

Monthly Transformation Call

Mike Whitfield and Catherine Gordon <http://www.turbulencetraining.com>

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Mike: Hey everyone, this is Mike Whitfield, Certified Turbulence Trainer with WorkoutFinishers.com and TurbulenceTraining.com. This is the transformation call, and I'm really excited because I have the legendary winner of the second Transformation contest, Catherine Gordon. Catherine, welcome to the call.

Catherine: Hey, Mike. How are you?

Mike: I'm doing great, how about you?

Catherine: Really, really well.

Mike: Great. I'm really excited about this because you kind of have a spunk that I like about you. I know you're going to bring a lot of energy. This is going to be really good stuff because I know we'll talk about mindset. We'll also talk about the turning point that got you going.

Of course, we'll get some tips on what you do to not only keep the weight off, but also some tips of how you overcame some objections and obstacles and things like that. Thank you for taking the time to talk to us.

Catherine: You're most welcome. I'm really happy to be here. I love the subject, I'm immersed in the subject. I care deeply about taking the success that I was able to have and showing other people how to do the same.

Mike: Very cool. Let's jump into it. Obviously, for the most part, a lot of people have that problem of just getting started. They have that stumbling block of getting going and a lot of times, like I said, that's half the battle. What was your turning point that made you take action not only to start losing weight, but to jump headfirst into such a contest like this?

Catherine: I think I'd like to say that in many ways there were two turning points. There was the turning point where I knew I had to do something, and then there was the turning point where I had to do something effective.

Let me explain what that means. A couple of years before I went into the contest I was trying to choreograph a dance number. I had gained a great deal of weight during the pregnancy and after quitting smoking and hadn't managed to lose it. I'm 5'1" and I had gotten all the way up to 200 pounds, which is a lot of weight on a frame this small.

Probably at this point I was pretty close to 155 or 160 and I was trying to choreograph a dance number. I was doing what we called a grande chatte which is a big jump. I was demonstrating it and I did it three times in a row and I came down wrong and broke my foot in four places. I realized that I was not going to be able to do what I love to do in that particular body, with that much body fat on me and being that overweight.

I healed, I was in a cast for eight weeks. I started my search for something that was going to work. I tried a lot of different things and I was continuing to do lots of traditional cardio. I really thought that I had to be on the treadmill for an hour and then go and try to lift weights on the machines – you know, the electric machines where you're doing lots and lots of repetitions.

What was sad about that is that I had a turning point, but the things that I was doing weren't effective. The diets that I was trying weren't all that effective. They would work for a little while and then I'd break and go crazy. That was very difficult.

To bring us up to the turning point before I did succeed was the wonderful story where in the course of one week I went to the grocery store twice. The first time I went to the store I went on a Tuesday. It was senior discount Tuesday and I was 43. I hadn't turned 44 at this time, and I was offered the senior discount. Then, a couple of days later I came to the store with my son, who was six at the time, and the gal who helped me out with my groceries asked if he was my grandson. I thought, "I'm 43 years old. I'm not 65."

Mike: Wow.

Catherine: Yeah, so what you start to realize is that you get this awareness. You become aware. For me, breaking my foot was one thing. The other thing was becoming aware of how other people saw me. What it was is that that's not who I was. I was not a 65 year old grandmother. I was a 43 year old young mother. I realized that I need to find some way to get back to my authentic identity.

At that particular time, the Turbulence Training program was on my computer. I had bought it a month before and I had even printed out the first workouts. Those workouts were back in the guest room that used to be my mother's room when she would visit us before she passed. It was back in a drawer in there because we had that kind of guest room where

the TV is back there and the bed is back there and the exercise equipment is back there.

What happened is that that experience made me go and get it out of the drawer and say, "Okay, now I've bought this TT thing." I think anybody who's in the business that you're in understands that there are going to be people out there who, bless their hearts, are going to buy your program and that's fantastic, but they're never going to use it. You can have the best program in the world right at your fingertips, but if you don't actually take action and start doing that program, the magic is not going to happen.

Mike: Right.

Catherine: That was the turning point that made me take action.

Mike: Absolutely. I can certainly understand that. I can see how that moment was probably different from the other moments because it kind of stung a little, I would imagine.

Catherine: Yeah, it hurt my pride, but it also kind of scared me a little bit. It made me say, "Who am I? Who is this woman people are seeing?" It made me say, "This is not who I am." I realized I had to get back to who I really am.

As a wife and a mother, my husband has always been great. When you really love somebody you look at them and you see beautiful, and your child, too. I had to really get into this understanding that this is not my reality. My reality is young and vital and vibrant and, if I may, sexy. I don't want to get back to that woman. That's what I had to do.

Mike: Absolutely.

Catherine: If I may go on, I want to connect it with specifically why it brought me back to Turbulence Training and why it brought me into the contest. I have a real debt of gratitude to Emily Jay, who was the winner of the first Transformation contest. It was her before and after pictures that convinced me that, "Wait a minute, maybe I can do that, too."

Emily was younger. She's a young, professional woman, but she had her cute little horn rimmed glasses and everything in the before and after picture and a lot of people commented on it that in the before picture she was just kind of like your everyday, average gal. Then, in her after picture, she was the person you'd run across the bar to give her your number.

You talked about the spunk and things like that. There was that wonderful enthusiasm in her that I think spoke directly to my heart and my sense of

confidence. There was something about her that made me say, “You know what? I think I have that in me, too.”

Mike: That’s great. I know from my own story, I’ve actually been able to indirectly inspire my sister, who now I think can outdo me on any half marathon.

Catherine: Seriously?

Mike: Yeah. It’s been great. It kind of pays it forward, it’s kind of the pay it forward effect. I think that can have a big impact.

Catherine: Indeed, it has.

Mike: Very cool. Other than the cardio that you talked about, was there any other resistance training program that you tried to do before Turbulence Training that maybe you just didn’t get good results and maybe that’s why it didn’t work out for you?

Catherine: Yeah, and I’m really so glad that this question is part of what you’re asking. I think the audience for this call is going to be not only people who want to change, but it’s trainers, as well. They want to know how to help their clients, right?

Mike: That’s true.

Catherine: The biggest flaw in the resistance training modalities or workouts that I followed is that they were too hard at the beginning. They were too hard in lots of different ways. They were very difficult in terms of understanding the technique and they were also very difficult in terms of this tendency to give women very high repetitions of any exercise. This is that old fashioned training. Craig has called it *Shape* magazine training or whatever.

I tried resistance training. I tried lifting weights. The thing was that these workouts didn’t ramp up properly. What was happening is that every time I tried a new program, I would end up literally not being able to walk for a week. If there are trainers hearing me right now, I want you to understand the de-conditioned gym client. Even though I was active and I walked and I was already doing yoga and things like that, as far as weight lifting and resistance training, I was still de-conditioned.

I think one of the ways trainers can really help their overweight current clients, like me, who want to transform because I was pretty seriously overweight at that point. I was still at a BMI of almost 30. Please, start

them with a beginning or an introductory program so they're not so sore that they immediately start missing their workouts.

You can hear the passion in my voice because here's what happens, Mike. When you give a brand new client a routine that's too hard and makes them too sore, they are going to miss their second training session. When you miss that second session and then you miss that third session because you're still sore, I'm sorry – it's going to take a saint to come back to that training program.

Mike: Excellent advice.

Catherine: I think this is what a lot of trainers are missing. I'm not saying you have to wimp out on that client, but I think you have to be honest with them. You're going to say, "You know what? On this first session I want to see what you can do. I want to give you an introductory workout that's going to teach you how to do these exercises properly. Then, we're going to move you into progression to see if we can get you some heavier weights and see if we can get you some more volume of work so we can see those changes."

That is what was wrong with those other programs.

Mike: Right, and I totally agree.

Catherine: It scared me off, to be quite honest. I think there are some programs out there right now that out of the box they're just too difficult for people. The Turbulence Training program has not only the introductory workout, but it has the beginning workout.

This is what I want to say to people who want to transform. Have the patience to start within the parameters of your ability. Have that patience. Pay your dues for those first four weeks to learn how to use your program, then go and hit the gas.

Mike: Awesome advice, and I love the way you put that, too. I like that.

Catherine: You write Workout Finishers, and I know that you have progression in your program and I know that you want the people who buy your program to understand how to properly do the exercise before they dig right in and hit it hard, right?

Mike: Yes, absolutely. I put in the manual to start off with less rounds or something like that. A lot of people have that mentality of it's all or nothing.

Like you said, the next day they can hardly walk. That's very discouraging. I can totally relate to that.

Catherine: It really is.

Mike: The way you said to pay your dues, I really like that because that truly is what it is. You have to get your feet wet. You kind of have to get acclimated to this type of training, and then you can slowly transition from there.

Catherine: And please, if you want to use that when you write about your programs or when you have time to work with people. One of the things I like to say is that any good idea I ever had, somebody else thought of it first. When I talk to you or Craig or I read the things that other trainers write, I try to give credit where credit is due, but if there's anything I say that sounds remotely helpful, please use it because man, people out there need help. They really do.

Mike: Yes, there are a lot of people who need our help. It's great advice.

Very cool. Let's jump into some of the biggest habits you implemented that led to results. Do you have your top two or three habits that really ignited the improvement of where you were going?

Catherine: I certainly do, Mike. It's not unique to me, but I don't know what percentage of people are doing this. I've given this advice also over on the Turbulence Training forums.

Once you're ready to take this step where if you're going into a transformation contest and you're saying, "I'm going to dedicate the next 12 weeks to this endeavor." or whether you're more saying, "Okay, I'm going to change my lifestyle." One of the practical ways that you can become a fitness enthusiast, because this is what I feel we become, is to get out your calendar and pick your training modality. I'm going to use Turbulence Training as an analogy.

If you're going to do TT 2003, one of our favorites, print it out, get out your calendar or your iPhone or whatever it is, and I want you to schedule those training sessions the same way you would schedule a doctor appointment, a dental appointment, or a business appointment. You get out your calendar and schedule them. Give them that priority because what you have to do is create the habit of physical fitness. You have to become that fitness enthusiast. The way you become that fitness

enthusiast is you commit to doing that training and you put it in your calendar.

I've had this conversation a little bit with Craig. I always like the fact that I'm a bit of a contrarian in that I believe the foundation of transformation is the fitness as opposed to the diet. I believe that being a consistent exercise enthusiast and a fitness enthusiast is going to give you the kind of emotional, hormonal, and physical stability that's going to allow you to address your nutrition. Tip one – write down your training.

Mike: There you go.

Catherine: The second practical tip, and Craig repeats this to very good effect. This is so important, and this is more in terms of the way you eat. Preparation – oh my goodness. One of the great keys that you put in the lock of transformation is that if you will go to the grocery store, do that shopping, bring your appropriate protein sources home and cook them and prepare them, bring your appropriate vegetables home and wash them and have them ready to go one or two days a week. For me it's at least two because we go through so much food in this house. I have to shop twice a week.

Prepare your food. Get the good choices ready for you because in the modern world, the way we screw up, especially working moms, career girls, students – the way we screw up is when good, healthy, sustaining, satisfying food isn't available. Girls, women, guys too, you have to make sure that that good food is available to you because if it isn't, you are going to reach for something else because you're going to get hungry.

Schedule the fitness and prepare that food. Don't put yourself in positions where the only thing available is junk. Don't do that to yourself. If you develop that habit, that's also the kind of habit that is going to keep you lean and happy and feeling good four, five, six, ten years after you've lost the weight you want to lose.

Mike: Well said. You have to set up your environment for success. I'll be the first to admit that if it's in the house, I'm going to eat it. Sweets not so much, but crunchy, salty carbs, chips and stuff, I will go to town on that stuff, so it can't be in the house. I have to eliminate it. I have to set up my environment for success.

Catherine: I like the way you say that – environment for success - exactly. You know what's interesting about that too, is that on a bit of a tangent that might even be that you need to clear some clutter. Maybe you need to clean out your closets. Get the refrigerator nice and clean. Get the extra papers off

your desk. I think, to a certain extent, kind of getting rid of some of the life clutter and giving yourself an attractive environment can help take some of the stress out of your life.

Mike: Absolutely, very cool. Those are some great habits, and of course they make perfect sense.

I'm kind of old fashioned. I have a white board on my wall and at the top of it is my to do list and below that is my schedule for the day.

Catherine: I'm looking at mine right now. Do you want to know what's at the top of my white board? Can I read it to you? It says, "Whatever your dreams are, start taking them very, very seriously." I don't know who said that first, but that's what's at the top of my white board.

Mike: Simple and effective, I like that.

Catherine: Yeah, it's time to take your dreams seriously. Do something about them.

Mike: Absolutely, No matter what they are, too. It's a good thing to have at the top of the white board, for sure.

Catherine: I agree.

Mike: Obviously when somebody starts off with a brand new program, whether it's a nutrition program or a workout program, the newness of it, the anxiety, the thrill of it all will usually be enough for the first one to two, maybe even three weeks. After that is when momentum starts to slow down.

Of course, I see this in January all the time at the gym. By the third or fourth week into January it starts to dissipate. What would you say kept you going? How were you able to stick this out? Obviously the contest lasts for 12 weeks, which is three months. How were you able to go the entire journey?

Catherine: There are quite a few things, but the thing that's coming into my head right now is this wonderful phrase that I absolutely love and that is, "Success is motivation." A little history – I started TT about four weeks before the contest started. My dues paying kind of happened in those first four weeks and I really didn't lose any weight in those first four weeks.

When I started the contest, I already had four weeks of TT under my belt. That meant that once I started, that's when the fat started coming off. That's when I started to see results. The thing is, you have to celebrate

that success and enjoy the success you've had. That is what's going to motivate you forward. In other words, success is motivation.

One of the things that I'm actually seeing in one of my clients right now and one of the things I saw in myself and this is so important – do not wait to celebrate your success, your beauty, and what you've done. That doesn't mean you're necessarily depending on other people telling you you're fabulous.

I'm saying if you've gone through those first three or four weeks and you're starting to get into that period where things slow down, this is when I hope you've saved a little bit of money so you can go out and buy that new dress or maybe it's just a simple new tank top that you're getting at Target for \$5.00 that you're going to wear to work out in.

This is really important. As soon as you start to see success, start integrating it. Start celebrating it. Start living your life as the person you want to be. This is what I'm also seeing in the people I'm working with who are succeeding. I can see it happen in them, Mike. They start to dress differently. They start to carry themselves differently. They start living now in this way that they really like themselves.

I don't think we're talking about plateaus yet because that's kind of a different subject. You kind of need to do some different things. I have this phrase and it's, "Be beautiful now." Don't wait until you're at 20% body fat to start feeling like you're a fabulous looking person. I guarantee you, after you lose that first five pounds and especially once you're getting into that first 10 pounds, your body is changing. I want you to celebrate that change right now. Don't wait to start enjoying the life you're transforming for.

Mike: Great advice. I like that. I'm a believer in that, too.

Catherine: Also, this is really important. Obviously I have never become bored with Turbulence Training. This is July of 2012, I started back in April of 2008. Just Monday I started the latest workout, and I can't remember what it's called, darn it. It's brand new and it totally hit me in different places and I got that little bit of soreness in my lower body that doesn't slow you down but it lets you know you got a good training session.

Mike: Is it the Backyard Buff Body?

Catherine: No, it's not Backyard Buff Body. It's from the actual Turbulence Training manual – TT Power 12, I think. Yes, it's TT Power Fat Loss Training.

Mike: Oh that one, yes.

Catherine: Yeah, Craig has the mask on.

Mike: Yeah.

Catherine: I love this, “Super hero ripped with super hero moves.” Isn’t that amazing? I started this out as a totally overweight stay at home mom. Here it is 2012 and I’m doing the freaking super hero training. That’s what’s so exciting. It’s not to say that I’m out there killing it, lifting the heaviest weights. The thing is, I’m 48 and of course I’m in good shape and I’m a trainer now. I’m doing these advanced exercises, but I’m smart. I do them smart.

For example, you have a KB or a DB high pull in here. I’m not going to go and grab a 30 pound dumbbell and try to do that. No. I stay within my abilities. In other words, one of the ways you keep it from getting boring is that you change your program every four weeks and you keep progressing, but once again, you don’t let your ego run away with you and do things that are beyond your ability.

Mike: Absolutely. It’s great to see how far you’ve come. One thing I’ve always told my clients is the best person you can compare yourself to is yourself.

Catherine: I agree 100%, Mike.

Mike: Absolutely, because I think we look too much to Hollywood and celebrities and things like that. We never take the time to look at how far we’ve come as we journey along. I know how you talked about celebrating the small successes. I specifically remember a time when I was in a dressing room at the mall. I literally called my buddy from the dressing room because I just realized I was out of the 40s and into the 30s.

Catherine: I love it when guys do that, too. That’s fantastic.

Mike: “Dude, I’m so out of the 40s.”

Catherine: “I’m out of the 40s and in the 30s, yay!”

Mike: Yep.

Catherine: Not only that, but sometimes a little bit of personal vanity is a good thing because what happens is that coming down into the 30s as far as your health goes, you’ve made amazing strides for your health by doing something that makes you excited on a personal level.

Mike: Sure, absolutely. I'm glad you mentioned that because that's important. As a matter of fact, I think we'll go ahead and talk about plateaus in a little bit. That's very important.

Catherine: Yeah, we should.

Mike: Eventually, sometimes you're going to hit that wall or at least some slow down. It'll be time to say, "I'm either going to give up or I'm just going to keep going." Let's talk a little bit about that. What kind of advice do you have for somebody who is either struggling to get started or for somebody who may have already started, but they've hit a wall or a plateau?

Catherine: Number one, one of the best things we can try as far as we can is prevention. I have to admit though, if you're going to go on this journey, I don't think I've met anybody, all right maybe my sister Sally, who didn't hit a plateau on this journey. Actually, she did, too. I think in some ways you have to accept that if you're going to go on this journey and if you're going to take it all the way, plateaus are going to happen.

They're kind of like if you're on a road trip, you're going to have to stop at the gas station sometimes. You're not going to be moving forward all the time. Understand before you even start the process that this may happen so you can start to be proactive.

One of the ways you can be proactive is that Craig talks about the minimum effective dose. If you're starting at 35% body fat, please don't start following a fitness model's food plan. Please don't do that. If you're in the 30s, there's absolutely no reason for you to be eating chicken breasts and green vegetables exclusively. Do you see what I'm saying, Mike?

Mike: Sure, absolutely.

Catherine: I used to talk about how during that second Transformation contest it was like hitting the side of a barn with a buck shot. All I had to do was become aware of what I was eating, and maybe pull down some of my calorie content a little bit and try to eat some more vegetables and the weight started coming off. At the beginning, if you have a ways to go, please do what it takes to maybe lose one or two pounds a week. Do not allow your patience to derail you.

That's number one – minimum effective dose as far as nutrition and your training goes. As you go on your journey yes, you're going to have to become a little bit more professional about how you're eating and how you're moving. I call it moving from the JV to the varsity. There's

elementary fat loss, there's junior varsity fat loss, and then there's varsity fat loss.

Mike: I like that.

Catherine: Yeah, use it. Varsity fat loss is probably about where I am right now. I'm in a really good place. I have a good BMI, I have a nice amount of body fat, but if I wanted to do a photo shoot or if I was going to be trying to win another TT contest or something, I'd really have to step some things up nutritionally. What I'm saying is don't try to do those things at the very beginning.

The second thing about plateaus is, and let's be practical on this. I have found that generally for me and for women I work with, the plateaus start to happen when the girls start to get slippery with their hydration. A lot of people are arguing these days about whether those eight glasses of water a day are really important. There's some argument in the science on that.

Anecdotally, and in my experience, I find that that first plateau starts to happen especially with gals when they start screwing around with their hydration. In other words, they're doing things like substituting diet sodas for water or they're drinking more coffee with maybe something in the coffee rather than water. This is where I find that some of the slipperiness happens first.

The other practical thing is, are you getting slippery on your eating? Are you starting to lack awareness on your eating? This is when, if you haven't been consistently journaling, using Fit Day. I have a Fit Bit and that comes with a food journal program in it. This might be the time when you need to start going back to this.

Another practical tip is if you're on a plateau, like it's literally been four weeks and you haven't lost any weight, it might be time to weigh and measure, especially your calorie dense foods. If you haven't been weighing and measuring, it might be time certainly to measure any fats you're using – olive oil, grass fed butter, or whatever it is. It may also be time to measure how big your protein portions are. If you're eating carbs like sweet potatoes or potatoes or things like that, you may also want to measure those and make sure you're really being honest with yourself about what you're consuming.

Mike: Good advice. That's a big key because I know, for me, I actually implemented intermittent fasting about three years ago. One thing I really understood was some triggers that made me eat more than what I usually

would. I would eat something at the gym right before I left and come home 20 minutes later and just automatically get a handful of cashews. Of course cashews aren't bad for you, good fats and whatnot, but I was getting them just because it was habit. It was something I did once I got home. I know by implementing intermittent fasting I really understood, "Oh, that's a trigger. As soon as I walk through the door, I get cashews."

I think you would get the same results and the same feedback by, like you said, journaling what you eat because you can really start to discover what your triggers are and what your habits are and really hone and figure out that you thought you were bringing in 1,800 calories a day, but you're actually bringing in 2,200. It will really open your eyes.

Catherine: Yeah, and I'm really glad that you mentioned that. I think we're coming into a place when it comes to diet and nutrition and the quantity and quality of food, I think there are some big breakthroughs and awareness is coming. Whether you're using the tool of intermittent fasting where you're literally cutting off and saying, "Okay, the eating has stopped." or you're using the tools of getting very clear about exactly what you're taking in.

The other tool that's really helpful is getting honest with yourself, and I have found that not everybody does. In my opinion, a small percentage of the population is like me and I think this is really important. I am a compulsive over eater. One of my earliest memories is actually of a binge on white bread. I know that I must have been younger than six because of the house we were in. I was climbing up on the kitchen counter and literally sneaking and stealing food as early as five or six years old.

I can't really blame my parents for that. There was something biologically about me that I could literally, at age five, eat half a loaf of Wonder bread. I only stopped because I knew if I ate more I would get busted.

I know we were talking about plateaus, but now I'm really talking about self awareness. If you are one of those people like me, even if you use all the tools, even if you use intermittent fasting, even if you use tracking and journaling, even if you use the 80/20 rule where 80% of the time you're following your program, you may be one of the percentage of the population that simply cannot go there.

For example, you can say, "Oh, you have to have a piece of cake at a wedding." Mike, would you tell an alcoholic that they have to have champagne at the wedding?

Mike: Wow, yeah.

Catherine: I haven't been training for very long and I have not yet met a client who is like me so I don't know that there's a big amount of the population that is like me, but I want the trainers hearing this interview to understand that we are out there. There are people like me out there for whom bread or cake or sugar is literally the same thing as alcohol would be for somebody with an alcohol problem.

Mike: Absolutely. Believe it or not, I would say I'm at least close to one of those because if I'm at a party or whatnot, if there's chips or whatever, I could put away a full super sized bag by myself when I'm watching football. I don't buy them because I know how much damage I could do. I can easily eliminate a week's worth of workouts in just a couple of hours.

Catherine: Can I ask you a question, Mike? If you don't eat these foods, after about three days do you notice that the desire to eat them goes away? Does the desire leave you?

Mike: Yes, absolutely. Don't get me wrong, I still have those foods. I just limit it to once a week or once every couple of weeks. Definitely throughout the week, I have no cravings for those. If it's in front of me, that craving is obviously going to change, but I certainly don't get the desire to go out to the store and buy chips or whatnot. I would say I trained my tongue to crave healthier foods.

Catherine: I really need to comment on that because that is so important. I do think that certainly in the U.S., the way we're eating in the United States and of course we export our style of eating to the rest of the world more and more. I think one of the things that has happened in the U.S. is what we're doing to our taste buds. We're giving ourselves this food that's a party in your mouth all the time.

I think what happens is that these intensely flavored foods, these processed foods that are processed literally to just be insanely palatable, what happens is they kind of wreck our taste buds for the whole, wholesome, unprocessed foods. Let's go back to plateaus with this.

I have found, if you want to get off a plateau, if I want to get off a plateau, get all the freaking chemicals out of your diet. That means artificial colors, artificial sweeteners, artificial anything. If it has natural flavors in it, get rid of it. If you want to break a plateau, really stick to those whole, natural foods.

Another thing is that they say the great secret is that you can get off a plateau just by drinking nothing but water. I'm not saying it's a water fast.

I'm saying that when you have a beverage it's not tea, it's not coffee, it is water only. Some people say, I haven't tried it yet, that this can get you off a plateau if the only beverage you put in your mouth is pure, clean water.

Mike: Very cool.

Catherine: That's a trick.

Mike: Yes, it is. That's one I haven't heard, so that's some good information.

Catherine: I only heard this recently, too. This wasn't my idea, this is something I came across someplace else. It said, "Try this if you're on a plateau. The only thing you drink is water. See if it works."

Mike: Very cool.

Catherine: That means no coffee. I love my coffee.

Mike: There you go, very cool. Now that we're talking about temptations, let's talk about that a little bit. As you went on through your journey, obviously I'm sure you faced some obstacles like parties, celebrations, and things like that. How did you deal with temptations?

Catherine: Sometimes I gave in. Let's talk about that. Even early on, I started the contest right at the beginning of May of 2008. My husband's birthday is on the 31st and I'm going to tell you right now, I freaking binged on cake for three days. I still won that contest. I'm not recommending this, but what you do is you don't give up. Human beings make mistakes and you shake off that mistake and you go back to the gym and you eat clean and you keep going.

I can't tell you how many times I screwed up and gave in. In the course of that contest that I won and I completely transformed my body in 12 weeks, there were probably four major train wrecks within that contest and probably a number of other minor ones. The thing that separates those of us who complete and who win, and I'm already seeing this in my practice, is the ones who stick with it whether or not you screw up.

It's much better not to screw up. It's much better not to eat the cake three days in a row. The truth is, you can still triumph if you are willing to come back to the positive plan that you've established for yourself. Once again, that's back to those scheduled training sessions and that healthy food that you've bought and prepared for yourself.

Mike: Just like Craig says, you touch your losses and move on.

Catherine: He's absolutely right on that. I have to admit though, I think one of the things you're talking about in your question is, is there any way to prevent and to overcome those temptations. We were at the summit together, right? The party at the summit on Friday night was essentially, I don't know because I didn't go near the table, but it was a dessert party, which is fine. Everybody there said, "Oh my God," fit, buff people.

I made sure to have a selection of foods before I ever went down to the party that were tasty and satisfying, so my eating was done. I got a cup of decaf and that's what I had at that party. I did not eat at that party at all.

Mike: Good plan. That's another point. If you plan in advance, you can avoid temptations and downfalls.

Catherine: Prevention, because it was much more important to me to get up the next morning feeling lean and mean and ready to go. That was so much more of a priority to me than tasting those desserts. Feeling good about myself when I got up the next morning and did that wonderful training session that we did where you led everybody in all the different workout finishers and stuff was much more important to me than it was to eat those desserts. I had to be proactive and make sure that I got a satisfying meal in me before I came downstairs for that party.

Your clients may have to be completely proactive and not eat at all at a party. Literally, eat their meal beforehand. Get themselves a glass of sparkling water or a glass of wine if you can have a glass of wine, and hold on to that puppy and nurse it.

Here's the great benefit of that, if we're talking about parties. I had the opportunity at that party to talk to Ellen Cosgrove and I got to talk to Lisa and Laurie and all these different, wonderful people. One of the reasons that I got to talk to all of those people is that I was focused on them. I was coming to that party saying, "Here is an opportunity to really learn and hear from successful, interesting people." Party wise, you can focus on the people. The other thing is, get the focus off yourself and put it on them. That's my party advice.

Mike: Yeah, that's great advice, too.

Catherine: Go into that social situation as an exercise in personal growth, or going to the movies. I've given up diet soda, so I don't eat at the movie theater anymore, anything. It used to be that at the movie theater it was like, "Oh, I get my Coke Zero." Now I'm not even going to have that. I go to the movie to see the darned movie.

Mike: Good for you. That's a very good point because a lot of people, I know I used to do this, I used to associate a certain event with food. For me it used to be every Sunday I would just pretty much veg on chips, salsa, junk food, even desserts, all day because hey, it was football and that's what I'm supposed to do.

Catherine: If you're not eating chips, do they turn the game off?

Mike: That was my mentality.

Catherine: It's like no, the game goes on whether you're eating or not.

Mike: Yes.

Catherine: You're thinking, "If I eat this chip, he's going to kick that field goal."

Mike: Yeah, exactly.

Catherine: I'm being obnoxious, I know. The thing is look, I still screw up. There are times when the wagon collapses and I find my face in a jar of whatever. I'm so not perfect.

Mike: Me either, and I don't think anybody is. We're human.

Catherine: We sure are.

Mike: At the end of the day all that matters is that you simply never give up. That's what it really comes down to.

Catherine: That's so true.

Mike: Tell us a little bit about how you do plan your workouts. Do you plan them by the week, by the month, how do you go about doing that?

Catherine: That's a really good question. The truth is yes, I plan them by the month. I really do. Some people would probably roll their eyes and say, "Oh my God, that's a little bit obsessive." No, I like my workouts. For me it's like planning shoe shopping trips. Of course I'm going to plan those. I'm teasing about the shoe shopping but, well, not really. I love shoes.

Yeah, I plan them by the month. American Express asks you if you want that planner they send every year. I say, "Yeah, send it. I'll pay the four bucks." There's something about having that book that you can lay out and open up. I do it in pencil, but I pick my TT workouts and I write them in for the entire month.

If that's going to make you feel guilty or bad about yourself maybe that's not a good plan. The truth is that I love to train TT style. I love training TT style almost as much as I love to dance. Of course, I set it up by the month.

Mike: There you go. To me, it doesn't matter if you plan the month out in advance or by the week. The important thing is that you're planning, you have some kind of plan in place.

Catherine: I am never in a situation where I'm on the way to the gym, wondering how I'm going to train that day. I have not been that person since April of 2008. If you want to talk about what the number one fundamental life change that I have gone through is, it's that I never walk into a gym not knowing what I'm going to do that day. Those days are over because that's a waste of time.

Mike: Right.

Catherine: I know you agree.

Mike: Yes, because there's no way of measuring progress.

Catherine: Yes, because you have no way of measuring progression, exactly. You know what? I think the thing we have to understand as trainers is that adaptation and progression are the name of the game. I work with people who don't need or want to lose weight. I can't believe it. I think, "Why are these people coming to work with me and don't need fat loss?" What they're after is they're after adaptation, progression, and mastery. If you don't have a program you're following, how the heck do you know if you're improving?

Mike: Right, absolutely. I go in there for every workout and I have my Excel spreadsheet and my pen. I have a small bag that I take with me on the way to the gym and inside there is my workout plan. I write down every rep, every set, and what weight I lifted.

What I try to do is I always pick two exercises that I want to progress on. If it's a body weight exercise I'll see if I can squeeze out one or two more reps. If it's a resistance exercise I'll try to increase the weight to one or two exercises that way, as well. I always try to progress at something at each workout.

Catherine: But you're not going in there, forcing yourself to progress the entire routine.

Mike: No.

Catherine: You're training smart. I love that idea. The other thing too is that I have to tell you this, I look around the gym a little bit. I train at another gym that has nothing to do with any of the work that I do. The gym I go to, I'm just Catherine in there doing my training. I look around and I have to tell you, the guys who literally have a log or a plan or something in their hands that they're writing things down, those are the finest looking guys in the gym. I am not kidding.

It's really amazing. I just don't see guys in the gym who are doing that who don't have really nice physiques. I know there's a connection.

Mike: Absolutely. You won the contest and obviously you kept up with your workouts. I've trained several clients who either placed or got first, and every one of those, even the success stories that I read that I've never heard of, the people I didn't even hear of, talked about how they would log their workouts and how they would log their sets and reps. I think that can have a huge impact because what it does mentally, I think, is more important than what it does for the fat loss. I think the fat loss that comes with it is just a byproduct of what it does for you mentally.

Catherine: Yeah, and I think the mental thing you're talking about is awareness and honesty with the self. You become aware of where you are. One of the things that takes our goals away from us and gets in the way of our goals is this amnesia that we develop. There's this part of all of us that just wants to lie on the couch and eat and roll around in the hay and be silly, right? That part of us would love nothing better than for us to, like in *The Wizard of Oz*, they lay down in the field of poppies and they go to sleep just before they get to the Emerald City. There's a part of us that would just like us to lie down and go to sleep.

The way that you keep that part of you from taking charge is that you stay aware. Logging and tracking helps to give you awareness, and this also leads to the other awareness. I'm not the only one who's said that. You've had the wonderful opportunity to work with people who've won or placed in the contest. The other great key is the before picture. The reason why is that if you take that before picture in your trunks or your swimsuit, you are accepting yourself totally in that moment and you are coming into a total awareness of how you appear.

If you are willing to take that before picture, and especially if you're willing to post it in the forums, you are saying, "This is who I am. I understand

and accept it. I am going to tell myself the truth. I'm going to get honest about how I look right now." Man, the people who can do that, the people who have the will and desire to do that are the people who very often end up succeeding because they're honest with themselves.

Mike: Well said. That's good advice. I like that.

Catherine: I've thought about this a lot.

Mike: Yeah, you have a lot of spunk. You're definitely bringing it, so that's great. You have just totally given us some amazing information, and of course some great nuggets that I'm sure every one of us can use, whether we're just a casual fitness enthusiast or a trainer. We can certainly translate this to our clients and help them get the most out of their sessions, as well. I want to personally thank you for taking the time to share with us all this great stuff.

Catherine: It's been fun. It's been a lot of fun.

Mike: Definitely.

Catherine: I really like your attitude too, Mike. Your sense of humor, although I have to say sometimes I'll look at you like, "Oh God, he's joking." I know I'm not the only one who's told you that, either.

Mike: Oh, no, definitely not. That's the game I like to play.

Catherine: I like that about you. In some ways, life is a game.

Mike: Yes, you have to have fun, right?

Catherine: Yeah, you do.

Mike: Cool. Thank you so much again for taking the time to talk to us. I appreciate it. Everybody, definitely take this information and use it for yourself and of course with your clients if you're a trainer on the call. Definitely take this information. There are really good nuggets. Take a listen, and hopefully this will help you with your transformation goals. Until next time, we will talk to you soon. Again, this is Mike Whitfield, Certified Turbulence Trainer with WorkoutFinishers.com and TurbulenceTraining.com. We will talk to you next time.