

Transforming Your Body When the Odds are Stacked Against You: Interview with Jason Gottlieb

BEFORE



AFTER



Adonis Lifestyle



Interview with Jason Gottlieb

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From The Desk of **Brad Howard**



Dear Friend,

Welcome to the [Adonis Lifestyle Podcast](#)!

Inside this transcript, you'll find a lot of actionable information that you'll be able to put to use **TODAY** to help develop your body for maximum visual impact. With that said, here are a few things to remember as you're reading through this document.

1. Our trainings and opinions are based solely on the end goal of creating a body based on proportions and social influence. Just as baseball players, powerlifters, and MMA fighters train for a specific purpose, the techniques, tactics, and strategies we talk about revolve around "looks based" training and not "performance based" training. (although your average performance across most all regimes will, in fact, increase as a whole with our advice)
2. "Health" based training takes a backseat as the recommendations we give create bodies that fall within all of the generally accepted "parameters" for good health (blood pressure, heart health, etc) by default. And, although we do talk about health and aging from time to time, realize that "health" comes with the package, without having to **FOCUS** on it.
3. Our opinions are strictly our own and sometimes are about as un-PC as you can get, but we'll never hide from the truth or try to sugar coat reality. Our job is to help you get in the exact shape you want, with all the BS aside. So, if you think we're a little harsh sometimes... just know we've got your best interest at heart.

So, with all of that said, dive in and enjoy. If you'd like more information on our workout systems, just [click this link](#). We guarantee you'll save a bunch of time and energy in the process.

Your friend,

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Brad Howard: All right guys, welcome once again to your Adonis Lifestyle podcast. I'm Brad Howard and I've got John Barban on the phone once again and today we're going to be interviewing Jason Gottlieb. And Jason came in second place overall in the last Adonis Transformation contest.

So Jason I really appreciate you being here. This is going to be really fun, man.

Jason Gottlieb: Yeah, I'm looking forward to it.

Brad Howard: Cool, let's get this thing started off right. We were talking a little bit ago about some of the stories and some of the things that have happened to you ever since you've kind of gotten in a little bit better shape. Can you give us some ideas of what this feels like and what things that happened, just kind of overall?

Jason Gottlieb: Yeah, overall, I'd say once I was getting in the 1.5 to 1.6 range, that's really where I started noticing things being different. Well, for one thing right after the contest was Thanksgiving, so I didn't tell my family that I was doing this and pretty much all of my family were just blown away because some hadn't seen me in years. And a few years ago I weighed probably 70 pounds more.

John Barban: Oh wow.

Jason Gottlieb: I didn't weigh myself at the time because I didn't care, but I think it was more that I didn't want to know.

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Brad Howard: Sure.

Jason Gottlieb: And so some of them haven't seen me since then, and I definitely looked a lot different now so there was a lot of, "Wow! You look really different. You look so good." A lot of that from family, but also just getting to the 1.6 range like I was at dance class and they switched partners and I was dancing with this one woman who I just met. She asked me how old I was and when I told her 28, she was like, "Oh, you are a little too young for my daughter."

Brad Howard: That's funny. That's awesome.

Jason Gottlieb: Yeah, and as soon as that happened, I just thought about the podcast and I was like, "You know, that's like some of those stories that I heard before and now it's happening," and I just started smiling.

Brad Howard: Okay you mentioned that you were kind of creeping into 1.5 range obviously, and we are kind of running into a trend here, so what are the things have you noticed just kind of right off the bat.

Jason Gottlieb: The small things I noticed at work, people listen to me a little bit more. Some people that I started with, it seems like whatever I say has a little bit more weight than it did in September, which is pretty interesting. I actually started at this company in June, but I switched my role in September, so someone I started with in June have noticed as I was getting closer to the golden ratio, they're actually being more like

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hostile towards me because as I was moving towards the good direction, the same person was moving on the opposite direction.

John Barban: And that happens a lot. Did you get any other reactions like that?

Jason Gottlieb: Not so much except at meal time from most of the contest, I was working an average of 80 hours a week and pretty much all of the food I ate for eight weeks was at work and it was provided by the company, so whatever they are giving you is what there is to eat and they tell when to eat as well. So we would go downstairs and get lunch, and I might just get a plate with half a plate of salad and that would be my lunch, and there were some people where I would get really dirty looks from. It wasn't on purpose. I don't think they even realize it they would just say to me, "Is that all you are having for lunch?" I'm like, "Yeah, that's all I need." And they would have this look of disgust. It wasn't very long, maybe half a second, but I started picking up on it.

John Barban: Yeah, as soon as you do anything that's not considered "normal," and I don't know if you heard me say this in the podcast before, but they need to define it. Now, did you ever tell these people you're doing some kind of contest or photo shoot, or did that even come up, or did you just keep it covert and just sort of kept it to yourself?

Jason Gottlieb: Well, I was trying to keep it covert to most people most of the time. At the very beginning I told one guy who I knew that he knew about the all of this stuff and I was just like having some fruit and he commented about it and I was like, "Oh, I'm in this contest." And he was like, "Okay, yeah, that make sense." But then towards the

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end of the contest, I had to tell my team just because people are coming in and they are like, "Oh, my wife made cookies. I want you guys to have some." And I'm like I don't want to have the cookies, but I don't want to seem offensive or anything, so I said straight up, "Here's what I'm doing. I have this many weeks left, so I can't eat this crap."

Also, we had this snack table in the middle of the room, it's probably like 50 feet away from my desk and it's unlimited chocolate, cookies, Granola bars.

John Barban: Amazing.

Jason Gottlieb: Yeah it also had a really good trail mix that was almost the death of me and for a couple of weeks I was just snacking on that trail mix a lot. I'm trying to do a deficit the whole time. That was my plan at the beginning and then I realized I couldn't do it the whole time.

So towards the end, when I was telling my team, I told them that I was doing it and I also told them, "If you see me getting any of this trail mix, tell me that I don't want to eat it, two times, and if I still want it after the third time, then let it go."

John Barban: That is awesome, so how did that work for you? How many people are on board at that point?

Jason Gottlieb: At that point, there are two guys, one to left of me and one to the right of me. So typically if I grabbed any of the white Hershey's chocolate or the trail mix or anything like that, they were supposed to tell me that I don't want eat it, which happened

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a couple of times and then I just thought about it for a second, I was like, "You are right," and I went and put it back.

John Barban: Okay, so they basically followed through with your request and helped you out?

Jason Gottlieb: Yeah, absolutely.

John Barban: Yeah, and so I talked about this earlier. Like you said, you've got those kind of semi-dirty looks from people who weren't really sure what you're doing and then as soon as you explained, "Look, I'm in this thing," all of a sudden they can support you, but before you say that, some things just seems wrong, right?

Jason Gottlieb: Well, these guys didn't have any issues with it before. It was other people.

John Barban: I wondered if you have told them, but that's the whole question, did you tell them or would you just deal with it?

Jason Gottlieb: Those people I wouldn't tell because there would be times where you are sitting out there and eating, if I was eating with them and I'm part of the conversation, but also if you are just out there you overhear things. So there's a lot of talk about, "I haven't been into gym in two months. I shouldn't be really eating this." But it's just talk because they're saying it with their mouth full of pasta.

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Brad Howard: I knew you were going to say that. That's the funniest part. As they got meat balls spewing out of their mouth, they're saying they shouldn't be eating this.

John Barban: Yeah.

Jason Gottlieb: Yeah, exactly and I was just sitting there eating a salad just like smiling to myself and I'm thinking, "If you know you shouldn't be eating this and your complaining about it, then just put it down. You don't have to eat. There are other options here."

John Barban: Right.

Brad Howard: Yeah, that's awesome. I think a part of what we do and what we talk about is navigating the social minefield because that's essentially what it is.

John Barban: So yeah, what was the biggest challenge then? I mean, was it diet?

Jason Gottlieb: Diet was definitely the biggest challenge, that and well, I learned that I'm a stress-eater, because I paid more attention during the last three months to what I was eating than I ever have before except for once. I was doing the Paleo diet, which I can talk about later. It's not really worth doing. It's a pain in the ass.

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John Barban: Okay.

Jason Gottlieb: I mean, it works but only because you're eating less and it takes so much effort that it's not worth it.

John Barban: When you said you did 'Paleo' that you really did it. Because I know a lot of people who say they are, but then they also mix in other things. They just say it for show for the identity and then when you see them eat, you'll be saying, "Wait a minute, that's not part of it." And they start eating all these other things, so when you said you did it, like you really did it as explained?'

Jason Gottlieb: Yeah, I gave myself 31 days where I had to be purely Paleo. I messed up once because I didn't think about it and I ordered a Caesar salad.

John Barban: That's not on it? Why is it not on it?

Jason Gottlieb: So I took off as much of the parmesan and croutons as I could, but that was the only cheating I did in that one month.

John Barban: So, on the "strict" Paleo diet, you can't have a Caesar salad?

Jason Gottlieb: Well, you can't have cheese because there wouldn't have been cheese.

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John Barban: Oh my God, that's ridiculous. All right, well, I don't even know if we need to talk about how ridiculous that is, but back to how you learned you are a stressful eater.

Jason Gottlieb: Right, so at first, my plan for the contest actually started a month before the contest and that was basically eat really low and get rid of as much extra weight as I could before the start of the contest just so that

1) I would look that much better by the end

and then

2) if I slip up somewhere, it wouldn't be that big of a deal.

I've already taken off some weight. So I started off the contest actually during Ramadan, so I was using that as an excuse to only be eating once a day. So I was eating about 500-800 calories a day for about a week before the contest started and the first two weeks of the contest.

The first two weeks I was also doing Rage, which it was kind of hard to eat 500 calories a day while doing Rage, but it was the beginning of the contest and there was all the shit talk going on the blogs and the forums, so that kept me really motivated to eat really low at the beginning and I knew there were going to be some long hours for this project that we were working on, but I thought it would just be at the end of October. So two weeks into it, the hours started getting really long, and I realized, a week or two after that, that it wasn't going to stop until November and so my plan of eating 1500 or less calories every single day for the entire contest started to stress me out when the hours turned into like 80-84 hour weeks, and then I started eating more and there were like

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three days where it just really got to me. I was thinking to myself, “How am I going to do this?” And I got really stressed out and I kept eating all this crap because they started bringing in all the food.

I posted about it. I put a blog post up. I think it was called Three Days of bingeing.

So right after I posted it, it basically let out everything, all the stress that I had about it and I realized as soon as I posted it, I figured out what I have to do and I realized I’m not going to be able to eat in a deficit right now and I can just try to eat at maintenance. As long as I don’t gain anything then I’m fine because I’m still going to be going to the gym and pushing really hard there. So at the same time as I figured that out, I heard something, like, “Dude, don’t worry about eating all that crap, but you have to stop now.” And I already have my plan figured out, but that just kind of cemented it. I was like, “He’s right. I can’t be doing this if I’m going to win the contest.” And at the beginning of the contest, I jumped in flat out knowing I was going to win. And so I stressed out because I was like, “How am I supposed to win when I have all this to deal with.”

So the plan I basically worked out was I need to eat around 1500 calories. If I can eat under that, and then that’s awesome. So I would bring either like watermelon, honey dew or a cantaloupe, the whole thing to work. I would just start eating that in the morning and that was my breakfast. If I wanted to eat any of the crap that they have, I have to finish the melon first.

John Barban: Interesting.

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Jason Gottlieb: So I'd be eating the melon all morning and I went to the gym before work because that was the only way, I'm not working 12 hours and then go to the gym. So I get up at 5:30am, be at the gym around 6:30 to 6:45 and then I go to work, and so after doing the workout, I'm pretty hungry, so I would start eating the melon and then like at 12:30, it would lunch time so then I would go and eat lunch and I would usually just eat salad and maybe if they had chicken or shrimp or something, I'll have a little bit of that, depending what it was like. Like if it's chicken parmesan, I'm not eating it.

So then after lunch I hadn't eaten the whole melon I'd snack on the melon if I felt like eating something, and then around 6:30, it would be dinner which at that point the melon would be gone but I hadn't eaten any crap, then I would go and eat dinner where it's just kind of the same thing or mostly even vegetables and salad and some meat. And then after that I really just didn't want to eat anything else the rest of the day partly because I was so tired because I never really got enough sleep during this whole time or because I was just full because I ate all that food.

John Barban: So this was basically the pattern you settled into that ended up working?

Jason Gottlieb: Yeah, for awhile. I did that for about three or four weeks and then I just got really tired of eating melons all day.

John Barban: Then what did you do?

Jason Gottlieb: Well, so then I've been doing this for a month, so you just get used to being really tired all the time and I was drinking a lot of caffeine by this point, so that

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helped a lot with not wanting to eat as much. I would drink like five cups of coffee, and then I would have a couple cups of tea throughout the day and then I would also have at least two Red Bulls, possibly three depending on the day.

Brad Howard: Wow.

Jason Gottlieb: Yeah, I mean, all that caffeine definitely helped suppress my appetite a bit, and then you're just so tired at that point that I just didn't even care and I was so used to not eating that stuff. I wasn't eating the trail mix at that point, so I would just have a little trail mix every now and then and that was pretty much enough that I just knew I'm mostly just going to eat salad and a little bit of meat and I can snack a little bit, and it really wasn't that big a deal. And I think it was really just last three and half weeks where I just decided I can't snack at all for the rest of the contest and then I took the last two weeks off because I just really needed a break and we had just finished this project and I was taking the week of Thanksgiving off anyway.

John Barban: Oh, you took it off work?

Jason Gottlieb: Yeah, I was going to take Thanksgiving week off anyway and I just needed it to get stuff done for myself and I knew if I wasn't in the office that it would help out a lot with the eating.

Brad Howard: Yeah, you can do a lot of damage in two to three weeks. I mean that's how I have to operate whenever I cut some stuff.

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John Barban: To hit hard.

Brad Howard: I have patches of time because John and I travel a lot with seminars and I got something in Vegas coming up next month. That's almost impossible to do when you're on the road...

John Barban: Your situation sounded about as difficult as could have been to make this thing work.

Jason Gottlieb: Yeah, absolutely. When I realized that I wasn't going to be able to eat in a deficit the entire time, I don't know if this is necessarily anything to do with getting second place as opposed to first, but I went into this going for first place and then I changed, my mindset was, "Okay, this is how it's going to be from now on. I'm still going to place and I'm going to prove that you can still do this, even if you have a really hard eff'd up situation like I do." Because you can still do it if you really want to and I set out to prove that to myself and to prove to everybody else, but my mindset, is if I place I'm still happy and it's still a win to me.

So I know some of the other ones, like Ron went in and saying that he was going to win and then Jason also winning saying he's going to win the second time and then they won. I don't know if that mind shift that I had would have made a difference if I had still said I'm still going for first. Maybe I would done more, I don't know, but pretty much I wasn't going to let my situation be an excuse anymore than it had been in the past

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because it's really not an excuse. If you want to do it you can do it, you just have to figure out how to do it with your situation.

John Barban: Oh yeah, because any situation can be viewed as an impossible situation if you choose to let it be.

Jason Gottlieb: Exactly, at the end of the contest I was 133lbs, I probably was up around 200 in the past because of similar work situations.

John Barban: And you just fell into a pattern of eating the stress away?

Jason Gottlieb: Yeah, pretty much, but I didn't recognize that until this contest where I was really paying attention to it and I noticed there were certain days where we have an impossible deadline and I got really stressed out and I noticed it made me want to eat.

John Barban: Yeah as if eating would somehow make the deadline go away.

Jason Gottlieb: Not that it would make the deadline go away, but that it would make the stress of trying to do it but knowing that it's not actually possible.

John Barban: Okay, it all make sense. Food does calm the nervous system down. I mean, that's why people eat stressfully.

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Brad Howard: Oh, explain that really quickly. We haven't talked about that.

Jason Gottlieb: I did notice that chewing gum helped a lot especially they have this new one. I don't know what the brand is, but it's like dessert-flavored ones and there is like a strawberry short cake and then chocolate chip one and that was pretty good because it's kind of like, "Oh, I'm eating a cake or some ice cream." And you get to chew it and have that flavor, but you don't get the calories.

John Barban: Yeah, I do the same thing and I've been coaching a few people on weight loss and they never go anywhere without their gum right now because of exactly the same reason. A lot of the experience of eating is there, the chewing and the flavor, and it does help when you chew gum as well as drink coffee. Both of them really help.

Brad Howard: John, why don't you really quickly kind of talk about stressful eating.

John Barban: Okay, so let's touch on it super quick and then we'll get back with Jason's stuff here. So the reason a lot of people revert to food to deal with stress is because it stimulates your parasympathetic nervous system. So when you are excited and stressed, let's say, you have the fight or flight response or the adrenaline feeling. That's all the same section of your nervous system that's stimulating that. So when you are stressed and it feels overwhelming, you've got your one half of your nervous system that's stimulated.

Now to stimulate it the other direction, food is one of the most powerful things to stimulate it in the other direction to "calm down". So a big meal like if you imagine

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Thanksgiving dinner you eat a big enough meal, it will literally put you to sleep. That's what food does. Food can calm you down because it stimulates the other part of your nervous system. So it's the difference between fight or flight and rest and digest, and that's why food has that calming effect.

Brad Howard: Yeah, the point of the whole thing is a lot of people feel like that that it's their fault or there is something wrong with them that they can't resist or whatever, but it's a completely normal thing...

John Barban: Yeah.

Brad Howard: That's the way you are built.

John Barban: Like you said, Jason, if you are having these deadlines that literally are impossible but you are being tasked with it anyway and it's part of your job and without taking an anti-stress medication, food is the next best medication and it tastes good. So it's a totally normal reaction to try to bring some of that stress hormone down with food.

Brad Howard: Yeah, so I guess the big part about that is people are wondering why they're doing this and they feel helpless. Well, that's why. So you don't have to necessarily feel helpless, you just recognize the fact that, "Okay, well, this is what I'm supposed to do." It's kind of like why eating less than maintenance sucks so bad and why you get hungry, well, it's because you're not supposed to eat less than that.

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John Barban: Your body tells you it wants you to eat to what you burned.

Brad Howard: Right, yeah, it's doing exactly what it's supposed to do. Nothing is wrong with you. Okay, so I know we hadn't talk about that in the past. I just wanted to touch on that really quick because it came up. So Jason, what workouts were you doing?

Jason Gottlieb: I was doing Adonis 3.0.

Brad Howard: Okay.

Jason Gottlieb: At the beginning I was doing Rage for two weeks and I was just doing the program and I actually joked about it in a blog because I think that I had to leave something for the podcast. I was planning on doing Adonis Abs and Shoulder Booster for the entire contest because those areas that I knew I definitely needed a lot of work on and I started doing it, but then I also started working a lot. So I did finish the shoulder booster which I think helped a lot doing it early on and I was doing the abs, but I was trying to add the abs onto the leg days, so I could get more workouts in, and then do extra shoulder work on other days, and it just became apparent that it wasn't going to happen. I just didn't have the time to put into it, to add it onto workouts and I didn't have as many days that I could go to the gym as I wanted because I'm pushing myself that hard on the gym and working these kind of hours.

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Every three or four days, I just have to have a day where I slept in later and I didn't go to the gym because I was so exhausted. There were days where I was at the gym and I had to drink four cups of coffee before I went and I was still half asleep and I'm pushing myself as hard as I could push. The weights were lighter than they normally would be, but I was still working as hard as I could and I'm going to finish that workout, but then I decided, "Okay, well obviously I shouldn't have gone to the gym today. I'm sleeping in tomorrow."

So I wasn't able to do all the booster stuff that I was planning on. Pretty much I didn't even stick to a set schedule, it was just go as often as I can and when I feel rundown and I just needed a day then that would be a day that I would take a rest day and it might be two days in a row that I have to rest either because I'm just too tired or because I did a 17-hour day or because my legs are too sore because all of the calf work and things like that. It was just whatever reason it was that I felt that I needed a rest and just feeling what my body felt like, it had nothing to do with a specific day of the week or how much time was left for the contest. It was all just push as hard as I can every single day until I need a rest and then let my body rest. There were sometimes where it might be a three-day rest, but I will go back and I was definitely stronger after three days of resting than the previous week.

John Barban: And that's basically exactly how this all works. You are pushing right up against the edge of what you're capable of without going over that edge.

Brad Howard: Yeah, you know what's funny it always seem to me that the people that work out really early in the morning as a percentage, a higher percentage of people were in better shape.

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John Barban: It could be. I mean, we've had other people who worked out in the morning who did really well, so it's just the way it worked out. Andrew Scott is the same way, he work outs early too.

Brad Howard: Yeah.

Jason Gottlieb: The thing with working out early, I actually don't like it, I'm a night person and I found that I'm actually stronger at night than when I'm working out at 7 o'clock in the morning. There are two things I had to do, one is I had to join a new gym. There is this gym literally one minute from my house and the other one that I had a membership to, which now I just have two gym memberships, requires an extra forty minutes of travel, like not one way but round trip. It's just a bunch of the extra driving that I wasn't sure that I would stick to with this kind of work schedule.

So with that one I got a really good deal a couple years ago. It's basically a hundred dollars a year now as long as I keep the account open. I mean, whatever I'll keep it open, but I joined this other one, which basically I just paid for it for a year up front with cash and they gave me two months for me for free and it came to about 45 dollars a month with like paying for 13 months.

But it's essentially like having a home gym because it's a minute away and in the morning, because it's more expensive than some of the other gyms in the area, there are not as many people. I have gone in the evening and then it's really crowded just like any other gym, but in the morning there is really not that many people and most of

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the people that are going there around 7 AM are older or women that are just doing cardio. So it's pretty much me and about three or four other guys that are using the weights at all...

John Barban: So you have your run of the place?

Jason Gottlieb: Yeah, it's great. I don't have to wait for anything. I can use whatever I want or sharing anything usually and that helped a lot.

John Barban: Sure, you know what, trying to go to the gym when it's busy can just wreck your workout if you lose momentum right away. If you have to wait for somewhere to workout or someone's got all the dumbbells that you want and then you're just thinking to yourself, "Man, I don't want to be here if this is how it's going to be."

Jason Gottlieb: Yeah exactly, plus the other gym, like I've gone there a couple of times during the contest, I just hated it because either someone was using the dumbbells that I needed and I either had to go heavier than I knew I really was able to do or lighter which then I felt like it was pointless because it wasn't what I needed or they don't even have the weight that I need, like if I want a 17-1/2 pound dumbbell but they only have 15 and 20, it's harder to progress because you have to keep going until you can do the 20s, but really I'm looking for 17-1/2.

John Barban: Well, that's all part of the advantage of having a better place to go.

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Jason Gottlieb: Yeah, absolutely. I mean, the 45 dollars a month for it is more than worth it because I wasn't going to get that same workout if I would have a crowded place that I didn't have all the stuff I needed.

Brad Howard: You're going to save that money in gas expense alone.

Jason Gottlieb: Yeah.

Brad Howard: I mean, nobody ever looks at it that way.

John Barban: There's something about paying less on the price tag that people don't think about compared to the money they spend on gas. I don't know why but people feel like they win when the item and the price tag that they've seen before they find it somewhere cheaper. For example; I live maybe 45 minutes from the border so a lot people drive just across the border to go buy stuff because the prices in the States is always cheaper than Canada. But by the time you driven there and come back and paid a couple of tolls unless you bought a thousand dollars worth of stuff, the trip would have cost more.

Brad Howard: Sure.

John Barban: But people always think, "Yeah, but I got these shoes for 40 dollars, but in Canada they are 80." Then I say, "Yeah, but you probably spent 25 dollars at least in

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gas getting there and back. You probably stopped for lunch and you paid 5 dollars in tolls. What are you doing? You just spent all day buying shoes and you might have saved 5 dollars total.” But no one thinks of it that way. They just think of the price tags, but anyways we are getting off topic here.

Jason Gottlieb: Yeah, but even if you didn't care about the money. You're still paying for it with your time.

John Barban: Sure, well, that's one thing you can't get back is the time.

Jason Gottlieb: Right. And I'd rather have my time than saving a couple of dollars, like I don't want to be having my whole life revolving around getting to the gym to get my workout done. This is right down the street, I can go work out, get ready and head on to work and it's right on my route and it's the next best thing pretty much for me from having a home gym.

Brad Howard: Oh, yeah. The most powerful use of money is buying back your own time. I mean you either do that by buying systems or investing in systems or whatever you can do to save yourself time or paying somebody else to do something that gets your time back. That by far is the highest leverage activity that you can ever do is using your money to buy back your own time, so I completely agree.

John Barban: Well, we haven't even touched on this, how did you find us and how did you work out before you got to us, and then what made you choose to do our stuff?

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Jason Gottlieb: Well, basically a few years ago, I realized, “Okay, I’m almost 25 years old.” And when I was in college I was ignoring how I took care of my body and I just said, “When I get out of school, when I’m not so busy, then I’m going to take care of it.” One thing I did say was, “I’m not going to let myself get so fat that I have to buy all new pants.” So if I need new pants then I have to lose weight. The problem is that I wear really baggy pants. I ended up getting kind of fat, but then I just filled in the pants and I was like, “Oh, I need to slow down on eating a little bit,” which I did but then I stayed that way which I didn’t think I was fat but I looked at pictures of me in 2006 and now looking back I think to myself, “Wow, look at that fat guy.”

John Barban: How much did you weigh then?

Jason Gottlieb: Oh I don’t know, but I’m guessing somewhere around 200 give or take.

Brad Howard: Well, how big was your waist at that time do you think?

Jason Gottlieb: I mean, I don’t know, because I didn’t pay any attention, but I’m going to guess 36 inches because I was filling out 34-inch pants which I’ve now come to realize that the size it says in pants is probably two inches smaller than your waste really is.

Brad Howard: Yeah, I was thinking four, but yeah.

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Jason Gottlieb: All I know is now I don't have any pants that fit.

Brad Howard: What is your waist now?

Jason Gottlieb: Right now it's 29 inches because I gorged on New York pizza over Thanksgiving, and basically the idea is just to stay around 28 to 29 inches and I am slowly letting it go down and it's been steadily going down with almost no effort for the last week and I've been eating cookies and stuff and all the stuff that I haven't been eating for three months, not a lot of it, just a little bit just to get a taste, which is pretty much about to come to an end because now I've got to work on the open contest. It's really not that hard now that I'm here to maintain it.

Brad Howard: Yeah, once you've gone down, once you understand where the bottom level of maintenance is, eating at maintenance feels like eating a lot.

John Barban: And understanding what it took to do it is what makes maintenance not so hard. You get the fact that you just eat how much calories you burn. There is no rule there. That's it and that's all maintenance is, there's nothing really else to it.

Jason Gottlieb: Yeah, I don't even really count the calories per se.

John Barban: Do you use the mirror and measurements?

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Jason Gottlieb: Basically I measure. I just step on the scale every morning, not to be obsessive about it, just to see where I'm at. I take a waist measurement and it's more just because I'm anxious to see how the weight fluctuates because there are some days where just for some reason that I'm two pounds heavier, and then two days later I'm 4 pounds lighter.

John Barban: It's just water.

Jason Gottlieb: Yeah, it's just water, but it's good to see because sometimes you are just slowly going up a little bit and then you check your waist and it's going up a little bit and then you just realized, "All right, I'm just going to not eat so much like one day this week because of Thanksgiving." I just ate really low that one day and I dropped like four pounds of water just from doing that and yesterday I was just really hungry and I ate a ton of food. Well, it felt like a ton of food to me. I don't know if it's really that much but I just kept eating all day and it didn't really make any difference.

John Barban: Yeah.

Jason Gottlieb: So today I'm just not going to eat as much and it's not really a big deal.

John Barban: It isn't a big deal, is it?

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Jason Gottlieb: It feels really good. No, it's not a big deal. Once you get rid of it, it's not a big deal because you can just eat whatever the hell you want one day and then just eat light for a couple of days. You don't even have to fast. Like if you fast it's going to help faster, but if you don't want to fast, like I personally really hate fasting and eating like 500-800 calories a day is really not so bad. Just drink a bunch of coffee all day and you're fine. You just do that for a couple of days and then you are back where you were.

John Barban: And then you can go right back to maintenance the next day. Maintenance isn't that hard.

Brad Howard: You know the funny thing? A lot of people talk about being compulsive about it and weighing yourself everyday is bad and taking measurements everyday is bad. I don't consider that compulsive. I consider that keeping the finger on the pulse.

John Barban: Like you said after the contest you were more curious to see what will happen like after Thanksgiving and whatnot, but then once you kind of know what you're daily fluctuations are, like Howard and I both know and Jason now you know, it's not long until you don't ever need to take measurements. You could just eyeball it. You are like, "Yeah, yeah, I'm probably holding a couple of pounds of water." It doesn't take long until you kind of have a grip on all of that.

Jason Gottlieb: Yeah, I think I have a grip on it. I'm just kind of curious to see how long it actually takes to get it right back to where I was. And I know that if I really push it for like two days, I'll be right back where I was when I took my pictures because most of

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that really happened. I was about where I am now a couple of days before like probably the Saturday before the end of the contest I was where I am now.

John Barban: So you're really maintaining the look?

Jason Gottlieb: Yeah, I mean I figure if I keep myself one to two days away from that, then if I do a bunch of cutting it will just be that much better next time around.

Brad Howrad: Yeah, like I said we are not taking about anything too difficult. We were just talking about this with Thomas. I don't see why anybody would not compete in open every time because literally all you are doing is just maintaining your look and lifting and if you want to do cardio that's fine. If you got auxiliary goals, that's cool. But literally three months out of the year, you're probably doing some type of cut if you're doing it right because you are probably within striking distance, then you do a cut and you know what, that keeps you on track. With all the trash talk that's going on, that's all I think you need.

Jason Gotlieb: The open contest is great. I know the competition part really is what pushed me to really go for it. I mean this is what I wanted to do. I guess we kind of got away from how I found you guys.

Brad Howard: Oh yeah, go ahead.

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Jason Gottlieb: So when I realized that I was almost 25 years old and I had read this article about how if you're not using your muscles after 25, it just starts to get worse and it gets harder to get in good shape. So I knew that basically I wanted the Adonis look. I didn't know how to say what I wanted at the time and so I just decided, "Okay, I need to start working out."

So I found men's health I think it was, and I got some good results and I'm pretty happy with that and then I was like, "Well, there has got to be something better." So then I kept reading that stuff and I got into more like bodybuilding type things. There was a while where it was all about getting really huge legs and different stupid things like that and then I got Arnold Schwarzeneggers book and I was doing his basic routine for awhile which I definitely was getting stronger, but once I started doing that I was getting bigger but it was just fat. When I was going more towards bodybuilding and stuff, I was actually getting worse.

And then when I realized that was not really working, my friend took me to a cross fit gym and I knew nothing about cross fit and I did that workout. That one, half-hour workout almost killed me. A lot of the guys there were in really good shape and so I see them and I want to look like them. This is what they are doing, so I'm going to do this. So then I started doing cross fit for awhile and that's how I found the Paleo diet. I was improving doing all the cross fit workouts, but my body wasn't improving at all.

John Barban: You mean look of your body wasn't improving?

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Jason Gottlieb: Yeah, my look was staying the same...I was getting stronger and my endurance went through the roof, but I look the same and my weight stayed the same. It's actually around the time when I was doing the really really strict Paleo diet for a month that I found you guys. It was towards the beginning of the first contest and there was no user testimonials really yet. I was like, "I don't know. This seems interesting, but I'm not so sure about this." So I just kind of put it off and then I saw the first contest winners a few months later, I thought, "Okay, maybe there's something to this." But I'm not ready to give it a shot because I was about to go to New Orleans for work for a little while and I wasn't going to have access to a gym. So when I was out there I was just doing cross fit only body-weight routine because I didn't have access to weights, so it was just lots of like handstand pushups, pull ups, squats, that kind of thing. And way more burpies than I ever want to do in my life again.

But at that point because I've been aware of you guys I found out about Eat Stop Eat and so I wasn't ready to even try an actual fast but I was trying to do partial fasts. So I will do like 18 hours and that wasn't so bad and plus I'm in New Orleans, so I'm not going to not eat some of that food. So I would eat pretty low some days but then I would go and get a some food with some beers at happy hour and it was really good and in three weeks of doing that where I'm eating some of that crap I lost five pounds. So I'm like, "All right, well, this is working out" but I was still doing this cross fit body weight routine.

So I guess you guys were right about the diet part, I should give it a shot with the work out programs. So at that point then I came back to L.A and I was really busy so I didn't start the workouts yet till about May, and I was wanting too and then I actually started the system in gym. At that point the second contest winners came out and I got to see

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even more people doing it and that's when I decided whenever the next contest started I'm going to take that.

John Barban: Was there a particular person who you saw their pics and then you are like, "Okay, I'm doing this," or just in general?

Jason Gottlieb: In general, it was basically everyone, but also Jason Haynes seeing his transformation from the beginning to the end. Once that second contest came in, I was like, "Holy shit, like I remember this guy on the first contest and now he looks like this and it's what, like half a year or eight months or something." I was like, "If he can do it..." I mean I had lost a significant amount of weight over a few years by that point, but seeing his transformation that much in such a short amount of time, I knew I have less weight to go. So if he could do it and then there's really no excuse. Doing it, having this system and seeing that you can go really extreme from one way to the other and it's not that hard. Well, it is really hard. I'm not going to say it's not hard. It's not complicated. Like all the stuff I was trying to do before was really complicated and I have to kind of revolve my life around that where as this, it's really simple and you just throw it in when you can, but actually doing it still takes a lot of effort and that part is hard but it actually feels a lot easier to do just because I don't have to think about it.

Brad Howard: It sounds like to me with what you are saying is just your overall daily decision-making process just become a lot of easier on what you need to do. That's one of the best benefits I've ever seen with everything we do. If I can gain 95 percent of the muscles by doing what we do and give up the five percent because I'm not totally on point, well okay.

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John Barban: Yeah, if you don't have to obsess about it and you're still going to get basically everything out of it. That's pretty good.

Brad Howard: Okay, so yeah, that's awesome. How much, "Oh, I don't know, I don't believe this," how long did it take for you. I guess what we're saying is what we see is that there's either people that are familiar with some of this and they jump in like pretty quickly or it's about 60 to 90 days after first contact where they kind of go listen to podcasts and see some of the transformations and then say "Okay, yeah, all right. I'm comfortable enough with this." How long was that process for you, do you think?

Jason Gottlieb: Well, I first found about you guys when I was researching some things, probably it was September or October of 2009 and then I just kind of thought, "Oh, I don't know about this." And I ignored it for awhile. Then I think with the first contest ending, I got an email from like Fitness Black Book maybe talking about it and I went and checked it out and I was like, "Oh shit, maybe there's something to this." But I wasn't really ready because at that point I was doing cross fit and Paleo was the way to get this just because I did the Paleo diet and really strict for a month I lost seven pounds, I thought that was going to be it, but it's so hard to do.

Brad Howard: Right.

Jason Gottlieb: So then...

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John Barban: Do you know what the trick with that is, by that way? A lot of those people, that's why I'm asking you, you've followed it to the letter, right? The Paleo thing?

Jason Gottlieb: Oh yeah.

John Barban: Yeah, well, what those people won't tell you is they don't follow their own words to the letter. I'm not picking on Paleo people. I've just heard about this from vegans too; where there are big time vegan bloggers who confidentially admit that they eat meat but they keep up the front that they're the champion of veganism. So I don't doubt that that happens with Paleo because I know a lot of people say they're Paleo, but when you talk to them, they're like, "Oh, but I still eat refined sugar and I still eat this sometimes for treats, and like you've got to have your treats." Then I say, "You are a hypocrite. You either do it or you don't." And then people like you are going to think that it's 100 percent on or off and then you go through it, you realize how ball's hard it is and then I bet any money you will find out most of those people who promote it don't even do it.

Brad Howard: The worst one is toxins. When people are talking about toxins, it is like, "Oh toxins are killing you," and then I see them at the bar at these seminars getting hammered...

John Barban: Yeah, yeah, filling themselves with all the toxins they're talking about getting rid of.

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Brad Howard: Yeah, exactly. I mean smoking dope or whatever.

John Barban: Hey, we're straying off topic.

Brad Howard: It's all part of it, man. But anyway, so basically, I don't know, are you part of that same as most people about 60 to 90 days before you are actually kind of comfortable enough to even to give it any consideration at all...

John Barban: So you're saying the first contest is basically what kind of gave us enough proof in your eyes?

Jason Gottlieb: No, the first contest gave it enough that I was considering it, so I started listening to the podcast after the first contest and then after listening to the podcast and basically I'm getting caught up with it so I would maybe listen to two in a day sometimes and then after I was almost caught up with the podcast, that's when I decided to try Eat Stop Eat because I was like, "Well, this is making a lot of sense and it seems like it will be a lot of easier than trying to figure all this stuff out of my own and I saw some pretty promising results."

So when I started doing the calorie restriction and I noticed results only after listening to a lot of the podcasts and then trying that part out with the sample workouts I was doing anyway, that's when I decided that I would actually give it a shot.

Brad Howard: Got you. Yeah, it's completely healthy to be skeptical...

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John Barban: I have a question, does what we say, because maybe I just don't get it, does what we say sound that outrageous?

Jason Gottlieb: The thing is what you say sounds so right and so simple but it's so different from all the other things that you are reading on fitness web pages or any of the magazines...

John Barban: Does it sound too simple to be right?

Jason Gottlieb: It's almost like it seems like it's too good to be true because you've tried all this other crap that didn't work and all of that was really complicated. So how are you trying all of this stuff that people are saying that works and that doesn't work, and then this is so simple, why is that going to work, even though most of the time, it's the simple things that actually work. But I think it's because we've been marketed to so much. I mean in the United States so much that this is what you have to do, you have to eat six times a day and your metabolism is going to slow down etc...

John Barban: Oh, all of that crap.

Jason Gottlieb: And all this crap and even the people that are in shape aren't even really in shape, it's just that people here are so fat that they look like they're in shape comparatively. So you don't even realize how far away you are until you get there.

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John Barban: Right, so then my question is, would we come across more, or less believable if we came up with an even more complicated explanation? Do you know what I'm saying? Like it seems as though people are looking for something even more complicated than the things that have just failed them versus us where we say, "Yeah, just do this."

Jason Gottlieb: I think it's just that people think they know things, marketing stuff that's not actually true and it's hard to unlearn things that you think that are true, and just accept it without actually experiencing it or seeing somebody experience it.

John Barban: Oh yeah, that's true.

Jason Gottlieb: I'd tested the water doing Eat Stop Eat and when I saw really good results on that, and I didn't even do that until I listened to the podcast. I think the podcast is really what got me to do it. You guys make a lot of sense and everything sounds right, so let me test that out a little and then that worked really well, so then I was just ready to go for it.

I think also the contest, like the first contest definitely is what allowed me to even think about it, but now that there are three contests in, there's a lot of people that have proved that it works and I think that if you just look at the results that have come and listen to the podcast, that's all you really should need in order to now just go for it.

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Brad Howard: Yeah, we really don't hold anything back in the podcast. I had a refund request one time. It was hilarious and the guy writes, "I learn all of this in the podcast." And I was like, "No shit."

John Barban: Yeah, I don't know if we're doing ourselves a disservice there but we give away just about everything. The only thing that's not really there is the actual workout.

Brad Howard: Workout themselves.

John Barban: Yeah we can't freaking repeat the entire workout on the podcast, that would take forever.

Brad Howard: Yeah.

John Barban: But the theory and the concept, if you listen to them, well, you can construct the entire thing yourself...it will just be a bit cumbersome that's all.

Brad Howard: At that point it gets back to that time versus money thing we talked about earlier.

John Barban: Speaking of time, I think we should wrap this one up.

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Brad Howard: Yeah, we tend to stray a lot. But anyway, what are some of the insights and things that you can tell someone if you had some advice, just right off of the bat that would just help people get what they want with somebody like yourself or just anybody in general, what are your insights?

Jason Gottlieb: Well, I think one of the most important tools that I had was the online community. Because even though I was really busy, I decided that I was going to post at least one blog post a week even if the only thing it was, was my stats. I wanted to do this for myself but I've been doing the program before the contest and I was improving but it wasn't as fast as during the contest because I was only accountable to myself. And when I posted it, I mean I flat out posted it on the forum, "I'm going to win this contest." And so it made me accountable to myself and it also made me accountable basically to the world because anyone can read this.

Now, obviously I don't really care what the rest of the world thinks and if I don't do it, it doesn't really matter because I'm just putting it out there to motivate me. I don't necessarily know anybody, but so why would it matter if I say I'm going to do something and I don't, but I don't want to post the next week that I'm getting fatter when I said I'm going to win a contest.

Brad Howard: Yeah.

Jason Gottlieb: So it was just really for me to push myself that I know I'm going to put this out there and I put pictures up that I'm not happy with and I want to get a picture up that I like and I want to have stats that I like and I want to look back and say, "Look, this is what I said I was going to do, and I did it." And knowing I had the post, like there was some times where I ate too much in a day and then I realized I only have three more

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days until I have to take my stats and put them online. I got to buckle down and just knowing that I'm accountable to other people, (even though I'm not really accountable to them) helped a lot.

And also you get a lot of support from all the guys on there. If you're having a hard time with something, you find out, "Oh other people have that same issue and here is how this person solved it and here is how this other person solved it." Or you might be just doing a good job and someone just tells you, "Hey, you're doing a really good job. Keep it up." And you might be feeling really unmotivated, but when you read that it kind of helps you feel really motivated again. Then you want to push harder and then you get the results and you don't really notice any of the change happening while it's happening because you see yourself every day. When you compare your before and after pictures that's really when I noticed it and I just sat there looking and I thought, "Oh my God, I had no idea that there is this much of a change." Even though I've been taking measurements and I could see the numbers, "Yeah, there is a difference."

But if I didn't have to post online what I was doing and what my stats are, I wouldn't have pushed myself as hard as I did, even though it's what I really want to do...which is kind of weird because this is what I want to do but it was just putting it out there and making it sort of public knowledge that really makes you have to do it because there's really no excuse not to.

Brad Howard: Yeah, and that's a scary thing putting that first picture up. It really is...

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Jason Gottlieb: Yeah, but that's good because if you don't like what you look like then you're in the right place, so put your picture up and then if you want to have a better picture out, then go do it.

Brad Howard: Yeah, I like that because it helps you get in tune with reality and knowing exactly where you are at the moment, like it's kind of like yin and yang, like there's reality and then hope of where you want to go but you can't have the hope and the goal of where you want to go if you don't know exactly where you are right now.

Without lying to yourself or any of that stuff, you have to know exactly where you are right now, and that's what allows you to do it is to just kind of say, "All right, screw it. Here is where I'm at. It doesn't make me a bad person. This is just what the situation is right now and this where I'm starting from."

John Barban: And everyone else massively appreciates it when you post that stuff, post the picture and you let them sort of peek into what you're going to do. Like staying hidden doesn't help anyone. It doesn't help you or them, but coming out and showing what you're about to do and you post that 'less than flattering' before picture and everyone else completely respects that.

Brad Howard: Yeah, and they're like, "You know what, man, I should do that too." And so it kind of starts a snowball. I'll say it again, I think that the world has a big vacuum of leadership and is just waiting for people to step up and it will just suck you into it and that's good. Have you got anything else?

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John Barban: No, I'm good. That was great, Jason. Have you got anything like one last piece of advice? I mean, that was a great interview.

Jason Gottlieb: No, I think that the biggest thing is if you've already purchased the system, you want to do it, so get on the forums, start a blog, even if you don't post all the time, periodically put your stats up, put your pictures up and make yourself accountable. And if you say that you're going to do it, just go do it because there's no reason that you can't. Unless you work longer hours than I do and only have the option to eat at McDonalds like you can get it done. So if it's what you want (and it probably is because you're here), then just go do it and there's plenty of guys that are either going to be in the same situation or have already done it and everyone's there to help you out.

Brad Howard: Yeah, awesome, Jason, we really appreciate it, man. This is a really good interview. So for John Barban, I am Brad Howard and that's your Adonis Lifestyle podcast.

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