

Our New Book Club, The Best Drug for Longevity, How to Make Your Content Better, and More

[music]

0:00:11.5 Mike Vacanti: Hello, Jordan.

0:00:12.9 Jordan Syatt: What's up, Michael?

0:00:13.8 Mike Vacanti: You're in a great mood.

0:00:15.0 Jordan Syatt: Terrible, terrible mood.

0:00:17.4 Mike Vacanti: It happens. Hey, the fact...

0:00:19.3 Jordan Syatt: I don't think... I can't remember the last time I've been in a mood this bad.

0:00:22.4 Mike Vacanti: Well, and we're still podcasting. We're still doing what's supposed to be done, even though you're in a bad mood.

0:00:28.3 Jordan Syatt: Just gotta do it, man.

0:00:29.3 Mike Vacanti: And you're gonna be in a good mood in a second. I know you, you're so extroverted, we're gonna have some great conversation, and you're gonna think of all the listeners and be like, "I'm gonna put myself in a good mood," and you're just gonna be.

[chuckle]

0:00:39.3 Jordan Syatt: I hope so, man. I really hope so.

0:00:42.7 Mike Vacanti: You're on the road, you're traveling, it's Passover.

0:00:45.7 Jordan Syatt: Yeah, tonight's the first night of Passover. Missed jiu-jitsu this morning. Just days getting a little bit more hectic than I would have liked. The seder... First Seder is coming up, and the window for getting my workout in is rapidly, rapidly shortening.

[laughter]

0:01:05.3 Jordan Syatt: Getting some obnoxious comments on my most recent posts, which really aren't even that obnoxious. I think I'm just so on edge that I'm like, "Oh, motherfucker." So yeah, just overall not great. And then apparently, this microphone is so ridiculous, this travel microphone I got is so sensitive, it's catching everything I do. Every time this chair squeaks, you could probably hear it. And I know David, our podcast producer, is like, "God damn it, now I'm gonna need to edit every [laughter] single sound."

0:01:34.1 Mike Vacanti: He's the top of the top though. And I know if anyone can do it, he can do it.

0:01:39.4 Jordan Syatt: How are you doing? How's your workout today?

0:01:41.1 Mike Vacanti: I'm good. It was solid. It was solid. I switched... I have a couple of gyms, which is a strategy that's been working out well for me, all, low-cost gyms, and mix it up based on what I wanna do that day. And I went to one on a push day that I never go to because it has a skinny bench, and I just don't like narrow benches for dumbbell bench pressing, and... But this one, it has a slight incline. And the other gyms don't have a 15-degree incline, they only have a 30-degree or a 45-degree incline, and I wanted just a slight incline. I gave it a shot and it went reasonably well. And, yeah, it was a good, solid push day.

0:02:21.9 Jordan Syatt: And how does your neck feel?

0:02:23.0 Mike Vacanti: Neck feels good.

0:02:24.1 Jordan Syatt: Good.

0:02:25.2 Mike Vacanti: Just in general, how is my neck?

0:02:26.7 Jordan Syatt: Well, I know oftentimes you don't like skinny benches. It could potentially hurt your neck while you're benching.

0:02:32.8 Mike Vacanti: Yeah, yeah, it could tweak something. And just from a performance point of view, super, super sub-optimal for me and every single human who ever incline dumbbell benched in existence, going back to the dawn of time...

0:02:44.0 Jordan Syatt: You love that Donnie Thompson Fat Pad.

0:02:45.9 Mike Vacanti: Going back to Adam and Eve. Yeah, I love the Fat Pad. Yeah, it went well. Went a little higher rep, lower weight on the accessory work, and here we are, podcasting.

0:02:57.9 Jordan Syatt: Let's go. What's on the docket for today, bro?

0:03:00.7 Mike Vacanti: I was thinking about something. And this... I'm just stating what I believe are facts, even though it might come off as somewhat complain-y, but I'm complaining for the people. I'm not complaining for me, I'm not complaining for you because we're in a position where this isn't a huge issue. But for the average person, society is set up in a way, and our day-to-day work schedules are set up in a way that are so sub-optimal for health and longevity. And let me back up for a second. Jordan, what is the number one thing someone can do... And we'll just call it...

0:03:41.1 Jordan Syatt: Walking.

0:03:42.0 Mike Vacanti: Okay. But go broader. Go broader. What would you call the best "drug" for longevity? Would you say it's pills? Would you say it's nutrition? Would you say it's exercise? Would you say it's...

0:03:55.0 Jordan Syatt: I'd say exercise.

0:03:56.1 Mike Vacanti: Yes. And I think...

0:03:57.4 Jordan Syatt: Movement.

0:03:58.2 Mike Vacanti: All of the majority of good research points to that finding as well. Let me dig down a little deeper. How much movement? And this is like, no restrictions at all. This isn't like,

"Okay, we need to fit it into someone's busy lifestyle who has four kids and works 50 hours a week," just, no holds barred, what would you have them doing every work? Not to optimize. We're not going over the top with 17 minutes of sun first thing in the morning, but just Zone 2 cardio, lifting, how much of each and what would you have them doing in a given week?

0:04:34.1 Jordan Syatt: So you want me to give my ideal scenario for someone who has no restrictions in time, energy, money, any of that stuff, ideal scenario? Okay. I would say...

0:04:43.1 Mike Vacanti: Yes, for both lifespan and healthspan. Longevity and quality of life.

0:04:47.1 Jordan Syatt: Okay. I'm actually glad you brought this up because there's this new study that came out that is actually really pissing me off, it's saying all you actually need to do is walk 8000 steps two times a week. You don't need to do it every day, just two times a week is enough. And I'm like, "You're stupid," number one. Number two is, I would say minimum 7500 steps a day. Minimum. I think it's like... And I could go off on that, but minimum 7500 steps a day. I would say strength training, 2-4 times a week, two on the low end, four on the higher end, I think is plenty. I would say Zone 2 cardio, 2-4 times a week, minimum 20 minutes per session. I would say, mobility work... I don't wanna put a time on it, 'cause that is, I think, much more dependent based on how much mobility and flexibility you already have, but I would say mobility work daily, I think is really, really important. And, so we got mobility, we've got strength, we've got steps, and we've got Zone 2, I think that's probably what I would say.

0:05:53.4 Mike Vacanti: Because we're on the optimizing side of things, any Zone 5?

0:05:56.7 Jordan Syatt: Wow, good point. I can't believe I forgot that. Yeah. Zone 5, high intensity, 1-2 times a week maximum. And I would say for most people, probably one time a week is where you're really gonna max out the benefits for most people, unless you're a very high-level athlete to begin with, and that usually takes between 10-25 minutes, depending on what type of sprint work you're doing.

0:06:21.4 Mike Vacanti: Amazing. We're talking, with warm-up and workouts, we're talking 3-4 hours of strength training, we're talking 3-ish hours of Zone 2 cardio, we're talking a bunch of Zone 1, which is just walking, getting your steps in that can be worked into your day-to-day life, but for a lot of people who are working desk jobs, and if you compare the amount of knowledge workers now compared to the number that we had in 100 years ago, we have so many more now, people who are struggling to get steps in during the day. We have a solid amount of Zone 1 cardio, walking around time, and then mobility, an hour, we'll call it an hour, less than an hour of Zone 5, but a Zone 5 session a week. We're well over 10 hours, we're in the 12-plus hour range of physical activity per week, which breaks down to 2-plus hours, six days a week is a lot for people. And especially, I don't have the stats in front of me, but the number of families who could sustain on a single salary in 1950 compared to the number of families who can sustain on a single salary in the current year, vastly different.

0:07:37.6 Mike Vacanti: We have so many more families that have two working parents and people are just between that, wanting to have a social life, kids, if you have kids, all of these obligations, not to mention the 40 to 50-plus hours working, isn't working on a farm, you're not baling hay, you're not getting some of the strength and cardio work in during your day job, you're sitting like this, hunched over like this, pushing papers, punching the 10-Key, doing whatever, for so many jobs, it's just... It's frustrating to me to see people struggling who are so busy and overwhelmed with things. And look, I'm not making excuses for these people either, there are ways to get it done and many, many, many people do. And I actually lean that way in general, personal responsibility, individualism, find a way to get it done, but I would be happier if the way that the

systems were set up allowed people to have more balance between health and the other obligations in their life.

0:08:45.2 Jordan Syatt: Dude, you're preaching, completely agree. Completely... I love that. It's not complaining at all. I think that's... Man, I couldn't agree more.

0:08:54.4 Mike Vacanti: But any time I see someone complaining about the current systems, I view it as complaining because it's like, look, we should be showing gratitude for being in the safest best time statistically, in all of human history.

0:09:10.4 Jordan Syatt: Did you see, there was a study done recently, I believe it was in the UK? I forget how many companies were a part of it, I forget, I think in my brain it's either 40 or 400, I can't remember which one, or if it's even correct on either of those. But there was a significant number of companies that for the purpose of this study, moved to a 4-day work week, and they measured productivity in terms of differences between a 5-day and a 4-day work week, all that, and it showed that productivity didn't actually change from a 4-day to a 5-day work week. And in some cases, there were slightly more productivity. And I was like, "Man, that's amazing, I believe it." Especially because, [chuckle] you and I spoke about this years ago when we were talking about how much people actually work, and when you and I were really, really going at it, and people say, "Yeah, I'm working this many hours a week." It's like, okay, for the average 40-hour work week, how many of those hours are actually spent legitimately working? And it's like, I would imagine the vast majority, maybe 6-8...

[laughter]

0:10:20.4 Jordan Syatt: Actually legit working. What were you gonna say?

0:10:25.9 Mike Vacanti: I was gonna be more generous, I was gonna say 12-16, but... Yes, it's not a lot.

0:10:30.0 Jordan Syatt: Maybe that's just my bad mood coming through...

[laughter]

0:10:33.5 Jordan Syatt: And just being super pessimistic. But especially for people who work a lot of desk jobs, I see all the time, they're on their phones or on social media. And then as soon as someone walks up, oh, phone down. [laughter]

0:10:46.1 Mike Vacanti: Yeah, yeah.

0:10:49.3 Jordan Syatt: And I don't know if all that time adds up to 12-16 per week. Who knows? But...

0:10:53.3 Mike Vacanti: And I'm including in their BS meetings too. If the company was better structured, those meetings are technically work, but those meetings probably could be an email and don't need to happen, which...

0:11:03.8 Jordan Syatt: Yes. Yeah. Yeah. It is interesting. And there's one part of me that loves that, and there's also the part of me that hates that. The part of me that loves that is more time with family, more time for exercise and fitness, more sleep, all that stuff. It also does make me think about, in a separate but similar discussion, UBI, universal basic income, where everybody gets whatever, \$1000, \$1200, \$2000 a month, whatever it is, just to make sure everyone has some

income, and some people would use that money really, really well. They would use it for food, they would use it to pay off their mortgage, whatever it is. Other people would use that money for drugs or for things that they don't need. Same thing, you give a lot of people this extra time, some people would use it for getting exercise in, for going to the grocery store, for doing things they need to do, and other people would use that time for drugs, or whatever it is. It is an interesting conversation around pros and cons of those and having that extra time to be able to really focus on the things that would bring you and your family more benefit.

0:12:09.6 Mike Vacanti: Yeah. No, you're 100% right. To say like, "Okay, let's pretend that the workday got shortened by 25% and you could use that time for health and fitness," or your example, a 4-day work week instead of a 5-day work week, how many people would actually use that extra time to better their health and fitness? I don't know the number. It sure isn't 100%. It's probably not... It's probably less than 70%. I don't know what the actual number is, but I'm somewhat extrapolating from the handful of individuals who I do know personally or work with who are working... Like lawyers are working in the legal field, they're working and are just piled with work, and also trying to improve their health and fitness habits as well, and seeing those struggles. Yeah. But then, like I mentioned, there is a personal responsibility aspect to it too where, regardless of the situation, "Oh, you take your work week from 50 hours down to 25 hours, how are you gonna use those extra hours? Are you gonna use them drinking to cope with, or are you gonna play video games for seven hours at night instead of five hours and get in an hour and a half workout in? That's where it falls on the individual.

0:13:24.2 Jordan Syatt: Yeah. Even just today, [chuckle] I just put out a YouTube video today about basically where to start if you have to lose 100 pounds. And I said it could be 50, it could be 100, it could be 150, but I just used that number, a lot of weight to lose. And there is one person messaging me being like, "Oh, I just can't find the time to walk." And they messaged me this on Instagram, and I replied, I said, "Well, what are you doing right now?" And they were like, "Well, I'm just sitting down messaging you." "Why don't you stand up and walk around while you're messaging me right now?" It's one of those things, I think, people are actually given so much time. Now, the interesting conversation there is what type of job is it? Lawyers, for example. Lawyers are oftentimes working super early in the morning until wicked late at night, and it's a different type of job where oftentimes they might not be able to walk. I think for someone in that situation, maybe who might have a little bit of expendable income, getting a walking pad, having that in their office so they can do that as they're combing through papers and reading and all of that. But it is very interesting, the different types of jobs and the different types of people and personality, is that how they would respond to having more time on their hands to do that stuff.

0:14:40.9 Mike Vacanti: Yeah. And by the way, we were talking at the beginning of this, optimizing healthspan and lifespan, not minimum effective dosage. I think no matter what, I think, single parent with a job and kids, I still think that you can find a way to get 2-3 30-minute lifts and get your steps in. Yes, it's harder for you than someone else, but you can juggle that load. But doing what's optimal or on the higher end of the activity to enhance quality of life is hard, is near impossible for a lot of people, given their current life setup.

0:15:21.0 Jordan Syatt: Yeah. 100%. I like that you used lifespan. Lifespan terminology, Peter Attia. [chuckle]

0:15:26.5 Mike Vacanti: Lifespan. Peter Attia. Which is such a smooth transition.

0:15:30.9 Jordan Syatt: Healthspan, lifespan. [chuckle]

0:15:32.6 Mike Vacanti: Jordan is just on his transition game, podcast pro with the silent snack, the

blackberry, not a crunchy popcorn, not a potato chip, or something along those lines. [chuckle] I don't think I've ever seen you eat a potato chip. Blackberries. Which, you know what?

0:15:48.4 Jordan Syatt: And raspberries, black and raspberry, got a little mixture.

0:15:50.0 Mike Vacanti: Wow. Wow. Very nice. Outlive. We both realized that Peter Attia's new book, recording this on April 5th, just came out within the last week, and I think it was last night or the night before we both realized that we are simultaneously reading that book and actually at the same place in the book.

0:16:11.8 Jordan Syatt: Did I think this book has a real chance to be the first book that I've read front to back in a long time? I've read a lot of books, but not read front to back a lot of books, especially in recent years. And so, so far, I'm very invested in this book. I didn't like how it started, I was a little bit unsure based on the initial analogy he was using, the story he was telling, following eggs all over the place. Fortunately, I kept listening and it actually became a great story to refer back to. But... Yeah. So far I like it. I know you're reading the hard copy, I'm listening to it, he narrate it super well. I don't know, you said the written work is also fantastic, and so I'm excited about this book.

0:17:04.7 Mike Vacanti: It's very well-written. And just, we know the contents are going to be good based on the amount of his website articles and podcasts that, listened to or read over the years. And the final chapter is actually on mental/emotional health, which isn't something that I've heard him talk about, but have heard a couple of really good reviews from guys I respect about that chapter and that...

0:17:31.1 Jordan Syatt: Oh.

0:17:31.3 Mike Vacanti: The discussions he's had on podcasts around that type of content, so I'm interest... 'Cause I think I'm gonna know... It'll be fun to get in the weeds on a lot of these chapters in the middle, but I'm interested in what lies ahead at the end too, it's a little Easter egg there to get to the end of. We're not gonna go in-depth on the book right now, obviously, we're both on chapter 3, so that wouldn't make a lot of sense, but we do strongly recommend it. And no affiliate obviously here. But we're gonna talk maybe two podcasts from now, so two, three weeks from now, we'll have a more in-depth discussion about the book, and so if you wanna grab a copy, it's called Outlive. I think it's probably one of the best health fitness longevity books, right now, that I can even think of.

0:18:19.1 Jordan Syatt: Ever. Yeah.

0:18:21.6 Mike Vacanti: Yeah. For, whether you're a coach or you're just someone who's interested in your own health, I think it's a really good read.

0:18:28.0 Mike Vacanti: Yeah, at the very least, 'cause we're only on chapter three, it's written by one of the smartest minds of our time and specifically in regard to longevity, and if you're ever struggling with content ideas, sometimes reading someone else's book will give you great content ideas. So I think this could be a really wonderful tool to have in your tool box. And I'm gonna try and I'll see if I can finish it when I'm on the plane to Israel 'cause we're flying to Israel tomorrow. I don't know how that's gonna work with my daughter, [laughter] and so we'll see. But hopefully between the flight there and then the flight back, I'll be able to finish it.

0:19:07.9 Mike Vacanti: Awesome, I like that plan. Yeah, so we'll talk about that sometime in the next few episodes, if you wanna pick up a copy.

0:19:13.9 Jordan Syatt: Also, happy Easter. Easter is this coming weekend, right?

0:19:18.2 Mike Vacanti: Thank you, thank you. Yep, yep. On Sunday.

0:19:21.5 Jordan Syatt: Do you have plans?

0:19:23.8 Mike Vacanti: Well, my birthday is Saturday and Easter is Sunday, so we're just doing a big family day on Sunday. Go to church in the morning, get a... I got to... We have a tradition in our family where whoever's birthday it is gets to pick the meal, and so I'm going pretty standard Sunday brunch, eggs, sausage, Belgian waffles, some bread pudding for desserts so we're...

0:19:46.2 Jordan Syatt: Nice.

0:19:47.9 Mike Vacanti: Yeah, yeah.

0:19:49.6 Jordan Syatt: I can't believe you're turning 24 man. Time flies.

0:19:53.7 Mike Vacanti: Yeah, man, just eight years ago, I got my driver's license and I've been drinking for three... It's real. The real deal, no man, 36, I'm an old head. I'm getting there, I'm making moves... [laughter] You got anything you wanna discuss?

0:20:13.3 Jordan Syatt: Well, I will say I just presented at Mike Boyle's... Mike Boyle's... I'm trying... The word "academy" is popping into... Mike Boyle's facility the other day, and there were two people there who are actually in the mentorship. Kerry was there, and I don't wanna mispronounce his name, Kris or Kristos? Was there as well.

0:20:36.3 Mike Vacanti: Kris, Kris, yep.

0:20:39.9 Jordan Syatt: Kris. Kris. And so shout out to them. They came over and said, hello, and it was a really, really fun time seeing some people in the mentorship there. It was a really good opportunity, a good speaking gig, there were some really good questions about social media. There was one woman who said something that I found very interesting, and I sort of went in on it. I hesitate to go really hard in a live presentation, I don't want anyone to feel like I'm singling them out, but she did say something that I thought was worthwhile to discuss here on the podcast, and I'll start by saying, and I hate that I have to preface this 'cause people are gonna feel, "Oh, you're picking on this person..." No, no. I'm not picking on this person, I'm not being mean, I'm just being honest and blunt. Basically, she asked me to the effect of... She didn't ask... She said she didn't want to have to learn how to do jump cuts. She doesn't wanna take the time to do jump cuts in her videos, and she knows that jump cuts might be helpful and they might help people watch the video more, but she just has no interest in doing that. And that wasn't even her question... That was just an aside that she said during her question.

0:21:44.9 Jordan Syatt: And this is at Mike Boyle's facility, this is one of the greatest facilities in the world for strength and conditioning where people who wanna become some of the best coaches ever will go, and that's why this woman was at the seminar, because she probably wants to be an amazing coach that helps a lot of people. And I just find it very interesting that someone... And not just this person, but coaches in general, or even across any population, will put in so much time and so much effort and so much money and so much energy into doing what they need to do in order to learn how to help people to the best of their ability, but then when it comes to actually disseminating that information and putting it out there for people to actually find, they're not willing to equally learn how to make that information more accessible to people to help those people. To help grow their business. And I sort of... I explained this, I was like, I remember I wrote a Facebook

post, it was probably back in 2013 or 2014, several years into my online business, and I said, just to the effect of, I made a Facebook status when that was a thing. I don't know if that's still a thing anymore, but I was like, Man, if I was in high school...

0:23:00.6 Jordan Syatt: If someone told me when I was in high school that in order to be a really great coach, I would have to learn how to be a great writer, I'd have to learn search engine optimization, I'd have to learn video editing, I'd have to learn all these things, I probably would have paid more attention at school, but... Especially when it comes to jump cuts, I wanted to talk about that because you and I talk about the main importance of good content, it's just good content, that your information is good, and that's the most important part. But there are other things that can also help, right? The most important thing with working out is just getting in, doing something, right? But there are ways to make your workout more effective, there are things that you can do to make it more efficient, to get better results that take it just a little bit further, a little bit further. Jump cuts are the same thing. Jump cuts are something that don't take a lot of time, they're a little bit tedious, but they actually make your content so much more watchable, and I don't really use them on YouTube because for YouTube, I prefer longer form videos, I prefer people taking the time to sit down and usually with YouTube people are prepared for that.

0:24:10.8 Jordan Syatt: People are prepared for longer videos and they're okay with that, but for Instagram or Facebook or TikTok, if you're using it, whatever it is, jump cuts are really, really important. And they can actually allow you to get more content in in a much shorter period of time, which is helpful on a reel or a TikTok-style video. So if you're taking the time to make great content, but you don't wanna take the tedious four to seven minutes to jump cut your video to make it so that more people will watch that video and benefit from it. You're really not willing to do everything it takes to be the best that you can be and to help people, and that's just what it boils down to.

0:24:55.5 Mike Vacanti: I love it. You're willing to go into the gym, do your entire warm-up, do your warm-up sets and then hit your 3 x 8 Bulgarian split squat, but you're not willing to take that set close to failure, you're stopping seven reps short of failure, even though you're an intermediate training and your goal is to build muscle, you're leaving progress on the table, could be better.

0:25:18.8 Jordan Syatt: A 100%.

0:25:20.6 Mike Vacanti: You can make amazing content, but if it's not well-edited, you're not gonna reach as many people.

0:25:25.8 Jordan Syatt: Facts.

0:25:26.9 Mike Vacanti: And guess what? So there's an alternative, it's like if you really, really, really don't wanna do that, pay money and outsource it.

0:25:33.0 Jordan Syatt: Yup.

0:25:34.0 Mike Vacanti: But one way or another, if it's more effective for reaching more people then it has to get done, or just be so, so, so, so good that it doesn't even matter.

0:25:48.9 Jordan Syatt: Yeah.

0:25:49.6 Mike Vacanti: Which is probably harder than spending the four to seven minutes to do the jump cut.

0:25:52.7 Jordan Syatt: That's exactly... [laughter]

0:25:56.9 Mike Vacanti: Yeah.

0:25:57.9 Jordan Syatt: Bro, I hate the cold, man. Up in Massachusetts right now, I hate the cold. If you're watching on YouTube, you can see I'm all bundled up, I just... This is it...

0:26:07.8 Mike Vacanti: I got a good story for this, I got a story. Dorian Yates, all time legend, maybe my favorite body builder. Just a legend. Back in his days from... I'm gonna butcher a lot of elements of the story, but directionally, it's correct. So he's in the northern UK and training out of this gym and taking a year... He's in his off-season between shows, and this is late '80s, early '90... Maybe in the '90s, early '90s, somewhere in that time frame, would fly over, do the show and then go back and train and maybe take a year off of doing the show, so he'd have like an 18 or a 20-month bulk out there and there was a day where he woke up and there was a snow storm, and so there was like two and a half feet of snow, no cars on the road, they don't have the... Whatever, gyms closed that day. Like gym's up several miles away, not gonna happen, he's like, "I'm thinking of my competition, and these guys who I compete against, they're out in California, and they're in their 70 degree perfect weather in their convertibles, and they have their girls with them, and they're driving around on the coast and they're loving life."

0:27:25.3 Mike Vacanti: He's like, "Fuck them." Puts on his boots, he's like, "I walked two hours in two feet of snow to the gym," he's like, "If I missed that one workout that wouldn't have made or made my progress or broke my progress, but it's the mindset, it's a mentality." It's like these guys are in their convertibles with their girls driving around enjoying their sunshine, and here it's 20 degrees and we got two feet of snow, I'm walking to the gym, I'm getting my lift in and walking home two hours in two feet of snow, and that's the difference right there, that's the mentality of in the cold, in the great north, in Winterfell, Jon Snow, like, I'm gonna get it done. I don't care what's going on in King's Landing, alright? I don't care what Jamie Lannister and Cersei are up to, I don't care eating grapes out of this or having orgies at Little Finger's brothel, I don't care about that. I'm up here swinging my sword, putting in reps in the great north in the snow. And that's how we get things done, Jord.

0:28:21.5 Jordan Syatt: Clip that, clips nation, Game of Thrones, that's... I love that.

0:28:26.8 Mike Vacanti: Yeah. But yes, it's uncomfortable, it's... There are pros and cons to everything. It's April 5th, and there's snow on the ground on my window, that's not optimal, but it's here, it's here. We need periods of difficult... Maybe you've experienced enough difficulty in your life, maybe you get enough difficulty six days a week going in there and potentially getting choked out, maybe that's your snow. Who knows?

0:28:53.3 S5: Yeah, and I like the vitamin D. Big fan of the vitamin D. I can't do that... It's the lack of sun, you know, that's what really gets me... That, man, you know what happened the other day, as soon as we landed here, it was super cold, and the thing happened where your hands are so cold that it takes 15 seconds to open and close them. When your hands get really cold and you can't do that, I was like, "Oh, this is why I left. I hate this shit."

0:29:19.9 Mike Vacanti: What's... Yeah, it's 42 where you are right now. It looks like.

0:29:25.2 Jordan Syatt: I don't know.

0:29:25.4 Mike Vacanti: 42 degrees.

0:29:25.5 Jordan Syatt: Just freezing.

0:29:29.3 Mike Vacanti: Okay. I hope someone's in northern Alberta listening to this and they're like, "This is some of the softest, weakest... "

0:29:37.7 Jordan Syatt: This is why I hate ice baths, I hate being cold. Being cold is the worst.

0:29:43.1 Mike Vacanti: I fully think this all goes back to Exodus and the time in the desert and epigenetics, and it can all get drawn back to this moment for the record.

0:29:53.3 Jordan Syatt: All my ancestors who are just in the desert heat... Yeah, I can't wait... Dude I almost... I almost got a sauna delivered to my apartment 'cause I want one in the house that we're gonna be building, and we're gonna have that for sure in the gym, but I'm just... I love saunas and I don't have access to one right now, and so I told my wife, I was like... She saw me looking at saunas on my phone when we were flying, and I was like, "I'm gonna get one." And she was like, "Where are you gonna put it?" And I was like, "In our living room," and she was like, "Jordan, no!" And I was like, "Yeah." I was like, "You're gonna love it, you're gonna use it all the time, and it's gonna go perfectly with the Feng Shui." That's the most serious that I've seen her get in a long time, she was like, "Jordan, do not get a sauna and put it in the living room." I was like, "We're only there for another two years until the house is built and you're gonna love it, and it's so many benefits, it's so good for you and it's gonna look great." She got sold on that, but now I need to figure out if I can fit it into my office. If I can fit one in my office, I'm gonna do it.

0:31:00.3 Mike Vacanti: I have so many thoughts. For the warmth or for the sauna benefits.

0:31:04.3 Jordan Syatt: The sauna benefits. I just love the sauna.

0:31:07.3 Mike Vacanti: The difference between function and aesthetics when it comes to home design is such a typical male/female divide, like making a room beautiful versus making it as functional as possible, it's like... Because I'm fully with you, but I can also now understand her perspective of a sauna doesn't go in this nice live... We have this rug that matches this, we have a mirror, we have this couch over here, we have stools, and then sauna, it's like visually... That doesn't go together, so I can understand her perspective, but for you, it's like, "We have space, I want a sauna, we're gonna use it. It's gonna be amazing." Are you about to make an argument that it would look good?

0:31:52.6 Jordan Syatt: Yes.

0:31:53.3 Mike Vacanti: Okay, well then you're wrong.

0:31:55.7 Jordan Syatt: Here's what I'm about to say. So I don't think I understand when people say, "This matches," like, "Oh, this matches..." I don't think I get it, because in my mind...

0:32:06.4 Mike Vacanti: Neither of us do.

0:32:06.5 Jordan Syatt: The floors are wood, and the sauna is made of wood, so wouldn't the sauna matched the floor?

0:32:14.4 Mike Vacanti: I think it'd have to be the same kind of wood. I don't think like a dark wood and a light wood go together, but I fully don't know what I'm doing, so...

0:32:24.4 Jordan Syatt: Yeah, people... But my wife is like... "Oh, this matches this" and it's not

necessarily the same color... How does that match? She's like, "Well, it matches 'cause of this," and I'm like, "Argh!" I just don't think I've wrapped my head around matching.

0:32:36.0 Mike Vacanti: No, we haven't, we haven't. I don't think we will either. I think there's more important things to focus on, like a seat belt choke or a high kick to the head, I think these are things that are more in our DNA, I don't think for you to spend time focused on complementary colors and textures and matching, I don't think that that would produce the greatest outcome for your life. But I could be wrong if you're passionate about it, do it.

0:33:00.9 Jordan Syatt: Part of me wants to get the sauna and put it in the living room, dining room, 'cause it would be right next to the dining room table and just make a video about it, and I get my wife's reaction to walking in...

0:33:13.2 Mike Vacanti: Here we go.

0:33:13.4 Jordan Syatt: To the sauna, just being there. And just... [laughter]

0:33:14.8 Mike Vacanti: Here we go, here we go, this is perfect. I have... I remember a take that I have that I said we were gonna talk about it, and I was like, I'm saving this for the podcast, so you did a Zumba class and you...

0:33:28.3 Jordan Syatt: Oh, yeah.

0:33:29.5 Mike Vacanti: And you loved it. Well, you said you loved it. You said you loved it... [laughter] Okay.

0:33:39.3 Jordan Syatt: Yeah, it was very fun. I enjoyed it.

0:33:42.1 Mike Vacanti: I think...

0:33:43.0 Jordan Syatt: And the people were... I loved the people more than anything.

0:33:43.6 Mike Vacanti: Here's what I think, I think...

0:33:45.9 Jordan Syatt: Uh-oh. [chuckle]

0:33:46.6 Mike Vacanti: I think...

0:33:49.9 Jordan Syatt: Oh God.

0:33:50.7 Mike Vacanti: That if Mitch wasn't there and if you weren't making a video out of it because you love making content and you're like... What did Gary call you? You're like a stand-up comic. You say something and then... You can do crowd work, like someone throws something out and then you like to react to it and see the reaction to that, you're like... You have that DNA. I think that if you were just... If someone told you like, "Jordan, three days a week, noon to 1 o'clock, you're gonna go... Because you love Zumba, but you're gonna go do that for the next 10 years of your life." [laughter] I don't think you would love Zumba, I think you loved that day, and the picture was cool and I bet it was a really fun class and I'm gonna watch the video. I don't know if it's out yet, but I'm gonna watch it for sure.

0:34:32.1 Jordan Syatt: No, it's not out yet.

0:34:34.1 Mike Vacanti: I think it was the experience around making something more so than you love Zumba.

0:34:42.3 Jordan Syatt: Dude, so I think you're 100% right that the experience, the special uniqueness of the experience and the people were so welcoming. And it was that one day. And then I'm making content around it, made it more fun and exciting. Without question, for sure. There was also the aspect... One of the reasons that I kept saying I loved it, aside from how amazing the people were and how incredible the teacher was and all of that, one of the main reasons that I kept saying I loved it is I had the actual data from my heart rate throughout that whole thing to track, and it was a tremendously effective cardio workout, there's no question about it, and when I said that I loved it...

0:35:21.6 Mike Vacanti: Where was your heart rate?

0:35:23.5 Jordan Syatt: The vast majority was between zone two, zone three, and then there was about 13 minutes in zone four which I was actually really surprised by, but granted, I was going hard, dancing, I was dancing... The teacher came over to me after, she was like, "I didn't expect you to..." She goes, "You didn't give a fuck. You were just going." Dude, I was going hard. 'Cause you know me, a huge part of my personality is looking at how other people are responding, right? It's often focused on how other people feel, and looking at how they're interpreting something and how they're enjoying something or not enjoying something, and especially with what we do, I loved seeing how much they loved it, if that makes sense. Part of the reason I loved it so much is because I could see how much fun everyone was having, and especially going back to what we've been talking about at the beginning of this episode, movement exercise, all this stuff. I know there are many people out there, I know this because they message me saying that doesn't count as real exercise, it's...

0:36:33.6 Mike Vacanti: Well, that's not right.

0:36:36.5 Jordan Syatt: It's not. And I knew that if I went over the top saying how great it was, then number one, everyone who already did it would feel justified in doing it, and maybe wanna do it more, and people who weren't doing anything but might have been interested in trying something, like Zumba, would have been more likely to try it, which in turn made me love it even more at the thought of the prospective idea of more people doing it just for the exercise. So that's why... One of the reasons why I loved it so much, yes, the teacher was incredible and yes, the community was great, and they were high fiving and teaching me the choreography and all that, but I wouldn't do that three times a week, personally... I didn't love it from that perspective, but... So yeah, you're 100%, right? Fair enough, fair.

0:37:26.7 Mike Vacanti: Enough. That makes sense. Question from Randi, Randi says, Hey guys, I've been an in-person trainer for two years now and currently do not make training or coaching content on my social media account. For some reason, it really intimidates me and I've avoided it by thinking I'm an in-person trainer, it doesn't really matter, but you guys are always hammering how important it is. As an in-person trainer, is this something I need to be focusing on? Thanks for your input. And thanks for all that you do, Randi. Thank you for the question. Randi.

0:37:57.4 Jordan Syatt: Randi with an I or a Y?

0:38:00.4 Mike Vacanti: I.

0:38:00.5 Jordan Syatt: Randi with an I... Do you wanna start or you want me to start?

0:38:04.0 Mike Vacanti: Yeah, the bottom line is, to answer the question bluntly, do I need to be

making content as an in-person trainer? No, you don't need to be making content as an in-person trainer. If you have enough clients right now, or if you're working for a gym and you have... You're being given clients or you have a fixed salary and you're happy with your job right now, and you wanna continue doing what you're doing in the future, and you don't have that like itch, to start your own business or that itch to work with clients online or even that itch to build an independent training business away from a gym and build your own in-person training business that way, which content can be beneficial for... And you just don't like making content or the idea of making content and don't want to? No, you definitely don't have to. There are a lot of benefits to making content and to helping people and having people know who you are, which creates brand and community in some sense and allows you future flexibility if you wanted to do something other than just work at that gym coaching clients in person.

0:39:18.6 Mike Vacanti: Then you would have the option to do that with the audience that you've built up by making content, but if your sole goal and focus is coaching clients in person, you have enough clients and that's you wanna keep doing what you're doing right now, you don't have to be making content.

0:39:33.9 Jordan Syatt: That's exactly right. I was just fed one of Gary Vaynerchuk's posts. He posted it recently, but it must have been a repost or he used content from many, many years ago, and it was one of the earlier pieces of content that just got me so into what he was doing and helped me understand what was going on. And it was... One of the pieces of content where he was talking about how attention is the asset, and how once you have attention, you can do anything you want with it, and the power that comes with that, and not just power, but power in a sense of the good that you can do with that is I think beyond, it's way more than I comprehended before I started to build an audience, and I think most people just don't understand the impact that you can have with attention, and there's so many things you can do for example, if you're an in-person coach and one of your clients goes away on vacation and they wanna get a workout in and they need help with their Single-leg Romanian Deadlift and you wanna film a video for them, well, you could either send them a video from someone else, which is totally fine, you could send them my Single-leg Romanian Deadlift video, it crushes on YouTube from 2011, or you could have one of yours doing it and send it to them and...

0:40:57.0 Jordan Syatt: So that continues to build that relationship. And then if you have that, if you send them that video, then why not just put it on your social media so that it can help other people as well. So you don't have to... You could have an amazing business, amazing work-life balance and really help a tremendous number of people with just coaching in person without ever even having a social media account, in fact, part of me... Some part of me would like that for myself, but I think it's very easy to overlook the benefits that you can have on the world as a whole through creating content and how that can positively impact other people as well as yourself and your business, so just like Mike said, No, you don't need to. But I think that even sporadically posting helpful information online without the goal of trying to grow a huge audience, but with the goal of helping the few people who see it is better than not posting at all.

0:41:56.4 Mike Vacanti: So would you say that... 'cause you're kind of appealing to like a moral argument, like you're doing good for the world by posting content. Would you say then that everyone has an obligation to be making content in their realm of expertise in a way that can help people?

0:42:20.1 Jordan Syatt: No, mainly because I don't think everyone has a realm of expertise.

0:42:25.5 Mike Vacanti: Everyone who does have a realm of expertise.

0:42:29.8 Jordan Syatt: I think... So I don't think you need to, because I think the moral obligation is to help people with... Help people, period. And if you spend the majority of your time helping people in person and not online, great, then that's fine. But I know for me personally, in my... You've known this since you've known me, my goal has always been to help as many people as I possibly can... That's it. I wanna help as many people as that can, and social media and the internet has given us the opportunity to where we can help people in countries and towns and cities all across the world in an instant, but that's not everyone's goal.

0:43:09.1 Jordan Syatt: So your goal doesn't have to be to help people all over the world, your goal could be to help improve your neighborhood, maybe just walk around and help your neighbors, but that's one of the things I'm excited about building a home gym is I want everyone in my neighborhood to know like, Hey, we can go work out in Jordan's gym, just I'm gonna leave it open, we can just go in his property, go in the gym and that's fine. So I think the obligation is just to do your best to help people regardless, and I think social media is one of the easiest ways to do that, and most people, I don't think are actively going out of their way to help people, and so if you're just sitting on your couch and you're not helping people in general, well, cool, pick up your phone and help people, but if you prefer to do it at your own local gym or in your community, your neighborhood, I think that's equally as important as what I'm doing. It's no less important. It's helping your individual community, helping people around you is equally as important. Just because someone is helping people in other countries doesn't mean that it's more important than what you're doing it's like they're equally important regardless of the reach that you have.

0:44:19.9 Mike Vacanti: The improvements of technology and the internet essentially has given us the ability to scale this massive lever, you can speak to hundreds, thousands, tens of thousands of people like that, whereas it was so much more difficult before... Interesting, yeah. There's also... There's an important distinction between creating and consuming online because 80% of the time... I hate my phone, like I wish it was the '90s, I don't want to be consuming on my phone, but that scrolling, mindless consumption is very different. Is a... It not only creates a different outcome, but it is an entirely different feeling and activity than creating content, and so maybe for some people, their hesitancy towards creating content stems from a dislike of social media and the way that they have used it traditionally, but making content feels different than consuming content. So Randi, I would... No you definitely don't have to. It might be fun to try and find out if you actually don't want to. That might be something that I encourage you to do.

0:45:40.8 Jordan Syatt: Yeah good call. Dude, the '90s were awesome.

0:45:45.9 Mike Vacanti: I know we just talked about this like seven pods ago.

0:45:49.2 Jordan Syatt: Did we?

0:45:50.6 Mike Vacanti: Yeah, we did, we did.

0:45:55.3 Jordan Syatt: What else we got for this podcast?

0:45:57.3 Mike Vacanti: Those are my things. Society, Outlive the book and Randi's question. You got anything?

0:46:09.3 Jordan Syatt: Here's an interesting one. Alright, so @lovefortheology. Oh wow. What a great handle, @lovefortheology asked, "Do you worry of how much oil relatives or restaurants use in their foods?"

0:46:22.9 Mike Vacanti: Yeah, I worry about how much oil... I don't worry about how much oil

restaurants use in their food because I account for it, but I worry about how much oil some relatives... Like if they're cooking for you?

0:46:36.9 Jordan Syatt: I don't know, I read it the way you read it. Let's... In terms of their health?

0:46:41.7 Mike Vacanti: Yeah, I have some relatives who I worry about how much oil goes in their food for sure, I'm not gonna name names on the pod, but I do... I think about this, butter and oil.

0:46:52.6 Jordan Syatt: Just from their own health?

0:46:55.3 Mike Vacanti: Yeah. And restaurants, it's become, I don't wanna say common knowledge, but in people who are like... evidence-based fitness is getting better and better, there's more people making content... More people are coming to understand that restaurants use a solid amount of butter and oil in their food, which adds quite a bit of fats, which is one of the reasons why eating out frequently while not paying attention to what you're eating might make someone gain weight over time or might lead to someone struggling to lose weight. Yup. I think that's my answer.

0:47:33.6 Jordan Syatt: Well, how do you... Do you talk to them about it?

0:47:37.4 Mike Vacanti: Yeah, absolutely. Well, it depends on the relative, it depends like in laws or blood, it depends like how far or how close... But yeah, we've had really... Dude in 2016, I grabbed my dad, I said, Hey, we're going for a walk. We'd never gone for a walk together in my entire life or his, and I was like, You're gonna get in shape and this is how we're gonna do it, and I'm gonna coach you in person for a while, this is when I was rolling off Gary and so yes...

0:48:02.5 Jordan Syatt: So when you stopped coaching Gary and he moved back to Minnesota, did you know that you were gonna coach your dad, or did you not know until you moved back.

0:48:18.3 Mike Vacanti: So I was back for four months, I wasn't really sure where I was going or what I was doing. I don't remember... I believe that it was like an impulse thing, I moved back and saw... Maybe saw some of the behaviors and actions and there's a Wait but Why article called The Tail End about how much time you're gonna get to spend with relatives and then being with my family and then extrapolating these nutrition and lack of activity habits over the long run given what his age was, I had no interpersonal communicate... Very little interpersonal communication skills, very blunt, hammered it, and he's receptive to that, but it was like, Yeah, we need to do better on nutrition and working out, I'm gonna coach you in person, like, let's do this and I remember the first month, he'd complain all the time to my mom and my family really... Was sore all the time, like really didn't like it. Our first workout, I'll never forget it, we were doing the warm-up outside at my house, it was nice outside, it was August 2016, and he's struggling through the warm-up and he's like, You know, this is good for the day...

0:49:31.8 Mike Vacanti: This... I feel good, I'm gonna go roller blading around the lake, and I was just like, That's not your lift, you're not... Like, okay, but we're still gonna do the lift today, like he was trying to find ways that he historically had worked out... He's a hockey player, and I was just kind of blunt force and then, you know... He was very receptive to it. Obviously, it took a lot of sacrifice and hard work. And on the nutrition side of things, like he was very dialed in, mostly with food choices and meal timing was how he ended up losing fat, but once he got through that first month, it became easier, he started seeing strength progress, he started seeing his body change, and then... At least liked the habit of lifting enough to continue.

0:50:23.3 Jordan Syatt: Did he give you any resistance, for example, either when you first said,

Hey, we're gonna be doing this, or for example, when he was like, I'm gonna go roller blading and you were like, No, you're gonna lift first. Was there any resistance? Was there anger or was there heated words. What happened?

0:50:44.2 Mike Vacanti: There might have been frustration internally, but he wasn't expressing it, I think he probably felt some degree of gratitude that I wanted to do this to help him and was giving my time, there was a... He jokes about this, I don't know how serious it was, but he's like, Michael's back here training me, spending time with family. He's been out in New York for the last however many years. Like, if I don't do this and he ends up... Basically my mom would be pissed if I went on to do another project and left Minnesota, because he didn't wanna work out, and so I don't know how much of that actually is serious versus him making a joke out of it, but... Yeah, he was pretty receptive to it. He was pretty receptive.

0:51:32.3 Jordan Syatt: So when you first went back and you're like, Hey, we're gonna start doing this. He didn't ask you. He didn't say, Hey, Michael, I want your help. You were just like, Hey...

0:51:39.6 Mike Vacanti: No. No.

0:51:40.3 Jordan Syatt: We need to get you in shape...

0:51:41.8 Mike Vacanti: Yeah, yeah.

0:51:43.3 Jordan Syatt: And did you say, Hey, this is the time we're gonna work out, this is like... This is like, we're gonna go to this gym at this time every day, and you're just gonna do what I say. Did you just lay it out for him?

0:51:52.5 Mike Vacanti: Yeah, it was three days a week. I asked him what time and we kind of agreed on times that worked and... Yeah, that's what we did.

0:52:03.9 Jordan Syatt: Did you drive together to the gym?

0:52:04.6 Mike Vacanti: No, I was living at my friend John Arnold's condo at the time, he had a little den area, so we'd go meet at the gym.

0:52:11.5 Jordan Syatt: Did you work out with him or did you work out before/after?

0:52:15.7 Mike Vacanti: After. I was coaching him.

0:52:18.1 Jordan Syatt: Got it. Okay, and then nutrition-wise, like were you watching his nutrition and closely or...

0:52:24.0 Mike Vacanti: He had had ups and downs with nutrition over the years, and... No, I wasn't watching his nutrition closely. He was mostly eating protein and vegetables, and he never was a big breakfast guy, and so it was basically eliminating snacking and coffee in the morning, and then protein and vegetables, and if I need snacks, I'll have a Quest bar or Kirkland bar rather than crackers or chips or something along those lines.

0:52:56.7 Jordan Syatt: Got it, got it. And now he's just... He's in it. Does he still train three times a week. Does you do more?

0:53:02.6 Mike Vacanti: He was training four times a week for a long time. He's gotten obsessed with Pickleball, and so it's like a balance between lifting and pickle ball, but he's plenty active and

has maintained... He's six foot, he was 230 and change and got down, he wanted to get his college playing weight was 190, and he was down to 185 at one point, but... 190 to 195 is kind of the range that he's been shooting for and has maintained and any time he gets close to 200 is kind of like his... Okay, I gotta dial it in and kinda get back to that low 190s.

0:53:44.3 Jordan Syatt: Nice. That's like his maintenance range, 190 to 200.

0:53:47.8 Mike Vacanti: Yep, exactly.

0:53:49.4 Jordan Syatt: Does he use Mike's Macros?

0:53:50.0 Mike Vacanti: No, no. He's not tracking.

0:53:51.9 Jordan Syatt: No.

0:53:52.6 Mike Vacanti: No.

0:53:53.8 Jordan Syatt: Got it, got it. Okay.

0:53:55.2 Mike Vacanti: Focus on protein and vegetables, and basically, if I start to get too high on the scale, stop snacking so much at night.

0:54:06.1 Jordan Syatt: Simple.

0:54:06.8 Mike Vacanti: Big bowl of Greek yogurt with protein powder mixed in and chop up a banana, or chop up an apple in there like he has his go-tos that get him enough protein. And then... Yeah.

0:54:15.0 Jordan Syatt: It reminds me of Peter Attia's story when he finished that... Finished that swim across the ocean. And he's eating that burger and the coke, and his wife is like, "You should be less not skinny."

[laughter]

0:54:34.5 Mike Vacanti: That was hilarious.

0:54:35.7 Jordan Syatt: And In his description he was like, "I was 50 pounds above my fighting weight," and then my mind went right to, okay, well, fighting weight, he probably had to cut to his fighting weight, so maybe 35 to 40 pounds above his actual weight, but I think there's that... It's so easy to sort of creep up in weight without realizing it over the years.

0:54:52.9 Mike Vacanti: Yeah, absolutely, I thought that was funny the way it was phrased less, not skinny, less not thin, 'cause I need to read it three times, and I was like... What is he less not? Double negative is... Yeah.

0:55:04.8 Jordan Syatt: Hearing it actually was very easy, but I would imagine reading it was a little bit difficult. Well, sick bro, this was a good podcast.

0:55:12.7 Mike Vacanti: Great podcast. If you made it here, we have a handshake agreement where we make content for free, there's no AG1 here, there is no BetterHelp, there's no... Who else is shilling out money to every podcaster in the world to... All this... None of that, buy whatever you want, you're not getting an advertisement here, the content's free, but we have a handshake deal.

When I first started coaching Gary, I said, Hey, is there a contract for this to your deal? He said "No," spit in his hand went like this. He said, "That's how we do deals," that's how we do deals here at the Personal Trainer podcast, in exchange for this free content, please subscribe to our YouTube channel, @personaltrainerpodcast, you can do it right now, the episode is over, jump on YouTube. If you're driving or something wait to it later, we don't want you getting hurt, hit subscribe. We would greatly appreciate it. Thanks for listening.

0:56:00.8 Jordan Syatt: Yeah, hit subscribe. Leave a review, share on your social media, all that...

0:56:04.9 Mike Vacanti: Hey, if we're gonna ask for one thing we may as well... Thank you for listening...

0:56:10.1 Jordan Syatt: Thank you.

[laughter]

0:56:13.8 Mike Vacanti: Have a great day. Weekly uploads. We're keeping them coming. Jordan are you in a better mood now?

0:56:18.4 Jordan Syatt: Way better, way better mood.

0:56:19.0 Mike Vacanti: Awesome.

0:56:20.1 Jordan Syatt: Yeah, I gotta... Gonna go get my work out in, but Happy Easter to everyone celebrating. Pesach sameach, to everybody celebrating, Ramadan Mubarak to everybody celebrating, the three Abrahamic faiths coming together all around this time of the year. We got a lot going on right now. But thank you, have a wonderful week. And we'll talk to you soon.