



LIVE with Heidi Powell, Episode 7 (04/15/20)
Guest: Bruce Pitcher

Note: There were some technical difficulties, so the actual interview did not begin until 9:30.

Show Notes:

- 0:00: Heidi introduces the show, gives background of why she's doing the show, and tells viewers how they can participate.
- 2:15: Heidi introduces Bruce.
- 9:30: Interview begins.
- 10:25: Bruce gives the condensed version of his story: He used to weight 400lbs, worked at a gas station, felt like he was "living the dream." He was sexually abused by his dad from age 8-14, which is when his dad went to prison. This turned his life upside down, and he talks about the different periods of his life from then until now.
- 11:45: Bruce talks about how he's used his challenges as jumping points to live his best life, and he shares more of his story, focusing on his family life. He felt like things were normal, when really, they were chaotic and dysfunctional. Bruce talks about how family life was a part of his dad's master manipulation plan.
- 13:55: Bruce talks more about his dad's sexual abuse of him and other boys in more detail. Heidi helps him tell his story by asking questions. Bruce dives deeper into what he thought was "normal." He also talks more about his dad: He was very popular and well-known in the community, etc. Bruce talks more about his dad's master plan of how he manipulated his family and his victims.
- 20:30: Bruce talks about a commonly asked question he gets: What would you say to a kid who went through the same things he did. Bruce's response: "I wouldn't say anything, I would give them a big old hug, and tell them I love them." Bruce goes on to expand on this question and his response.
- 22:30: Bruce talks about his daily therapy sessions while on the show and how they helped him to realize some truths about true love—his "ah, ha" moments.
- 23:00: Heidi and Bruce talk about he's created self-love and the importance of self-love.
- 23:30: Heidi reminds viewers that Bruce goes into much more depth about his story in his book, *Larger Than Life*.
- 23:55: Heidi and Bruce talk about his weight gain and how what happened with his dad affected his weight gain, which began after his dad went to prison. Bruce talks again about the importance of self-love. He

doesn't consider himself an emotional eater, but as more of a social eater—he was known for his ability to eat, which made him feel like he belonged. It was his identity...being the life of the party.

- 26:30: Bruce talks about other ways his dad affected his life. He talks about how he doesn't like to look at everything his dad did as bad. He talks about the importance of recognizing the good moments and how he wouldn't be where he is today without what happened to him. He feels like he won the lottery. He's grateful for his challenges, including his learning disability, etc. He's grateful for who he gets to be.
- 28:30: Bruce and Heidi talk about the importance of being who you are and embracing all the parts of you. Don't worry about what anyone else thinks.
- 29:00: They talk more about what Bruce learned from his experience and how about he's always been positive and still loves his dad. He doesn't have to love what his dad did, but it makes him angry when people talk badly about his dad. Seeing the good that his dad gave to him helped him heal. They talk about the positive characteristics and traits his dad passed on to him.
- 30:40: Bruce talks about playing the victim card and more about his dad's passion and about how it affected his life. Bruce talks about how his love of football affected his life.
- 31:20: Bruce and Heidi talk about *Extreme Weight Loss* and about the common myths associated with the show and about how everyone on the show lost weight, but not everyone chose to change their life and the difference between the two. They talk about integrity and other things needed for lifelong change. It's not about the diet plan.
- 34:10: Bruce goes into detail about his experience on the show and how it and his cast members changed his life. He also talks about Epic Weekend and how important it is in his life.
- 37:15: Bruce talks about his top takeaways from the show, Lottery Syndrome, especially. He also talks about why some contestants gained the weight back. Happiness is not the result, it's during the journey.
- 39:50: They talk about the importance of having a new goal before you finish the current one. They also talk about habits, choosing your hard, etc. You always have a choice no matter what is going on.
- 42:05: Bruce talks about his goals over the past 6 years that have kept him on track, including the time he accidentally peed his pants before going on stage at a bodybuilding competition. They dive deeper into goals and goal setting and what Bruce does daily to remind himself of his goals.
- 44:50: Heidi and Bruce talk about how Bruce has turned his challenges and trials into success allowing him to now help others transform their lives. Bruce talks about the importance of recognizing all you have gone through and accomplished.
- 48:15: Bruce talks about his experiences with coaching others.
- 50:00: Bruce tells Heidi what he would tell that 8-14 year-old boy (himself) if he could go back and talk to him.
- 51:30: How to contact Bruce.
- 52:40: Bruce answers viewer questions:

How does your abuse affect your married life?
Do you feel better now than when you finished the show?
Was it realistic for the show to set those goals on the show?
Courtroom scene in Bruce's episode: How did you forgive your dad?

End of interview.

Connect with Bruce:

- Instagram: @brucepitcher

Products:

- Book: *Larger Than Life* (<https://amzn.to/2SzsRvh>)
- Champ Within Coaching Program (<https://transformhq.com/champ-within-coaching/>)