

007 Eat Happy Kitchen Table Talk: Ben Azadi

[00:00:00] [00:01:00] All right. I am here with the fantastic Ben Azadi. Ben, welcome to, I haven't even named it yet. I'm just calling at the Eat Happy Kitchen table talk. We're gonna have a little table talk. Let's pr I'm having coffee. Hmm. Because it's one of those days. . Are you fasting today? I'm getting a fasting vibe from you.

I, no, I'm not. I broke the fast earlier today, since this day. I knew it. Yeah, it's past, well, it's past 4:00 PM for me, so you're, you're a little bit earlier in the day, so it's different. Um, so, but I did fast until 2:30 PM I broke the fast then, and I did have coffee earlier, but now I'm just drinking water here on my end.

What did you break the fast with? Because everybody wants to know what people eat. , I had a. Half [00:02:00] an avocado. I had some grass fed cheese, uh, just a little bit of some grass fed cheese, some ground beef, and this might be blasphemy. I had a little bit of some white rice, I know, not keto, but I flexed out, so that's what I had.

And then I had a half an orange as well. So also not keto. So how long was your fast? Hold on, I'm gonna get to that. Don't worry. I'm not, I'm not glossing over anything. , uh, see how long was your fast? I broke at two 30 my last meal. I finished eating yesterday around 6:00 PM Okay. So that, you know, 18 hours-ish.

That's a good 18. Yeah, that's good. Now, Ben, why would somebody eat some orange or some white rice? Why would they do that? And we're gonna get to your origin story in a second, but since we're hot on this right now, I wanna find. Yeah, look, I love keto. I know you do too. Uh, I've already done the work personally to make sure I have a healthy metabolism that's nice and flexible.

So I, I feel like I've done the work. I've earned the badge to enjoy some healthy carbohydrates, and although yeah, it might kick me [00:03:00] outta ketosis, I look at that as like a good thing. A badge that I've earned and I'm all for that. Plus, I did a really tough 45 minute strength training workout in the fasted state.

Mm. So my muscles were like just primed to absorb the glucose and utilize it really, really well. So that's why I flex out. I think it's very important to get

yourself to that point, to do so. So you didn't always have that sort of primed metabolism, did you? Ah, not even close the exact opposite. Actually.

Talk to us about that phase in your life. Where, where were you, what was happening? . Why, why? Everything . Yes. Everything. Well, you know, I, I followed a standard American diet and like many people have done the same thing you have as well with your mm-hmm. , your backstory, you know, you, for you it was like wheat beating you up every day.

You not knowing that it was beating you up. Same thing for me, although, although I didn't have celiac like you, but to my. She, so my mom and my dad, they immigrated to the United States from Iran. Mm. So they are, uh, immigrants, uh, from there. And they [00:04:00] were, they came to Miami Beach and then I was born here in Miami Beach, 1984, and my parents were divorced, so I was pretty much left to my own devices growing up.

So I hung out with the wrong crowd. And my mom worked at Kentucky for a chicken when I was a kid. She worked at two different Kentucky Fried chickens. So she would bring me, Kentucky Fried Chicken. That was like a dream as a kid. It was a pretty, I have a mom that worked in Kentucky Fried, and by the way, all my friends were jealous.

Yeah. Let's be clear. It was Kentucky Fried Chicken back then. It was not K ffc. Okay, you guys. That's true. Yes. , they've rebranded the kfc. Yeah. So yeah, I would eat Kentucky Fried Chicken, but here's something interesting. I remember my mom, some nights she would get home and she wouldn't bring me chicken, and I would be so upset like, mom, why didn't you bring me chicken?

And she would say, oh, I'm only gonna bring you chicken. The first week that they changed the oil, meaning they would only replace their canola oil every 14 days. So the second half, the last seven days. She wouldn't do it cuz the oil got so dark and they were just re frying refracking. So she wouldn't gimme that oil.

She would only do it during the first seven days [00:05:00] of the change. So that's disgusting first of all. So, um, so it sounds like much when the spider bit Spider-man, that was your antied oil superhero moment. Pretty much, and I had a lot of seed oils growing up and sugar addiction, carb addiction, drug addiction.

I was really unhealthy and I hung out with the wrong crowd. And it showed with my physical appearance, I was obese. Uh, as a kid. I was, um, really overweight, really unhealthy. How young, like how young obese. When I was,

um, five years old, six years old at that age, yeah, I was really, really, uh, uh, obese and then even as a teenager.

Uh, so it transferred into my high school days. And then I found myself now as an adult, 23 years old, at uh, 2007, 2008 ish, uh, 250 pounds. O obese, physically obese, mentally. And I was also depressed. And that's actually an understatement. I was suicidal and I was on the. looking for ways to, to end my life because I was just tired of being in pain [00:06:00] and I, I, I actually wanted to end my life cuz I didn't know any o other option.

But I kept thinking about my mom every time I, I kept exploring suicide and it, it stopped me cuz I didn't, my mom was my superhero. I didn't want to do that to her. Yeah. So I knew I had to figure things out, but at this point I was 250 pounds, 34% body fat, never exercised eating seed oils all the time, playing video games, eating a whole bunch of sugar.

And I knew I was not gonna take my. That was not an option cuz I was not gonna leave my mom with that sort of devastation. So a friend of mine, my best friend actually handed me a book and I never read books in my life, only the bare minimum just to graduate high school. And I graduated high school late by the way.

So he handed me a book and he said, read the book, I think it's gonna help you out. And I read the book, it was called The Slight Edge, by a gentleman named Jeff Olson. And that book was really good and, and it helped me understand that small. Behaviors that you do every single day. They compound over time to give you your results in life.

And those [00:07:00] results could be poor or they could be amazing depending on what those behaviors are. So I started to pinpoint all those small little decisions I was making every day was, has compounded to me feeling like this and looking like this. So that one book helped me understand that. And then one book turned into five books and 20 books, and I just became obsessed with reading books from authors like Dr.

Wayne Dyer and Bob Proctor and Tony Robbins and all these incredible people. So, The books helped me take responsibility. First time ever, 24 years old now, and I took responsibility and I said, okay, no longer am I playing the victim card. It's not my metabolism or my genetics. or my enabling mom bringing me home, Kentucky Fried Chicken to why, uh, the reason why I feel like this and look like this, it's because of me.

I made the decision to do that, so I made the decision to stop doing that. Stop inflicting all those wounds. So I moved my body. I started exercising and eating real food, and I went through this incredible health transformation. within nine months, I lost 80 pounds. I went from 250 pounds all the way down to [00:08:00] 170 pounds, and I went from 34% body fat and I cut that all the way down to as low as 6% body fat, and I was just happy.

24 year old with six pack abs. I, I always dreamed of six pack abs, but most importantly, I. Attained a mental six pack and what it did for my mental health and my mood, and that's where it opened up the world to health and nutrition and fitness for me. And I became a personal trainer. And then along the way I had different journeys and avenues, but that's where it all started.

That's kind of like my hero's journey. It started from pain and it led to this purpose. Wow. I mean, listen, first of all, I wanna, I wanna address a lot of what you said, but I just wanna say if anybody out there's listening and is on the internet and looking for ways to end, , please stop. Please get help and know that we love you and we're sending you a hug, and we want you to be here.

Yes, please. And if you're listening to this interview Yeah. Keep listening. Yeah. Because you might, you might get a, a, a leg up in the form of a, a, a knowledge bomb or something that will help. [00:09:00] Yeah. Um, and, and I love what you said about books because I always bel read as many books as possible because I always believe for the cost of what a book is, if you get one new fold in your brain, one new nugget of information, it's.

Yeah. Just to, cuz we're all trying to, it's human nature to wanna better yourself and if you're not bettering yourself, cuz something's wrong. You said you were depressed and I bet the food that you were eating had a lot to do with that too. Of course. You know, think about the type of neuro inflammation I was creating.

How could you even think clearly and, and have motivation and inspiration? It's very hard. You're, you're fighting an uphill battle with, uh, the food that I was giving, the Franken food essentially, that I was giving my body. . So you lost 80 pounds in nine months and obviously have kept it off cuz you're not 24 anymore.

And, uh, none of us are , dammit. But, but I mean, I mean, I think that's like one of the major things that I hear from people when you are feeling like you've tried every [00:10:00] kind of diet, right? And you've tried everything, and then

you see somebody who's lost 80 pounds in nine months and you're like, yeah, but did they keep it off?

And I'm here to say Benza has kept it off. and, and he broke his fast with a little bit of rice. So, I mean, like that's what, this is the, the transformation that we're talking about. The 180 Yeah. Of, of changing your metabolism. So, yeah. That's pretty cool. Thank you. Um, you have a pretty cool book behind you called Keto Flex.

Can you tell us about that book, sir? Yeah, I would love to. So great Keto Flex is my latest book. It is, um, kind of a accumulation of all the things I've learned regarding keto specifically, but there's some principles about fasting in there and just some principles about health. I start the book off kind of illustrating the problem, meaning, and you teach this very, very well.

We've. Sort of brainwashed to believe that symptoms and diagnosis and disease are are evil and we hate them. Like, why? I hate these symptoms. I hate this disease. I [00:11:00] hate this diagnosis when, as a matter of fact, those are beautiful gifts from the innate intelligence showing you that your check engine light is.

On pay attention. The body is giving you clues. The problems that people think is just evil, they don't pay attention. They try to cover it up, but thank God we have this mechanism where the innate intelligence could give us the clues. So I, I talk about that these are clues that your body's giving you to show you your at homeostasis.

Let's figure out why. And I really outline and on paper it sounds very easy than when you apply it. It's more difficult, but there's three simple steps to healing your body number. , identify the interference, right? Mm-hmm. , what is interfering with the innate intelligence? And it's usually many, many things.

And then number two, okay, let's work on removing the interference and removing the interference. And then number three, you allow your body to heal. So those are the three steps. Identify the interference, remove the interference, and allow your body to heal itself. So I talk about that in relation to diabetes and cancer and autoimmune gut issues, et cetera.

And then I get into the principles of keto, and [00:12:00] I love keto. I know you love keto as well, and I. . It's such an incredible tool when you utilize it the right way. So I, I make the case for keto and I explain how incredible it's been

for me and my students, and I explain the differences between different keto approaches and how to do it, you know, the clean way, the way you teach Anna.

And then I go into some, my four pillars. So my four pillars that I teach my Keto Camp Academy students are outline in the book and the pillars are number. , it's called Adapt. So we want to get you fat adapted. Mm-hmm. , we want to get you away. Mm-hmm. from being a sugar burner to being a fat burner. And we could do that in 14 days.

Pretty easy. Mm-hmm. . After that, the second pillar comes into play, which is called fast. We start implementing intermittent fasting strategies and we vary it up. We do different protocols to mix things up and keep the body guessing like a good personal trainer does. Uh, you know that Vinny knows that very well.

And then we shift into the third pillar, which is called phase, which is actually phasing. All antinutrients for a short period of time and doing a carnivore approach just to heal the gut. [00:13:00] And then we bring that back in the, the antinutrients that we hate so much. We bring 'em back in when our gut is healthier.

And then the fourth pillar is called flex. And what I did today with the white rice and the orange is actually flexing in and outta ketosis where you have the metabolism to flex in and out. So the book covers all of those four pillars. I love it. Um, what are some, what are some of the most common interferences.

our thoughts. That's the most common words. Oh, I didn't think you'd say that first. I love that answer. That is the most common one. The reason I say that, well, first of all, Dr. Bruce Lipton, are you, do you know of Dr. Bruce Lipton's work? Yes. Yeah. Yes. Such a brilliant guy. Mm-hmm. . He wrote a great book called The Biology of Belief, and I, and I interviewed him.

I had the, the honor of interviewing him on my podcast. He, he, his research has shown that your thoughts are a frequency that have the ability, To penetrate your cells and communicate with your d n A nucleus, meaning if it's a negative thought, a hateful thought, an angry thought, a resentful [00:14:00] thought, an inflammatory thought that signal sent to your dna.

N is okay DNA N. Teach your body, teach your cells to produce inflammatory proteins and cytokines. Mm-hmm. With a thought. And the average person has 60,000 thoughts per day. That is according to some studies from psychiatrists, 60,000. You, Anna, probably have over a hundred thousand. Cuz you're just, I

was just say, I meet some people during the day where I don't think a thought goes into their head, but, well, here's the thing.

So average 60,000. It's not that the a thought doesn't go through their head is that they're, they have mental activity, but mental activity is not the same thing as thinking. So that's, they don't have an original thought, is what you're saying. And, and that's actually true because the same studies that show we have 60,000 thoughts per day also show that 90% of them are the same thoughts from yesterday.

They're not original thoughts, and 85% of them are negative thoughts. So Zig Ziegler called it stinking. . Right? And I say thinking love, love Uncle Zig, by the way, love Uncle Zig. I, I listen to his audiobooks all the time. Oh my gosh. [00:15:00] Yeah. I love that. You do. Um, yeah, I do too. Even to this day. So he used to call it stinking thinking.

So I always say, if your thinking is stinking, your dreams are shrinking. Okay? And if, if you, if you have 60,000 thoughts per day and your thoughts could either put your body in a healing state or anti-inflammatory state, that means you have 60,000 opportunities to put your body in the healing. So you, you are the most influential person you'll speak to today.

So that's the first interference we wanna work on your thoughts and it's not as easy as just change your thoughts. You gotta change your environment. Cause your environment cha determines your thoughts. So you gotta do an audit. People in your life are they, Projecting inflammatory thoughts and opinions towards you, or they're not supporting you, then you gotta do something about that, cuz that's gonna determine your thoughts.

So that's number one. You gotta clear, you know, the mindset, the mental six pack that I spoke about, that's what we wanna work on first and foremost, it's the, the inner size that we want to do first. That's incredible. Listen, I love belief work so much I that when you sign up [00:16:00] on my website for the free recipes, you know, the lead.

We all have to have the lead magnet. Um, I actually have a whole section for belief work, and I think people think I'm cuckoo about it, but I am, I, I have been able to track the significant changes in my life to doing the belief work. I used to listen to Zig Ziegler, Zig Ziegler, and um, Earl Nightingale and, um, what's, who's the guy I loved his, it was Bob Proctor, but then there's another guy Brian Tracy.

About Brian Tracy. Yeah, a lot of things about money because I grew up with a very dysfunctional relationship with money. Me too. And, and, uh, it was a lot. For me to change stuff that you're carrying forward. So whether it's the money or the body or the relationship, wh which by the way, my girlfriends and I call it boys skinny money.

How do we get the boy to love me? How do we get healthy and uh, how do we get the money? ? That's okay. That's good. Yeah. Um, those are the three pillars, right? Let's, let's be honest, but, uh, I love that you focus on belief work first. You've been in this space a long time. [00:17:00] You see people come and go. You see people have success with changing their diet and cutting out the seed oils and the processed carbs, and then they go away for a while, which shows me that the belief work, they did the physical action, but they didn't take the mental, spiritual, emotional action of working on the belief work.

So how do, how do you personally change your beliefs? How do you even re. a belief that you need to change. Like what's your process? The environment is the first thing. Okay. So I always tell my students to do this exercise and I encourage your audience to do the same exercise. Great. You grab a blank piece of paper.

and then you draw a line down the middle and then a line at the top. So you're kind of for forming a cross. But at the top left, you're gonna write the word chargers at the top right. You're gonna write the word drainers, and then you identify. Think about all the closest people in your life and put 'em into those different categories.

Somebody's a charger, you know they are a charger cuz you're charged up after you talk to them. They [00:18:00] support you, they encourage you. Like when I talk to you. You're a charger to me. Cause I feel charged up when I talk to you. Same. You would go on my left side. Thank you. I'm glad that I much torture for you.

too. . So, um, identify those chargers and then identify the drainers. The drainers are gossiping. They tell you keto is gonna kill you. Uh, they're, they're just, and you know, inflammatory people with inflammatory thoughts. It's just where they're at in their, um, current awareness's. None that we're better than them or vice versa.

Right, right. It's just their current level of awareness. And then you do that audit, and then you spend less time with the drainers and more time with the Chargers. And that alone is gonna shift your mindset. You're gonna be more of abundant,

loving, uh, sort of mindset. And then number two, uh, is to take a, a, a specific supplement each day.

It puts you in this. Abundant sort of, um, positive belief sort of state, and it's not woowoo or signs to back it up. So this, this supplement, I actually asked you about it when I interviewed you in my podcast. I know, I know. You know, I know what you're gonna say. Hey, Ben, do you buy this supplement at GNC

Unfortunately, you can't get it at GNC or Amazon. Oh. [00:19:00] But it's, it's, it's more powerful than any supplement you'll find on g at GNC or, uh, at Amazon. This supplement has been proven to put you in an instant anti-inflammatory state. It's been proven to produce endorphins like oxytocin, and gaba, and serotonin, and all these incredible chemicals, uh, to make you feel really great.

and it's, it's vitamin G. It's the practice of gratitude. That's what it is. When you are grateful, you immediately put your body in this healing state. It's impossible to be angry and resentful and be grateful at the same time. So you gotta get your daily dose of vitamin G and get it as much as possible.

You cannot overdose on it. That is where it starts. Environment and Vitamin G, and then you're off on the right. , I, I heard a great prompt, um, back in the day of, you know, just at the end of the day, write five things that you're grateful for, and then after a little while of doing that, you'll find that you're repeating the same thing over again, and you might not be getting in touch with the, those levels of vitamin G that it initially [00:20:00] produced.

And then I found myself getting really creative. and little things happening, you know? And like for example, this past weekend we had a little bank failure and our, we were involved with that bank failure , and we didn't know what was gonna happen. And the whole time I just kept thinking there's, there's a reason for all of it.

And there was, and a bunch of great things could come of it. It's a lot, you see the great things come out of the negative things a lot faster when you're kind of looking through the lens of the vitamin. Hmm. That is so good. That's exactly true. It's because there's a part of the brain called the reticular activating system, which is the nice selective seeking mechanism part of your brain.

And thank God we have that, because if we didn't have this, it's called the r a s, we'll call it for short, if we didn't have this, the brain with short circuit, with all the stimulation, millions of stimulation each day. So the, the job for the r a s is

to filter. What's important, what you, what you have given that code to be important.

Meaning whatever you feed energy to will [00:21:00] expand whatever you have fed. The r a s you'll see more of. So if you practice gratitude when you have a problem, like with the bank. , you see the gratitude, the ness from the, the problem instead of living in that problem and, and dwelling on it. But if you're focused on what's not working for you and why this bank screwed me, or this body screwed me, whatever negative thought, all you're gonna see, mm-hmm.

all the Rs is gonna see is all the problems in your life. So gratitude changes the programming of the r a s. It's literally rewiring your brain.

I love this so much and I c I could go pretty deep with this whole belief stuff and the quantum field stuff cuz I'm super into it because I just noticed that like when I be trying, trying to actively change the unconscious to be conscious. , now you're making a choice. It's kinda like what you said earlier, you don't know what you don't know until you know it.

And then when you know it, you're actively choosing it. So if you're taking full responsibility for what you're eating and you know [00:22:00] that the K F C with the old oil is keeping you fat and unhealthy and depressed, then every time you eat it, you're choosing that. That's right. And the, the freedom that comes with knowing, I'm making a decision fully here and lining up with it, you.

There's power in that. Once you are aware and you, you realize you've made a bad decision. Once you're aware and you realize you made a bad decision, you do it a second time, then it's a choice. Yeah. Big difference. Yeah. How, how do you advise people who are still working through the process, or maybe how do you advise the plateau?

when people go through plateaus, whether male or female, I know we all have a laundry list of different things that could be happening. How do you help people through those times of, um, I guess the, I keep using the word plateau, but it could be any stall, you know, any negative word like that. How do you help people through those [00:23:00] times?

Yeah. You know, there's a difference between like a weight loss plateau and then a setback. Um, so you want me to touch upon both? Yeah, that'd be great. Most people who think they're not getting results are, are focused on just the scale. And they think, oh, I hit a weight loss doll or a plateau, it's not working.

And they could say things like, oh my, I went from three blood pressure medications to one, I'm getting better sleep. My skin has cleared up. Uh, my clothes fit better. But the scale, the damn scale has been the same for a month. It's a complete failure. It's like, but look at all the things that you just said you accomplished because weight loss is a side effect of getting.

We do not lose weight in order to get healthy, we get healthy in order to lose weight. The point I'm trying to make is we don't focus on the scale. We focus on all the wonderful things that are happening with our health, and eventually the weight will come off as a side effect and it'll stay off. That's very different than a setback.

Um, we're all going to experience setbacks. It's just part of the game. I always [00:24:00] say it's not about the setback, it's about the get back. Okay. The quicker you get back, oh, I like that. And keep going forward. It's all a learning opportunity. It's all, uh, happening for you, not to you. It's, it's for growth, it's for expansion.

There's a great book from a gentleman named Price Pritchard and the book is called You Squared. Very small book. I learned about it through Bob Proctor. In the book, he talks about rockets and how rockets have a goal to get to the moon, for example. So let's say that somebody has a goal to whatever, get off all their meds or reverse diabetes, whatever that goal is, that that is your moon.

Rockets take off. They launch toward their goal and the entire time these rockets go off track and then they course correct. Yeah. So it's essentially course correct, course correct, course correct goal. Same thing. You fall off track course correct. Fall off track course correct. And then you hit the goal.

So that's what I would tell 'em. You're a rocket on your way. Just keep course correcting and learn from the experience to sat back and don't focus on the setback. Focus on the get back, and eventually you're going to get there. It's all part of the journey. [00:25:00] I love this so much. and if I could, yes, and you to use some improv, speak , do it.

That perhaps the course correction is where all the gold is anyway. Mm-hmm. , you think it's gonna be the moon, but the moon is like, okay, cool. I made it to the moon. And then that feeling fades. But really it's about this course correction. You nailed it. And also the moon is, you know, okay, here we are in the moon, there's nothing happening here.

You're so right. Then you have to figure out something else to do. Cuz the moon is just dry and kind of boring. , you're true, but you're so right. You know how many times have we hit a goal and we're like, oh, this is it. Cool. It's like, but the journey, the course correct, like you said, the nuggets. I think it was Jim Roone who said, it's not about hitting the goal.

It's about who you become on your way to the goal. , that's exactly it. It's the course correction. That's what you [00:26:00] do when you're, when shit hits the fan. It's like the person you need to become, the people you need to help, the relationships you need to create in order to get there. It's the journey along the way.

That's where the magic happens. And you're right, I agree with you a hundred percent. . Um, I'm super duper into the journey and figuring out this whole, you know, I always, I don't know what to call it, the mental, spiritual, emotional game. I feel like it's all tied up. Mm-hmm. and, and whether you use gratitude, which you should or whether you, whatever it is, that helps you to pull the negative beliefs and, and put in the positive beliefs, um, I like too what you were saying about surrounding yourself with people and I find.

A lot of us who deal with health and weight issues also have issues with boundaries. Yeah. And sometimes it feels like, well, I'm not gonna like not hang out with the people in my life. And h how would you advise people who are afraid to move away from the, the, what did you call them? [00:27:00] Not the Chargers. The The drainers.

The drainers. Yeah. I almost said discharges, but that sounded nasty. . They might be some that too . They might be in that category. Yeah, exactly. Yeah. How do you, how do you help people who are like, but hold on, that's my husband, or that's my friend, or that's my, I can't just like write people off. What, how do you advise people to deal with.

Yeah, totally understandable. Great question and, and comment. Uh, and I'm not saying to just get rid of them, I'm saying cut 'em out. Yeah. I'm just kidding. , you might want to cut out the really inflammatory people right, for a certain amount of time until they get their act in order, but have a conversation with them.

Like you said, Anna set the boundary. People don't make the, they don't. Express, they don't communicate or set those boundaries because it's a lack of self-worth, self-love, self-esteem, whatever it is. So work on yourself. But also I would inspire you to read a book called The Top Five Regrets of the Dying.

Have you read that one, Anna? No. So, but I would love to, yeah, this book and I'll just share the summary. [00:28:00] For it to really hopefully inspire those who are in that situation where they're having trouble setting boundaries. This was a hospice nurse from Australia, her name is Bonnie Ware, and she interviewed, she, she worked at a hospice obviously, so she was interviewing or working with people on their deathbed, hundreds of people.

And she would interview them just outta curiosity, and she would document this and she eventually turned it into a book and she asked them the same question, what's your biggest regret? And she would accumulate all their answers. And she wrote a book on the top five Regrets of the. The number one regret of people on their deathbed was not living a life on purpose with their purpose, instead living a life of what others expected of them, and they regretted that the most.

How sad is that to be on your death bread and you never set the boundaries. You did that career because your mom wanted to do it or whatever. If somebody projected it onto society and you didn't live on purpose with your purpose, and now you're on your deathbed and you'll never experience that, and Les Brown said The richest place on planet Earth is not Dubai or Beverly Hills.

It's the [00:29:00] cemetery. It's where people. Go with their goals, their dreams. Oh, and things they always wanted to do and they never did it. And they're in the cemetery six feet under and they never accomplished that. So I would just remind myself of that and make sure you never want to be one of those people that is.

Extremely powerful and you just hit really close to home. I will definitely be reading that book. You were correct. That's right up my alley. I, um, I actually say, just to turn it a little dark for a second. Um, if you ever have the chance to be at someone's side while they pass through, through onto the, from this Earth, do it because it is a, it is a gift.

We hide ourselves from death, but we're all gonna go through it and. . I, I highly, highly recommend if you can be at a birth, if you can be at a death , because it's really one of the most, two of the most, obviously beautiful, probably the most important things that we do. Um, so I really appreciate that. And I think too, um, it also helps if you're there, it helps you put things into perspective with your own life and what you wanna do moving forward.

[00:30:00] And, um, wow. This is a, this is super cool because I think I'm about to turn 50 this. Actually a little bit of time, I will be 50 years old. I will be

entering my sixth decade, I guess, on this plan. I'll be completing my fifth decade. Right. Yeah. That's what that means. Yeah. And um, and I think to myself, how much, you know, you just try to get by as a kid and you're just trying to like, take whatever, be good and do this and do that.

Make them happy. And make them happy. And it's so funny because it is truly, really reflected in your health and your weight. You carry all that stuff around with. . And so you can, you can do everything that you want, but if you don't, if you don't address these things that you're carrying around, that may not even be yours.

Like you said, you might be carrying around someone else's dream and not even know it because you haven't bothered to get in touch with what you really want. So, mm-hmm. , I love this conversation. Yeah. That, that happens more than not. Uh, meaning most people are [00:31:00] living their life like that. Earl Neale, you mentioned him earlier, he said most people tiptoe their way through.

Hoping to land safely on death's door. Oh, well, we do not want to be most people, no . And then Robert Hyland said, in the absence of clearly defined goals, we become strangely loyal to performing daily trivia until ultimately we become enslaved by it. Ooh, how powerful is that quote? That's really powerful.

And I mean, you could even apply that to the, the diet mentality. For sure. If you don't, if you don't clean it up, you're just constantly gonna spend your time, you know, weighing and measuring and, and making a sad Nutrisystem shake . Yeah. You know what I mean? And all of a sudden you're like, yeah, calories, counting your points for Weight Watchers or whatever.

BS Yeah, I think, yeah. So it's so stupid. And it, and, and I really think we have big, bigger gifts to offer the world in counting points. Call me crazy. You [00:32:00] e Exactly. And you know, and I say, it's so stupid. Not the person is stupid. It's just No, no, no. Putting our attention and energy into that when we are such amazing human beings who have been gifted with this spirit to live in a human body and, and, you know, create great things and on planet earth, why not utilize the gifts that we've been given?

I love it. So if, hey, if you're listening at. and you think this all sounds pretty great, this awakening slash weight loss. I mean, who, who wants, who doesn't wanna be spiritually awakened, but then also drop a few pounds? Win win. Um, Ben, you're doing a keto challenge starting April 10th. What does this entail?

What, what can people do? Tell, just give us the whole, the spiel on the keto challenge. This is very, Thank you for asking Anna. Uh, we do this, um, two or three times a year, and I have to admit, it takes a lot of energy and bandwidth. My entire team, it, we block out the whole week to take care of this challenge, but it's so worth it.

It's one of my favorite things to [00:33:00] do. We change lives, so for seven days we go live for two hours, seven days in a row, and we have every day for seven days. Every day we just Oh, wow. So Ev every day except Sunday. Sunday, we give people a break and my team a break. But yeah, April 10th through April 17th, every day for two hours, we're gonna go live, with the exception of Sunday, and we teach a curriculum and we dive deep into keto.

Whether you're a beginner or an advance, we get into the principles, the research, et cetera. . We're gonna teach intermittent fasting. We're gonna teach, um, a little bit of carnivore. We're gonna talk about why symptoms manifest, how to fix your cells, what inflammation does in the body. Just the masterclass.

Seven days of just incredible life-changing information. And it's always new cuz there's always new science and research. Mm-hmm. , I'm always unlearning and relearning. Yes. And then we also have. Some guest speakers, some really rockstar guest speakers who are gonna be a part of this one. So we have Dr.

Jason Fung, who's joining us. Love it. The legend. We have, uh, Dr. Ken Berry who's joining, and Dr. Dr. Boz as well. So they're gonna be Love it. Yeah. Teaching as well. I'm gonna be interviewing them and it's completely free, [00:34:00] and we're gonna give everybody a homework assignment at the end of every, um, uh, session where they, here are your action steps.

If you're a beginner. If you're advanced, here's what I want you to do, and. We are giving away over \$20,000 in free prizes, \$20,000. So we have companies that are donating. I like that. A whole bunch of supplements. I'm giving away a one year membership to my Keto Camp Academy. So I was gonna say, can I donate some books?

Oh, please, yes. To give to it. That'd be awesome. I would love to, Anna. I would love that. Oh my God, yes, please. Okay. And we can do sauces and spices too. I'm happy to. I'm happy. Happy to participate. I would. so you can win even more. Anna? Yes, we're gonna do that. So I won't even try to enter to win my own stuff either like, who's this a vote?

Me? Why did she, why did she put in a hundred thousand entries ? Oh, that's great. So there you go. We're, no, I would love to. That'd be awesome. Thank you so much. So how can people sign up for this? If they go to keto camp challenge.com, they could register. It's completely free. Um, remember [00:35:00] camp is spelled with a K for those who are not aware.

So keto camp challenge.com. Put your name, your email, there's an option to put phone number, you don't have to, and then it's free. There are, there is an option to upgrade to v i p and that you do pay for that. That's where you could actually ask me your questions and our guests, the questions. But you don't have to do that.

It could be completely free. Free you. So Keto Camp Challenge, do. . Great. That's awesome. And we'll put that in the show notes, obviously. Thank you Anna. Um, of course, this is super exciting and so is the idea to, to not only just be educational, but to kind here, here's what I'm thinking, cuz we're at April, uh, this is gonna come out end of March, but the, your event starts April 10th.

Yeah. And the idea being everyone is well past New Year's resolutions, whether you kept them or you broke 'em, now is a good time to refresh. Exactly. Yeah. Whether you kept on course Bravo and you want to enhance your results or course correct. You fell off track and you need a retouch, what? What did you say?

I said it's time for course correction time. Yeah, exactly. That's [00:36:00] course correct. And get you on the right path and close the year strong. Let's, let's get some great momentum in seven days. We can do a lot, two hours each day for seven days. That's 40. I mean, that is a lot hours or so. Yeah, it's gonna be, Um, well, I'm gonna be respectful of your time and, and wrap this up, but is there anything else that you really wanna touch upon?

Any final words of wisdom for our peeps? Yeah. Well, this has been so much fun. I, I love what you're doing. Well, thank you for being here and taking the time. I really, I love talking to you. Always. Thank you. You were recently on my podcast. We had Yes. Amazing time. Thank you for being on my podcast. Thank you for having me.

I, I would just say that we, we talked about belief and we used that word belief a lot. and some people might write it off as woowoo. Um, not me. And you, we know how important it is, Anna, to have a belief in there is research. I mean, look at the placebo effect that is belief in Yes. The scientific result, right?

It's, it originated from, um, it actually, uh, the, the placebo effect originated from World War ii. The Americans were getting bombed [00:37:00] and a doctor named Dr. Henry Beecher was working, uh, at a tent with all the soldiers who were coming into the tent with their arms blown off the gunshot wounds, and he was giving them morphine so they didn't, so they could survive and not go into shock, and they ran outta morphine.

And, uh, one of the nurses put saline solutions saltwater in the morphine, uh, needles thinking the soldiers were thinking they were getting morphine, but they got saltwater. And that belief that they were getting morphine saved their life. And that's where the placebo effects started. But isn't that incredible?

It, it's amazing. Um, and that's where Harvard started to study, uh, what happened there. And that's where all the placebo effect studies came about from that experience. But sometimes, We could say, I wanna believe Ben. I want to have the belief, but it's just not there. And I've been there. I, I once had a mentor tell me, he had so much belief in me that I, he saw a lot of greatness in me.

When I didn't see greatness in me. I didn't have the belief. And he told me something that I think will make a big difference for your audience who's lacking the belief. Sometimes you don't have to have the belief, but you could believe in somebody [00:38:00] else's belief in you. Yes. So I encourage your audience who might be lacking the belief to.

Ben's belief. My belief. Borrow Anna's belief. Borrow our belief. Until you develop that belief in yourself. And we would be happy to give you that belief cuz we do believe in you and I want to give that to your audience. Please borrow our belief right now. I love it. And listen, I've done, I've had to do that for myself as well.

I feel like that just with me it completely resonates. I'm like, well, if so-and-so thinks I can do it, maybe I can . Mm-hmm. and, and that has bridged a lot of gap. Over, over time, so I Me too. That's really amazing that you're offering that for other people. And we believe in you guys. Hey guys, thank you. We believe in you.

You got this. Thank you so much for being here. Uh, everybody go sign up for the, the, the Keto Challenge at Keto Camp. That's with camp with a k keto camp challenge.com. I'll put it in the show notes. Ben Azadi, you rock. I'm putting all the things that you talked about in the show notes. You guys, if, if anything, he just gave you a [00:39:00] masterclass on a bunch of books you need to go read or listen to on the audio books.

So thank you for being here, my friend. I really appreciate it. I appreciate you, Anna. Thank you so much. Your audience is amazing. Keep up your great work. Hey, yay.