



LIVE with Heidi Powell, Episode 10 (05/13/20)
Guest: Jen Widerstrom

Show Notes:

- 0:00: Heidi welcomes viewers to the episode. She talks about how she missed doing the show last week. She talks about wanting to be a channel of change for everyone through bringing on her incredible guests. She loves that she can bring in people who have changed her life in the hope they can change viewers' lives. Heidi talks about how she chooses her guests and talks about the open conversation format of the show. She encourages viewers to post questions and comments and to take notes to help them create bright spots in their lives. She encourages viewers to share what they learn to help them apply what they're learning in their lives.
- 4:30: Heidi introduces Jen and talks about how they met. Heidi talks about Jen and what has inspired her about Jen. She shares Jen's background including her work in TV and the health and fitness industry. Heidi shares some of her favorite things about Jen and the qualities she loves about Jen.
- 6:00: Jen comes onto the show and thanks her for being on the show. They talk about quarantine life with clothing and nails. Heidi talks about how Marley has been doing her nails.
- 8:25: Heidi and Jen talk about when they met. Jen was new in the TV industry, and she was really nervous to meet Chris and Heidi and not knowing what to expect from them. She talks about how welcoming, kind, and lovely Chris and Heidi were. Jen talks about how Chris inspired her. Heidi talks about having the same feelings before meeting Jen. Heidi talks about how what you see is what you get with Jen and how some people in the TV industry are not like that. They let being on TV go to their heads.
- 10:51: Jen talks about how she did let being on TV go a little bit to her head. She realized this when she left LA for a TV show in Denver. She talks about how she acted at first in Denver, and then she realized she was not being Jen.
- 12:22: Heidi talks about how after working so hard to get what you want that it's easy to let gratitude slip away and turn it into a sense of deserving. Heidi talks about understanding what Jen is saying and about having to check herself a few times when she was on the show.
- 13:10: They talk about stepping back and looking at things as great opportunities and to be grateful for them. Heidi talks about how there was life before *Extreme Weight Loss* and life after. Jen shares her thoughts on this topic also. She was up to be on the newest version of *The Biggest Loser* and thought she was going to be on the show until the last minute, when she heard from someone that knew someone that knew someone that she wasn't going to be on the show. Jen talks more about how Hollywood and how shows work. She talks about how she realized it's other peoples' turn to be on the show—it's not her show. Jen talks about how through the auditioning process, she was able to connect with others who were auditioning.

- 16:15: Jen talks about life after *The Biggest Loser*. Jen talks about how it taught her what she really missed, which was coaching without the TV aspect, and how she's on fire now. Heidi talks about how was never about being on TV or the spotlight, but she loved coaching on the show, and how losing the show was hard in that way. They talk about how not being on a TV show allows them the opportunity to have more time to coach in the ways they want to coach.
- 18:40: Heidi asks Jen to share how she became friends with The Rock, and Jen shares this story. It includes her experience with trying out to be on WWE. They talk about boundaries on social media. Heidi talks about how Jen would be amazing on WWE. Jen doesn't think she could stay in character on WWE.
- 24:55: Heidi talks about how she only has so much bandwidth for people in her life, and how Jen is one of those people. She talks about how Jen is always so supportive, asking, "How can I help you? Is there something I can help promote for you?" Even if they have competing products they're promoting. Heidi talks about how Jen is one of the few people who believes that there's room for everyone at the top. The more you empower people, the more they empower you. Heidi talks about how Jen is one of the rare ones. She talks about how Chris is also one of these types of people. Jen gets emotional.
- 26:54: Heidi asks Jen about some of the beliefs about life and health and fitness that her parents taught her that she believes made her who she is today. Jen talks about her parents, their marriage, the pillars they grew up on, how hardworking the whole family was, and what she learned from them. Jen talks about how she learned about inclusiveness from her parents. We don't see color, we see people.
- 29:24: Heidi talks about it's obvious that Jen worked really hard for everything she has. They talk about the importance of feeling you're good enough. Heidi talks about how Jen is a force—male or female. They talk about how gender doesn't matter and women in their industry.
- 31:00: Jen talks about getting to where she was because she stayed in it and didn't give up. It takes time to grow. She talks about integrity and vulnerability and not giving up. They talk about the importance of putting the work in and not giving up.
- 32:43: Heidi asks Jen if her beliefs were affected when she began her fitness career and how she created her own definition of health and fitness. Jen talks about training for performance versus training for looks. She talks about looking the best and feeling the best she ever had before she started in the fitness industry and fitness modeling and felt the worst mentally she ever had while in this industry. She talks about crash dieting, binge eating, etc. She talks about being the least healthy she ever had been in her life and how that was her absolute bottom. She was trashing her body and her mind to achieve that sort of "fitness."
- 34:10: Heidi asks Jen if she feels like this created some kind of an eating disorder. Jen talks about how her parents raised her with healthy habits. It was never about looking a certain way, it was about being healthy. When she started fitness modeling, it was about comparison. She talks about how she was inches away from bulimia. She says it took her 3 years to make a food transformation at this time to a healthy perspective about food.
- 36:35: Heidi talks about her experience with an eating disorder. She felt like going on camera reversed this for her. Being on camera actually helped her heal. There was no comparison in the show for her.

- 38:46: Heidi asks Jen what helped pull her out of this and accept who she is. Jen talks about how being responsible for her clients and contestants made her realize she needed to figure out things. It was a built-in accountability she didn't expect. Jen realized that when she was in the binge/crash diet cycle, that she was angry and upset with herself, and she didn't like who she was. It made her unhappy, unkind, judgmental, rude, and not very sexual, and she realized that if she didn't figure things out, it would destroy any relationships she might have. She needed to get her head straight.
- 41:05: Heidi talks about her first marriage to Derek and how her eating disorder affected that relationship. She talks about her relationships with past contestants on the show. It put her challenges in perspective when compared to what they were going through. Jen pushes Heidi on this. You realize you're the same as others, although different. Jen talks about how she and Heidi got on their clients'/contestants' levels, and that made all the difference. They talk about background on the shows that never aired. They talk about being real with their people.
- 44:15: Heidi talks about a certification manual and her reaction to it and how she didn't agree with it. It's important to have a relationship with your clients and to be authentic and vulnerable with them. That's what makes Jen different—her human and “real” element.
- 45:45: Jen talks about conversations with her people and what they're dealing with during this time. There's no judgment, but there's love and order. She talks about shame and reality with the clients she's doing a challenge with. Heidi talks how the ones who love you the most will tell you what you need to hear, not what you want to hear. Jen talks about David Jack and how he taught her that you have to give people what they think they want before you can give them what they really need.
- 48:03: Heidi asks Jen about her definition of balance and how she achieves it. Jen says she doesn't believe in balance anymore. She visualizes balance as even scales, and that's not realistic. She finds that there are days when she cranks and days when she does nothing. She knows what works well for her and not. She feels she has fought her nature for so long, all the “shoulds,” that she's going to stop doing that and feel what's right for Jen. It's opened up a different freedom for her. The “shoulds” are expectations. Her balance is removing the expectations because they are the source of her frustrations and fears. She has healthy expectations, but she's released the unrealistic ones.
- 50:55: Heidi talks about how unhappiness is the result of unmet expectations. They talk about how your balance doesn't need to look like anyone else's. Jen talks a bit about the female cycle. She talks about rigidity versus fluidity.
- 52:25: Jen answers an audience question: “What is the feeling on having the power to change other people's lives for the better? How does it feel?” Jen says her power is helping people see that they can turn on their own power. That's her gift. She talks about teaching a kid to ride a bike. Her favorite parts have nothing to do with her. She loves seeing people win. She can see the parts of others they cannot see. She talks about loneliness and vulnerability. Heidi gushes about some of Jen's qualities she admires. Jen talks about how it's difficult to know how she can continue to coach and do good. She's more than lunges, and Heidi is too.
- 57:55: Heidi talks about how she agrees with everything Jen has said, and she's more than just a trainer. She talks about how she feels that the way she can affect people more is actually outside of the lunges and the macros and the other transformation-related things. Heidi says she feels like she's life coaching Jen. Heidi advises Jen to do what she is passionate about, even though it might feel like a drastic

departure, and maintain what it is that people are already getting from her. Heidi believes Jen's voice needs to be heard more.

59:40: Heidi talks about how she didn't get to even half of her questions for Jen.

60:00: Jen talks about her products and services. They talk about having a part 2 to the interview.

62:27: Interview ends.

Connect with Jen:

- Instagram: @JenWiderstrom
- Website: WiderSTRONG.com

Products + services:

- Jen's CBD store: <https://getupstayup.store/> (10% off full order—use code HEIDIROCKS)
- Coaching program: [WiderSTRONG.com/team-jen](https://widerstrong.com/team-jen) (25% off your first month—use code HEIDIROCKS)
- Book, *Diet Right for Your Personality Type*
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