

EPISODE 238

[INTRODUCTION]

[00:00:10] AVH: Hey everybody, welcome to Paleo Magazine Radio, I am your favorite host in the world, Ashleigh VanHouten and I think if I keep saying that, I might just wish it into existence, there. All right, today, we're going to get kind of meta on the show because I'm asking my guest, what is even the point of health and fitness and nutrition podcasts?

I'm having this conversation with Sal Di Stefano, he has a long history in personal training and fitness and he's now a cohost of the uber popular Mind Pump podcast which is a top 10 health, fitness and wellness podcast with more than a million downloads each month. I really like this podcast because it's very conversational, it's very open, these guys, there's three of them, plus a producer, they're like buddies, they just talk about fitness and training and they have really specific topics but they also, you know, they talk about personal stuff and relationships and their own challenges.

Even though it's a little dude centric, I like to listen to it because I think that they're open minded, smart people who are just trying to learn and share with the world and that's what I'm trying to do as well. I asked Sal to come and talk to me on my podcast so I can finally get in on one of those conversations. I could have asked him about fitness recommendations and his experience as a trainer, his knowledge of nutrition and lifestyle management.

Honestly, you can learn most of that just by listening to a few of his podcast. What we did was we ended up having a really organic conversation about the current state of the health and fitness industry and the state of sharing and gathering information and social media and decision making and how all of that kind of relates to the health space as it is right now.

What the value of podcasts like ours can bring if we're dedicated to communication and learning and what the possible pitfalls are as well. We really kind of get in to it and we do also have a little debate about paleo which I think you might enjoy because of course I had to mention it but this was overall, it was just a really fun conversation for me and I can't wait to connect with Sal and the rest of the mind pump guys in person in California, I'm going to take a trip out there and

hang out with those guys soon. Yeah, I really liked it, I hope you enjoy it too and if you do like it, please let me know on social media.

Share it, tag me at the muscle maven so that we can continue the conversation because you know, I'm all about a good conversation. Thank you and enjoy.

[INTERVIEW]

[0:02:35.1] AVH: thank you again for taking the time to chat with me and hang out with me, I'm so excited to do this because as a big fan of your podcast and I don't want to just like blow smoke up your ass this entire time that we're talking so I'll try not to but I just want to get it out of the way at the beginning that I'm a constant listener of the podcast and I feel like as I'm sure, many of your followers do that I kind of know you already, I know you guys because I'm just so familiar with your voice and the stories you tell, about things that you're in to and I guess, selfishly.

I just kind of want it to be a part of one of those conversations so I wanted to reach out to you to get you on my podcast so we can have one of those fun chats and I get to be involved this time.

[0:03:14.1] SDS: Well, thank you very much, appreciate the kind words.

[0:03:16.8] AVH: Yeah, you just got back from Tahoe, right? Are you back?

[0:03:19.4] SDS: We are, we're back, we just got back a couple of days ago from our Podcasthard event up in Tahoe where we invited other podcasters, you know, mostly in our space, most of them in the fitness and health space, where they interview each other to build up their audiences and cross pollinate and really, was a gathering of people that we believe are you know, saying the right things and have integrity because you know, we have some higher purposes for some of the stuff that we do here at Mind Pump and we think that you know, getting these people together is going to help that higher purpose.

[0:03:54.3] AVH: Yeah, I thought that was a really unique and kind of cool thing that you put together, I was following it from a number of different social media accounts because I was

actually indirectly invited by the Shrug Collective guys because I made friends with them kind of recently and I would have loved to – there was kind of a lot of other things going on and I was just actually in Vegas for Mr. Olympia which was another kind of very interesting social experience that I had this month.

No, it looked like so much fun, I'd love to be part of it at some point but tell me a little bit more about what went down that weekend because did you guys like participated any of those Spartan events and stuff too or was it more just kind of picking a time and a place for all these cool people to get together?

[0:04:35.2] SDS: Yeah, no. the Spartan races are way too hard, I don't think –

[0:04:39.2] AVH: Way too much cardio, right?

[0:04:40.3] SDS: Yeah, we like to talk, you know, and talk about fitness and stuff like that, more than we would like to push ourselves that hard but no, all joking aside, you know, it was really the brain child of my cohost Adam and you know, one of our team members Taylor and really, the idea, you know, when we sit down and talk about what we do, you know, we get caught up in the business of it, right?

Our podcast, its reach, our YouTube channel, its reach, how we monetize, how we grow the business but that's not why we started doing what we're doing. Really, the main reason, two reasons I should say, that we really connected and decided to do this whole thing was because well, number one, you know, the western societies but we'll just talk about America in particular is facing a health epidemic, incredible proportions, I don't think – I know we hear about it all the time, the obesity epidemic and diabetes epidemic and autoimmune epidemic.

All of which are growing exponentially but I don't think people quite realize the potential impact that this has on the future. I mean, it literally, this is not an exaggeration, can potentially bankrupt us, that's how expensive and scary it is. More deaths attributed now to obesity for example than anything else and definitely more deaths attributed to lifestyle choices than anything else and not just that but the years and months leading up to those deaths are extremely expensive and devastating for people –

This is all – it's a crazy thing is, this is all during the most prosperous times of human history. We have more access to basic needs, food, shelter, travel, information than ever before and yet we're facing these incredibly difficult odds and the fitness, health and wellness industry should be the answer to it, we have the answers and you know, exercise and proper eating and how you take care of yourself, really is the solution to all of this but the fitness industry itself, you know, I'm talking about the marketing behemoth that is the fitness industry and the gym industry and the supplement industry and all those other stuff.

Isn't solving the problem, in fact, it's actually contributing to the problem and we've known this for a long time, you know? Me and my cohost have been deeply ingrained in the fitness industry for – you know, I've been doing it for over 20 years and Adam and Justin for 15 and 17 years respectively and we've worked in the trenches because we were trainers, we didn't look at it, we weren't looking at it from a bird's eye view, we were in it, we were training people, working with people and we all share this common passion and we saw first hand the damage that the industry was causing from everything from you know, before and after advertising to the supplements that are promising to do everything from make you lose 30 pounds in 30 days to adding an inch to your penis.

[0:07:21.1] AVH: That will solve the world's problems.

[0:07:22.7] SDS: Yeah, exactly. To the workout programs that were designed to beat the crap out of you, not to – not designed to actually get you fit and healthy and especially the driving force behind that which is you know, you're not good enough, hate yourself, you're gross, you're ugly, you're fat, you're inadequate, why don't you motivate yourself through self-hate and you know, buy our gym membership or buy our products and our supplements and we knew this you know, as trainers, it's just not only easy and effective but it's actually contributing to the problem so that's the first higher purpose, that's why we're doing this.

We want to somehow influence the industry which we think has potential for tremendous good to communicate the right ideas to you know, turn this ship around, to change what's happening to Americans and to people, and you know, develop successful nations. The second purpose behind what we do is we are vehemently supportive of new media.

When you look at, I'm going to get a little bit broad here but when you look at human progress like every time we've made dramatic leaps and progress and how we think and act and how we treat each other, you know, how we prosper, they explode every time, we increase our ability or improve our ability to share information freely and the best example we have historically of that was the invention of the Gutenberg printing press, you know, before the printing press was invented, the only people who had access to books and information were you know, nobles and the church.

Either had to have a lot of money and a lot of access to money. Or, you were part of the ruling class which many times was the church and the reason for this was, books were extremely expensive, it would take thousands and thousands of hours of somebody who knew how to read and write which was rare, to write a whole book by hand and so nobody could afford books, nobody had any and if you wanted information, you had gate keepers so you go to the church or you would listen to the ruling class and they would tell you what was right and what wasn't wrong and of course, there's lots of special interest in that.

When the printing press was invented, it dramatically lowered the barrier to enter into this accessed information and so the average man, the common man all of a sudden had access to books and literacy started to drop considerably and people started to educate themselves and we had the renaissance which was widely believed to be spurred on by the ease of access to books.

We had this huge explosion of ideas and thoughts and changes in culture and progress and today, we have something that is equivalent but even more, I guess, powerful which is the internet, you know, now we have the internet which allows for an infinite, almost infinite bandwidth where information can be shared.

You know, it wasn't that long ago that there were only so many TV channels and only so many radio stations. In order to get on a TV channel or radio station, you had to have connections and you had to have money. In terms of books, books were much more widely accessible but books take a lot of time and a lot of, you have to have that time and that dedication to read an entire book. Although, we had access to far more information that we ever had before, there were still

these barriers to enter and these gatekeepers in comparison to today where now, new media is just spreading information at incredible rates and we're huge supporters of that.

[0:10:37.3] AVH: That and limited bandwidth though can be kind of a blessing and a curse, right? I guess one of the questions I have since you've just come out of this weekend that I would imagine was very inspiring and useful and you had all these great minds together and these great communicators together and it's a question that I wanted to ask you as a one podcaster to another is, is there not still the issue of even if you're putting out great information and you're staying open minded and you're trying to broaden your horizons and learn from different people and open up your listeners to different viewpoints and all of these great things that again.

Going back to the American culture that you referenced earlier, we still often are preaching to a choir, right? You're speaking and correct me if I'm wrong but I feel like a lot of us are speaking to people who are already interested or open minded or perhaps even convinced of some of the things that we are talking about.

The people maybe who need to hear it the most aren't always the people who are listening, how do we do that? Because if you've got this great group of podcasters and smart people and people who truly want to help other people and get this great information out there but the people who need to hear it maybe aren't the ones who are listening. How do we go from there?

[0:11:47.9] SDS: No, that's a very good point and historically, what you find is that it starts to spread, I'll give you a couple of examples. You know, there used to be rules in media where you know, if you made a point, you have to make that point in five minutes or less. Make sure you communicate your point, make it sound bites, make it flashy and that's sit, that's because we had limited bandwidth. If you had a debate on TV for example, which was very rare, you know, it was a 10 minute – you know, back and forth, who has got the zingers and then it was over.

Well, today, for example, we used podcasting because that's a part of new media, the Joe Rogan podcast for example, it reaches more people than all of the old mainstream media news outlets combined, okay? He reaches more people than those news media outlets to all together.

Now, Joe Rogan's podcast and many podcast, ours included breaks all the rules and what I mean by that is, the average Joe Rogan podcast is like three hours long. It's this long form discussion that people used to think, nobody wants to hear that, nobody wants to do, you know, you can't have a three hour discussion on ITV, nobody's going to watch that. Well, you're competing with limited bandwidth, now that it's unlimited, we're not limited by that kind of stuff and we find that people want to actually go in depth that's more and more popular and people are having deeper and deeper discussions which you know.

What's starting to happen is the spoken word is now starting to have the same kind of power as the written word. What I mean by that is, you know, people who read lots of books, you know, in the past were typically more educated and informed than people that didn't. The reason for that is you know, when you read a book, let's use movies for example, right? There's lots of people will tell you that a book is better than the movie adaptation.

If people read the book and then they watch the movie made after that, rarely will they say the movie captured the same energy and message as the book and that's just because books are far more in depth, like you read a three to 500 page book or even a 200 page book, no movie is going to be able to capture that because movies are you know, typically two hours long at the most.

Well, because of the unlimited bandwidth now, you have like Netflix where you'll have a movie, you know? But it's in like 14 series parts which combine total of 14 hours of TV which no way in hell would they have made a 14 hour movie, nobody would have watched it but Netflix is proving that people want that long form and so it's flipping everything on its head and so what we're finding is that, you know, what you're saying is true in the beginning but then it starts to spread and permeate.

I'll give you a great example, I'll tell you a fantastic example. Three and a half years ago, we started our podcast and we talked about topics like you know, eating small meals throughout the day is a total myth. If you eat small meals throughout the day, you don't speed up your metabolism, doesn't accelerate fat loss, you know, doesn't build more muscle. Three and a half years ago, that was controversial, I remember, we did that episode, we had all kind of debate from people, from all different angles, that was only three and a half years ago.

Today, if I say that today, it's not controversial at all, the mainstream muscle building gurus even will admit that that's not really that big of a deal and it probably doesn't contribute to more muscle growth and fat loss and that's what the evidence suggest. You know, three years ago, the evidence wasn't even new, we've known this for a long time, it's just, we had to counter this message that the fitness industry was promoting for so long because you know, if you believe six, seven meals a day is ideal, the odds that you'll buy a protein bar or shake to make up the difference are much higher on products.

The tide is changing faster than ever before. Like I said, in the three and a half years we've been on air, a lot of the stuff we said that was controversial in the beginning isn't even controversial anymore like fasting. My god, we talked about fasting being good for your health and not negatively effecting muscle growth and potentially improving your ability to build muscle later on and burn body fat later on.

We were laughed at by the muscle building community. They thought we were absolutely crazy. Three years later, you know, nobody's laughing and most people are on the same page with us. I think it's –

[0:15:34.1] AVH: Maybe what I'm hearing you say is that if you're putting out quality research based, thoughtful content, it's about sort of being patient and being consistent and tides will turn as more and more people become exposed to it, right? I mean, I guess I could make a further devil's advocate conversation about the Joe Rogan Podcast because that's a great example but if you look at his recent debates that he was doing which I watch all of them, all three hours of all of them.

It was like the keto versus if it fits your macros, Dawn Agostino and Lay Norton and then it was vegan versus paleo-ish with Chris Cresser and the vegan doctor and if you look at the comments which I guess you probably should never do, right? Is look at YouTube comments but like, when you look at the comments, it's half the people saying like, "Dr. Con crushed it, he's so smart, vegan is the best."

Then the other half saying like, “that guy was a quack who was citing super old research and Chris Cresser was so much smarter” because they wanted to back their guy, right? It’s the same with – it fits your macros versus keto, people who had a good experience with keto were like, yeah, keto guy, he’s the smart one, whereas, I think if we were trying to be a bit more balanced, we could take from some of these conversations that the vegan versus paleo one is that they were both saying that we should all be eating less sugar and processed garbage and that we should be sorting out certain lifestyle factors that are universal to all of us.

But people don’t want to hear that stuff because it’s not sexy. They want to pick a side and then defend it till the death, you know? I mean, I guess maybe I’m just being pessimistic but I just feel like – you’re right, that putting out good information, the cream is going to rise to the top but I guess it’s just, I don’t know, maybe I should just stop reading comments, is that the answer?

[0:17:19.7] SDS: No, I appreciate your points, there’s two things that we want to pay attention to, because you can’t get lost in the pessimism of what’s immediately in front of you but we also want to look at the broader context. There’s a discussion going on, right? That didn’t happen before, there’s a comment now that people can go through and read and obviously people are interested now in discussing debating, even if people seem to be dogmatic.

There’s also a little bit of a self-selection bias, the people that tend to get excited and comment are the – tend to be the more extreme people which can give us a little bit of a skewed version of reality, you’re going to see more of the loud, extreme people than you will the more moderate, maybe reasonable individuals. However, a discussion is happening and that wasn’t really happening before like when did a vegan versus a paleo or none vegan debate happen for two or three hours and have tens of millions of people watch it?

When did that happen before? When did we have a comment section where everyday people could talk to each other, debate and try to make their point, when did that happen? It didn’t. You’re absolutely right, there’s going to be bad information, just like there’s going to be good information but historically, the more access that we’ve had to information, the better we’ve evolved and you have to look at the broad picture.

Now, of course, when the printing press was invented and books were all of a sudden cheaper for example. You had book burnings, the church was locking people up in jail and you know, it might have spurred some violence but out of that, emerged rational thinking, the scientific method and the renaissance if you will.

I think it's a good – it's always proven to be ultimately a good thing but in the middle of that, in between that, we see all these arguing debating and discussing which I don't necessarily, you know, think is a bad thing. Again, back to why we did the podcasthard event, that's the other reason why we did it, you know? I think a lot of people approach business with this kind of scarcity mindset where okay, "we want to protect our – what we have to say, we want to protect our audience, we don't want to expose it to anyone else.

To try to protect our interest," we have a completely different idea around that. We think that if we have all these other podcast and all these other influencers who we believe to be have integrity, as they grow, their audience is through cross pollinating, the rising tide will raise all ships and it will benefit everybody including our business, including our bottom line.

Again, maybe that's wishful thinking but I do think that history tends to – probably backing this up.

[0:19:47.0] AVH: yeah, okay. Thank you for pulling me out of my negativity. Sometimes it's just, it's unavoidable, I just get frustrated but I hear what you're saying and I think that that's – ultimately, that's the better way of looking at it, that's kind of the glass half full way of looking at it because this is the line of work we're in, this is the kind of difference we want to make and so it's better to focus on the positivity part of what we're doing then the negativity in anything that you do, right?

[0:20:13.8] SDS: I mean, there's definitely some things you want to pay attention to like let's use politics for example just because that's probably the most divisive infuriating thing to look at when you look at these types of things. If you ask the average person, "are Americans more polarized than ever?" Most people will say yes, most people will say "my god, the right is more extreme than they've ever been and the left is more extreme than they've ever been."

But the reality is, if you look at the actual research, more Americans consider themselves independent today than ever before in American history. There's less republicans and democrats today than there has been in all previous decades. Now, what ended up happening is that the ones that are left over that are republicans and democrats are the real hardcore ones and they also tend to be the loud ones. When you're on social media, you have this skewed image of what's really being represented.

It's no different than, you know, we're all in fitness, right? It's no different than what social media is doing to people's perceptions, beauty and aesthetics. If you're a teenage girl and you're on Instagram all the time, you're perception of aesthetics is extremely skewed because the types of people that present their bodies and themselves on social media, you know, look perfect, you know, have air brushed or photo shopped, maybe plastic surgery and are fanatical about their workouts and nutrition so if all you're doing is looking at these perfect, impossible twitchy bodies, your perception of yourself in comparison is much worse.

Because your brain doesn't know the difference between the pictures on Instagram and the world around it because the reality is, if you just walked around the world around you, the percentage of people that will look like those models on Instagram is extremely small. You almost never run into anybody that looks like that.

But because you see it all the time in front of you, your perception is "holy shit, everybody looks phenomenal and I look average and that means I look terrible and that's going to affect me negatively." I think what you're saying is extremely important because it's a conversation people need to have because we need to become aware of our skewed perceptions, it might sound like a glass half full thing but that's only because our perception is causing us to believe everything to be extremely pessimistic.

It's not that I'm necessary glass half full because I try to, you know, we try to do this on the show, make it more of a- okay, here's the realistic thing and try to check that altered perception that you're getting from your social media and in particular in fitness, like I said, it's like I said, the fitness industry in general tends to make people feel worse about themselves than anything else and when that motivates you, you make all kinds of terrible decisions in regards to your fitness and health.

[0:22:38.3] AVH: Yeah, I think the awareness you're talking about is very important and along with that, the awareness of your own ability to control a lot of it, you know what I mean? We think that we're just being bombarded with all these images and these messages and these negativity in the news and all of these things that contribute to this kind of like toxic mindset and some of it is unavoidable but we have a lot more control over how much of that we take in and also, how much we internalize and what we do with that information, we have more control than we think.

That takes some discipline and some work but I think that that's an important message for people to know that we are not just passive observers of everything that's going on in life and that we can kind of control what we experience but more importantly, how we respond to it. I think that that's something that's really important to go along with the influx of information that people are getting these days.

[0:23:31.4] SDS: It is and that's one of the reasons why I love fitness so much is that what you find when people apply themselves properly to a fit and healthy lifestyle and they start to make those decisions for themselves, "okay, I'm going to workout, I'm going to be active, I'm going to eat in a way that is better for me both physically but also mentally and spiritually" and you know, all of the above.

When people make those decisions, it reinforces the internal locus of control, you know? It reinforces the idea that we have more control over our circumstances and destiny than maybe we are led to believe and that bleeds over into everything else and the statistics and the data proves it. If you look at successful business people and entrepreneurs, you'll find a greater percentage of them prioritize exercise, nutrition versus the average population.

When you look at successful students in school or successful parents or people who tend to have overall better outcomes and pretty much in all aspects, they tend to value fitness and health and again, I think it's because it's right along the lines with the internal locus of control which is you know, taking that empowered idea that okay, there are definitely circumstances that I can't control like who my parents are and you know, maybe the color of my skin or my skin or my genetics or the fact that I have this disorder disease or whatever.

But there are lots of things that I can control, I'm going to focus on the ones that I can control and fitness reinforces that so damn well. I love fitness for it because it's such a black and white, easy way to kind of see like wow, if I sacrifice some time and I apply these things, my body changes and I feel better, I wonder what else I can apply that strategy to and I guess everything, you know? I can apply that to everything.

[0:25:16.6] AVH: Right, I want to keep talking about the podcast because I'm really enjoying – I've never been able to do this before, it's very meta to be like doing a podcast interview about podcasting and the health and fitness space and you're such a great resource for that so I want to keep talking about that. I think that what you guys do at Mind Pump is just super unique and so I want to kind of dig into it a little bit more and I know that the three of you come from a fitness and coaching background I believe.

But can you talk about, because I don't think I've ever heard this story how the three of you actually came together to connect, do your podcast show together.

[0:25:51.9] SDS: Right, okay. We all worked in upper management positions for 24 Hour Fitness during its hay day so 24 Hour Fitness, you know, it was the first fitness gym company to reach a billion dollars in evaluation. The original owner, Mark Mastrof was brilliant and he kind of created the model for this successful gym industry and we were all part of its hay day when it really took off and so we were influenced by these incredible mentors and we were a part of that whole thing.

I was a general manager, I grand opened health clubs for them and Adam was a fitness manager, he managed trainers and Justin was his assistant. I had never actually met Adam and Justin until we started Mind Pump. However, I did hear about Adam in particular and he heard about me as well so we had mutual friends and because we were both top performers, we hear each other's names, there was a large company about 400 clubs and people used to say to me things like, "you need to meet Adam Schafer, the two of you guys need to work together, need to do something together" and people would tell him the same thing.

We knew of each other but we never met or talked or really do anything. Fast forward, I left 24 Hour Fitness and I opened up my own kind of fitness wellness studio, you know, with personal training massage, acupuncture, the whole thing. Adam stayed and Justin both stayed in 24 Hour Fitness and later on Adam went and opened up his own Cannabis clubs and moved out of the fitness industry and Justin stayed as a personal trainer.

While I was running my facility, you know, I met Doug who is our producer and Doug was actually one of my clients, he came to me, he was referred to me by a chiropractor because he had back pain and so Doug came in and wanted me to help him with his back pain but he also had lots of experience with fitness, he was a fitness fanatic for most of his life, you know?

Into lifting weights and diet and nutrition and whatnot. When he came in, we talked about his back pain and then I also talked to him about any further goals that he had and he said, "you know," he wanted to build muscle and burn body fat. I talked about my approach which was very different from the one that he had thought was the correct approach, I told him that full body workouts are probably going to be more effective for him than the body part split and I talked about the focus on certain movements and not on others.

To make a long story short, we had a lot of success together within the six months that we trained together, his back pain disappeared, he got much stronger, we became good friends and you know, Doug came to me right around that period of time and said "you know, Sal, I've done some internet marketing, I've worked with people in this field" and he goes, "I think that you can present yourself very well and if you ever want to create a program or a product or something that we can sell online, let me know and I'll do the marketing aspect and I'll put that all together for you."

I thought, you know, that was really cool, I was humbled that he thought that I would be good for that. I didn't really have any ideas at the time or what it would be so I thought maybe I'd write a book or something. Maybe about a month after that conversation, I was up late one night and I was reading the new England journal of medicine because I'm a massive nerd.

[0:28:37.8] AVH: I was going to say it so I'm glad you said it.

[0:28:39.6] SDS: Yeah, huge nerd. I'm reading the study on, they were there comparing groups of men, one group of men was on anabolic steroids and they worked out and another group of men were on anabolic steroids and they were sedentary. Another group of men was natural and they worked out and another group of men was sedentary, just purely sedentary and they compared all the groups of men and to see who built more muscle and had better progress and of course, there was no surprise that the group that was on steroids and worked out, built the most muscle and burned more body fat.

The shocking thing to me was that the second place group was the anabolic steroid sedentary group. They actually built more muscle than the guys that worked out naturally and this was shocking to me because at that time, had a thought that the main signal or the main way that the body built muscle and adapted was through damage, creating damage through exercise but yet we have this group here that didn't cause any damage and built more muscle.

It sent me down this rabbit hole where I was looking for all the other signals that tell the body to adapt aside from muscle damage. I was literally up till five AM reading and researching and I came up with MAPS anabolic which is a program that I designed to – it was really a culmination of all the years I'd worked with people but it was really also attacking or tackling all these different ways the body adapted and so I created this program that I thought would be phenomenal and the next day, I saw Doug and I said "hey, I got this program, I think we can market but first when you test it."

We both tested it, we had people test it, I had trainers test it and clients test it and people came back and thought it was awesome. Doug and I created this marketing and sales material for it, we did like this infomercial and all this on camera for the first time which was very interesting. You know, I actually enjoyed it, didn't think I would but I really enjoyed talking on camera.

We had all these stuff put together and we attended these internet marketing courses and we decided okay, we need to put this online somehow and build some authority because besides the local area that I worked in, nobody knew who I was so who the hell is going to buy what I'm going to sell. Especially because I'm kind of an average dude, I'm kind of fit looking but I'm not going to compare with the super ripped and buffed, you know, people on Instagram or whatever.

We're coming up with this strategy and one of the ideas was to start a podcast or maybe a blog or whatever, to build authority. You know, I remembered Adam Schafer, I remembered people telling me I needed to work with Scott and me and him had been in contact through social media super occasional, like once every couple of months, we'd throw ideas at each other so I thought, gosh, I said, you know, he'd be the perfect person to send this marketing material to, to get his opinion because I knew he'd be honest and I thought –

I heard so many good things about him so I sent him our sales material, our marketing videos and stuff and he called me right away and he's like, "we need to talk" and so we got on the phone and you know, we had like a two hour conversation where we thought, "you know what? Let's start a podcast. I think this will be perfect, there will be a great way for us to communicate what we had to say," he agreed with everything that I'd said on my program.

He thought it was brilliant in the sense, the way I communicated but he agreed with all of it, he learned those things for himself, obviously training people for a long time and so we met, Justin, Adam and I met in Adam's living room and we had a four hour conversation that was just fire. In fact, Adam's girlfriend Katrina recorded the whole thing on her iPad because she was like, this needs to be recorded but there was just this incredible chemistry between the three of us where you know, we were just going – you know, you ever had those conversations with people where you might just meet them but you just – it's just chemistry, you just talk and go and the conversation evolves and is enthralling and there's just something about the person you're talking to where you can have that kind of a conversation.

That's what it was, I knew at that moment like, this is – we have something here because you know, one of the things about communicating ideas is you have to be able to sell them really well. You can have the best information in the world but if nobody wants to hear what you have to say because you're not entertaining or because you're not compelling, it doesn't matter. You know, there's lots of smart people out there. There's lots of science out there and lots of data that people don't pay attention to because the ones who are winning the battle of information are the flashy, charismatic entertaining people.

Many times, they don't have good information but here we were having this conversation and it was funny and it was enthralling and it was connected and I was like wow, this is really cool and

so, you know, Dough had all the recording equipment, he had some experience with producing, you know, Adam had a little bit of a social media and presence, he had about 20,000 followers on Instagram which was 20,000 more than I had and more than Justin had.

I had the program so we said, “this is the perfect culmination, we’ll have a little bit of social media, you know, foot hold, we’ve got a great program we can monetize later on and we’ve got some good information. There seems like some chemistry and I think people want to listen to this” and we started the podcast just like that. Zero experience, didn’t know what the hell we were doing and we recorded the first episodes, probably the first 50 or so in Doug’s living room and that’s it. We took it off from there and a couple of things that really connected us was right out the gates was our integrity and what I mean by that was we decided early on that we would not sensor ourselves or sugar coat anything and –

[0:33:27.8] AVH: Yeah, I want to talk about that. I want to interrupt you up because I want to ask about that specifically because I think one of the things that does come across with the podcast that I like so much is that you guys have this awesome friendship. You guys genuinely like each other and you have a good time together and you have fun and you can disagree on things and that’s okay and you can have some healthy competition like you do in this get shredded competition, is that still going on by the way?

[0:33:52.1] SDS: No, it was finished and Doug beat everybody.

[0:33:55.0] AVH: Okay, I’ll have to follow up on that. Okay that’s awesome but I wanted to ask you, had you guys ever had a conversation about – so you touched on this integrity and not censoring yourself and I feel like being transparent and truthful in your conversations but did you ever have an explicit conversation about what you are willing to share versus not or is that something that evolved and one of the examples that I mentioned is that you guys talk about your sex lives pretty openly on the podcast.

And I think a lot of people like that and enjoy that and want to hear that stuff and that is refreshing to a lot of people but maybe somebody is listening and they’re like, “Holy shit your girlfriend lets you talk about that stuff? Is that cool?” so is there ever been a conversation? Is it a

conversation after the fact like, “Whoa, we went pretty deep there, are we cool with that?” or you just let it go and be fully open all the time?

[0:34:48.9] SDS: That’s a great question. You know gosh, early on I get anxiety over it. So we would do these episodes and we’d go off and then afterwards, I’d lose sleep because “oh my god, I can’t believe I just talked about that. I can’t believe that people know that I smoke weed or people know the mistakes I made or the things that I said.” It is actually I went through a divorce on the podcast and it is actually one of the last I guess straws on the camel’s back that caused my divorce.

Is at the time my wife did not like that we were so open and shared so much but you know it’s weird. We were compelled to do so, now afterwards I can look back and I can rationalize why but while we were doing it I think we all felt compelled to for different reasons. It’s hard to put my finger on it. You know we had a situation early on, the first episodes of Mind Pump that were never aired were actually recorded with a fourth host.

A lot of people don’t know this, we had a fourth host, Craig Carpurso, a good friend of ours. He was a bodybuilding.com spokesperson. He had the largest social media following at the time and we recorded about 10 episodes with him and they were all super transparent, super open, cussing and the whole nine yards and we recorded 10 episodes and Craig at the time was under contract with bodybuilding.com and Cellucor and he sent those episodes to people in those businesses or companies for their opinion and they replied him.

They said, “Look very compelling, we would totally listen but we don’t think it’s good for the brand” so Craig called us and say, “Hey guys I have to pull out. I don’t think I could continue because I am going to risk my sponsorship” so that is a big risk. So we got that phone call, that text and 10 episodes gone. The main social media guy gone, what are we going to do? And so I got on the phone with Adam and Justin fully prepared to motivate everybody to continue moving forward.

But before I could open my mouth, Justin and Adam were both like, “Fuck that we’re going to keep going, we are not going to stop” and so it just really what connected us together. Here is the other thing, you know when you are open and transparent because the social media world

and the new media world is brutal. It's absolutely brutal. You will, if you get any traction whatsoever, you will get attacked. You will get hit in your sensitive spots.

People will find your insecurities, you will get ridiculed, you will get torn down and torn apart and one of the best insurances that you could possibly have against that is to be as authentic and real as possible. There's nothing nobody can say to us that we haven't said about ourselves. You know what are they going to come after us for when we have put it all out there? Like okay, you know this, that and the other. Well yeah, no shit everybody knows. I've said that on several podcasts.

And so, it is an approach that is actually worked in our benefit in many different ways and that being one of them. It makes it very difficult to come after because we put it out there. So it's actually turned out to be a very good strategy and you are seeing more and more social media people trying to adopt that strategy but it has to be genuine you know? The other thing too is we all have, I don't know, we put the mikes on and the headphones on and we're also growth minded that I think we push each other.

So if one person opens up a little bit more, then everybody else tends to and it is this feedback fire back and forth.

[0:37:48.3] AVH: Well I suppose it is one of those things too like you are talking about this growth mindset and you guys certainly live that and feel that in the fitness world in terms of being willing to try new things, learn new things, experiment with new things, be uncomfortable in that physical kind of space and so that trickles over them into maybe emotional and putting yourself out there vulnerability space too because that's certainly isn't something that is easy for people.

To put yourself out there in a world as you said that is extremely brutal and sometimes just waiting to pick you apart for being open and being yourself but like you said, I guess as I am going through this process myself, every once in a while I will get a little bit of pushback or a hater here and there and I almost feel like you said, I'm like, "Good this means that people are paying attention" like if I get some troll saying something shitty to me that means that I am out there and off.

That people are starting to respond, right? So you almost have to see it as a positive thing but I definitely need to work on the vulnerability you guys have and I appreciate that you guys do that as a bunch of let's just say it grows, right? A bunch of dudes together chatting and you guys do – you have your bro jokes and you have some gutter talk and whatever, it's hilarious but you guys are willing to talk about relationship issues and you are willing to talk about feelings and emotions.

I think like you said when you do it from a genuine place instead of an artfully curated post about sadness or whatever that people recognize that and they can relate to it because it is more human, right?

[0:39:22.2] SDS: Yeah and the irony of it is from a business standpoint, it is actually more effective. People are more likely to believe you and buy your shit if you're perceived to be extremely honest and that wasn't really our intention but it is an interesting side effect and byproduct of it. We convert three and four times the rate for our sponsors than other podcasts and then I think I know why, it's because people believe us. You know if I say something is good or I like something people are like:

"Well he is telling the truth, he is not trying to bullshit me" because we're so honest about everything else and it is uncomfortable. I'll tell you, I got into fitness because I had body image issues. Like most people who get into fitness that's what got me to work out in the first place. It also got me to do a lot of bad things to my body but eventually led to my evolution to who I am now but let me tell you something man, nothing will challenge your body image issues like putting yourself out on social media and having an opinion.

I'll post a YouTube video on how to work out and I'll get comments like, "Who's going to listen to that guy? He's got such a small chest" or "he's not even muscular," whatever and it's like you know you've got to laugh at it and be okay with it otherwise you'll get destroyed and like I said, one of the best things you could possibly do is say it before they do.

[0:40:28.1] AVH: Yeah, you had a recent podcast with Ben Greenfield and you touched on something that I have been thinking about a lot too. The idea that sometimes the stuff you're

interested in doesn't match what your listeners necessarily care about. So you'll have certain guest that are you are really pumped about and excited about and your listeners maybe are like, "Yeah..." and then you do some conversation about a specific workout and people just eat it up.

I guess maybe that is not necessarily a problem but how do you deal with that? Is it about having more flexibility? Is it about putting your own interest and desires below what your listeners want to hear or is it trying to find a happy medium? How do you play with that when sometimes the things that you really want to talk about and get out there don't resonate with the people who listen to your podcast?

[0:41:15.9] SDS: You know I thought a lot about that and I think it boils down to this, one of the things I love most about training everyday people is that you keep your finger on the pulse of the average person like what they need to hear, what you need to communicate to them or what's going to be most impactful and when you don't train people anymore like we do and we get into this podcast world and we're interviewing people.

And we are talking about fitness or whatever, you start to lose touch with that and forget that the average person still just doesn't understand regular macro counting and proper reading. They just don't know that and so you start to get more in the weeds of the complicated stuff and you need to remind yourself, "Wait a minute, what most people need to hear is not that we don't want to talk about it. It's that we forget that's what we need to communicate the most sometimes".

And you know our audience lets us know. We'll do an episode on how to work your legs out like something super basic like that and people will absolutely love it and then I'll remember, "Oh yeah, the average person needs to hear this kind of stuff" the average person doesn't necessarily need to hear about mitochondrial health and how to maximize it with red light therapy or whatever. So that's all it really is, it's just that we constantly remind ourselves to pay attention to what most people need to hear versus what we may want to hear.

Which we just have so much knowledge ourselves and so much experience that I don't need to hear an episode about building legs, I know about that already. I want to hear about the cutting edge science in regards to whatever so that's really all it is. We just got to constantly remind

ourselves and something, a couple of things help us do that. We interact with our audience very much. We value that part of our business so we are constantly interacting with people on our social media as much as we can.

We have a private forum of our followers that let us know things that I want to listen to and give us feedback. You know I still keep in touch with clients that I used to train and so that will help remind me what the average person needs to hear and talk about and of course, the easy metrics like downloads and stuff like that like how many. “Oh that episode is really popular, let’s break down why” “Oh it’s because we touched on the basics rather than the more advance stuff”.

[0:43:15.7] AVH: All right, I want to interrupt this meta conversation about podcasting that I am really enjoying to a specific question about nutrition. It’s really more of a mini discussion because you know, Paleo Magazine Radio, we got to touch on food a little bit and the question that I want to talk to you about, first I want to set the caveat that and I think that this podcast, I try to do a good job of this about not being dogmatic, not saying that there’s any one right way to do it.

I feel very strongly about the concept of personalized nutrition which is talking a very basic high level commonsense approach to what is nourishing and good for most humans most of the time and then from that point, drilling down to what specifically works for you based on your unique background and goals and requirements and lifestyle factors and all of those things right? So this conversation is starting from a point of I believe paleo makes sense for most people.

But that looks different to different people and at the end of the day, you’ve got to do what works for you. Okay first caveat so – and this is also a tough conversation because this is something that I heard on your podcast and it wasn’t actually even you necessarily discussing it. I think it may have been Justin, it may have been Adam and I don’t want to throw somebody under the bus because he is not here to defend himself.

So I might have to get him on the podcast later but – so you guys are talking about paleo at one point and I think it was Justin who said basically, “I think that this idea is bullshit because the justification for it is that this is what our ancestors did and so this is what we should do but we

aren't living in the same world as our ancestors so that's BS and doesn't make sense" and I hear that but I don't think that that's a good reason to dismiss paleo because just because we aren't obviously living in caves.

And just because if cavemen appeared today and we're offered donuts they would probably crush them and enjoy them and we live in air conditioned houses with grocery stores and all of that stuff, I don't think that that is then a reason to say, okay well that general framework of how our human physiology works shouldn't be dismissed because we aren't cave people. So I'd love and again, he's not here to defend himself but what are your thoughts on that debate I suppose?

[0:45:33.7] SDS: Well so there's a couple of things. I guess first off the thing that tends to bother us the most and you know this is just part of the business. So it is not necessarily a bad thing but people tend to adopt marketing as their religion and so the name of the diet, the paleo diet refers to the Paleolithic time when humans were hunter-gatherers or whatever and if we were to truly mirror or mimic the diets of people during that time it wouldn't look like the paleo diets that we have today.

So there's that right there and what I mean by that is generally, we know what that kind of means like they didn't have processed foods. They probably didn't have the wide consumption of grains and vegetable oils and things that require agricultural modern processing to produce but they did eat things like bugs, they eat a lot of organ meats and tendons and ligaments and the animals that they ate more vastly different from the animals that we domesticate and eat today.

So there is a little bit of that going on with it and so it's that the name that tends to get on our nerves a little bit with it. The other thing too is that modern life and by the way, I'm going to put this in record, if we were to pick and we've talked about this before on the show, if we were to pick a diet that probably worked best for most people from a health standpoint it would probably be the paleo guidelines that seems to be the best approach and I think it has more to do with what they don't eat and less to do with what they do.

And what I mean by that is generally speaking and you did touch on this earlier, there are these massive individual variances when we look at that. Generally speaking, processed food probably isn't good for most people and there is a couple of reasons for that. One is, processed foods tend to be less healthy both from a nutritional micro nutrient standpoint and macro nutrient standpoint but the other main reason which is a modern problem is that the hyper palatability of processed food, they are designed to override these natural systems of satiety that tell us when to stop eating and when to keep eating.

And those are very important evolutionary adaptations. Cave people who could also get sick if they overate and stuffed themselves too much but they didn't and the reason why they didn't is palette fatigue would set in and would prevent them from doing so. Processed foods are engineered and designed to overcome that. So to give another example, it is easier to eat a thousand calories of potato chips than it is to eat a thousand calories of plain white baked potato without salt and butter.

That is just a fact so those are the two main things. The other thing too is the context of modern life is different than the context of hunter-gatherer life in one main way. The benefits of an efficient, thrifty or "slow metabolism" are dramatic and awesome in an environment where food is scarce and in an environment where activity is high which is the hunter-gatherer life. That's the context of that period of time where you are moving a lot and food does not at every corner and not easily accessible.

So having a slower thrifty metabolism is a benefit. In modern life, a slower thrifty efficient metabolism is a detriment, it is not an advantage. The advantage goes to a faster hotter less efficient "faster metabolism" that burns more calories because a lot of the problems that come from modern life are the result of the over consumption or eating more than you burn so your body doesn't have a lot of great ways to deal with that over long periods of time.

You store more body fat, you become resistant to insulin and so on and so forth. So in the context of modern life, you want to have a fast metabolism and when in the context of hunter-gatherer life you want a thrifty metabolism. Now studies actually support this. They have actually done studies on modern hunter-gatherer tribes and through some pretty sophisticated testing

have found that their metabolisms are not that much faster than the average American metabolism for example.

The difference is they are far more active, way more active and so what's ended up happening is their metabolism adapts to all of these activity and low access to food and is actually slowed it down in comparison to their activity level. So there's a lot of things that you want to juggle when you are looking at these types of things and like all diets, the paleo crowd can become quite dogmatic. Now they can say things like, "Oh starches and grains are terrible for you".

Well we have some evidence that some cultures who actually do quite well with those kinds of diet. So it is not as clear cut and easy to discern it is I think the camps will have you believe but again, that being said all of us will agree that if we had to pick one diet for overall health, probably your best bet is probably to go paleo but again, to talk about faster metabolism what gives you a faster metabolism, right? More muscles.

The most effective way to increase your caloric burn and your ability and your insurance against having all of these food around you. Is the paleo diet the most effective muscle building diet there is? Probably not. There's definitely evidence to suggest that consuming starches will yield you a greater return in terms of muscle and as a result of that, a faster metabolism. So we look at the whole context of everything. You want to throw that in there and add that in. So it is just a lot more complicated I think than some people lead you to believe that's all.

[0:50:41.3] AVH: Yeah that was actually very helpful and I think what I am hearing is A, Sal like paleo totally splashing that everywhere – no I am kidding. No but I think that what you are saying and I of course struggle with this everyday with the work that I do is that labelling and putting trendy names on things can be problematic and that people want to especially when they get excited about something whether it's paleo or keto or whatever, it's almost like a normal human trajectory.

That you get involved in something, you see some results, you get super excited so you get super dogmatic and then sometimes, the next evolution of that is to then take a step back, cool it a little bit and focus more on personalized nutrition and taking the bits and pieces from the things you are learning and making it work for you because even again, if we are looking at this

stereotypical way that people look at paleo diets as you eluded to, there were different paleo diets depending on where people lived.

So again, there is a lot of variation but I think ultimately if you take away the people being dogmatic, you take away trendy names and social media marketing of brands I think that the common sense approach as we talk about of less process food of other lifestyle factors too. It's not just what you are eating but how you are sleeping and how you're moving and working out and what your relationships are like and all of those things.

It is a complicated layered thing but there are still some very common sense high level that work for everybody and it's up to you. It is up to you to do the research and figure out what those things are and how they look in your life.

[0:52:15.0] SDS: Right and here is a good example. I could create the perfect workout program for someone maybe two or three days of resistance training, some yoga, some increase meat, the activity you do aside from working out and I could really individualize it and make it absolutely perfect or someone could just decide that they prefer to just walk every single day. Now when I compare the two workouts, I could clearly say, "Well the one I designed is superior".

But I wouldn't be taking into account whether or not the person is going to do it or not. The reality is, the person who walks is going to get better results than the person who gets my work out and doesn't do it. So there is a lot of things that we need to take in and by the way, a lot of this is we've learned through experience as personal trainers. We have all these knowledge from our passion of reading and learning about nutrition and fitness and the science and the new research.

But we also have all of this wisdom from working with people and seeing, "Okay, well what's actually going to work?" is doing cardio in the morning on a fasted stomach going to improve or increase fat oxidation by 5%? Possibly, the likelihood that someone is going to wake up in the morning and do it without eating first thing in the morning is also 30% less. Therefore, I am not even going to promote it. It's a waste, the few people that do it in the morning fasted is going to be far less than the amount of people that decide not to it at all because I have made the case so strongly.

That it is a good idea to increase your fat oxidation by 5% which maybe turned out to an extra one or two pounds of fat loss a year. So these are all important things to consider when you're communicating some of these ideas and when it comes to diet, boy does it get hilarious. I think that food is so engrained in who we are and our culture and we don't eat for survival. We eat for lots of different things. You know we eat for taste, we eat for emotion, we eat for social reasons, for holidays, there's birthday food, there's food that we eat at the movies.

There's dinner type of foods, lunch type of foods, breakfast type of food. It is just so engrained in literally who we are in our culture that is very natural for people to identify with something and literally defend it like it's their religion.

[0:54:16.5] AVH: Yeah, absolutely. Okay Sal, I have a million more questions for you but I have not reached the Mind Pump, Joe Rogan levels of fame where I can get away with doing two or three hour podcast. So I am going to ask you two more and then I will let you go about your day but the first one is, you guys talk obviously a lot about fitness and nutrition and health but you also do a good job of getting underneath that to how that stuff impacts the rest of your life.

The other important parts of your life just relationships and just fulfillment and general happiness in how you feel about your life. So I would love to hear from you aside from learning from smart people on your podcast, aside from all of the knowledge and expertise and experience you have in training and coaching and the topical fitness stuff that you are entrenched in everyday, what are some other things that you do in your life every day that contribute to your life optimization?

Do you have any other practices or behaviors or things that you do on a daily basis that are helping you be a better person that aren't directly related to fitness?

[0:55:25.7] SDS: Yeah, absolutely. So years ago, I love training people for a number of different reasons but one of the reasons why and trust me, it is not fitness related because I know you said don't go there, one of the reasons why I love training with people is you get to meet some pretty interesting individuals. I love having conversations with people and just learning from them and I use to train this lady who is extremely intelligent and articulate woman.

We would have these discussions, you know I used to have this small personal training wellness studio and many times these discussions would bleed over to the other trainers and the other clients but we would have these huge group discussions in the gym while people were working out. It is fucking awesome, it's my favorite things about having that business and this lady was so effective at discussing and debating her side of a position that she would do something that I would rarely ever see in any other place which was she would change people's minds.

How often do you see people argue on difficult to discuss situations and people they run off into their corners and they get angry and nobody does anything about it, nobody changes their mind? That's more common than not. Well she was so good at discussing things with other people that I really, really enjoy listening to her and so I told her that. I said, "Guys I have never seen anybody so effective at being able to discuss their positions" I said, "Did you take debate classes? How do you do that? What is your strategy?"

And she says, "Well what I did a long time ago was I am a very opinionated person so I will research an idea or topic and I will become very educated on it and then I'll have my position, I will be very solid on it and I would debate and argue with people" and she goes, "You know one day I was arguing with someone about position and I thought to myself I bet I could be more effective at arguing and debating my side if I studied their side more so that I knew what they are going to say so I could automatically counter it".

And so she started doing it and what she actually found was she loved it and she changed her mind. She actually the more she learned about this opposing view, the more she realized that, "Oh that person is correct" and so she took on, she actually developed this mantra where whatever she believed especially if she believed something very strongly, she would open mindedly educate herself on the opposing side and she told me this and so I thought that is absolutely brilliant and so I started doing that.

And what I ended up with was now, I am not going to lie more often than not I would only strengthen my position. I'd say, "Okay I guess I was right but I just know how to talk about it even better and I am even more educated on it now because I know the other side but sometimes, which was my favorite, I would change my mind. Sometimes I'd go into something

with totally believing my side to be correct but going in there open minded, reading articles, reading literature, studies, whatever.

And many times going on forums online and debating people but really just trying to learn the other position and sometimes I would change my mind in which it was amazing because I think a lot of people are afraid to be wrong and they are so afraid to be wrong that they miss out on the incredible feeling that you get from realizing that you are wrong and then no longer being wrong again, you know what I am saying? Like when you learn something mind blowing that just shatters your paradigm, now you are no longer wrong.

Or at least you are more educated on your position and you can move forward in this new different, you have grown and so I have taken that approach now for a little while. Probably for about, I don't know 10 years or so where if I have a position no matter how strong it is, let's say I believe paleo is the best diet or I believe resistance training in a particular way is the best way or I think the squat is the best lower body exercise or I think something about politics or whatever.

I will go and actively search out for arguments and literature to counter what I believe and every once in a while, I realize I am wrong and it's really, really awesome and that has made me I feel, I don't think it has eliminated my bias or my ego, I think that's impossible to do but it's definitely made me more open minded and more able to hear other people's point of view which has benefited me and my communication with friends, family, my girlfriend, my children when I am teaching them lessons.

Or when I am listening to their perspective because many times we think kids don't know anything. Many times kids know things that we don't and especially on my podcast, I think it has made me more of an effective communicator to my audience.

[0:59:27.9] AVH: So that's really cool thank you for that and my last question for you before we take off is honestly, I think it is a corny one but I just want to know the answer. So my question to you is where do you think you're going to be 10 years from now?

[0:59:41.7] SDS: Oh boy 10 years from now, well I hope in 10 years that Mind Pump Media has achieved enough success to allow us or maybe just me because this has been a passion of mine to focus all of my attention on philanthropy and non-profit organizations, in particular educating children on fitness and health in the ways that I think are appropriate and also educating children on things that I think are important that kids learn about like economics and debt and boring stuff.

But being able to communicate in a way that kids can understand because I think one of the problems that our education system has is that it doesn't teach kids stuff like that. So they get out of school, they rack up a bunch of debt, they don't know how economics work and they end up causing ourselves a lot of problems.

[1:00:26.1] AVH: That's very cool, all right well Sal, thank you so much for taking the time. This has been so cool for me to learn from you and have a conversation that I don't normally get to have because I don't – with my podcast it is normally me interviewing a guest. I don't have a lot of that kind of, I got a couple of buddies that just happen to know a lot and we are having a conversation. I think that that's super fun and unique and cool and I'm glad I got to do it.

And I love to connect with you in person sometime. If you guys are ever looking for that fourth co-host who could talk meathead shit with the best of them just happens to be maybe a bit more estrogen dominant, I am your girl. So we'll have that conversation offline but Sal, remind people anybody who is listening who doesn't already follow you where they can find out about you and your podcast.

[1:01:11.6] SDS: So our podcast is Mind Pump. You can find it on pretty much any platform. On Instagram, you can find our main page as Mind Pump Media and then my page is Mind Pump Sal and then we try to provide as much free content as possible. Our YouTube channel is totally free. We do exercise and workout breakdowns and nutrition and we have other interviews on there as well. That's Mind Pump Media on YouTube and then we also have free guides that we write.

They are absolutely free that talk about things like how to work out your legs, how to get your squat to get better, nutrition, like lots of topics. I believe we have a 12 guides or so that are free and those could be found at mindpumpfree.com.

[1:01:46.8] AVH: All right Sal enjoy the rest of your day and maybe next time, I'll get you on for another hour, we could actually talk about food and working out but this was just too much fun to talk about the other stuff. So maybe I will do that part two.

[1:01:58.0] SDS: Absolutely, thank you.

[END OF INTERVIEW]

[1:02:03.9] AVH: All right everyone, thank you so much for listening and you know the drill, if you like the podcast, please take one minute out of your day and leave a rating and review on iTunes. If you like something, you've got to make your voice heard or we cannot grow as a community. It makes such a big difference to me and to Paleo Magazine. So if you'd like to leave a review and you don't know how you can message me on social media @themusclemaven or @paleomagazine and I can help you figure it out.

And I also just want to remind you before I leave that if you are looking for more awesome valuable free information and resources and recipes, Paleo Magazine has been working hard to overhaul their website to offer exclusive information, recipes, workout stuff, all kinds of cool things on their site as well as giveaways every week like subscriptions to the magazine and cookbooks and healthy gift packages and you don't have to pay or buy anything to participate in it.

You just have to go to paleomagonline.com/giveaways and see what the weekly prize is and you can enter as easy as that. So next week on the podcast I am speaking with Dr. Rebecca Robins. She is a sleep expert and a post-doctoral fellow at the NYU School of Medicine and she is working on a project right now that develops some materials to promote awareness about sleep and sleep disorders in minority populations, very cool and she also –

And this is how I found out about her is the official sleep consultant at the Benjamin Hotel in New York City which has developed a full sleep program for guests that includes a pillow menu that you can chose from, you can get sleep masks, ear plugs, black out curtains, on demand meditation and so much more. It is pretty crazy and incredible to see a hotel really taking initiative like that. So I am really excited to learn more from Dr. Robins and I hope you join me next week. Have a great day.

[OUTRO]

[1:03:46.8] 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]