't tell you, that is that the tried and true approach to healthy living, and to wealth, and to a happy marriage, and to good parenting, and to successful careers, you name it, it's continuous improvement in your habits, maintained consistently over time. That's what's going to get you to the goal line. The haphazard approach of trying the next new thing that gets your attention, the thing that worked for the supermodel or the actor, the thing that your friend's cousin swears by, guess what? Doesn't mean it's going to work for you. Let me give you another example. When I let myself get ... This is a personal example. I let myself get really hungry sometimes. Not intentionally. Maybe I just work through lunch, and before you know it, the healthy options or healthier solutions, those are either closed or just not convenient. I kind of get into crisis mode. I'm really hungry, and I want something that's satisfying, and I want it fast.

Something like a salad or a plate of broccoli is not going to cut it when I'm feeling this way. I want something savory, and what comes to mind, quite frankly, is a quarter pounder with cheese meal with a Coke at McDonald's. I'm in somewhat of a desperation state when I get to that point, and all I can think about is, man, I need to eat. I don't care what it is, but I want it to be good. I want the shortest and the quickest way to satisfaction, and usually that's exactly what I do at a fast food place. The remedy, I don't let myself get to that state, at least not often, and I definitely don't do it intentionally, but the analogy here. When weight loss is your only goal, or your only destination, that's all you're thinking about, you're more likely to try a shortcut because there are many shortcuts to just losing weight. You need to ask yourself, is that really your goal? I've said before, weight loss is a byproduct of healthy living. Actual weight loss should only be the goal when you are so severely limited by your weight that you can't even perform the basic things like walking or other types of mild exercise without a lot of pain.

TDFit047 (Completed 08/15/18)

I want you to focus on the journey itself, and there are no shortcuts there, but the reward is everlasting, okay? That's it. Those are the six things I wanted to tell you. I will say that I know these truths don't necessarily sell well, if you know what I mean, but that's okay. I have a career in the military to fall back on, so it's all good, but honestly, I feel like the advantage that I have over those programs and so-called professionals that promise quick fixes, and address things that may seem like the real problems, but actually only focus on surface issues, where my advantage lies is in the fact that I care more, period, and I'll put that up against anyone. I have an unfair advantage in that regard. I read a lot about leadership, business, marketing, and one of the things I think about when it comes to leadership is leadership is a lot about communication, and there are two parts to that, right? There's the person relaying the information, and then there's how it's received. There's two parts, and as I think about business and marketing, I know that cold calling is not a good long-term strategy.

What you have to do is find the right audience for the product you want to sell, or you identify the group of people that you want to help, and you serve their need. I also read the Bible, and I know that Matthew 13:3 through 8 tells the story of a farmer that spread his seed over a vast field. Some of the seeds fell on a footpath, and the birds ate those seeds right away. Some of the seeds fell on what was called shallow soil. It had rock underneath it, and those sprouted pretty quickly, because the soil was shallow, but they soon wilted under the hot sun because they didn't have the deep roots. Others fell among the thorns, and they were choked out, and then some fell on fertile soil and produced a huge crop. Following the right diet, if you will, is a lot like these analogies. You can try something that worked for someone else. Maybe it even worked for a lot of people, but you have to find what works for you. The approach you use has to land on fertile soil. That's defined by your personal preferences, your history, your culture, your habits.

All of those things play a part in that. It's got to be personal. That's why going back to the basics is good. That's why looking at what you specifically can do a little better at, and that's a good thing, and that's why registered dietitians like Ashley and Rachel over at Better Nutrition are effective. Again, some of my study from Precision Nutrition, don't focus on the food, focus on yourself. How do you feel? What's worked in the past? What hasn't? Again, all of those things play into the personalization that you need in order to move forward, live a healthier life, and be healthier. Good nutrition approaches share some commonalities, okay? I've laid a lot of these out before. I'll remind you that I created a diet planning principles 2.0 handout. You can go and grab that. That's at [tdfitness.net/dietplanning](http://tdfitness.net/dietplanning), all one word, so after hearing all this, you're probably thinking, well, okay, where do I start? I'll tell you, you start by just getting a little bit better.

Just a little bit better in what you've been doing. Try to improve, pick an area that you want to improve on, and then pick a way that you're going to improve in that area. You're getting better efforts should also work towards a long-term goal. My goal is to help you get there. If you're not already familiar, my Fit Life program is a step-by-step approach for making healthy living, healthy nutrition, healthy fitness habits a permanent part of your busy lifestyle. I'll give you more on that in the outro, but before that, I want to let you know that the show notes for this episode can be found at [tdfitness.net/047](http://tdfitness.net/047). I want to thank you again so much for tuning in and listening, and I want you to have a blessed one. Coach T, out. Why did I create the Fit Life Program? I wanted to provide something that wasn't just for weight loss, not just for feeling better, not even just for better health. I wanted a more complete solution, and I also wanted to make it sustainable.

It's not just about starting something, or sticking with it for a month or two. Healthy living, which includes fitness, nutrition, and a healthy mindset, is about practicing healthy habits, consistently. Not all the time, because no one is perfect, but practicing those healthy habits

TDFit047 (Completed 08/15/18)

more than you are right now. That's how change begins, and that's how healthy living continues. Find out more at [fitlifeprogram.com](http://fitlifeprogram.com), or [tdfitness.net/fitlife](http://tdfitness.net/fitlife).