



Episode 15 - How to Protect Your Greatest Asset - An Introduction to Noom

All right. Hey, everybody, this is Jason Owens. Thank you so much for joining me for Episode 15. I am thrilled to have you with me.

It is a beautiful day in the thriving metropolis of Perkasie, Pennsylvania, and I am so happy that you have joined. We all know that as we are out on the road doing public speaking or we are maintaining a pace in our lives that really demands a lot of us.

We know that it is important to really protect the golden goose as what Stephen Covey would say. You have to protect your ability to really keep up the pace that you have. You have to protect your ability to continue producing.

So in Covey lingo, there, his entire point around that message very early in 'The Seven Habits' book that he wrote which has become so famous.

The comment that he made very early on, the point that he makes is: hey, listen, you can't go out there and strangle the golden goose because if you do that well, you don't get any more golden eggs, right?

So it's a bit of a look for yourself and through it for your organization make sure that you are on a sustainable path, right? Well in today's show what we're going to do is talk about a first half and a second half.

On the first half of the show I'm going to tell you about some things that I've been doing here for the first three and a half months of the year. I want to tell you about what I've been doing and then in the second half of the show we'll talk about really what are the results there right?

So is it working?

Okay so let's go ahead and talk about now what is it that I'm doing.

Well I have tried the usual app that you download on your phone where maybe you're going to do some calorie tracking right or maybe going to track exercise. And for me that has been moderately successful okay.

I'll get on a kick whether it's I get really excited in the summer. Do this or I do it the first of the year now get really jacked up about losing weight and being more healthy right.

I'm a classic New Year's resolutions stuff and usually that will last somewhere in the neighborhood of about six to eight weeks and then I've seen changes right.

Now and I'm feeling a lot better new clothes; clothes sizes have gone down maybe I've bought some new things for the wardrobe. And then that's about where my enthusiasm falls off and I get distracted by the next shiny object.

So going into it this year I knew that I wanted to lose some weight. I knew that my diet back then after we ended up moving up here.

Frankly, I wasn't paying much attention to what I was eating, very much under stress doing my best to get my business cranked back up again, establish the new connections, new relationships here in the area and I just didn't take time for exercise.

And I knew that and hadn't been for quite some time even preparing up for the move and that entire summer; this past summer. So really exercise and diet and health and nutrition all of that was out the window in the name of really getting a house fixed up and getting us moved and then getting the kid in school and just getting a new routine established.

So I knew here at the beginning of the year that I really, really, really needed to do something with my weight and diet, nutrition, exercise.

So when I was looking for some kind of a plan, some kind of program I knew that I want to do something different than just download an app and start tracking calories again.

And quite frankly I think it was an ad maybe that I came across or may have even been an ad on Facebook. And it was one of those classic things or hey, wow! You know this if you want to lose weight this time of the year that's great but my gosh, sign up now.

You know the price is only X you know, XYZ whatever that number was and if you don't sign up soon really the prices going up. In fact I think it was one of those things where the prices going up in two days.

So I looked at the app and I said okay, I kind of like what they're doing here in that I get access to a coach which is very different than me just trying to do this on my own. So I signed up for it. The name of the service is called 'Noom'.

NOOM, just take the word moon and spell it backwards right. So it's noom. And they have two different flavors.

They have kind of a an institution side like maybe your employer could sign up for this and you know end up putting all your employees under it or they also have just the individual.

So of course I went the individual route and I tell you what this for me; having the coach has been what has really changed the game for me. What I like about the app; of course it starts out with tracking your calories okay good.

Good standard stuff always a good practice to just become more aware of hey, what you're eating.

And I have to admit I knew what I was eating but I wasn't really keeping a food log or a food journal before I started this and just tracking it of course makes you very much aware of what you're eating.

So that was good but what helped me the most was having the text based access to my coach, right. So when I would get up in the morning to do my exercise routine and exercise in this case with the noom app does is they will start you out just very basic simple walking right.

So they're going to track your steps and of course the noom app will integrate with the step counter that you already have built into your phone. So you just put the phone in your pocket and your start walking and the new app will track all of your steps for you.

And they kind of notch the goal up each day. Okay take another three hundred steps today, take another two hundred steps today, take another three hundred now.

And what they're doing is they're just trying to get you into the habit of each day again just being aware of how active you're being. And that's dynamite because I can tell you most of my days I'm sitting down.

It's is a very sedentary job of course with the exception of being out on stage to speak or being in front of a class. But most of the work that I do is based here at my house. And most of that work is sitting down.

So it's not very energy intensive so with lots of sitting. So what I liked about it was again just kind of putting it out there every day of okay I know what my steps are I took seventeen hundred steps today, I took twenty-five hundred steps today.

And really what the app is doing it's kind of getting you want to really gradual glide path to getting up to ten thousand steps right. Then that's for me that's right at about five miles.

So that's a good amount and whenever I've walked my five thousand steps I can feel it right, I know it right, so it's good. So that was one of the early things that started happening. Now the noom app also walks you through a bit of a curriculum okay.

All the very basic beginning stuff in that first month of just understanding what's the difference between calories you know, what is a calorie and how much ... what kind of exercise you need to do to burn off calories?

Which is better; is it better to exercise more or eat less, right? So just really having that discussion and it really is I have to admit the curriculum; now that I've been in the program for three and a half months, the curriculum is really well thought out.

I mean this isn't just something that was just kind of thrown together. I mean there's been a lot of thought put into the curriculum.

Another thing that I like about it is that ... remember I said earlier that I usually get into this for about six or eight weeks and then feel like I kind of hit a wall and then just going to move on to the next thing.

I wanted personally to go through that wall experience just for the fact of having a coach. But what really surprised me is that very early on in the curriculum they start addressing the fact that you're going to hit a wall right.

I mean it's not even an oh, most people don't hit it let's not talk about it, no. They address it upfront and early on. Hey, you're going to hit a wall and we need to learn how to deal with it.

I loved that. So what's been fun was at least from a curriculum standpoint we all kind of talked about it early on and then as I move through my own journey yep, here comes the wall and yep for me it was right around that eight week mark.

Sparing all the details there but yeah right around that eight week mark things really got cranked up for work which was good.

But wow! now I'm in that classic balance of Holy Cow am I going to work and make money for the family or am I going to take an hour out to go walking my five miles right.

So the most powerful part of the program for me was hitting that wall and then going through that wall with my coach right. Because up until that wall; okay so I'm communicating back and forth with my coach.

Hey I made my step whole today, this is my plan for the week, I'm going to also do a workout, I'm going to do some strength training three days a week right.

So really getting in there and just kind of doing a report kind of analysis with my coach and that was good just kind of having a bit of accountability there. Where it became invaluable is okay, here's where I've hit this wall now what do I do?

Okay because again I've done this lack of a better term 'yoyo' thing now for 09:07 [inaudible] probably off and on for ten years and it always has the same result right. I usually end up gaining the weight back.

Well what's been very, very beneficial this time around is having a coach to walk through this with me. And again these are all text based interactions and you don't really need half an hour phone call with someone to get through the issue.

I mean you can type in something via text and then an hour later, a couple hours later and up getting your response and oh okay, that's a good strategy let me go try that for a day. So it's really having that individualized attention that has just been dynamite for me.

So that has been really good. So for those of you who have not heard of the program, it's called 'Noom'. NOOM and no I'm not getting paid for this and there's no kickback coming to me for it. I'm just telling you about this product because I like it and it's working for me.

Now I'm not out of the woods yet by any means right. I still have a ways to go but it's working. So anyway just to kind of give you an idea of what I started with was that gradual walking every day, just increasing my walking then tossing in a couple three days a week kind of tossing in some additional work.

Whether that was some strength training or going out for a longer bike ride or from that point moving on to maybe even doing some jogging right at doing a number of those here and there. So it was really that combination of making sure every day I'm walking five miles.

And then throwing in the extra work that I'm doing on maintaining a really good handle on what I'm eating, right. So really counting calories and making sure I'm not going overboard on my calorie target.

And then it's also putting in some really good concentrated effort on whether it's a half an hour or maybe even an hour of extra work out. So that's it, that's what I'm doing.

Now as we get ready to segue into the second half of the show I'm going to tell you about the results that I'm getting out of the program. But first, here's this:

Ever come home from a conference or a networking function with this stack of business cards and you're thinking hey, some of these people could really be good business contacts for me.

And then several months later you run across this stack of cards that really could have amounted to something but never did because you didn't get around it entering those cards. I see the cards as being one of the biggest sources of untapped low hanging fruit for you.

Inside the stack could be your next speaking gig, new coaching clients, the next wave of members and your membership program. This could be the very traction that you're looking for if you just took time to enter the cards.

Let me help with that. I will stand stacks of your business cards in a digital form so you can upload them in your address book or your favorite contact manager so that you could do something with them right.

And I'll do all this for just seven dollars. Yeah, seven dollars. Go over to my site at JasonROwens.com/Stacks to get this offer that's S. T. A. C. K. S.

You've already done the hard part of collecting the cards now let's put these into a useable form so you can develop the relationships you need to move your business forward.

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All right thanks for coming back now. Let's go ahead and talk about the results that I've had in the last part of the show. Now in the first week; like with most times that I get on to any kind of a weight loss routine.

In my first week I'm cutting out things like soft drinks and trying to reduce sugar as much as I can right. And that first week is I mean, it looks fantastic right because I end up losing some weight on that first week.

And for me I think I lost maybe four pounds that first week. What's been really good is that yeah as I work at it I've been gradually going down that pound and a half, two pounds a week.

I'm not being super, super aggressive here because I know for me in the past being really super aggressive on losing weight is certainly not healthy. It works but it's not healthy and I don't keep it off so I'm looking for something different this time.

I'm looking to take the weight off and leave it off and so far that's working. So in the first eight weeks of the year so basically the first two months I ended up dropping twenty pounds and I tell you what it feels great, it really does.

Now people have talked a lot about oh man when I lose weight suddenly I get more energy and blah blah. I have to admit I haven't really felt this super degree of energy come back to me.

What I have felt is now that I've been in the habit of exercising whenever I don't exercise it doesn't feel right.

Okay something just feels off for me and I tell you what; one thing that I'm learning very, very well is and a sort of very profound difference is that the more active I am quite frankly the calmer my inner chatter is.

My mind just calms down. It settles in for the day and I tell you what that is a big deal because whenever I do not do a lot of exercise I can really begin to tell it mentally far more than I can tell it physically. And what I've heard from well my doctor even said this too.

He said one of the best things that you can do for your body in general whether it's cardiovascular health or diabetes you know, you're trying to manage that you know forget about all of that just move, right.

Our bodies are me for a movement and what we ...most of us as a society ends up doing is we sit around all day right doing knowledge work type jobs. But movement is a big, big deal emotionally, mentally and of course you get the physical benefits out of it as well.

So it's been fun about this from a number side. So I've lost the twenty pounds which has been really good. Ended up buying some new clothes, so feeling pretty good about that.

It's fun to go to a client engagement right now feeling very confident about how I look. So that's been good I have really enjoyed those aspects of it.

Another thing that's been good is really I want to go in and just have an annual physical here getting a new location, had to get a new doctor established and all that just going in for an annual physical.

I really wanted to see hey how is my blood work going to do. I had also been thinking about getting a little bit additional life insurance right because I did I was in the financial services industry in there a while back and I know life insurance is a big deal.

And of course now I'm getting older life insurance is not quite as inexpensive as it was when I bought it many years ago. So I just wanted to throw in another extra layer of life insurance to make sure everything's good for the wife and kid.

So here I am knowing that I'm going to have to go through something called a paramedical exam.

Well at that point when I decided to do this something uh, so my budget right now is going to be X numbers per month or X number of dollars per month and I'm not going to spend any more than that.

I need to maximize the amount of coverage. Well all of your coverage amounts and all the amount you pay has to do with really how well you pass this thing called a 'paramedic exam'.

And a person comes in and they weigh you and they take some blood and the blood get sent off for some analysis work. And then of course they're asking all kinds of health questions.

So I have the paramedic come over, we did that whole exam and what I'm really wondering about the health results, the blood test results. Well what's interesting about this is that having been in the industry I know that I can request a copy of that blood test results.

So I did. I requested that copy ended up getting in the mail. I was really happy with my results.

All of my stuff came in exactly where it should have been and frankly that surprised me at first because that was very early on in this health craze that I was in. I was probably only four weeks into it so still I had maybe lost about seven or eight pounds which was okay.

But I mean even then to have my bloodwork and everything come back in within levels, that's a really good thing. At least at that point in time and I know it's only gotten better because I have lost more weight and I'm more active since then.

So the results wise I really can't complain with that. I'm really happy with where I am and again like with anything else it is it's not all over in ten weeks right.

This is a year long deal for me of establishing new patterns and habits, breaking some old patterns and habits that quite frankly need to be broken right. Can't continue drinking soft drinks the way that I was doing it there towards the end of last year.

So anyway it's all been good and I just wanted to pass that along to you. By all means please protect the golden goose right. You are a fantastic machine that has a great message inside.

You are a wonderful and beautiful a living being. Treat yourself well, respect yourself well and I tell you what your body will certainly thank you and you will be around to share your message and your message will be around much, much longer.

So please join me here this year and just tell you what just keep doing the good work that you're doing and start pairing off some of those things that you know need to be paired off.

If you need to shave off the whole idea of sitting on the couch when you feel worn out by all means shave that off and get out there and just take a very short quick walk. It doesn't take any special equipment.

You don't have to buy a membership to anything just walk, just move. It is a very good thing for you. So again protect your number one asset and that number one asset is you.

Please be around to share your message. So with that everyone I'm going to draw this episode to a close. Thank you so much for being here and I can't wait to see you on the next episode.

And remember to take your message to one more person.
Thanks everyone. Bye bye.