

EPISODE 191

[INTRODUCTION]

[00:00:10] AVH: Hey folks, this week's interview is with the uber popular, positive and smart Emily Schromm, she is a personal nutritionist and coach and all around fitness personality. She created the Superhero Challenge and has had more than 20,000 clients, take it on to get fitter and she just started a show called Champs Versus Stars for MTV.

She's launching her own tea company and she created a backpack that doubles as a weight training pack which is a very bad ass and meathead thing to do which I appreciate. Her own podcast is actually called Meathead Hippy which makes a lot of sense the more you get to know her and you could probably tell by now that she and I are going to go along very well.

She's just a really genuine person and I think that's why her followers and her fans connect with her so well. That's why I'm really excited to have her on the podcast, talking about health and wellness and just being happy with yourself because I think these topics never go out of style.

Here's our interview where we talk about all the things she has going on and I think she inspires us to go outside and go for a hike and start throwing some things around or at least that's what she inspired me to do.

So, without further ado, here is Emily.

[INTERVIEW]

[0:01:19.3] AVH: Alright Emily, welcome to the podcast, thanks for being here.

[0:01:21.9] ES: Thank you for having me. I am so excited.

[0:01:25.5] AVH: Awesome, where in the world are you right now?

[0:01:28.0] ES: I am in Denver Colorado which is nice because I have been traveling kind of all over and you know how good it feels to just be home. I am enjoying every second of it.

[0:01:39.7] AVH: Absolutely. What's the weather like there right now because I'm in New York and we just started getting the fall weather, the temperature dropped.

[0:01:47.0] ES: We went straight to winter. I woke up with a little bit of snow on the ground today.

[0:01:51.8] AVH: But you must like that, if you're from Denver, you're into the winter weather, right?

[0:01:56.7] ES: Only if I can play in it. I hate it when there's no opportunity to – I love going to the mountains and I'm a big snowboarder but if I can't play in it then I tend to resent it.

[0:02:09.6] AVH: Yeah, I suppose, yeah. If you can't actually be out in it and enjoying it, it's kind of more of a nuisance than anything.

[0:02:15.1] ES: Yes, totally.

[0:02:16.9] AVH: Alright, I hear you, okay. What are you up to these days? What's keeping you busy?

[0:02:21.3] ES: I have two businesses that I run that are all in nutrition and fitness. I started off just as a personal trainer and now I'm starting with one on one's and over the last five years, it's evolved to being completely online.

I run 21-day programs, I have a free program for the holidays coming up, I do strength programs. Just really teaching people about food and the reasons why I am giving them a meal plan like I'm giving them, not just giving it to them and helping people kind of be empowered by that kind of educational piece that is sometimes missing in programs.

Then I invented a backpack that is a backpack turned into a weight training bag so you could use it as a backpack but also use it as a way to lift weights when you're on the go, uses water as weights. It's been so fun to have a product that's in the fitness world but very separate than just a service.

I am traveling, I do a lot of kind of seminars, workshops, appearances but really, just expos, trying to hustle my bag and connect with my people.

[0:03:25.4] AVH: Speaking of expos, I got to put you on the spot, you must know about ours coming up in Boulder in June, right? The Paleo Magazine expo that's coming up?

[0:03:32.6] ES: Of course, I do.

[0:03:34.1] AVH: You'll be there, right? With your bag?

[0:03:35.7] ES: Yes I will. That's the perfect situation, I can't even believe you're coming to Colorado, it makes me so happy.

[0:03:43.4] AVH: Me too, I've never been there and I'm so excited, everyone's telling me that I have to go and Boulder I guess was just named like the happiest city in America or something. I mean, it's a beautiful place but I am so pumped to go and check it out.

[0:03:55.2] ES: Yeah, it's a wonderful place, you're right next to the mountains, everyone's happy, the food, I mean, especially for people that really have those restrictions, it can be exhausting when you travel but when you travel to Colorado, you're just like, my god, you don't want to stop eating because everything is available and everything is kosher for your dietary lifestyle, it's a great place to come to.

[0:04:19.3] AVH: Awesome, I can't wait to see you. Because we've actually never met in person, I know you've been at the Paleo FX show and I've been there and we've never actually gotten to meet but I look forward to doing that in Boulder but I'd love for you to tell me more about the bag and the inspiration behind it and how you came up with it because I'll say, I did my first –

I have like one of the hardest, physical workouts and experiences I've ever had in my life this summer and it was – I did a three-day hike. I guess you could sort of say it was kind of mountainous region but it was in Nova Scotia and I had a pack on and it was like, you know, maybe, I don't know.

30 or 40 pounds and we were hiking really steep sort of inclines and declines and it was the first time I've hiked with a weight and it was like the biggest gamechanger of my life. I feel like I could have scaled any mountain with my own bodyweight, you add a pack to my back and I was just like, "I'm going to die, I'm actually going to die."

I can say now that having a weighted bag is a very effective workout tool but I'd love for you to talk a bit more about your product.

[0:05:21.2] ES: Yeah, I love it because the fact that it's a weighted vest ultimately with the backpack, it was a total accident because I just wanted it to be – we have a patent on the straps so it's a backpack that you have a laptop sleeve, front pockets, like a perfect carry-on bag for little trips or wherever you go.

It can easily take the straps off and then it turns into a sandbag. Six handles and you can squat clean and press, you know, kettle bell swing even with it, you can really do anything with it but if you keep the straps on and then add weight, then, it's a game-changer for people.

For me, I love taking it, if you guys are familiar with Colorado, the incline here in Colorado Springs – there's just so many places, if you just add a little bit of weight, whether it's 10 to 20 pounds and go on a walk.

I mean, exactly what you said, it's a game-changer and it's really cool to, you know, I'm just a firm believer that everyone needs to lift weight in some way and bodyweight is a perfect start of course but for me, when I was inspired to make this product, it was because I was traveling, I was at a gym that didn't have a hotel workout –

Or I was at a hotel that didn't have a gym and I was like, I can't just do burpees and air squats anymore. You know, there's only so much that that can help your body adapt and when I truly saw changes in not just my physical composition but my mental aspect of, I am capable and I'm able to do this.

It's when I lifted weights. For me to make lifting weights accessible when you travel, it was just so fun because it was just this pure intention, I wanted it, I wanted to be able to lift weights while I traveled.

I was at the gym or I was at the hotel and I took my suitcase, I stuffed it with everything I could and just started squatting with it on the balcony and I was like, "What if I can make a backpack that is meant to carry things but when I'm ready for it to be a workout back, I can just add water in the hotel bathtub, in the ocean."

I was in Costa Rica last weekend, I did a retreat for some of my ambassadors that I have and we just would take the backpacks fill it up with water in the ocean, do a workout and then put the water back in the ocean and then go to our next thing.

It was just so much fun, it's like, all about getting outside, getting your feet into the sand or into grass and just experiencing nature and not losing out on the gains of the gym.

[0:07:41.8] AVH: Yeah, gains are very important at all times as we know. I like the idea that it's water, I don't think I knew that. Because that kind of adds another element of making it a little bit more unexpected and a little bit trickier and you have to work a little harder than like a standard dumbbell or barbell or whatever.

How does that work/ Is the interior like waterproof or is there like a kind of a bag situation, you can put the water in, how does that work?

[0:08:04.0] ES: It's so true, water is portable and it's easy and convenient but it's also really unstable. I again was pleasantly surprised with the effects it was having on my system, it was you know, 15 pounds but with water, people pick it up and they think it's 25 pounds, it's really cool.

What it does is it's challenging those stabilizer muscles and so what it does, the impact itself, it every purchase comes with two reservoirs, each reservoir holds about 15 pounds of water, you can fill it up with sand and it keeps the sand from kind of most typical sand bags kind of all over the place when you drop them.

The sand kind of pops up. If you want sand, it seals it really nicely and stays mess free but with water, it's so easy to be transportable. It fits up to four reservoirs, I decided to keep it where people get it with two because of that same reason, they assume that they need more than 30 pounds but as soon as they feel 30 pounds of water is, it's like, "No, this is enough, I'm good."

[0:09:04.2] AVH: Right. That's so cool. Okay, I want one now, I got to try because I love the idea of the water thing. Like I've done some strongman training and stuff in the past and like using kind of like kegs with water in them and they just make things just add that little bit of extra, you got to use your brain as well as your stabilizer muscles.

[0:09:24.0] ES: You're going to like it, it's a fun product.

[0:09:26.6] AVH: Cool. You mentioned about your online program that's super successful right now. I think you said something about a holiday one, can you talk about that a bit?

[0:09:35.8] ES: Yeah, you know, I always feel like I love these challenges that I run. I've done them for almost five years where everyone starts on the same day, it's 21 days, you log points for how you do with sugar and cutting gluten and trying basically to start from scratch, take supplements, move and see how good you can feel in 21 days.

There's also this component of like you have to be so strict and I hate that because I never want people to feel like if they're not perfect, then they're not progressing and so I always brand these free holiday programs where it's just over the week of Thanksgiving. I'll probably rerun it for over the week of Christmas because I just want people to do what they can when they can and know that that's okay.

It's just a free eight-day challenge and we start on November 19th, the Monday of thanksgiving and it's going to be a recipe swap where you know, whether it's mash potatoes and this is how we typically make mash potatoes every thanksgiving, this is a recipe that you can do in just like slight tweaks that make it a little bit healthier, a little bit more wholesome.

Also, workout every day. That way you can move at home in your house or at the gym just like a 20 or minute or less workout, so that you can stay moving over the holidays.

[0:10:51.1] AVH: That's great. The idea of having sort of an online community, I think is huge because – you can correct me if I'm wrong here, but I feel like a lot of times, many times, some people come to a trainer or a nutrition coach because they're really clueless and they really don't know what to do and they're lost and whatever.

A lot of people, I feel like, they have a general idea of what they need to do. They know they need to cut sugar, they know they need to move more. These general concepts, they get it but they need some accountability or they need somebody to bounce ideas off of, or to talk to you and to kind of hold them accountable a little bit. I think whether that's a coach or an online community or even a friend, I think that makes a huge difference and that's really helpful.

[0:11:33.1] ES: I agree. I actually – one of the points, they've evolved and always have about eight points that you check in through the standard 21-day challenge that I run but the most important point that I added on in the last year too was your body point. A lot of people, whether they enter the challenge doing it with someone or they found a stranger that they never met through the private Facebook group.

It was so key in helping people stay tuned in and it's fun because you build kind of this whole suffer military CrossFit mentality of you go through something with someone, you might not even know them, but you develop this bond, this kind of tribe and it's really cool. The relationships that blossomed out of committing to somebody and having this agreement of "We're in this together."

[0:12:19.0] AVH: Right. With your other online challenges or programs, are you able to work with people one on one anymore or has it grown to the point where it's more of a sort of community based thing now?

[0:12:31.0] ES: My favorite thing to do, probably – you know, I think when somebody else watches you, I have a lot of different things that I'm doing so I never really know like what it is that makes me the most happy and so I actually – it's fun, the people in my life or you personally.

You don't really know what is your main focus or what lights you up the most, just ask the people in your life and it really is doing the nutritional therapy consultations one on one because I feel like I can really dig in to not just, "Alright, here's a meal plan, here's the strength program and here's the accountability, let's do it."

It's, "Let's really figure out where your gut is, how you're digesting food, where your adrenals are" and it's this kind of next level for people that is the game-changer for them, whether they're going to finally get rid of the inflammation. Finally get rid of those gut issues, really find out the root cause of their adrenal issues instead of just supplementing them.

I think that's been for me, the most powerful and it's the thing that lights me up the most. It's just like, really cool to see how individual everyone is. To incorporate that with some muscle testing and also just this connection with somebody, I love it. I do take some one on one clients and it's my favorite part of my job, I also love, especially with cross fitters, they're people with hip issues, people that have a hard time –

For people in my world with weight training is the biggest issue I see is underactive glutes. So their glutes won't fire and it's really cool to tie that in, okay, most people don't realize this but yes, there could be some activation and exercises we do.

But if you're under a lot of stress, a lot of that can be tied back into your adrenal health. That's running workshops with that kind of tied in together and teaching people that your internal stress will translate into external stress and that's really powerful.

[0:14:28.2] AVH: Awesome. I want to talk a bit more about this sort of personalized nutrition side of it but first, I know we're talking about cutting sugar, cutting gluten, some of these kind of high level things but would you say that you're generally a paleo eater or is that not a label you like to use?

[0:14:46.2] ES: I always use paleo-ish. I think you know, because I never know, I think with the word paleo, I think people automatically say "Okay, you're super strict" and it's not that, it's just that, I really do work with what my body needs. I think it takes a long time for people to trust their body and the cravings that they have.

If I'm craving a lot of sugar, it's usually because I'm not sleeping well and I have high stress. Then I have to say "Okay, I'm not craving sugar because I actually need them, it's because those two players are being a part of it."

But then there's times where I just want a cup of gluten free oatmeal and when I do that, I'm like, "Okay, well what was my training and I would be training lifting a lot the last week and I'm like, okay, I need to up my carbs for the level of training that I'm doing."

I really just try to trust my body, I do more gluten free, gluten free oatmeal's and probably a little bit higher carb, I'll never be keto because I know with that activity that I do, I don't do well with it. But I always am a believer that I will be and preach to be fat adapted and that's the goal, right? For anyone is whether you're carb level is 20 to 40 grams or 150 grams.

My primary source of fuel will be fat. I'm avoiding the hungriness, I'm avoiding these drops in energy, I'm really just working on making my brain healthy, my inflammation low and my energy stable and so I try to just kind of go by how I feel based on that.

[0:16:18.2] AVH: I will crush me some oatmeal. I love oatmeal and I feel similar to you, I really like to train hard, I like to lift a lot of weights and I like to feel like I'm fueled for those things.

I've had some baby issues with trying to do the keto thing, even though I feel like everyone is talking about keto and everyone is talking about fasting these days.

I'd love for you to talk a little bit more about this fat adapted thing because I feel, and then this gets into another question that I have about personalized nutrition but I feel like people, they love to latch on to an idea that comes with a strict set of rules.

If you like the fat adapted idea and you like the keto idea, that means you have to eat less than 50 grams of carbs and you have to test your blood every morning, you have to make sure that you're officially in ketosis.

You have to do all these things. How do you find a balance between like training hard, fueling for that, eating carbs intuitively when you feel like you need them. But also, feeling like you're fat adapted and you're doing that right.

I feel like it's hard for people who workout really hard and like to eat a lot, to eat a fat dominant diet because – especially, I'm going off on a tangent here but being like a smaller woman, fat is super high in calories, right?

It's hard for me to sometimes get the quantity I want and still be eating predominantly fat. I'd love for you to kind of get into that a little bit more. How do be fat adapted without me being strict keto and how to find that balance?

[0:17:46.5] ES: Yeah, I think first off, it's allowing yourself to not have to – if something's not working, give yourself flexibility to change it. I run a macro with end program where you know, when you look at people that count macros, there's very few, I have that – that's why I created it.

But most macro counting is high protein, high carb, very low fat. That's like the typical thing, that's what a lot of the companies that count macros do. My goal with macros with them is – or just in my challenge, I want them to understand what these macros do to the body.

The first thing is, the symptoms of craving sugar, the symptoms of really crashing around two or three in the afternoon, the symptoms of shaking or getting a headache before meals or even waking up in the middle of the night are telling you, it's saying, "We're not fat adapted."

Based on that, if I know that the client is struggling with those symptoms, I say, “Okay, well depending on your activity level, we will make sure that fat is always the primary fuel source” and that could look like 35% fat or it could look like 70% fat.

For the most part, it’s usually around 55% fat, give or take, because I also want them to make sure that carbohydrates are not, for me, keto, it’s wonderful but I don’t think it’s sustainable and I don’t think it’s good for women long term.

I think it could be great for little resets, I think fasting can be great but full keto, I just haven’t seen success long term with it for women. That might exist and I’m sure someone will disagree but it’s true that genetics play a huge piece and whether you can take fat and turn it into fuel and whether you can’t.

If somebody is eating more fat and after a week or two of trying to adjust and cutting sugar and cutting back on carbs but they still feel depleted or they actually are gaining weight or they feel kind of swollen, that’s a sign that your body is not digesting or assimilating the fats that you’re eating.

Just tweaking it slightly, maybe you were 55% fat and 20% carb, let’s just drop to 50% fat and 25% carb. Protein for me always stays the same, I always make sure there’s enough protein at every meal but then, based on the person is when we get to use fat and carbs interchangeably.

If the fat increases, the carbs decrease. If the carbs increase, the fat decreases. And it’s frustrating because people want that exact number but allowing the flexibility for yourself and saying I’m going to figure this out and I trust that I’m going to figure this out and knowing that it might have to change.

Somebody that’s doing really well in keto; knowing that if you don’t do well on keto, it’s okay, you can still get results, you can still see changes if you allow yourself to just trust the instinct that you have of like, “I feel off, I don’t feel good.” I think we just tend to want – we want that control, right?

It's okay, we want structure and we want to know that we're becoming better. The best way to do that is to track. It's so attractive to know the exact number of grams that you're eating and to check your blood ketone levels and check your glucose levels because we can control it and we can feel like you know, change is happening because I can see that I'm actually doing something.

As much as I love that, I think that you know, for me, the reason I became paleo and cut gluten and cut dairy, I was liberated with food for the first time in my life.

Starving myself, the eating disorders I grew up with, the self-hate and the loathing that I grew up with. It was awful, it was a horrible, negative place and when I became able to understand food and use fat as fuel and feel like food no longer is a punishment or exercises of punishment because of the food I ate.

I'm eating to celebrate my body and to be the best Emily possible, that was liberating. I hate when I see people in the same way as calorie counting or as food restrictions, go into that cycle of, "I have to get it perfect, I have to make it right because you have to give yourself flexibility."

This relationship with food is so complex and it's wonderful and it's frustrating but if you're able to just relax and breathe and know that this is like – it's not going to be one answer fits all. It's just a game-changer for people.

Because I think stress is the main reason why people aren't seeing results. I mean, it's the having that control and feeling like you're not getting it perfect is probably your biggest plateau, your biggest reason for a plateau to begin with.

[0:22:20.9] AVH: Right. That ongoing relationship, like a work in progress always, right? It's not something you perfect and then it's like easy, smooth sailing from then on, right? It's something you have to – okay.

Going back to the personalized nutrition, I think what you're saying is that you know, whether you're playing with macros or you're playing with higher fat or lower carbs, it's about taking the

time to experiment with yourself personally and figure out how you feel rather than strict rules like, “I have to be 100% paleo. I have to be 100% keto.”

I would love to hear how you advice clients to get out of that strict sort of dogmatic mindset where they have to be 100% on top of their macros or they have to follow these rules and pay more attention to their bodies.

You know, I think it's easy to say, a lot of people say, “You know, listen to your body” and that's a great sentiment but many people, and I'm sure you know, as you mentioned from growing up and having some dysfunctional relationships with food, a lot of people have those dysfunctional relationships with food and they don't either know how to listen to their body.

Maybe their body has told them some bad things in the past and they don't exactly know how to approach it like that. What are some things that you can tell clients or help them to figure out, you know, how to listen to their body and do that in a healthy way?

[0:23:42.0] ES: For sure. I think for me personally and this is the root of my business is I am simply here to educate people and have them have the understanding of why their body is doing what it's doing.

Because a lot of us just have been told to eat something or do something and it is the way it is and so instead of giving instructions of “This is what you should eat, this is what you shouldn't eat.”

Let's just simply learn and I think that's been the biggest piece for people to know, “Okay, this is personalized and that makes sense. That makes sense why I haven't been able to lose weight. That makes sense why I crave sugar even though I'm eating a lot of fat and I've cut sugar for three weeks.”

“I still have these sugar cravings or specifically, you know, just a simple example, I have chocolate cravings and maybe that means I'm magnesium deficient.” And having these lightbulbs go off for people is, I've seen it, this movement of like the program that it created was simply to help people.

I was traveling, and I wanted to make sure people didn't just sit on the couch while I was gone. So I had this point system in place and when it's turning into, almost accidentally, is these people are like, "This is why I am the way I am and it's not that I'm in fault or that I'm broken, it's just the way my body works."

Based off of that it's a way for them to not feel so like "It has to be this way," it doesn't have to be perfect. They just have this beautiful understanding of self which allows them that flexibility to be a guinea pig. That's what I want for people is to understand you are your own guinea pig. You will be a 100% always trying to figure it out. Do you need some more protein? Do you need less carbs?

Allowing that can be really powerful because most people find that very overwhelming and so the strictness helps them not be overwhelmed but from then, from that point it's like, "Let me take away everything". We are not going to talk about rules, I simply just want you to learn. No matter what whether it was something I would – maybe it's the sleep thing that hits home, maybe it's this anxiety or the mental health piece that hits home; there's always going to be something that really speaks to us as an individual.

And whatever it is it's like the hook. It's like I want to just bring them in by teaching them about their body and appreciating their body and from that point is where now we can understand that we all are so different and let's enjoy the process instead of hating it.

[0:26:15.2] AVH: Right, I think it's like once you can reframe the idea of the learning process and the figuring things out and the experimenting and look at it like it's a positive thing. It's cool, you're learning about your body. You are seeing how you react, you're learning new things, you're figuring things out and seeing that as an exciting cool part of the process, rather than scary overwhelming necessity to get to where you want. I think that that changes the whole thing.

[0:26:40.7] ES: Yeah, I'm really excited because I actually just – that's my new for 2018 it's the body awareness project and it's everything that we're just talking about. The connecting with self, came from an understanding of self and so I am really excited to bring that to people with a

little bit more specific topics on skin and gut health and adrenals because for me at the 21 Day Program is perfect because it's little snack bite pieces of everything.

Sleep, alcohol, adrenals, gut but it's the very top of it and for me, my passion comes from let's dig deep, let's figure out the "Why's?" for you which is going to be different for everyone and from that point we can learn how to love ourselves.

[0:27:23.5] AVH: Okay that's exciting. You talk about how stress obviously can majorly hinder your work towards becoming healthier or losing weight and all of these things and sometimes people are on paper doing everything right but when they've got all of these stressors going on in their life that's completely halting their progress, right? So can you talk a little bit about how to approach that piece just in general terms?

I know it's very specific for people but how do you manage stress and sleep in your own life? What are some things you do to constantly check in and make sure that you're managing that side of it too?

[0:27:58.0] ES: For sure. So I think there's a really cool test that I do where you can check where people's adrenal stress are coming from. We all have adrenal stress so adrenals, if you are brand new to the world of adrenals, adrenals produce cortisol which is our stress hormone, our survival hormone and we need it but we tend to over produce it. Or we've over produced it for so long that we no longer have the ability to function.

The HPA axis is just all messed up so our body is not reading it the way it needs too. So there's this process of "Okay where is that coming from?" Is it really just your adrenals cashed out? And nine times out of 10, it's your mental emotional field. So how we perceived stress, how our life is, what's going on in our world and it's just incredible what certain things can do and things that I have used and I have to probably use until I die because of the way I chose to live my life.

But how powerful it can be to help with adrenal health and so the biggest thing and this is where I get really hippy is outside of sleep of course I am making sure that I am sleeping enough and outside of blood sugar which is why I am a huge believer in eating more fat is because my blood

sugar is stable and when you are not stabilizing blood sugar and you get hangry, that's the number reason for cortisol to shoot up. I think that's an important thing, those two things.

Sleep and blood sugar control but what I really, really love for the emotional component is I love floral essences. I'm obsessed with them, I think that they're so hippie and people think they are ridiculous because seeing them test so strongly with the muscle test for people, they're powerful and they're so simple to integrate into your life.. I also believe in how can I lower inflammation and how can I make sure my brain fog isn't there and I am not stressed.

That goes into gut health and foods and making sure I am not eating foods that cause anxiety and cause stress for me. I make sure my caffeine, I have an herbal coffee coming out soon that I'm obsessed with. It's like a non-caffeine coffee blend that tastes amazing because I am a coffee addict and when I went through some adrenal stress, I would just keep drinking more coffee because that is the only way I could survive and I had no idea how bad my stress levels were until I took out coffee and I was like:

"Oh my god I am exhausted and all I'm doing to survive is adrenalizing myself and drinking a ton of coffee" and that's really powerful for people too is to realize, "Okay this is actually where my energy is" without stimulants and from that point, you can start to rebuild the foundation of, "Alright, I am going to start from scratch and start getting a hold of my stress emotionally and physically." So then you can handle the life stress that is inevitable.

The finances, the family events, the holidays, those things are going to happen and be stressful but when you already have stress going on in your own life and in your own body, there is a point where your adrenals can't handle it anymore.

[0:30:59.8] AVH: Okay, I have a couple of questions. Alright, flower essences, are we talking about essential oils here?

[0:31:04.8] ES: Essential oils are different. Flower essences, they call it the soul of the plant, and so what they do is they take the flower, herbalist do this. They take the flower and they have to let it sit in spring water actually out in the sun for four hours at least and then from there, they dilute it into vials and there is different flower essences for different pathways and different

emotional components. Like white chestnut and aspen and helping your mind calm down and thoughts going around in your head.

Dr. Bach Flower Essences are very popular and he was the godfather of flower essences and tying each flower into an emotion. For me I use, the ones that I have on my site are more medleys, more blends. So one is for relaxation and one is to let go. Just little tiny drops on your tongue is a game changer for people because I think there's slight placebo effect on anything that we take but it's insane. The results of people not being able to drive because they have so much trauma.

And they get anxiety being able to drive again or being able to let go of the things that you can't let your mind let go of, I think that is a big one for a lot of people like something happens and you just keep thinking about it and it causes all of these anxiety in your body and your body holds onto that. So what if we can allow our mind to relax and then the emotions go somewhere else instead of inside our body and holding onto those emotional things can be really, really big for people and in their plateaus and in their journey to health.

[0:32:42.9] AVH: Okay, I have never heard of that before. We would have to link to that in the shownotes so people can check that out because yeah, I have never heard of that and something that I want to check out for sure and then you said you've got your own coffee blend. So this is the decaf coffee blends that you're going to provide?

[0:32:56.0] ES: Yes, so I actually am in about two weeks I'm launching my tea company. So I am obsessed with herbs actually because of flower essences. That's how I got into it. I was like, "Oh my god these are cool, these are working." I just never really believed in that stuff and then I would start taking them and seeing it with the clients and I was like, "I'm into it". So in Boulder there is the Colorado School of Clinical Herbalism and it's just been so amazing to learn about the power of plants in our body.

So anyway, my tea company I have five blends and the most important one for me, the one I created because of my adrenal stress – I've drank coffee since I was 12 years old. I love coffee. I've worked at Starbucks for five years. When people say they have a relationship with coffee

like nobody has – like I am emotionally tied to coffee and when I was told that my adrenal stress was so bad that my cortisol, like I said, you can have too much or too little.

Hyper or hypo and my cortisol was very, very low and it was affecting my hormones. So my DHDA was actually really low as well and so I basically was feeling exhausted and depleted and I was just pushing through and pushing through. I knew that in order to change I needed to cut coffee and I mean I am not kidding you, I kept crying. Every morning I was like, “I can’t just drink tea, this is stupid! I don’t want tea.”

[0:34:21.0] AVH: I’m sure you’re not the only one because we’re on the scale of being obsessed with coffee or not. So I am sure you are not the only one who cried when they decided to cut it out.

[0:34:30.5] ES: Yes so I basically invented or created it just for me to get through. It was six months of no coffee and I really just loved it. It was dark and rich and I call it herbal coffee and it was like, “Oh my god, I think that this is my first tea.” So my tea company it will come out in about two to three weeks and Element Tea Company so it will be on herbalelement.com and I’m so excited because it’s the hippie side of me. I have the meat head, I love lifting weights but I also really love herbs.

[0:35:01.7] AVH: I think that is a good balance. I’m really excited about this coffee blend or I guess it’s tea though. It’s made with tea but tastes like coffee is that...?

[0:35:09.6] ES: So the main component I think people know that chicory can be very similar to coffee. In New Orleans when lots of things happened and they weren’t able to import coffee, I think this is in the 1800’s and I have no idea, I am not a historian. But chicory replaced coffee for them but it is so fun because I use a lot of roots and a lot of herbs that make it really roasted and slightly bitter but also not too bitter to where it’s not drinkable and then with a little bit of coconut milk, full fat coconut milk on top, oh my god it’s so good.

[0:35:42.6] AVH: That sounds really good. I love New Orleans style coffee anyway, coffee with chicory and I’m especially interested in this because I am probably similar to you and that I have done all of this testing that you do not metabolize caffeine very well, you have no reason to be

drinking coffee in the morning and I don't need it for energy at all. I adopted this habit late in life when I moved to New York everybody else was doing it and I felt left out.

But I love it now because it is part of a routine, it's a ritual thing. It tastes good, so any options that are not caffeinated but still give you that hit and that tastes good and feel nice, I am down with that for sure so that's exciting.

[0:36:24.5] ES: Yeah, actually I'll just send it to you because it's so fun and I've tested it with a lot of coffee drinkers so I feel really confident in it and I do have one. You know matte can be amazing, everyone says herba matte because it is a non-stimulating similar effective caffeine but then I made a blend with herba matte and some ginkgo and it's basically like a matte chai and that's really good because it's also the similar concept of what does coffee actually do to our adrenals?

And when people cut coffee and finally get used to not having coffee and then they have coffee then they crash around two or three in the afternoon. So what does that saying about what it's doing to our cortisol? It's stimulating our adrenals in a way that we don't need it to be stimulated. So I do believe in caffeine. I just think that it's so easy to overdo.

[0:37:15.3] AVH: Yeah, absolutely. So okay this is exciting. So you have a tea company starting, you are doing all of this other stuff, you host a podcast, you're on a TV show which I also want to ask you about but because we all love to be voyeurs and hear about the details of people's lives, can you just talk us through a typical day in your life with all of these different things that you're juggling, what is your routine like and what are you doing work wise on a daily basis? How does it all play out on a typical day?

[0:37:45.7] ES: When you asked that I just instantly grabbed my calendar because that's literary the only way I know what's happening in a day because everything is a little bit different. I think for me, it's been a little bit of an adjustment this year. January was the first month of this year where I decided to take no more one on one personal training clients. So only NTP clients and what I do is I host free workouts in Denver throughout, at least once a month.

So that way I can see my people and I can get that connection but it's so weird to just all of a sudden the majority of my life is me and my computer. I love my blue light blocker, my glasses and my night shift mode on my laptop because I feel like I'm on my computer so much but I really do – I mean all of it can be done from my computer. So I feel really lucky, that was something that I put in the universe maybe two years ago was I want my business to be completely online and it became that.

So it's interesting. It's different every day, sometimes it's podcasting, sometimes it's just running to meetings and networking and sometimes it's just me writing. I'm in the middle of writing a book and it's just juggling a lot but I have organized it in my own chaotic way and so as long as I have my calendar then I feel somewhat settled but if my calendar goes out the window I am so screwed.

[0:39:12.2] AVH: You have an analog and a digital calendar because that's important to you right? Because then if you lose one then you've got the other.

[0:39:18.7] ES: You're so right. I have it, it's dependent on my – it's all digital. So if technology –

[0:39:23.9] AVH: Oh you've got to write one down. You've got to have one, well I am a big note taker too so I am always making lists and writing notes like what I have to do tomorrow and it's almost like relaxes me when I have a bunch of stuff to do tomorrow. Even if I have it in my calendar, I will write it down so then I could scratch it out when I am done and I feel so productive and I can physically see it and yeah.

[0:39:45.1] ES: Totally, I get it and my favorite thing to do is fly. I love airplanes and I know this is so strange because I feel like there is a point where I'm going to be sick of it because I travel so much. But every time I'm on a plane when your internet isn't working or your phone is obviously off, I have two notebooks and I just brainstorm. I just start writing and all of a sudden I have 13 pages of my brain mapped out and it's so settling to have everything that is going on in your mind written down.

So every day or even once every two days, I'm always kind of, "Let me just get this out even if it means nothing," even if it's a sentence of something that popped through my head for a post or

it's maybe a new project idea. I think it's powerful to put your hand on a pen. I so agree with that but I need to make my calendar on, I need to do that. I'll buy a calendar today.

[0:40:39.7] AVH: Do it, yeah. I am so old school that way too and it's funny because I feel that way about flying too. I am grateful for the opportunity to be able to travel and to do that kind of stuff but sometimes air travel can be gross and unpleasant. But I do like the idea of you're on a plane and you have no choice but to be a little bit unplugged and it's crazy that sometimes you have to go 30,000 feet in the air in order to unplug but the answer, I mean it is still there. It's cool, you get to not feel like you have to look at your phone for a couple of hours, it's pretty sweet.

[0:41:10.7] ES: It is. It's my favorite, I bring cordyceps, you know those little forcing solid mushrooms so I always have hot water. I get my mushrooms and then I write, I get my notebook and I feel like I'm a crazy person but yes, it's one of my favorites.

[0:41:27.9] AVH: Awesome, I love Four Sigmatic too. Okay so you are making me feel super lazy, you have so much going on and now you are writing a book, can you talk about that or is that still early – you're keeping it under wraps?

[0:41:38.8] ES: You know it is so early stages but I need to talk about it because I think it keeps this agreement with self. So it's hard because this is a little bit of the story of the TV show that I was on is that a lot of times people see me just as fitness nutrition person. That is so not who I am. I love talking about why we think the way we think about ourselves and the relationship with food and for a while, I think a lot of publishers and typical literary agents they want what's going to sell and what are you known for kind of cookie cutaway and I just refused to do that.

So I've always battled with it because it felt that that's what they wanted and I never wanted that to be who I was. It's always been way more than just a workout and way more than just a meal plan. So for me I'm like, "You know what? F it I'm going to just write it" and so I had a lot of fun, really just diving into the word and it might be the title I'm not sure. I think I'm just going to self-publish it because why not? Just have it be online but I love the word or the phrase "Gut Instinct."

Because that's what we talked about earlier like most of us don't trust our instinctual intuitive self and we have to get back to that point because there is no amount of programs, challenges or trainers in the world that will teach you that. It's all you have it, it's all in yourself and that's the most powerful shift I've seen with the clients that I have is them finally believing in self and that everything changes when you are finally able to believe in the power that you have not that somebody gave you.

Or not that you got lucky with but just your own self. So it's been fun to write it and it's weird, it's emotional writing stuff out. It's a lot like when people take a year off and write a book, I was always like, "Oh no I don't need to take time off" and now I'm like, "Oh my god I'm so drained." I don't know where it will go if it's me just self-publishing or if it's just me writing it and maybe be making it a really long blog post. It's been fun. I really think that it's what I'm supposed to do right now.

[0:43:49.7] AVH: That's exciting and that's very inspiring too. I like what you are saying about sometimes people on the outside want to box you in like this is what you are known for and you refusing to do that is very inspiring because it's funny. I had a similar conversation right now online about we're both in different aspects but in this health and wellness and fitness world and it seems like it's so easy for things to become one dimensional when people are accessing you online.

Or you are trying to promote yourself online it's so easy for people to either be like, "Okay well she's the one with the abs," or "She's the one that just takes pictures of her food bowls every day" or whatever. And sometimes that is the easiest way to promote yourself because it's lowest common denominator, people want to see pretty pictures or people want to see this one thing from me and I am refusing to do that and showing that you are a human and you're a person and you have other interest and skills.

That there is more to it than just that one thing and I think that is why people you really resonate with and I am speaking from the paleo community because that's where I am but you resonate really strongly with that community because you come across as a real human being, that has obviously a lot of information and a lot of things to teach people, but you're a person that people can relate to and that want to know more about you personally. I think that's really cool.

[0:45:20.6] ES: Yeah, I appreciate that. I think it's so true. It's tough with social media just seeing other people and what they are doing, is yourself now becomes your brand and so that's the interesting thing of I think I talk to a lot of people that struggle with this and I feel really blessed. I've always just been like, "Oh this is me. Here is a plate of food. Here's me and my cat," you know? It's all over and it's easy to think okay, when you look at people with a lot of followers.

Who have built a beautiful brand it's true, they feel very tied to that and I just want – I hope people know that you shouldn't ever pigeon hole yourself or feel like you need to post things because that's what people follow you for. The more authentically your self you are the right people will follow you.

[0:46:09.7] AVH: Absolutely and that's also something exactly that I need to hear right now because I was just having this conversation online and so many people – it was a really interactive post that I had that made me feel good because people are actually responding to me because my biggest complaint was like, "You post a picture of your butt and a lot of people like it or you post a picture of some food and a lot of people like it but when you actually ask the question; are trying to engage with people and nobody really wants to.

I think in doing that, I did get some people to engage and I think a lot of people were having that same frustration but the overall sentiment is similar to what you just said, where it's like ultimately you have to think about what you are doing it for and what makes you happy and who you are and just be true to that and the rest of it is details and the rest of it will come along. You can't just think about what other people are doing or what other people expect of you. That is not the path to personal success I guess is trying to stress out about what other people want.

[0:47:02.9] ES: For sure, yeah. There's nothing good that can come from that. My creativity has always been stumped when I feel like I am doing something because I should.

[0:47:10.6] AVH: Exactly, yeah. Okay so back to all of the million things that you're doing, tell us about the show and it comes out this month, right? Is it Champs Versus Stars, is that what it's called?

[0:47:21.2] ES: It is. I was on *The Real World* when I was 20 years old. So it's almost nine years ago and it was just a really weird experience. I accidentally got on it. I actually wasn't even allowed to watch MTV growing up so I didn't know what it was. So when I got on it, I ran – I know this is so –

[0:47:41.6] AVH: How did you accidentally got on it?

[0:47:43.3] ES: A weird story but literary my whole life is a beautiful accident, I will just say that. I was working at Starbucks throughout college and then again, when I moved to Colorado when I first move out here at Starbucks. But it was at my college campus in Missouri and I think I was like, I don't know I'm 20 and I went too hard the night before and I was hung over and grumpy for the early shift and I have always been a little bit sarcastic with people that order girly drinks like caramel macchiatos.

And I just remember making fun of this guy's drink and all of a sudden, it turned into a conversation and all of a sudden I was like, "Wait, who are you here for? Are you serious?" I found out there was a Real World auditions and I made fun of that and he was like, "Well I'm the casting director" and it was this weird interaction where all of a sudden he was like, "Hey I think I want you to come interview me" and I was like, "What is happening?" I just went with it because I was so desperate for change.

I was frustrated, I was pre-vet so I was on my way to be a veterinarian and I haven't gotten pre-accepted into the vet school and then realizing in the process of the first year and a half of college how much I didn't want that, was really hard for me because in my mind since I was five that's what I was going to be. And everyone knew me as the animal lover. The person that was going to be the veterinarian with honors. It just was really hard for me to not see myself as that anymore and get really stuck.

So instead of – I just didn't know what to do with my life so I just started saying yes to everything. I was like, "Ooh yes, I'll do this. I'll go bike ride. I'll go run and I'll try all of these new things." It was the way I coped with this feeling of feeling stuck and so I just think as soon as I did that, the universe just kept opening doors for me and then I ended up doing these

challenges which are like Survivor. So very similar to Survivor where you're competing and you're doing the craziest things.

Like eating things, climbing things, doing all of these stuff that I loved because I am so competitive and so I haven't done one in four years and I just want to focus on my career and building the business and building my brand but also I don't ever want to be labelled as the MTV person. My success doesn't come from the show. It comes from my hard work, so I stayed away from it and then I got approached to do this spin off. So it's a charity spin off.

You pick a charity and I picked Girls Inc. which is inspiring girls to be strong, smart and bold and I just felt really good about it. I felt like, "You know if I am going to do one it is going to be for a good cause and I'm going to have fun," because I love competing. So it airs, that was a long story but that airs November 21st on MTV.

[0:50:23.7] AVH: Okay, I love that entire story and I love that you got on a reality show by making fun of the casting director for his girly coffee choice, that makes me so happy. But I totally can relate to the idea of you don't have to say yes to everything in life but being open minded to new experiences and just being out there and talking to people, you never know. Sometimes your biggest adventures or your biggest opportunities are just because you happen to talk to the right person at the right time and the right place and that's all it takes. I mean that's so cool.

[0:50:58.4] ES: Yeah, my life is so cool. I am so lucky Ashleigh, I feel like I got so lucky and I know people say 'It's not luck, it's your hard work' and I'm like, "I don't know it's kind of lucky".

[0:51:11.1] AVH: Well yeah I don't know but I mean there's some quote that somebody smart said that it's like the lucky people is about putting yourself out there and doing the work. They're also the ones that are working hard and saying yes to things and taking risks and trying things. You don't get lucky by sitting in your house and never trying anything or going out there, you know what I mean? You've got to put yourself out there, that is part of it.

Can you talk a little bit about the new one, the Champs Versus Stars that's going to be out this month? Can you tell us anything like who else is on the show? What are some of the things you did? Or do you have to keep it under wraps until it's out?

[0:51:46.1] ES: Yeah, I can tell you since the cast was released, I can tell you that but outside of that I just have to tell you to tune in. It was really interesting because I thought it was going to be a bunch of athletes that we were against which is the main reason I said "Yes" because if I am going to compete, I want to against the best in the world. So Lola Jones, everyone knows Lola Jones, she was on the last season. So I was expecting more athletes but I don't know if you know Lil Romeo, back in the days. So it's no longer Little Romeo, he just goes by Romeo.

[0:52:17.7] AVH: Yeah, he's adult Romeo now.

[0:52:20.0] ES: Yeah and then Tyrel Owens of TO, everyone knows TO, the football player. There is an MMA Fighter, Michelle Watterson.

[0:52:29.7] AVH: Wow, cool. Michelle I'm a fan of hers.

[0:52:32.3] ES: Yeah and then there are some people like Rift Raft, I don't know, Rift Raft was on it. Gosh who else is on it? There was the guy from *The Bachelor* or the *Bachelorette*, I'm not sure which one but his name is Josh. So it's a very unique combination of people that I was competing against. So it was interesting.

[0:52:53.4] AVH: Alright I will definitely tune into this. Can you remind us again when it airs?

[0:52:57.8] ES: Yeah so November 21st which I believe is the Tuesday before Thanksgiving. It will be on 10-9 Central, so wherever you are that's where it will be on MTV.

[0:53:08.8] AVH: Awesome. Alright, I think this is a good place to stop. I feel like I could talk to you for another couple of hours but we've got to move on with our day here but thank you so much for taking the time. I really appreciate it and I am really excited for a lot of the things that you have on your plate.

I am excited for these things that I am going to offer to us with this book, with this tea company. Okay before we go, remind us again where folks can go online to learn more about you, to follow you, if they want to sign up for that free holiday program, all of that stuff.

[0:53:39.8] ES: Of course, so it's super easy just go to emilyschroemm.com and the holiday challenge will pop up. Everyone in my newsletter will get it too. So if you just want to subscribe to my newsletter, you can just stay in touch with the podcast. My Meathead Hippie Podcast and just the stuff that I am doing with the M-Pack and then the Instagram, my Instagram is Emily Schroemm and then I also have an Instagram for my challenge that I run.

So Superhero Challenge and then I have an Instagram for my M-Pack which is Evolved Motion. So lots of places you can find me but usually the best is just go to emilyschroemm.com.

[0:54:16.6] AVH: Awesome, alright Emily thank you so much and I really look forward to coming and hanging out in your estate in June and spending some time in the mountains.

[0:54:26.1] ES: I can't wait, thanks Ashleigh.

[0:54:27.9] AVH: Awesome, thanks Emily.

[END OF INTERVIEW]

[0:54:33.3] AVH: Alright thanks for listening everyone and if you decide to take on Emily's challenges or work with her, I'd love to hear how you found the experience. You can always reach out to us on social media @paleomagazine or me personally on Instagram @themusclemaven. So next week we are talking to everyone's favorite paleo primal guy with abs, Mark Sisson about his new book, *The Keto Reset*.

Now I know we are talking about keto a lot lately but I think that's because it's exploding in popularity and Mark's book is a good one because it's written in a way that isn't overly complicated or intimidating, it makes it seem like a plan that's feasible, that could be enjoyable and sustainable and worth trying rather than a weird fringe diet that only bio hackers who hate eating would ever do.

He comes from obviously a very well-informed paleo primal background as well and someone who has struggled with carb dependence, you know, being an endurance athlete.

He's really got me inching closer to giving the whole keto thing a real try, I don't know, maybe it's the abs, maybe it's the delicious primal kitchen mayo but in any case, I think this is a podcast that you don't want to miss. I hope you check it out.

Last thing before I sign off, do something good for yourself today and check out the paleo magazineexpo.com. The website for our two-day event that paleo magazine is hosting on Boulder Colorado on June 23rd and 24th.

We are so excited about this event, I'm excited to go to Boulder for the first time. It's going to be the premier paleo health and wellness event that of course is open to everyone who wants to learn and be healthy and have fun and try new things.

We've got some big names coming including Mark Sissan of course to give talks, plenty of fun activities and if you're interested in attending as a guest or as a vendor, you can check it out at the website, feel free to direct any questions on social media, @paleomagexpo.

If you have any questions, let me know too on social media, you know I'm always around, hang out and talk and I hope I see you at the Paleo Magazine Expo in June.

[OUTRO]

[0:56:29.8] AV: Paleo Magazine Radio is brought to you by the Paleo Media Group and is produced by We Edit Podcasts. Our show music features the song *Light It Up*, by Morgan Heritage and Jo Mersa Marley, and on behalf of everyone at Paleo Magazine, thank you for listening.

[END]