



TRANSCRIPT:

CONVERSATION WITH ANDRE FARNELL



Andre Farnell is an award-winning fitness expert, author, speaker, and fitness success coach.

He is the founder of Better Body Expert LLC and the innovator of Better Body In A Box workout cards.

Andre's fitness philosophy, training programs and advice has been acquired by fortune 100 corporations, celebrities, US Army soldiers and everyday people.

He has also been featured on MTV, Bodybuilding.com, Inc magazine, SHAPE , MSNBC.com, Women's Health Magazine, Livestrong.com and eHow to name a few.

Andre is an expert at helping people to use fitness as a tool to overcome crises and improve overall quality of life.

CONVERSATION WITH ANDRE FARNELL



★ THE TRANSCRIPT ★

Andre advocates that a simple change in vocabulary can dissolve psychological obstacles that hold you back and stop you from getting results.

Clinton: Hi and welcome Andre, how are you doing today?

Andre: Yeah. I am excellent, Clinton- outstanding, actually.

Clinton: That's great to hear. Great to have you on.

Andre: Great to be on, great to be featured, great to be interviewed.

Clinton: Okay, so my first question that I ask everyone on this series is: what's your personal philosophy around fitness?

Andre: Well my personal philosophy around fitness is that it's a tool or an important aspect of living an awesome or exceptional lifestyle. I don't believe that it is or has to be a lifestyle for everyone, but I do believe that everyone can benefit from employing fitness and healthy nutrition to their lives; no matter what their lifestyle is. So I think it is more of a booster, like a shot in the arm, to add to the effectiveness and the productivity of a person. I look at it as physical human development. That's what fitness and nutrition is to me. It is the physical part of personal development or human development.

Clinton: Absolutely, I hear you because I heard an interesting saying not long ago that, the body is the subconscious mind. So fitness is a big part of the human experience and just being able to keep yourself in great shape, you get to keep your mind in great shape and your general quality of life.

Andre: A great way of thinking about it is that nothing is separate, everything is all mashed together. We just study it in separation. We study it from different perspectives, for example, how the body works or how food impacts us. That's how we are able to understand it as humans by separating things into different categories. But when you're living a life as a human, everything sort of comes together.

Let's say your health, your finances, the ability for you to think clearly, all of that stuff is intertwined and there are a few areas that have a great impact on the things that are important to us as humans.

CONVERSATION WITH ANDRE FARNELL



★ THE TRANSCRIPT ★

Your physical body: how it moves, how it works, how it feels. Finances: because they touch every part of our lives and the quality of your life. Relationships. These things aren't really taught in school but they are so important. If your relationships don't work, then everything falls apart. If your finances aren't working and you are part of this society, everything goes downhill. If your body and the way that you think of it is not working, it all goes downhill and yet, these things are not taught in schools; they should be compulsory from grade 1 through 5. Interpersonal relationships, finance, exercise and how it is going to look for the rest of your life. That's not part of the conversation but they are so important and you see people failing in these three areas, it's really detrimental.

Clinton: You are right-things are much more intertwined than we realize. That should give people more motivation to look after their health and their body, if it's going to affect their income and their career and their relationships.

Andre: That's what I am very good at seeing - trends or the ontological relationships between things. When I say ontology, I mean the correlations between beings. What do a human in Africa and a human in Ireland who never met, have in common? There are similarities because we are all human no matter where we come from. So I have always been able to see trends, like certain ways of being leads to a person holding onto these fitness results. I read a lot of books and I have studied behavioral science, psychology, ontology, the study of human being, the study of human sameness, for seven years. There are a lot of correlations between people who have a hard time adopting fitness and exercise and the people who figure it out and keep it going and going and going and going. I have boiled it down to something that's palatable, easy to understand and simple. Certain ways of being lead to results and this ability to sustain working out every day, that's just not natural to everybody. It is natural to people like me. I have worked out all my life. It's natural to the gymnast who has been a gymnast for 10 to 12 years and sometimes you'll find that it wasn't natural to them, it was just programmed into them because after they stop gymnastics, they gain 50 to 60 pounds; same thing for the pro basketball players who were programmed

I always tell my clients: program yourself. It is so important that you program yourself regarding your thoughts and what you surround yourself with. It is just like eating broccoli, cabbage, meat. It's nutrition because it is something that you're taking in. As you said, your body is driven by the subconscious mind, it is the subconscious mind. And so it really is so important for you to be giving yourself great nutrition. Not only food, but nutrition in the sense of thoughts, who you surround yourself with, you know, the type of energy you're around all day. All of those things count.

CONVERSATION WITH ANDRE FARNELL



★ THE TRANSCRIPT ★

Clinton: Absolutely, it's like diet is one thing but the type of information you take in everyday and I have to add emotional nutrition as well is a big factor.

Andre: Absolutely.

Clinton: So you talk about ontology and your philosophy is a fascinating one. What's your story? What led you into what you believe now?

Andre: I gravitated towards fitness and exercise at a very early age. I grew up in very harsh conditions: no parents, bouncing from foster home to foster home, raising my young brother through impoverished areas in New York City where there was a lot of gang violence, drugs and alcohol. I had found that in order to pull myself out of that, I had to, I guess, better myself on a physical level. Exercise never occurred to me as something to do just to lose fat. If I exercised, I felt better, I became stronger and I was able to battle my environment better. So I was able to function at a higher capacity. I was making good grades, I was able to play football and see my body change, see it become stronger and I knew that in order for me to survive in the environment which I grew up in, that I had to be strong. It was a metaphor for strength for me for a long time and then growing up, putting myself through college, you know, working multiple jobs and paying for a college degree and then going to get advanced certifications and things like that.

I started to see that people who worked out, people who exercised or people who showed any type of excellence at anything that they were doing, had certain ways of being. They had integrity, were intentional, and what they said matched what they did. They were people who were resilient, people who overcome setbacks. When you're working out in a gym day in and day out, you get those opportunities to conquer something, like not feeling like waking up and going to the gym that day, or like not being able to do one more repetition in your mind and then you push through that and then getting that repetition and achieving that level of success on a minute level. It gives you power to do great things, big things.

Where I come from the Bedford-Stuyvesant area of Brooklyn back in the 80's during the crack era - I am not supposed to be this guy today. I did the internal work by externally stimulating myself and so I became able to do that with other people and I've been able to notice the trends of successful people. I have worked with CEO's, celebrities, U.S. Army soldiers and I, myself, was in the army and have helped people conquer the physical aspect of the PT Test that they just couldn't pass and it would hold them back. I would see how a person changed internally from a physical force being given to them every day and I realized that unless there are internal changes, the external changes are fleeting. Through the rigmarole of working out, counting reps, counting sets, doing sprints, doing this and that - if you're just doing and you are

CONVERSATION WITH ANDRE FARNELL



★ THE TRANSCRIPT ★

not paying attention to being, what you are overcoming, who you are striving to become its not long lasting.

Some people who lose a lot of weight take time off and get fat again. A lot of before and after but not a lot of good before and after after afters - you know like five years down the road. You get the 12 week transformation; you get the 16 week transformation, the 90day transformation, not the long lasting stuff.

Anyway, that's sort of how my philosophy evolved; from the little kid on the street of Brooklyn, New York, bouncing from foster home to foster home, to then noticing a change in himself and then being able to effect change in others while working with them physically in the military and in school. Then my philosophy was internalized. The psychology of a person: the who they think they are, what they think they deserve, all of that stuff counts so much into fitness. Believe it or not, I used to be very upset with the way that fitness was marketed because it touches on none of those human parts. We touch on a lot of the science and science almost become a religion in some aspects, like this many sets, this many reps, you eat this much food, this many calories, everything is numerical. I used to be that guy and writing about all these numerical transformations, never taking into account the human aspect. How can you leave out the human?

I think that a lot of fitness marketing, a lot of how fitness is and what is in the ethos about fitness is that it's really not that important. It's the thing you get to after you get to the important stuff and that's sort of the energy around it. So I realized that there is a certain energy that underlines all of our actions and there is an energy that makes fitness stick as well. That's how I arrived to this point where I look at more of the energies now. Intuition, you got to have a certain level of intuition; you got to be able to imagine yourself fit. You got to be able to perceive that fitness is something more important than what the people around us are programming us to think, you know, what the media says, what time of year it is etc. You have to be able to perceive it differently from what they are telling you and that's what I came to notice. That's my journey so far.

Clinton: Fascinating. Yeah absolutely, I mean I agree with you on one thing about what is being circulated, the way fitness is being marketed these days and there's just not enough depth to it. It's, in a way, over-scientific and it needs - I feel- that there needs to be a lot more focus and attention on the person, helping the person make fitness something that is meaningful to them as opposed to just going through the motions and just doing activities to achieve certain body dimensions.

Andre: Yeah, surface solutions for internal living, you know, that's what it's marketed as. People don't see it as something that is super important because of how it is portrayed. I really



do believe that can change. More fitness professionals these days are starting to make that connection between who the person is and what may work for them. Fitness doesn't have to look like this little box that it used to look like. It used to look like three days a week, lift some weights, three sets of eight to 10 repetitions, you know, it use to look very rudimentary like that. Now we're starting to see that it could look like Pilates one day, Cross Fit another day, yoga on the other day. It can look like that for a person and, as fitness professionals, we are responsible for directing what it looks like for each person. You have to know the person in order to do that and I think more professionals are becoming more involved. Well, the good ones. I got to put that caveat out there: the really good professionals know their clients and see that the fitness approach matches the client.

Clinton: Yeah I hear you who says fitness has to come in a certain form? What strategies do you use to motivate yourself or your clients to get 100 percent from every session?

Andre: From every individual session?

Clinton: Yeah.

Andre: Well, I start all of my sessions with a client with clarity. First, I tell them to leave everything outside that they came in with so that they're in a state of zero. I like to draw- I call all of my workouts sort of like drawing- I like to draw on a clean canvas so I don't need to hear about the stress of the outside world. I, sort of, create a vacuum for myself when I workout for myself, too. Quiet. Serene. I have a theme for each person's workout for each day. So the theme might be, let's say, it could be recovery, maybe because it is Wednesday and I worked out really hard on Saturday and Monday. It could be to start the week off strong, so it is strength and endurance or it could be just to get a sweat. So I set a theme and the theme is usually one that has some carry over in the rest of my life. Maybe I've been really, really hectic so my theme is recovery and rest. I go into that clear space that I have created for myself with recovery and rest in mind, and that sets a tone.

Once you establish what you are going do before you do it, like it has an overall feel to it, you put more into it. Maybe lifting heavy just for that day is a heavy lifting day. I go in there and immediately establish a theme of lifting heavy or setting a new PR at something. That's what I bring into that space. And then I think about where in my life I can do better? Is my business running the way I want? Is this relationship with my fiancé ok - is there anything I could do a little bit better? Is there a way that I could lift a little heavier?

So everything that is going on in my life, personally, sets the theme for the workout that I am going to do. I also have my clients clear their space and say, "Okay, today is an endurance

CONVERSATION WITH ANDRE FARNELL



★ THE TRANSCRIPT ★

day." As we workout I have them imagine what the outcome is going be. So let's say they have a hard time doing pushups, you'll be able to do 20 pushups a month from now. Looking into the future, setting the outcomes or the goals that you want to achieve: I bring all that into an empty space. You know maybe they have run a 4.7 second 40-yard dash and they want to run a 4.5 second 40- yard dash. I tell them that everything that we do today is going get you towards this 4.5 second 40-yard dash. So I'll say we're doing that speed and I explain the science behind it, but I explain what happens in their head while they're doing it. Let's say we were aiming, for a faster 40-yard dash, a faster sprinting time and I have them doing deadlifts. Well I tell them how doing the deadlifts will result in having more push in each stride of their sprint. How a strong hamstring translates into a point 0.2 second or 0.3 second difference at the finish line of that 40-yard dash. I find that people often lose sight of the outcome and if it's just to look good in the mirror or it's just to even "feel better", like that's not enough. It has to be tied into something that they care about.

Clinton: I like that because what you're touching on is setting every session towards an intention, towards a goal. And I also like how you tied that into how it interacts with life in general. So like if you feel like you have been hectic and need to reel it back and gearing that towards recovering or maybe if you have the opposite. So another thing that came to mind is that you use deadlifts , as an exercise to help run and explain how that's going benefit them. That is good as well because whenever I say I want to build up on my chin ups, I always go at it not just to have better chin ups but maybe because I want to have more strength. I tie it into having more strength when I do my Capoeira or something like that and same with pistol legs and stuff like that.

You mentioned plateaus -which brings me to my next question. How have you gotten past plateaus in yourself or your clients?

Andre: Believe it or not I have a counter-intuitive way of dealing with plateaus. You know I would say the most conventional response and what the literature says is that, when dealing with plateaus you want to introduce a new stimulus. So maybe change the workout in some way. I subscribe to the idea that you just stop maybe for a day or two, and have the client write. Write what they want to achieve at that particular time. There are two kinds of plateaus. The first is a mental plateau where your mind convinces you that you don't want to go in and do the workout that day. You got to overcome that first, right?

Then the second kind of plateau is a physical plateau where your body is not responding to the training - that's an easy fix. I tell people that once you get the mind right then the body is the easier fix. Stop and write out five objectives that you hope to attain within the next six weeks. I break it into six weeks because six weeks is enough for your body to show the physical outcomes of whatever training that is to come. It has to be five to six things that give you some

CONVERSATION WITH ANDRE FARNELL



★ THE TRANSCRIPT ★

enthusiasm. Once you have enthusiasm, nobody has to motivate you. So stop when you hit a plateau, write the goals that make you enthusiastic. Then the physical part is easy. The physical part is finding a way, either hiring a professional or working with a mentor or somebody that knows how to get you to that thing that is going to make you enthusiastic. Because the thing about us is that we work better with like-minded people, with another person who shares a similar ideology or mindset. It's like the sum of you plus another person is more than just the sum of you and another person, it's a new creation, a new idea, a new energy. Creating a new energy with another person is the best way to break through a physical plateau and breaking through the mental plateau is finding what makes you enthusiastic about exercise. Get it back, try new things!

To sum up, approach plateaus from a mental place and then a physical place and then incorporate a like-minded person who has done what you want to do, or who is currently living how you want to live. That's big to me.

Clinton: Great. I like that. Not many people cover the mental plateau when it comes to fitness and it definitely pays to stay in touch with your internal drive and enthusiasm for it.

Andre: Yeah, the thing that a lot of us leave out too as fitness professionals, is that we don't really talk about how much enthusiasm, how much not settling, how much that affects how our hormones are secreted. That's another thing. You realize that hormones are so important. Hormones are the things that actually separate a man from a woman in the womb- it's only hormones. Like, that's how important hormones are. I live in New York City where there are a lot of like transgender people who grew up as men and are now transforming into women. Do you realize that the only thing that makes that transformation final - other than the surgery of course - is the hormone therapy?

If you're secreting hormones that have you storing fat, you are going to be in a plateau stasis. Like an endless cycle, and you going be working out hard and all that stuff and it is the anxiety of your head keeping your hormones doing certain things which are the opposite of what your body is doing in the gym, and then you don't get results. I see it time and time again. It's the reason why a lot of plateaus exist. If the mind is anxious, then the body just follows suit. The body is like a drone. It is a meat robot, just think of it like a meat robot with a soul and a settled consciousness and it's driving. It will do what you tell it to do but it will slow down when you slow down, and it will slow down whether you slow down consciously or subconsciously. Either way, it doesn't care how you slow down and it doesn't care how you lose track; it is going to slow down in accordance and it's going to ramp up in accordance. So to be aware that there are two parts, that there are intangible parts running this meat machine, this meat robot that we have. It's important to do that, to be aware of that.

CONVERSATION WITH ANDRE FARNELL



★ THE TRANSCRIPT ★

Clinton: Absolutely. Another thing that I would like to add is that I heard that for us guys when we get stressed, we actually secrete estrogen.

Andre: I have heard that, too. And so you have estrogen, adrenaline, cortisol, and a low production of leptin which is the limiter of ghrelin, which is the hunger hormone. So ghrelin is the one that controls our appetite and leptin sort of shuts it off and then you have the triad of estrogen, adrenaline and cortisol. That'll make you fatter. So that triad works like that and you'll be hungrier and you'll be eating more without that governor to shut off those hormones.

Then we have the Xenoestrogens which are in the air around us, which are byproducts of product formation. So Xenoestrogens are in the Glade plug-ins, they are in air fresheners, they are in lotions, they are in things around us that we use every day. That's how you get those numbers of 37 percent of the population being obese and 65 percent being overweight. That's how you get that. It is the lack of consciousness, the lack of awareness of what their minds are doing and then they are not programming themselves. You got to program yourself, you know in the ways that I spoke of before: writing down what's important to you, writing down what you want to achieve. It is practice.

Clinton: Another fascinating thing about hormones is that exercise actually has a positive effect on the ghrelin and leptin which has another effect on your appetite controlling everything. It has actually been known to have positive effects on diabetics and dependency on insulin.

Andre: Absolutely. Fitness exercise has been shown to help reset your entire hormone secretion, from top to bottom. And it also changes your body from sympathetic - which is fast and anxious - to Para-sympathetic - which is mellow and calm. And when do we make our best decisions? Calm.

Clinton: When we're calm, yeah.

Andre: Mellow and calm. A calm decision is better than a frantic one all day every day.

Clinton: Absolutely. So that covers plateaus. Tell me about setbacks you have encountered yourself. Do you have any personal stories in which you have encountered setbacks in your fitness? What did you do to blast through them?

Andre: Well I would say my biggest personal setback, which I think a lot of people can relate to, is at some point you feel as though you have done almost everything that there is to do and

CONVERSATION WITH ANDRE FARNELL



★ THE TRANSCRIPT ★

nothing really excites you anymore. Well, nothing physical excites you anymore. So my challenge is normally - or my setback is normally to anchor into what's new, what's exciting in the field. So research does that for me and I'm not saying that you got to do what I do. I read between 32 and 50 books a year, right? All non-fiction, all in either business or fitness. So I would say that you don't have to read that much but at least read like three or four magazines about the thing that you are trying to accomplish, which is getting into a better shape. So I found that research helps me through that setback.

Let me see if there is a personal example I can share. I will say that I am impatient, so here is a story: In 2008 I wanted to run a marathon but I had never run more than six miles before. The marathon was coming up in nine weeks - that's not a really long time to train from six miles to 26.2 miles. At least four-six months training was required. I decided to go on the accelerated path: running 15 miles every day. After two weeks of doing that, my body said, "Oh no you don't." I had to sit down because I was sick, I was breaking out in hives, I lost seven of my toe nails and I was rapidly losing muscle. I just felt terrible from the over-training. I have never felt so bad in my life- I thought I was going to die. So it took me a week to recover!

Governing yourself, listening to your body, having that awareness sometimes at the expense of your drive or at the expense of immediate results is what I learned from that. I think your body and how you think and how you are as a human being - sometimes you got to put that stuff aside to listen to the things that are telling you to break, to sit down, and to rest. If you don't take a break, you break down, like I did. There are a lot of driven people out there who, when they don't see the result fast enough, they run themselves into the ground. They may be proficient, excellent, outstanding in some area of life and if they don't see results quickly enough; they usually run themselves into the ground. So I would say that my biggest setback and probably my warning to others is that where you're really good in life, even though it might seem like fun, it might seem like play, you can run yourself into the ground sometimes.

It is important to slow down, don't take the quick way. Listen to the warning signs.

I had a plantar fasciitis at the bottom of my foot and I ignored that. Then I had a tracking problem in my knee and I ignored that. Then I was sick and coughing for two days straight and I ignored that. But when everything shut down and I was lying in bed, can't go to work, can't train anybody - yeah that got my attention. I had to bounce back from that by actually listening, by creating a closer mind-body connection. Now I schedule recovery, that's what I took away from my experience. I came back from that failure with a learned lesson, you know? I still ran the marathon after I had recovered!

Clinton: Cool. Yeah, that's really valuable information because it is so easy especially us guys to get super ambitious when we want to really reach a certain goal and sometimes you start



encountering setbacks and our egos get in the way. We don't want to be defeated, so we push through it.

Andre: That ego. That ego, man. I actually went from 250 pounds, 6 percent body fat to 215 pounds 6 percent body fat to 179 pounds 8 percent body fat in the training for the marathon. And I did that in the eight week period- not healthy. Not healthy at all. You could be fit and not healthy. They are two different things.

Clinton: Yeah, absolutely.

Andre: After learning that valuable lesson,. I take my ego out of my training now. I use it where it is appropriate. The ego is very important in a lot of ways but it's a bad driver although it is also good to be driven. Sort of like fire and water, they make terrible masters and too much of them is a problem, either one. But they are necessary. An ego is necessary, it's what keeps a lot of people driven, or keeps a lot of people moving. Sometimes that's the only thing that keeps you moving but it's something that you should be using, not be used by.

Clinton: Yeah, I will keep that ego in the passenger's seat not the driver's seat.

Andre: Smart, very smart.

Clinton: So I want to move on to the topic about goal setting. What is your approach towards setting, achieving and staying on track towards a fitness goal?

Andre: It has to be something that is in your top five priorities in order for it to get done. If it is not in the top five on the to-do list, then it is a big challenge to make it consistent. There is a practice that I do and have my coaching clients do every morning. There are three things that help me to provide structure and prioritize. Many people look at scheduling or setting up a structure as a negative thing-like something that takes away from their spontaneity, it takes away their freedom. No, the schedule and the structure is j to determine what is important to you.

So here are the three things:

First, every morning, I meditate to clear my mind. It can be five minutes or more. I do 20 minutes but I understand that some people cannot meditate that long. I expand on this idea in my programs, books and website where I break down different types of meditations and share which ones worked for me and why and which ones didn't and why. Through meditation we create clarity from which you move into the second thing which is the to-do list. I usually make



a list of six things, one of which should involve fitness. Of course, you might have more things to do but these are the things that you want to set an intention to do, that are very important. Basically, you are establishing an intention for the day. When you set the intentions, the six things, number them in order of importance. Maybe, one would be to take the kids to school and pick them up, or go to work and do whatever it is that you have to do there. Maybe finish that project you were procrastinating on. workout 40 minutes today and determine how it is going look. I usually write the theme of my workout, so not only have I identified the workout, I have identified the theme.. The theme could be lift heavy today, or do a bodybuilding workout. Another thing on the list could be, maybe visit someone you haven't visited for a while. From your six things make sure that fitness is one of them.

The third thing you want to do is to read something. Right now I am reading about running the business that you love, you know, something like that. That is a strong intention of mine. So if getting fit is a strong intention, you should read a chapter of a book on fitness. That's your research. All of these steps can be 5 minutes in their entirety. A 5-minute meditation, 5 minutes of setting your intention, 5 minutes of research.

That three part thing, sets the tone and intention for the day and that usually helps you stay on track. If that's something you're doing every day, it is going be very powerful because humans learn through two things: we learn through pain and we learn through repetition. So if you're doing something every single day repeatedly, fitness becomes one of those top six things. This is not just to decorate the paper. It becomes something that you no longer have to think about so much, or strain to do. That's where a lot of motivation comes from Creating a ritual and a nice structure is really important. That is probably the most the effective tool that I use and I even do it on weekends.

Clinton: Yeah, no exceptions there with the weekends and it is definitely important to set your intention right from the beginning. I think about three things I am going achieve today and I also like to think about what I achieved the previous day.

Andre: Nice.

Clinton: I do 30 minutes of Holosync® (using binaural beats to induce deeper meditation)nearly every day.

Andre: That's awesome. Almost everybody that I have worked with, some of them CEO's of Fortune 100 Companies; these guys wake up and do this. They do it before I get there in the morning and sometimes we start at 5:30 am. They are already up, and have already established what is going happen, they have texted their assistants. It's crazy. Highly functional

CONVERSATION WITH ANDRE FARNELL



★ THE TRANSCRIPT ★

people plan for it- it is not an accident. Even though it might appear like an accident. They are intentional passionate too about what is important to them.

Clinton: It all starts in the mind. So do you have any fitness principles that you would like to share?

Andre: Yeah, sure. There are a lot of different ones- take the ego out of exercise is a great one.

Clinton: How do you do that exactly? That's not an easy one to do.

Andre: It takes some work: being in tune with who you are, listening to your body, knowing how your body shows signs of fatigue. Not everybody's chemistry works the same way. There are some people that never over train.. There are a lot of famous guys who say there is no such thing. Guess what, that might work for them but there are some people who really over train. Like they are sore for three to four days, they can't move afterwards, they start to get sick. If I get a cold, I know it is probably from me doing way too much in the gym and I know to bring down the volume. For my fiancé ,who works out too, it shows up as blotches on her skin. That is when her immune system and her CNS haven't recovered. It's often the central nervous system that hasn't recovered, even though the muscles have. Then there is the hormonal triad with the hormones trying to regulate what's going on with the central nervous system I guess another thing I can share is: it's a journey that ends when you die. That should be the context of fitness. Don't be fooled by losing 10 pounds in two weeks and the miracle cleanses etc Since it's a journey that ends when you die, it is going look very different as you look different. When you were 12 years old, what worked for you exercising might not work out for you too well when you are 35. Or what worked out for you when you were 20 years old is not going work out for you when you are 50. Our bodies are ever changing. I think that every 10 years we are not even the same person physically. This is why it is so important to know yourself. Do not hold yourself to the same standards of the 20 year old version of you if you are 50 - that's what most of our clients do. That is the mindset that we are given. That's the way fitness is marketed. It is marketed as the way to stay young, the way to slim down. If you are 125 pounds at 20, your 125 pounds at 50 is not going to look the same. It's not. It can look better or it can look worse but it is not going to look the same. So I would say not to bring old ideas of what you should look like and make those the paramount thing. Nothing in nature stays the same and I think that we lose sight of that in fitness and beauty. All of that stuff changes, you know.

CONVERSATION WITH ANDRE FARNELL



★ THE TRANSCRIPT ★

Clinton: What I am hearing is it is important not to cling to old standards; it is good to understand that because things are always changing, there are going to be new standards for what is realistic or what's possible.

Andre: It is important to be a dynamic thinker since this will help you pick new dynamic workouts that suit you. A quick story I can share that could help. I had a client who ran 6 miles every day and was in great running shape. He could run forever but tell him to lift something and he couldn't do it. He couldn't do any squats, curls, push presses, power clean- he couldn't do any of that sort of activity. I worked with him from the time he was about 52 to about 56. At that time he had been running since he was 27. So from 27 to 52 he is in great running shape. Never saw an ab in his life.. Upper body atrophy. I think he had like a 19-inch shoulder span. I worked out with this guy we transformed his body. I think by the time he was 54, he was muscle bound, six pack, nice abs, he was like 150 pounds when we started, mostly fat - around the 27 percent body fat. I got him down to a 9 percent body fat and he was a little heavier, like 165-170 pounds. At age 55 he developed Celiac disease so his body would not change anymore because none of his nutrients were being absorbed. So we trained and trained, that year he didn't see any change in his body at all. So talk about an ebb and a flow, right? That is ebb and a flow and that's only three years of this guy's life. So he went from super skinny to muscle bound, to can't gain any more muscle, can't do anything else. That's three years of this man's life. If he held himself to the peak that we got to and only wanted to stay at that peak, that's not taking into account that he has a weak sensitivity or that he has Celiac disease or whatever else. So he would have dropped into a depression if he didn't have a strong mind, if his mind wasn't resilient Life comes at you from all different angles you know?

Clinton: Yeah, it pays to have an adaptive mind set.

Andre: Adaptive and strong, and that is something you practice. You practice that in the day. I practice it from segments to segment of my life. So I set an intention of how my ride to the gym is going to be and sometimes it looks like that and sometimes it doesn't. Same with my workout. Sometimes I don't physically have the energy to do all the stuff I set out to do and sometimes I do. So I always think about how to cope with that, how do I adapt to it? What will I do next time? What were the things that cause me not to perform the way I thought I would? You can think adaptive and quick and critical and it takes only a few more seconds vs. "it is what it is" mentality. A lot of people get that "it is what it is"- there is nothing to take from that, there is no growth to be had from that.

Clinton: What I am hearing is that the feedback you get should be absorbed and used to your advantage.

CONVERSATION WITH ANDRE FARNELL



★ THE TRANSCRIPT ★

Andre: It is a progressive mindset. You are progressing, constantly moving on. That's something that you practice. You practice it with a small things so when you get the big things, you are not derailed, life doesn't stop, you don't disappear, fall apart. No training for six months. You know, that is usually what knocks people off - their coping mechanisms, how they cope with life. "Oh, so and so got sick and I didn't workout for 12 weeks because of that." That is not a progressive adaptive thought process; that's just being sort of reactive. Reactions are not what you want. You want responses instead of reactions.

Clinton: Okay, that was great. So moving onto your virtual program Built to Thrive. Tell us about that.

Andre: Built to Thrive is based on all I have learned over an 18-year period of working with thousands of different bodies and minds It is very practical, by the way. Practical in the sense of: this is how many reps you should do, this is how many sets you should do, and this is the back pocket workout. Also these are diets that you should try. It talks about all of that stuff in depth which is important because those are the tools, but I guess what we have been saying in this conversation is that the mental resilience has to be trained up. This program leads with the mind, the soul and what is important to you, and then links that to fitness. One of the coolest things about it is that it is the distinction that language is super important and language can dictate life. So this is one of the distinctions: I give a bunch of different distinctions in the program, it is broken down into five different sections and each section, once you accomplish it, puts you on the road to maintaining a fit body in a busy world. So the language distinction has people replacing the word BUT with the word AND, and I have them write out something that they think is impossible. Like let's say: I want a six pack but I don't know the first thing to do to get one. Alright, so that sounds like a sentence that a lot of people would say to themselves, right? A shift in your language, so taking the word BUT and replacing it with AND will change that sentence into something that is workable now. "I want a six pack and I do not know the first thing to do to get one." Changing that word introduces the possibility of you getting a six pack. The first thing that it says to you is I need to find somebody who knows how to do it. And I picked the six pack because it is a short term goal that a lot of people have. It is the most marketed thing in all of the fitness books. But I think that a lot of people use limiting language in life in general. So replacing BUT with AND opens up possibilities - that's just language. I think that the way that you use words dictate the outcomes in your life because they speak to the subconscious mind. They speak to what you are really thinking under what you are thinking. So it is also an assessment process that I use with clients. I listen to how they speak about what they can or can't do and how it impacts their lives. In five minutes I know which type of workouts to work with them. I know that they have a long term attention span or not. I

CONVERSATION WITH ANDRE FARNELL



★ THE TRANSCRIPT ★

can narrow down what their biggest problem is, mentally, that gives them the body they have. I go into it more in the program but those are just like some examples of things that you wouldn't think of that have a lot of people holding excess body fat, a lot of people feeling not good and people not powerfully achieving the things they want to in life. Their language is off.

Each one of those five processes has a set of videos and the videos breakdown multiple distinctions. It has a PDF download as well because I ask a lot of questions that make people think, and I think the initiation of thought as to how you can incorporate fitness in your life is the first step. One of the first and most powerful steps is to initiate that thought process. So being aware of your possibilities, of what you can achieve. And then you can use tools like the Tabata protocol. You can do interval training on certain days and then you can maybe do reform Pilates and worry about the sets and the reps and which foods do agree with you and which ones don't. So it's pretty comprehensive in that it does nutrition and exercise, as well as mindset with heavy emphasis on studying yourself, knowing yourself, getting closer to yourself.

Clinton: Fantastic. I like the whole language thing because how we speak to ourselves has a huge impact on so much and fitness is just one more aspect. The whole AND opening up possibilities reframes everything.

Andre: That is huge and you know what's funny, the way some people speak to themselves, if somebody on the street spoke to them, they'd be in a fight. They would be ready to fight. Some of the stuff we say to ourselves is crazy.

Clinton: So before we wrap up, I've got a fun question for you Andre. If you were to find yourself on a stranded island and you had no equipment, no gym, no money, how would you keep yourself in shape?

Andre: How would I keep myself in shape? I would drink a lot of coconut water if there were coconuts there. I would swim, I would find a way to make some clothes and I would probably do my default workout. It's 100 bodyweight squats, 100 crunches, 100 full pushups and I do them maybe twice and I do them for time. If I were stranded on an island I would do that every single day. I actually did that for a year to see how my body would respond to it. So I didn't go to the gym, I didn't do anything. I just did that for a year. I was able to maintain pretty good body fat levels, like it didn't increase that much. I was able to still be strong, but I did find that I wasn't as super defined as my bodybuilding ways or my strength and conditioning ways because we sort of do need that outside resistance. I might actually cut up a tree and make some dumb bells too, depending on how long you are out there, you're going to want to do some good squats, maybe, and some curls, some push presses, yeah.



Clinton: Okay great. Any final thoughts you want to leave with?

Andre: I guess the final thought I would like to leave everybody with is that fitness can be used as a tool to live the best possible life that you can live. I think that is why it makes any sense at all, is because it makes everything better. Think about the effort that you put in; think about the sacrifices you make to get it done sometimes. And the only way it makes any sense is if it increases our function on the planet. I think that the planet is like a living organism, each one of us are cells on the planet and us all functioning at our highest capacity, doing what it is that we are purposed to do. I think that's really important. Once we get there individually, the whole world will be a better place to live. That's what I would like you guys to think about, how you can function in the best possible way and what role does fitness play in that for you?

Clinton: Great answer. I like that. Thank you Andre, it has been an honor and a pleasure chatting with you.

Andre: Thank you, Clinton. Thank you, very much. I enjoyed this.

Lessons learned from Andre:

Set a theme for every session. Ask yourself, "What is this session going to be about today?" If its about strength, concentrate on doing everything in that session for strength. If its about balance, then focus on balance and stabilizing qualities. If its about control... you get the picture. Pick a theme or an attribute for that session and concentrate on that.

5 objectives, 6 weeks, Enthusiasm. Set yourself 5 objectives that you want to achieve in the next 6 weeks.

The key is; they must be objectives your enthusiastic about. Without enthusiasm, ther can be no motivation.

Start your day with 3 things:

1. Get centered: Meditate for at least minutes a day
2. Set your intention: Get clear on what you want to achieve in your day and in your fitness
3. Research: Expose your mind to fresh information about how to achieve the fitness goals you are striving for. Just taking in information is often enough to keep you motivated.

CONVERSATION WITH ANDRE FARNELL



★ THE TRANSCRIPT ★

Reading this on a kindle or other device? Why not get the physical book?

I will send you the physical copy of Conversations With Fitness Professionals to your door step, FREE of Charge.

www.fitnessaces.com/cwfp-book

Whether you know someone that would benefit from this book or you just want the physical copy for yourself, I'll send it to you at no cost.

All I ask in return is that you cover the S&H and I will send you a physical copy to your door step.

