



LIVE with Heidi, Episode 11 (05/20/20)
Guest: Jennifer Cohen

Show Notes:

- 0:00: Heidi talks about how she met Jen, she felt like they were immediate best friends, and they've become even better friends.
- 00:27: Heidi shares Jen's bio. She's a leading fitness and wellness authority, best-selling author, major entrepreneur, and frequent guest on national media outlets. She started her popular podcast *Habits & Hustle* in 2019. She's well-known for her "10% Target Mindset," which she presented on a TED talk. She also started a charity, The Good Human Foundation, in honor of her mother, a cancer survivor. Jen is from Winnipeg, Canada, and she's an incredible wife and mom. Heidi talks about Jen's authenticity and how she's the same off camera as she is on camera.
- 2:10: Jen comes on the show.
- 2:35: They talk about how Heidi always has technical difficulties on her shows and how technology takes up so much time in their days.
- 3:00: Heidi talks about how she and Jen connect on so many levels. They talk about TikTok. They talk about Heidi's dancing skills and how Heidi has to take so many takes before she posts.
- 4:15: Heidi talks about Jen's home studio with treadmills.
- 4:40: Heidi talks about how she met Jen at Lisa Bilyeu's *Women of Impact* panel. They met when Jen pinched Heidi's butt. Heidi didn't even know who Jen was, and she got to love her more and more as they talked and the more she learned about Jen.
- 6:30: Heidi talks about how she loves Jen's studio in her house and how it made her feel welcome. Jen talks about wanting to meet Ruby, maybe she'd even fly to Arizona to meet her. They talk about the quarantine and traveling and Heidi's gym opening.
- 7:50: Heidi talks about how Jen is an amazing entrepreneur and how important family is to her. Jen balance both very well. Jen feels like it's a constant struggle, and it's not as easy as she makes it look.
- 8:40: Jen talks about the importance of interpersonal relationships and research that shows that you need to be happy to be successful. Relationships and connectedness are the foundation for happiness and success. Heidi agrees.
- 9:35: They talk about balance and life, and how hard it can be. It's a constant struggle, it's a balance, especially if you're ambitious and driven. Everything in life is momentum driven. Once you have success, you have to continue with the momentum. Life is built on momentum. Momentum can be

scary. It can be hard to maintain because you've set a bar for yourself. No one should stay stagnate, and we should all be constantly growing and developing no matter what stage we're at.

- 12:07: Heidi talks about how Jen never intended to get into fitness. Jen says getting into fitness was a total fluke.
- 12:27: Heidi asks Jen about her experience with Keanu Reeves. He was the catalyst to her life at age 17, the whole story is in her TED talk. Jen wanted to be a veejay, so she wanted to interview Keanu so she'd get hired on "Munch Music." Everyone thought she was crazy. She got the interview in her parents' living room. Jen says that moment was a tell-tale moment that showed her that anything is possible. You have to go after whatever you want in life. "What is the worst that can happen?" Someone says no. You never know what can happen.
- 15:10: They talk more about "What's the worst that can happen?" It sets you up for a just in case. Expect the worst and hope for the best and go for it full force.
- 15:44: Jen talks about failing forward. You've gotta' practice for success by failing over and over again. Her whole life has been her constantly failing and moving up slightly more every time. She talks about failing 90% of the time. You have to put yourself out there, and the answer will always be no if you don't ask the question.
- 16:17: Heidi talks about how sometimes saying no until you get a yes and about proving to others why it should be a yes. They also talk about this with kids.
- 17:04: Heidi asks Jen about her "10% Target Mindset." You have to give yourself permission with failure, and the reason people don't even start is because they're afraid to start and then fail. They'll accept what's in front of them. Change your mindset to being more focused and deliberate on what you want and go after it. Make 10 attempts at what you want, and 2 things will happen: 1) You'll get what you want OR 2) another opportunity will come up that you never knew existed. 90% of people don't even attempt once. 70%, if they attempt, will only attempt one more time. People who persist will actually get it. It's not always about talent or who's the smartest. It's about who's the most resilient, who will get back up again and go after something.
- 18:50: Heidi talks about failures and how she looks at them as what shapes her and molds her and strengthens her. She wants failure to define her and tell others who she is.
- 19:30: Jen agrees, and failure is character building. If everything worked out, it becomes beige, not real.
- 20:05: Heidi asks Jen about recent failures. Jen says she has a 100. Heidi asks about the TV show Jen attempted that didn't work out. Jen asks if she's talking about *The Biggest Loser*, and Heidi didn't know about this. Jen shares this experience. Jen talks about how when you go after something, and that perseverance doesn't get you that thing, but it will get you better opportunities. Not getting the show led to her getting married and a better path in life and other opportunities. Jen talks about how she didn't like being on TV and why it didn't work for her. Things typically work out.
- 22:40: Heidi talks about her experiences on TV and why she liked it. People think they know what they want, but when they get it, they realize it's not what they wanted. TV is not really "real." It's a hard reality.

- 24:40: Heidi talks about how she and Jen are in so much alignment. Jen talks about how when they became friends, they didn't really talk about work. They talk about life and meaningful things.
- 25:58: Heidi asks Jen about her no excuses attitude and at what point does no excuses lead to burn out—hurting yourself. Jen talks about doing her first book and how her philosophy has evolved. Small wins = big change. There is a point where too much of anything will burn you out. Everyone has their own balance between the two. Heidi talks about needing people around her to keep her in check since she's so driven. Jen feels the same way. Heidi talks about always being driven once she realized what she was capable of, and that she wasted years not knowing what she's capable of.
- 29:48: Jen talks about how you can do anything you think you can do, and the opposite is true also. It's the power of belief in your head. Jen talks about how motivation wanes, and the best way to get motivated is to see yourself succeeding and progressing. It's like a seed for success.
- 31:00: Heidi asks Jen if she was always this way. Her Keanu Reeves experience was her catalyst in life. To feel confident and self-assured that she can go after anything. It propelled her forward. Jen talks about other jobs she's had and how they led her to where she is today. It happened gradually...stepping stones. It all starts with one catalyst. Heidi shares an Ed Mylett quote.
- 33:20: Heidi asks Jen about the power of "and," not "or." Jen doesn't believe you can have everything at the same time. That's how you get burned out. Unrealistic expectations can take you down a bad rabbit hole of feeling overwhelmed. Jen talks about the book, *The One Thing*. You get success by doing one thing at a time. This increases your chances of doing well at the next one thing.
- 35:38: Heidi asks Jen about confidence and how a woman who's not confident and secure would never come up to her and touch her butt and start complimenting her. Jen says Heidi has the best body she's ever seen. They talk about photo shop vs real life. People should feel comfortable complimenting others, and it doesn't take anything away from them. It can help you feel better about yourself.
- 37:45: Heidi asks Jen what helps build confidence in herself. Jen feels the power of belief first, and it takes practice. Talk to yourself differently, reframe how you see things. Visualize yourself doing the thing you want. It's about momentum. Success leads to confidence, then you want more. Focus on what makes you different, sets you apart. The sexiest thing people can do is own who they are, be happy with who they are. They talk about energy sucks. Visualize who you want to be 5 years from now and then work towards that goal.
- 40:30: Heidi asks about Jen's Wonder Woman necklace she always wears. Jen talks about why this necklace is so important to her. When she feels low, her necklace reminds her who she is and empowers her. Heidi shares her story of how her nanny posted a "You really are Wonder Woman" sticky note on Heidi's mirror when she was going through a really tough time right after Ruby was born. Heidi talks about how this affected her life and how she left it up until a couple of months ago when it disappeared. Reminders are important.
- 43:40: Jen talks about sending Heidi a Wonder Woman necklace. Heidi promises to wear it every day and story it and tag Jen every day. They talk about the importance of little sticky notes all over to remind you of who you want to be.

44:40: Jen talks about ruts and grooves. Everyone is either in a rut or a groove in life, and it's all about perspective. Her daughter's principal shared this perspective with her just after being diagnosed with cancer. No matter what, it's all about perspective. You can think about how terrible life is, and someone right beside you who has it much worse. Things aren't so bad. Perspective is so important. You can look at your life as being in a rut or a groove. It all depends on how you frame things in your brain and what you're focused on.

46:15: Heidi agrees with this perspective and says she'll never forget it. Perspective will make your life incredible or it will make it hell.

46:33: Heidi asks Jen how viewers connect with Jen.

47:14: Heidi thanks Jen for coming on the show, she thanks viewers for watching.

Connect with Jen:

- Website: jencohen.com
- IG: @therealjencohen
- TED Talk: "The Secret to Getting Anything You Want in Life"
https://www.ted.com/talks/jen_cohen_the_secret_to_getting_anything_you_want_in_life_given_by_jennifer_cohen

Products + Services:

- Badass Body Goals Journal: Available to viewers for 50% off with code: HEID150
<https://habitnest.com/products/badass-body-goals-fitness-journal>
- Podcast: *Habits & Hustle* (<https://habitshustle.com/>)