

## The Empowered Entrepreneur Show

### Episode 030

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Intro: 00:00:01 Welcome to The Empowered Entrepreneur Show. Discover your life's purpose, reprogram your mind for success, and attract an abundance of paying clients to your business. Now, here's your host, Tom Tenaglia.

Tom Tenaglia: 00:00:15 Aloha, Empowered Entrepreneur. I am Tom Tenaglia, and you're listening to The Empowered Entrepreneur Show. And before I dive into the interview that I did, I wanted to insert this quick note ahead of the interview to let you know that the guest that I have coming up, Matt, is in the fitness industry. And you might be wondering as an Empowered Entrepreneur, why bring somebody in the fitness industry onto the podcast? And so I thought it would be important just to take a couple of minutes to explain my thinking behind that before we dive into the interview, because we do go over a lot of fitness things and a lot of entrepreneurial things.

So, first of all, Matt is an entrepreneur, as well. In fact, I met him during some entrepreneurial activities, and so we connected. He wanted to start a podcast, and so I helped him with what he would need to do to start a podcast, and we got to talking about what the podcast was about. He sent me his first episode. I listened to it. I really liked his message, and what he wanted to get across in the fitness industry.

And so, what I decided to do was ask him if he wanted to come on this show, and he agreed. And basically, as an Empowered Entrepreneur, fitness is very important. So we need to take care of our physical bodies. And of course, for me, it's been a little bit of a journey, and I'm still working on it, of course. Matt's had a level of consistency with his fitness that really got my attention. And also, his thinking behind it. Around what people might be hearing out in the industry, or what other people might be telling consumers. His personal take on what works, and how he's able to communicate his personal message to different people that are looking to lose weight or gain muscle or eat healthy, or even become fit and more flexible, and what not.

So, two main points that prompted me to bring Matt on. One, is his entire business is in the fitness industry, and about bringing his unique message and his unique gifts into his business. And there was a time when it didn't work for him. And that was because he was doing what other people were telling him to do, as opposed to when he would put himself into the message.

So bringing Matt on to talk about the fitness industry is helpful, then, to understand, well, how can somebody enter a rather competitive market and still bring who you are into it? And as a result, get results. Because your clients are your clients because of you, because they want to work with you. So I thought that would be helpful.

And also, the corollary to it is, there's a lot of very useful fitness information that Matt shares. So if you're on the fitness journey, or if you want to be, then that information is extremely helpful. And I do pick his brain in the fitness space, because a lot of entrepreneurs that I see that are very, very successful also take care of their physical body because it's energizing to them. And it's basically, how you do one thing is how you do everything, as we would say in esoterics. So taking care of your body can have a direct correlation to your business results, believe it or not.

So if you think about the messages that Matt and I talk about in this interview, and look at your business, and look at your own empowerment, you can find parallels between what we're talking about and different things that we do. For example, one of the things that Matt talks about is the right kind of variance to have when it comes to diet and exercise. Well, to me, I was listening to it and I thought about, well, there's the right kind of variance to have when you're interacting with a potential client. You might follow the same sales process, but yet you cater it to the respective client or the prospective client, as it may be.

So we might have been talking about food and exercise, but then I look at it from a sales and marketing perspective. So there are so many different parallels here, I think this is a very powerful interview on many different levels beyond fitness, and of course, diving into entrepreneurship. So, without further ado, I hope you enjoy it.

Today I'm here with Matt Wietlispach. Matt, welcome to the show.

Matt Wietlispach: 00:04:46

Thanks man. How you doing?

Tom Tenaglia: 00:04:47

Good, good, good. Tell us a little bit about yourself.

Matt Wietlispach: 00:04:52

Cool. I'm from Chicago. I now live in Buffalo. I played baseball in college, that's where, kind of like, my fitness journey... so I'm an online fitness coach now... so that's where my fitness journey

started. It helped me become really, really good at the sport I played. So I was somebody who wasn't very good at baseball, and worked really hard, and because I worked hard, I played. So I played at a small division one school, where I now strength coach at, and I was told when I went there that I would never play, so I was told that right out of high school. So it turns out it took two years, but I was their best player, then, for my junior and senior year.

So putting the work in nutrition-wise, weight room-wise, that was always what hit home to me because it was what helped me. And now full-time I'm the head strength and conditioning coach there. So I've been there five years. And then, my part-time business is, I've been an online fitness coach/personal trainer for 10 years, and I have helped people lose weight, burn fat, get into better, healthy lifestyle. And overall, the kind of fit, instead of a quick fix to lose 20 pounds in 12 weeks, more like how to create a better lifestyle and healthier lifestyle for yourself to be around for your kids. I work with a lot of parents, so how to put that into teaching your kids to eat, but also how to be healthier for your kids. So I've been a trainer for 10 years now.

Tom Tenaglia: 00:06:21 Very good. Very cool. What jumped out at me at the beginning is you were told, "Oh, you won't be able to play," and yet, you went on to play and now coach there. What would you say contributed to that success?

Matt Wietlispach: 00:06:39 The funny part, the same coach is still here. So I work with him, the same baseball coach.

Tom Tenaglia: 00:06:43 Oh, wow.

Matt Wietlispach: 00:06:45 We're good friends. I would just say, working hard. I was a person who liked to hear, "You can't," or, "You're not good enough." So that's drive. And then there was things that, I had needed to get my nutrition in line, right? So I was kind of that, like, doughy person through high school. I was always muscular, but I had a lot of extra dough on me. So that was when I really started to get into exercise science and nutrition, and started to read and research.

So that was kind of when my journey began. And I liked that journey because I made a bunch of mistakes for those four years. So I got some success, and I played for two years, which I was happy about, and I did well, but I made a lot of mistakes for

those four years. I didn't have the guidance that I had, so that was why I always wanted to go back to college to show people the proper way. Instead of just going berserk and heavy and hard every single day, there's more of a better method to prevent injuries, and to increase performance in the field. So that was one of them.

And then, the same kind of thing with dieting. Instead of crash dieting and cutting calories and trying all these diets, which I did, I found a better way to do it. And now I've been a trainer for 10 years. But the first, probably, three to four years, I still was implementing those methods that I thought were proper and correct. Like, cut calories. It's all about just eat less, eat less, workout hard, or workout more. How to be more intense. That was kind of what I preached as a trainer when I wasn't doing it online. I was inside, on-hands as a personal trainer at Bali in Chicago, and that was everything. Just make the workout harder, and having them eat less, and having them track. And it took me about three or four years to realize that didn't work at all. So that was kind of, like, my little journey with why I was so passionate about it or why it helped.

Tom Tenaglia: 00:08:31 Okay. And so what are some of the reasons... well, we could get into that for sure, I think, the things that... cutting calories, working harder... what are some of the reasons why that ended up not working for these people?

Matt Wietlispach: 00:08:46 Okay, I'll give you kind of a good example. I won't mention my client's name, but I had a client recently come to me who, 300 pound male, and he's tracking. So the first thing I have people do in week one is I just, I want to see your everyday life. I want to see what you do, what you eat, what you do you're working out. That's kind of like step one in my practice. And a lot of times you would think a 300 pound man who wants to lose 100 pounds is eating tons of calories, right? So if you just cut calories, then you'll lose weight. Which is correct, but there's a lot of other things to consider.

And it turns out that this client was eating 1500 calories. And that happens over and over and over again. I don't get the client... if I got the client that was eating 5,000 calories, my job would be a lot easier. And that's the kind of things that everyone's out there pushing and selling, to just eat less, and work harder, and work more, and work longer. And to an extent that's true. But it's only true if that person is eating enough to begin with.

So let's give an example of this person. Let's call him Bob. So if Bob is eating 1500 calories as a 300 pound man, I'm going to have to cut his calories to 1000. So one, that's not going to be sustainable, right? How many people can eat that the rest of their life?

Tom Tenaglia: 00:10:01 Right.

Matt Wietlispach: 00:10:01 Two, it's slowing down your metabolism. So it's only going to go down from there, and there's really no place to go.

Three, your body, over 1000, will see that as a surplus. Your body's really smart. And the reason these people stop getting results is that they're eating 1500 calories thinking that they're going to lose weight. But in reality, your body's like, "Okay, shit. Tom only needs..." Right? So if you're only eating... it's like, "Hey, Tom only needs 1500 calories." Your body's smart. That's all you need to eat. So you get good at that, and you get efficient at that. Well, now when you go and eat 2000 during the holidays for a week straight, or just, you go out with your buddies, or you're just eating normal, your body sees that as a surplus, and you store fat, and you put on weight.

So that's where 90% of the clients are that I work with. So I had to have a conversation with that client and say, "Hey, listen. For the next three months, we need to boost your metabolism, and we need to increase your calories." And it sounds nuts. So he's, obviously, he's like, "Hey man, you've gotten results," and he was a friend of a client of mine, so he's like, "I'm going to trust what you say." But he's like, "This sounds batshit crazy." If I wasn't a referral he'd be like, "I probably just wouldn't listen." So it sounds like ass-backwards.

So it's been four months. So we went three months. We increased his calories from 1500 to 2000, to 2500, to 3000. So he was eating 3000 for a month. During that time he actually did lose a few pounds. He went from, like, 301 to 298, which can be frustrating, right? Because now you're three months into something, and you want to lose 20 pounds, like everyone can tell you, in three months. But he's lost three. His body looks much better. He feels much better.

Well, now we're two weeks into his cut, and he's down to 289. So now his body sees... we cut to 2500... his body sees 2500 as a deficit. So we'll lose weight. Well, before, he saw 1500 as a surplus. Does that make sense?

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Tom Tenaglia: 00:12:00 Yeah, for sure.

Matt Wietlispach: 00:12:00 So now his body's like, "Shit. Okay, it's time for me to lose weight." And eventually we can go down to 2000, then he'll lose more weight. But we have to eventually bring him back up. So the other mistake clients have made is they've lost weight, so they've done that. Maybe they were eating 3000, and they had a trainer or somebody like myself bring them down to 2000, and they lost 30 pounds, and they're super happy and that trainer was awesome. The problem is, they never get out of that.

So again, if I bring that client down to 2000, and he loses 50 pounds... say it takes three more months. Say he's down the 50 pounds, and that's all he wanted to lose. Well, to maintain that, we need to find his BMR, his core intake, his age, his weight, his sex, his goals, and his training age, and find that core intake. So a lot of times it's going to be higher than that. So we're going to have to boost his metabolism back up to where he can eat 2500, 3000 calories to maintain that. Maintaining that for a lifestyle is more important, boosting metabolism and getting to the spot he wants, rather than just going back down to 2000 and just finding a way to eat that. Because if he ever eats over that without doing it properly, he's going to gain the weight back super fast.

So that's kind of where I pride myself, in giving clients, sometimes not what they want to hear, but the hard truth. Like the reality of, hey, 1500 isn't enough. I see this a lot. I have a client, she's a female figure trainer... kind of like a bodybuilder but it's figure, so they're leaner, and they're not as bulky. She ate 1100 calories for the longest time. She was shredded. Well, she stopped tracking. Six months went by, she put on 60 pounds. I have her now as a client, and we're we're still, for three months, focusing on increasing her calories and getting her back. Because she was so messed up. Because she literally can't eat over 1500, because she's so used to not eating lower. And somebody who weighs 150 pounds should be eating, like, 2200 calories. So the problem is her metabolism is so messed up, and it's so slowed down.

Every time you're in a deficit, you slow down your metabolism. And that's dangerous, because if you don't get it back up, your body only needs that amount of calories to sustain. And obviously, 1100 calories for a female, it's not sustainable. You go have, like we were talking earlier, we go have a piece of cheesecake, that's 700 calories right there. You go to

Thanksgiving, your Thanksgiving dinner's over that. So it's much easier to sustain at a higher core intake than it is lower, but it has to be done properly.

Tom Tenaglia: 00:14:44 So after you do the cut, you're working on getting them back up from a sustained perspective.

Matt Wietlispach: 00:14:51 Getting them back, yeah. So I will cut people, and they will lose weight. I have a bunch of testimonials to prove so. But then you have to bring them out of it to show them how to sustain it. And that's the one thing that's just not talked about nowadays. It's like, cut, cut, cut, lose, lose, lose. But how do I get out of it, and how do I maintain it? Why do so many people go back? It's because they worked with that person, they said, "All right, eat 1500 calories and lose weight." And it works. But then the second they start eating over that, they're going to gain it back, if they don't boost their metabolism the proper way by eating good clean foods, raising their calories, and working out properly. So if they're not doing that properly, it's going to come right back.

Tom Tenaglia: 00:15:31 Are you getting them up to, like, you get the 1500 person back up to 3000, and then 500 calories tapering off month to month, down to two. After that occurs, are you getting them back up to three? Or are you just going to keep doing that? Three to two, three to two?

Matt Wietlispach: 00:15:47 Yeah, you have to go back. I was just trying to get easy numbers with 500. It depends on their height, their weight, their age, their sex, their level of activity, how they respond to insulin, et cetera. So that was just to make a simple example. But yeah, you have to go up and down. So you could do three straight weeks of a cut, three straight weeks of aka bulk... or sorry, three months. You could also do a month of a cut, a month of a bulk, a month of a cut, a month of boosting metabolism. It depends on the client and where they're at, and also what they're comfortable doing. Some people would like to cut for a month and then boost it back up for a month. Other people would like to cut for longer and boost for longer. So it depends on the client, but they still typically see... Like, this person still saw, even though they only lost three pounds, if you look at his photo, he's 10 times leaner. Because we're working out, and we're boosting metabolism, he's getting results.

And that's why the clients buy-in. The first three months, the scale weight might not change a bunch, but their body fat and

their inches... We'll measure, and their body changes so much. So a lot of times I don't post the weight when I post my client's transformation, because in 12 weeks, they'll be like, "Oh, my God, how much weight did I lose?" It's, like, three pounds, seven pounds, so it's nothing crazy. But the way they look is completely different. And that's depending on the foods they're eating, the time of day they're eating, the workouts they're doing. So there's a lot that goes into that, too.

And where their stress levels are, too, that's a big one. Like, the stress on the body that people taking in. So the other part of the eating less and working out like crazy, is your stresses are so high. And your body doesn't understand stress differently than... it could be stress from my kids, it could be stress from your work, it could be stress from lifting weights and doing strength training, it could be stress from not eating enough, it could be stress from eating shitty. Think of all the stresses that are in our lives.

So a lot of times, too, people in this state are so stressed out that they'll create cortisol, and they won't be able to lose the weight. So the beginning of my program is to help them boost metabolism and tell them not to worry about their weight. So psychologically, a lot of times, that helps relieve so much stress. And I'm not killing them in the weight room. They're not doing crazy HIT training where they're just... Because, again, that could be too much stress on their body. It depends on the client, to be honest, what I would do. But most of the time, that's what I'm seeing, is that their body's in this super stressful place. And they're almost in survival mode because they're not eating enough, and they're working like crazy, and they're working out like crazy, and they have kids, and they have practice to bring them to, and they have a hundred things to do. And the last thing they could do is focus on themselves and this perfect clean-cutting diet and all these crazy workouts.

- Tom Tenaglia: 00:18:34 Yeah. I think the cortisol discussion is a good one we can definitely dive into. And it dawned on me that when you're saying you're going up, for ease of numbers 500 calories or so for a month, are you gradually increasing throughout that month? Or are you stepping it?
- Matt Wietlispach: 00:18:51 Yeah, we'll gradually increase it. For some people, we might do 500. For him, we did 500. For my client Adam, who we just... Adam's another one, he won't mind me mentioning his name... we did the same thing with him. He went from 1500 to 2000. He

was a 200 pound man, went from 1500 to 2000 to 2500. He's at 2500 right now, and we're going to cut him starting next week, to go down to 2000. So his were simple, easier, like, rounder numbers. But a lot of times it might be 1700 to 1900, 1800 to 2000, 2100 to 2300, things like that. But it's a gradual phase, and it's also what they can do. Because again, if they're seeing it too stressful and too hard, they're not going to do it.

And that's why we track. I have all my clients track so we know what they're doing. But it will be a gradual increase, and we're also tracking and measuring to see. So let's say my client Adam, after the eight weeks of doing it, didn't look leaner and better. Then we would have went into a cut earlier. But we did 12 weeks of a bulk with him, and he went from 192 to 189, so he lost a little weight. And I'll post about him in two weeks, I think, is when his 12 weeks is up. So his body weight's sustained, but he's way leaner. And he was a lean man in general. But we got rid of stress. We got rid of cortisol. We also got rid of inflammation. So there was a lot of inflammation in his gut.

- Tom Tenaglia: 00:20:16 So did he go from one day eating one set of calories, and then another day literally eating 500 more? Or are you even saying add in 10 calories, add in 100 calories, add in, like...
- Matt Wietlispach: 00:20:28 No, I show them how to... With him, we went from 1500 to 2000 right away.
- Tom Tenaglia: 00:20:31 Overnight, basically.
- Matt Wietlispach: 00:20:33 Yeah. And what my thing is, you need to look at it as a weekly goal, right? So let's say for simple math you're eating 2000, times 7 is 14000. So you could have a day where you eat 2500, and a day where you eat 1500, and a day where you eat 2000. So it's all the same, and we'll look at it as a week. So his week goal would have been 14,000. That's where he wanted to be. And I'll give them tons of easy tips. A lot of people have a hard time eating clean, healthy, like that, but they don't think of things like grass-fed butter, coconut oil, olive oil. If you put a teaspoon on or a tablespoon, it's 180 calories. Right? So if you did that three times a day-
- Tom Tenaglia: 00:21:15 You just added the calories on, yeah.
- Matt Wietlispach: 00:21:17 ... 200, 400, that's 600 extra calories. So right there, that's how Adam added his calories.

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- Tom Tenaglia: 00:21:21 Oh, wow.
- Matt Wietlispach: 00:21:21 Coconut oil, olive oil and grass-fed butter, three times a day on his food. Put it on eggs in the morning. You can put it on, whatever, chicken, steak, fish, tofu, whatever you're cooking and making it with. So those are his calories there. Right? A lot of people think it's a lot harder than it is, but look how simple that is. That's how he did it. Some people will add nuts to their diet. You eat a whole cup of cashews, which isn't that hard to do throughout the day, 750 calories. Just a cup.
- Tom Tenaglia: 00:21:55 This perspective, it's fascinating to me because instead of people going, "Oh, there's so many calories in all these foods, I have to..." and they're restricting, this perspective is, well, if you're increasing your metabolism, and you're increasing your caloric intake, you're able to easily add those calories on.
- Matt Wietlispach: 00:22:18 Yeah, easily.
- Tom Tenaglia: 00:22:19 And it's so much more freeing, I think, to the individual. As opposed to thinking, "Well, if I have a tea it's going to cost me this many..." It doesn't seem as empowering.
- Matt Wietlispach: 00:22:30 I'm teaching them to... so they're relieving stress during it. We do a bunch of mindset training, as well. So when they're like, "Cool, I need..." I just talked with my client Lindsay this morning. She called me freaking out... and she wouldn't mind me mentioning it either... She's been a client for a while, and she thought she was doing so bad. And we were tracking, and she wasn't even eating enough, still. So it's like they stress about usually not eating enough. But if we put more on their plate it's a lot easier. So they're not as stressed. I'm having them remove foods that would remove inflammation and blood sugar spikes, so they're eating the foods that they should be eating, and they also don't have that stress of, "Oh, my God, I need to have this diet Coke right now because I can't afford five more calories." So it becomes a lot easier for them, and more enjoyable. More satiating, too, because you're eating more satiating foods.
- Tom Tenaglia: 00:23:32 That's directly in support of reducing cortisol levels then?
- Matt Wietlispach: 00:23:37 Yeah. So cortisol, that's our stress hormone, right? So as cortisol raise, it makes it really, really hard, like almost impossible, to lose weight. Going back to, people will say all you have to do is cut calories. That's not true. Because think of that person that I got, the 300 pound client, who's at 1500. What is he going to

do, eat 1000? Like that's ridiculous. There's no way he could do that. So there's one of the reasons that doesn't work.

The other reason is if you're too stressed out, the calories won't matter. Because when you're in a stressed-out state, that's like our fight or flight. Your body will store calories as fat, because to survive, our body stored calories as fat. So fats and proteins are essential macronutrients, where carbs are non-essential. So your body will only store, like, 4000 calories worth of carbs, but it will store up to 30,000 calories of fat. So if you're really stressed, it can store 30,000 calories of fat. That's how crazy the body works.

So the stressful state can just store all that stuff as fat. And then, no matter what you eat or how much you eat, because you're super stressed-out, your body's going to be like, "Shit, I need to store this for later, because I'm in my fight or flight mode," and not use it and preserving energy.

Tom Tenaglia: 00:24:58 So to avoid that happening, is it really just a matter of managing stress? Or is there some things you can specifically do?

Matt Wietlispach: 00:25:05 Yeah. I guess that's more of a holistic approach. We would take more of a mindset approach to that. We do mindset training. So it would be a little different. The food would definitely help, relieving them from like, "Oh, my God, you only need to eat 1100 calories." The second week, it's "Here's a list of foods. I want you to eat from this list, and I don't care how much over you eat. I want to see as much as you can eat of these foods." And people go crazy. And a lot of times they still don't eat enough. So like, they still wouldn't overeat for where their core intake should be in the future. So when they see that second week, they're like, "Oh, my God, this is crazy, I can eat this much?"

I'm 200 pounds and maintained that for quite some time, and I eat between 3000 and 3500 calories a day. So, that's a lot of calories. Most people wouldn't be able to do that. But I can eat it. I enjoy eating, and I kind of know how to do it at this point. But that would be the main thing, for why eating more foods is less stressful, I would say the mindset. I was trained by Brian Cane, he's a big guy, like, size for baseball, and we'll do a lot of mindset training. One thing is scheduling your day. Scheduling when you're going to log, scheduling when you're going to meal prep, scheduling when you're going to eat. There's 168 hours in a week, 24 hours in a day. People will say, "I don't have time to

do X, Y, and Z." But the reality is, they just don't prioritize it, right? Because there's super successful people in the world that have the same amount of time. It's not like Bill Gates or whoever it is that you aspire to be, or LeBron James, or anyone like that, has more time than us. It's all the same. But they make better use of their time. So we'll talk about stuff like that.

Brian Cane talks about compared to what. When you think you have a bad... we all get to a spot where... I did a post the other day where I talked about how I invested money and it wasn't the good... I don't know if you heard that. The guy wasn't legit, ended up stealing a bunch of money from me. So for awhile, I felt sorry for myself, and I was all pissed off, and you're doing whatever. And then, when you think about compared to what? They stole money from you, so what? You have a family. You have a business. You have kids. You have a house. You have a job. You know what I mean? All the stuff that you love. So sometimes we stress about, like, are the kids going to have enough gifts for Christmas? Or are we going to the right places? Are we making enough food? Are we going to be here on time? Are we going to be there? Reality is like, kids don't care. Just give them your attention. Be thankful that you can spend time with them.

So when you think of stuff like that, and explain it to them... That's why, to me, there's really no one size fits all program. And in reality, the most beneficial part is the mindset and the accountability. Talking to these people, and helping them, and coaching them. Not necessarily the workout plan, because you could find workout plans on bodybuilding.com. You could find a nutritionist. You could probably Google nutrition plan, David Asprey, food plan. There's a bunch, and you could find those plans that are good. You could follow keto, vegan, Paleo, and there's nothing wrong with those for certain people, and get results. But the problem is people don't know where to go next and how to sustain it. And they also need coaching, they need to be held accountable, and they need a bunch of mindset training. So we do a bunch of that to be in the right mind frame to have results and how to sustain them.

Tom Tenaglia:

00:28:41

I think that those are all really great points. I think the sustainability of the results is something that you don't hear that much about, but is extremely critical. People know in marketing, yeah, you want to sell the quick pill, so to speak, because that's what people are supposedly looking for. And I think we're changing a bit in the world, where people want the

real stuff. You just look at what sells on the shelves in the supermarket now, shifting from classically things that have been sold for 20 or 30 years to a lot more healthier alternatives. And I think people are looking for that longer term approach. People understand life is short, and how are we going to sustain the results? You don't really see ads that go, "Hey, here's a program that in two years you're going to look your great..." because two years seems like such a long time. But now people are starting to ask, because people are questioned, "Hey, this guy keeps posting videos on line, or this other guy keeps doing this. Do they really look like that year round?" So people are starting to understand there's a level of-

Matt Wietlispach: 00:29:56 That's an excellent one. We talked about that in our first podcast I had. My colleague brought that up, and he was talking about how they usually don't look like that year round. They might do a cut for it. A lot of them aren't too happy, and they're eating, working out at great lengths. So it is definitely a given. That's kind of what I pride myself on, like, how do you sustain it? I'm not a fitness model by any means, but I've been between 8 and 12% body fat for 10 years, and I've been around 200 lbs for 10 years. So I know how to sustain it. I have two kids. I have a business part-time and a full-time job. I'm a relatively busy person. I'm not spending 10 hours in the gym. I'm not going to gourmet dinners or having people cook for me. I'm very simple.

Tom Tenaglia: 00:30:48 Is it like doing the same thing each individual day for 10 years, in terms of...

Matt Wietlispach: 00:30:53 No, flexibility is huge. That's another thing I talk to my clients about, is your body is amazing, and your body will get used to... same with that 1500 calories. Your body will get used to anything you do repetitively. So think of, like, squatting. That's a simple one. Or most guys like a bench press, right? So every Monday you'll see the same guys doing bench press. You do 3 sets of 10, dumbbell bench press or barbell bench press, great exercise, phenomenal. But at some point your body adapts to that. Now, depending on your training age, it'll take a little longer. Same thing applies for food. So if I were to eat three scrambled eggs, every morning, for a year, at some point my body would either create sensitivities to that food and reject it, or I wouldn't get the essential macronutrients and micronutrients from those foods.

So there's simple ways to do that, like taking the barbell bench. Doing five sets of five would be a totally different stimulus, even

though it's the same thing. Changing from a barbell to a dumbbell. Changing from a barbell to a pushup. So changing the sets is one way. Changing the reps is one way. Changing the exercise is another way. Changing the tempo, so how fast you went. If you went slow down, maybe you pause right before your chest, and you went slow back up. Changing your rest time in between. Like, maybe you're always that person that does 3 sets of 10 and you rest for a minute, because everywhere in bodybuilding they'll tell you to do anywhere between 8 and 12 reps, with one to one minute and thirty second rest, that the best for muscle hypertrophy. Yes, but typically, the best thing for you is what you're not doing.

Tom Tenaglia: 00:32:35

Interesting.

Matt Wietlispatch: 00:32:35

So trying five sets of five where you're resting two minutes, you'll get 100 times more success. Or maybe you've done those doing 3 sets of 15 and resting for 45 seconds. Trying something like that will give you way more results. Those are all different ways.

Now, the same thing goes with the foods. So your body will react to scrambled eggs the same. But all of a sudden if you make them hard boiled, or you make them over easy, or you put hot sauce on them, or you make them with peppers, those are all different. So your body reacts to that all differently, even though the same thing. Like the bench. It's just a bench press. So doing that differently will give you a different stimulus.

So to answer your question, have I done it the same way for 10 years? Yes and no. Right? I still eat similar things. I have squatted for 10 years. I have done some sort of a bench press and some sort of a row for 10 years. Because there's not many patterns, right? There's a push, there's a pull, there's a hinge, there's a squat. That's about it. And a lunge.

Same thing with food. If somebody said, "Give me the best list of food." And somebody had them their vegetables and fruits and eggs and fish and nuts, or if you're vegan, your tofu and your fruits and veggies. Well, there's really not that many varieties, right? Like, how many different vegetables are there at the store? There's really not that many. However, you could prepare them all different. Green beans, you could put them in a skillet, you could put them in the oven, you could grill them. You could cook them with olive oil, coconut oil, grass-fed butter. You can cook them with salt, different dry rubs. So now those

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green beans, that's just 10 different ways right there of green beans. So your body reacts differently to all those stimuluses. But yes, if you ate the exact same thing and the exact same workout for a year straight, eventually you would plateau and stop seeing results.

- Tom Tenaglia: 00:34:26 Fascinating. I wanted to catch... you said push, pull, squat, lunge, what was the fifth one?
- Matt Wietlispach: 00:34:33 Squat, lunge and hinge.
- Tom Tenaglia: 00:34:34 Hinge, that's what I thought you said but I wanted to make sure.
- Matt Wietlispach: 00:34:38 There's only so many patterns you could actually do. Like pulling, for example. There's dumbbell row, there's barbell row. You could do a one-arm row. You could do a TRX row. But at the end of the day, it's just a row, right? But it's a different stimulus for your body each time, and it might hit a different muscle group, too. If you're body building, then that's where that would take much more precedent, if I'm trying to hit my rear delts or my VMOs. But for most of us, we're just trying to look fitter in general, so that's not a huge priority.
- Tom Tenaglia: 00:35:12 Yeah. Yeah. Mobility, flexibility, those types of things are starting to also become more important, as opposed to just physique, too. So I think...
- Matt Wietlispach: 00:35:23 Right. And as you age... I think it was yesterday or Tuesday I did a video. I think it was Monday, actually. No, I think it was Tuesday... I did a video about the benefits of warming up, and how to warm up properly, and why it's so beneficial to prevent injuries, and like you said, to be more mobile, to be more flexible. And that as we age... and these are the clients I typically work with, parents who are former athletes or just parents who want to get their old body back they had when they were 20, and feel the energy they had when they were 20. Because now they're 30 or 40, like me, and maybe they have less energy, they have more kids, and they have less time. So how to maximize that.

And what goes as you get older is your power and your flexibility and your mobility. And as athletes, those are the things you train the most. Now, when you think of an athlete working out, my athletes start and we do a warmup that takes 15 minutes. So we do some static stretching, then we'll do some things such as monster walks and pushups. And then we'll do

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other things such as thoracic spine extension work, thoracic spine rotation. We'll take care of the ankles and the hips and the knees, so that we go through 15 minutes of preparation. Then they work out. Then at the end we'll go through a cool down. And during the workout they might do jumps like a box or a med ball toss. But how many of us do a 15 minute warmup?

Tom Tenaglia: 00:36:49

Right.

Matt Wietlispach: 00:36:50

Not many, right?

Tom Tenaglia: 00:36:51

Not many.

Matt Wietlispach: 00:36:52

Right? It's, "I only got 30 minutes, so I'm going to hit this 30-minute hard, killer circuit, and I'm going to leave." So we're skipping 10, 15 minutes to warm up. We're not doing anything explosive anymore. Nobody's doing box jumps or med ball throws anymore, right? Because we're like, "Why the hell do we need it?" Well, those are the things that go, and those are the things I focus on with my clients, too, in the program. Because something as simple as... If you've ever experienced this, which is terrible, like when your grandparents or your parents or whoever gets older, it's usually one fall that sets it up. Right?

Tom Tenaglia: 00:36:52

That's a good point.

Matt Wietlispach: 00:37:25

My grandmother was like this. It was the one fall. She was the healthiest person in the world. There was one fall. Then there was a stroke, then there was a heart attack, and shortly down the line, her time ended. And it all started with that fall. And I'm sure other people have experienced this. So as we get older, we lose power. We lose speed. We lose our stretch reflex. So instead of slipping and catching ourselves, now we're slipping and falling and breaking our wrist or our hip. Right? And our bones are fragile because we don't lift anymore, and we don't have any bone density. So it's super important to... you should be training almost like an athlete. Not as crazy or as hard or intense, but almost with that pattern of we should warm up, then we should do something heavy or powerful, and then we should take care of the aesthetic stuff. So it's amazing as we get older, how similar those things, and how they're blending, because we totally neglect those things.

Tom Tenaglia: 00:38:24

To me, the lessons are the same in business. It's what are you doing today in anticipation of the future, what you're going to

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need and setting yourself up for success? And how do you not try to just make enough money for the month, but make enough money to have a successful growing business? I love these interviews because there's so many parallels to what we do in one area and how we bring those lessons into the other. So you're inspiring me to do even more of what I'm doing. Honestly, because-

Matt Wietlispach: 00:39:07 Good.

Tom Tenaglia: 00:39:07 ... yeah, this is fantastic. I'm thinking about, both from a fitness perspective and from a business perspective. No one would say, "What's my 90 day..." Well, actually people do, What's my 90 day get rich quick?"

Matt Wietlispach: 00:39:22 Yeah, that's a popular one.

Tom Tenaglia: 00:39:25 But at the end of it, it's like, how are you going to pay for month four? How are you going to live on month four? It's the same thing with the body. The joke is you can't just eat a salad one day and consider yourself healthy. Same thing in business, right? What I really like about what you do is how much of it is you. And the passion that's in what you're saying, how you're saying it, the stories behind it, the heart that you put into it. Not to get all mushy or anything, but just the true authentic self, as sometimes it's referred to. Because personal trainers you can easily find anywhere. Getting a good one? Different question. Getting one who could really help you, even another question.

And so, can you maybe share a little about how you stumbled upon your message and how you work with these clients in terms of putting you into it? Because I think that's a big thing for people listening is, they might see, oh, personal training, because they're drawn to it. But then they go do it, and they try doing it the way somebody else wants to do it. And they miss what their message is. And I'm feeling your message in how you're saying it. So I'm very fascinated by how you stumbled upon that, and how you started bringing that in.

Matt Wietlispach: 00:40:59 That's a great question, because I would agree with that whole heartedly, especially because a lot of times we chase what we want. Right? We might see this girl, this guy's... part of my mindset with these people, my clients, is I have them send me a picture of what they aspire to look like. And it's always this fitness model or Thor, right? Somebody super jacked and super good looking. A lot of times those are the people we follow, and

we want to be, but a lot of the times those are the people that have had it easy, have kind of looked like that for their... been the person who's had a six pack and really haven't had to work for it. And then they put in some work, and they got really, really fast results. So that makes it different than somebody who's done it.

But to answer your question was, how I came about this message was a lot of trial and error, right? So I talked about how the first four years I did it wrong. And then when I was in college, then the probably next three to five years I trained these clients and I did these methods that I thought were proper, because that's what the book tells us, that's what science tells us. If you eat less, if you train harder... I would be like, "Well, these clients just aren't doing what I'm telling them to do," right? Because some won't get results, some won't work. So my passion was like, why can't I help everyone?

So as a trainer, we're judged on the money you brought in, as opposed to the clients you got results. So I was deemed really good because I had a lot of clients. But in my opinion, I was really bad, because half my clients didn't get results. So I'm looking at it like, "Okay, cool, I brought the company 20 grand this month. Well, Beverly hasn't showed up in two months." So I knew I was missing the boat somewhere, because having them do crazy workouts and tracking or not tracking, and not educating them, and not working on their mindset, and not holding them accountable wasn't working.

So I changed, and I sought out coaches and nutritionists and mentors. And I have several that I work with or have worked with. I have several podcasts I listen to. I have audio books that I've listened to. And then, I've done a lot of just trial and error with myself, with clients, unfortunately, the first couple of years. You talk about good clients, your clients that help you. Personal trainers, honestly, if they're young... I think anyone can attest to this... Anything you've done, if you've worked for ten years, the first five years if you could go back, you'd probably change a lot, right? So you kind of get wiser, right, as you go. So I'm a lot wiser. I don't know if I'm smarter, but I'm a lot wiser than I am now, and I don't buy into a lot of the things that go on.

And the other big part was I did this. And then, to answer the question about why the message is how it is now, because I started to do it online, and I started to get results because I

found a process that works. I knew how to address every single aspect for each person individually. And because now I'm doing it online, I can actually take time and spend one-on-one time with them, and educate them, and put a new mindset to them, coach them, and hold them accountable. And I noticed that education was huge, so teaching them what and why was huge. Where before, they relied on me when I was right next to them, "Okay, do 10 reps, do 10 reps, do 10 reps." Without me, they didn't know anything. So if I wasn't there and they had to go on a road trip, they couldn't workout because they had no idea how to do it. I never educated them, and that was my fault. And that's kind of what I didn't learn until I started doing this online.

Same thing with nutrition. As a trainer a lot of times you're like, "Well, eat this and do that," and you think they're doing it but they're not, because they don't know why, and they don't know how, even though you've given them the PDF. And we've talked about this before. I give free handouts all the time, and I've used a lot of those programs and methods with people depending on the person. And nine times out of ten, if you give it away for free, they won't get results. And I would challenge people to do that after this podcast, we can have a free giveaway for people, and I would challenge the people to actually track. Because it will work if you're following it. But how many people can do it without being held accountable.

And the last piece of that was, my message was, I worked with also marketers and people to help grow your business. And I had to originally... the guy I was working with... I had to shoot videos and it had to be in perfect lighting, and it had to be set a certain way, and it just wasn't my message. And I tried it for 6 months and I was like, "Dude, this just isn't me." And I have a full-time job, so I wasn't after this for the money and like you said, to get rich. I was just really doing this to help people.

I originally started this online because for a year straight I helped friends and family that just contacted me. I didn't charge them anything. They're like, "Why don't you do this online?" They're like, "This is great." Now, I didn't think it could work online, because I would talk to them once a week, kind of like I do now, and I would say, "Here's what we do, here's why we're doing it, here's what we should do next, here's what you should do when you go out to eat, when you travel," and I don't know, we didn't track. Some people would do it for, like, 6 months, or some people I would do it 3 months, some people I would do it for a couple of weeks. And then they started sending me

pictures of themselves, and they're like, "You changed my life." I was like, "Really?" So that's what made me start the business.

And then I got into it, and I started doing these marketing guys, and like, "Oh, I don't know how to do it. Do I get a website? Do I get a name, do I need fancy logos and colors?" So I tried all of that stuff with this marketing guru for 6 months. I had a business. I have a website. I have a business name. I got branded, all that stuff. Spent a bunch of money doing this stuff and it got me nowhere. And I shot these so called perfect videos that talked about how to burn fat and how to lose weight and all this stuff and it didn't work. And then I was like, "Screw it, man. I never did that stuff before when I was helping my friends and family. I never had to."

So I said, "I'm just going to deliver what I think would help people in the situation that they're in." They're clients that I have seen for 10 years, and that's kind of what I did. I didn't really have a plan or message. I messaged people on Facebook Messenger, and I would ask, "What are you struggling with? What do you need help with?" I'd ask a bunch of questions. And those are the topics that I would come up with. So I would message somebody and say, "Hey, thanks for accepting my friend request." Talk to them a little bit. Just, "Hey, I'm creating these videos. I'd like to know your input, what would you like to hear? What would you like to learn about? What do you think is happening?" Nobody ever said, "How do I lose weight in four weeks?"

It was, "How do I sustain it? How do I eat on the road? How do I eat when I'm busy? How do I meal prep? How do I eat when I don't have time to meal prep with four kids and I'm a single dad? I'm a single mother, I'm a stay at home mother and I have five kids. How do I prep for them, prep for myself, get ready for my husband?" Those were the questions I got. Not, "How do I lose weight in 12 weeks?" I rarely get the message now like, "Hey, how do I get ready for the vacation in four weeks?" My response would be, "You should have started 8 weeks ago." But yeah, so that was just the kind of... I was asking friends, family, people I was talking to on Facebook and that's what they were telling me. So those are the videos I shot.

Tom Tenaglia: 00:48:24 Well, that makes a lot of sense. Doing-

Matt Wietlispach: 00:48:33 As simple as that sounds, I just asked. Just asked them questions.

- Tom Tenaglia: 00:48:36 ... asking them and then noticing what's you and what you've done when you were helping people be successful in the beginning. You bring up a really good point, because it shouldn't change just because somebody became a business. A lot of times, were doing this thing, it's working really, really well, and it turns into a business. And you have to sometimes remember what were the things that worked well when you were just doing it for friends and family? Or what were the things that worked well when you were happy? How would you do it for friends and family? So a lot of the things I do, too, I still think about a client being friends and family and how would I want to treat them? What would I expect from them, as well? All about relationships, all about helping people one at a time. And yeah, I think more and more people are recognizing those things. Because you're right. It's the small things that can derail us. Oh, like, "I'm traveling now and I haven't traveled since I started this program. What am I going to do when I travel?"
- Matt Wietlispach: 00:49:57 Right. "What do I do at the hotel gym when they don't have the stuff that's in the program, or the best stuff out there, or they don't have the best meal plan that was made? I have to make educated decisions by myself, and I have to ask how it's prepared, or I have to just know what works for me." And a lot of times they don't if they just had a meal plan, workout plan. What happens when, like you said, it gets derailed?
- And most of the time we're not living in that perfect world of, we're at home, we can meal prep, we can cook, we can eat, we can grocery shop. How many times does that... look at holidays, or Christmas is next week. How many people are going to be on the road? Presented in a situation where the meal is not fish, asparagus and sweet potatoes, right? It might be chicken wings and pizza that they ordered and they say, "Here's some cookies for desert." How do you fit that in? How do you not stress and gain weight? How do you do that? So those are the questions I got, and that's kind of what I built my business in.
- Tom Tenaglia: 00:50:59 I like that a lot. I like that a lot. Being your authentic self. Helping people sustain their results, answering the questions of what would derail somebody, and the things that would help keep people focused on the results. Doing things that might seem counter intuitive but they work, and they have reasons to work once you understand them. These are all wonderful lessons. This is really good. This is really good stuff.

I might add something to the beginning that explains why we're talking about what we're talking about, because we did just kind of jump right in. But this directly relates to business and empowerment 100%, especially since by taking care of our body we're then able to do the things that we need to do in our life. 8-12% body fat's pretty damn good. I don't think I've had that since when I was a teenager. And so, like for me, I'm now going to focus more on what you said about increasing calories and then cutting them back. Because now it's a couple of times I've heard that approach, but it's very, very rare that that approach, you don't see that approach in the mainstream talked about. Or at least I haven't.

Matt Wietlispach: 00:52:16 Because it takes time and it's different. It's not what a lot of people are saying. Honestly, it's not what a lot of people are educated on either. So they're going by the book, right? And it's decrease, decrease, decrease, but a lot of times that doesn't work. The other thing is, too, is if you're listening and you want to know, just try it. Try it and see what it does. Track for four weeks, eat a little bit more, track your workouts, change your workouts up, and see what it does for you. Right? Because yourself is the best test. I don't do the same thing with every client. So what works with one client might not work for the other clients.

Tom Tenaglia: 00:52:57 So when somebody becomes your client, and you start off with having them log their food and their workout, and then basically you're able to see where they're at, and then you just tweak the variables to figure out what's going to work for them?

Matt Wietlispach: 00:53:10 Yeah. The simple way, if you want to do this on your own, "How can I do this," right? You're listening, "How the hell can I start and be some..." Okay, so track what you're doing for a week, food-wise and workout-wise. So maybe that's, you end up tracking, you're eating 1500 calories, and for the most part, maybe you eat pretty good. Like, you eat pretty clean, and I think educating people on what is clean is good. Like, if it's in package, it's probably not too great. So lunch meat or chips, a potato's better than the chips, something like that. Vegetables, fruits, meats, and if you're vegan or vegetarian, tofu, eggs. Right? So those sources. Nuts are good sources of protein and healthy fat. So if the majority of your food's are coming from those clean sources, then I would have you eat a little bit more.

If you want to know, there's a easy... Maybe I'll message you and you can put it in the show notes. I'll put this calculator that I

use. I'll plan to. That'll be easier. So you can put your height, your weight, your age, and your level of activity in it, and it'll shoot out. So for me it'll say like I'm 31, I'm like 6', 200 lbs, and my level of activity's pretty high, so roughly be around 3000 calories, right? So see what that number is. So say you put it in. So that can be an example. Mine is 3000. So say I put it in, and I track, and I'm eating 2000 calories. You're not even close. So I would say the next week, then, try to hit 2500 as best you can.

And change your workouts up. So if your workout was bench press on Mondays and squat on Wednesdays, and maybe it's a crazy circuit on Fridays, try to change up your routine or the sets and reps like we talked about. And see how that works. And I bet if you track for four to six weeks, and you log your foods, and you track your workouts, because the other thing is, what you track you pay attention to, right? And what you pay attention to, you improve. So you'll be amazed to see, maybe your weight won't change, but your body will change.

- Tom Tenaglia: 00:55:16 That's a good point. I did have one time where a friend of mine had asked me to basically send photos each week for a month, as an accountability thing. And I didn't even notice that my body was changing until she sent me back the photos side by side a month later, and I had no idea.
- Matt Wietlispach: 00:55:37 That's amazing.
- Tom Tenaglia: 00:55:38 So I think it's spot on. You've got to track. And I think the photos are very, at least they were powerful for me.
- Matt Wietlispach: 00:55:45 Photos are easy, right? What something somebody could do is, front and side photos, and a weight. Most people can do that. You maybe don't have access to take body fat, and take measurements. That's okay. Those are great tools, too, if you can add those in. But everyone has phones with a camera, and most people can find a scale for weight. So those are two easy things to track.
- Tom Tenaglia: 00:56:07 Yeah, yeah, this is cool stuff, especially coming after the holidays now at the beginning of the year, by the time this episode releases. This is good stuff to help people maintain their focus, right? Because, especially coming in at a new year, people might be wanting to workout and getting fit or getting healthy, and then all of a sudden they stop. This is a great reminder of what are those things that are going to help us sustain what we need to do? Sustain our results, but also

sustain our habits to be able to achieve those results. And the fact that you can add the variables in, it's like, an egg is an egg, but you can make it different ways, and now you add variety into what you're doing, and it also benefits your body in the process. I think that you've given a lot. Is there anything else that you want to share or make sure listeners-

Matt Wietlispach: 00:56:59

No. I guess the last thing was, I know kind of related to your listeners, how to help them. Maybe they're not trying to lose weight or get fitter, but the other thing is, when our energy levels are high, when you're eating good foods and working out, your cortisol's raised. So when you're working out and you don't have high cortisol then you're also raising endorphins when you work out, you'll have a lot more energy and you'll feel a lot better, right? So, having more energy can benefit everyone.

You have more time for your work. You can do better work when you're at your work. You have more time for your kids. Right? So that's always beneficial. If you're sleeping, and eating, working out, and living a healthy lifestyle, and not looking at it as, "Okay, I just need to bust my ass for three months." Instead, looking at it like, "What could I do for, like, a year that would be enjoyable?" Maybe it's not lifting weights. Maybe it's walking, maybe it's doing yoga, maybe it's doing Pilates, but something that will help raise endorphins when you go workout that you enjoy. Because if you had to follow a bodybuilding program for six months, and you hate lifting weights, you're probably not going to do it very long. Right? So that would be the other thing. I don't have everybody lift weights. Some people do body weight, some people do yoga, some people do Pilates, rock climbing, it totally depends. But you have to find something that you can use and enjoy doing over and over again.

Tom Tenaglia: 00:58:20

Yeah. These are fantastic. I think fitness is important for business success, honestly. That's why I'm still working on mine, because now that I have the business going, I'm realizing that even more so. I think that you're right. It's finding what works for your body. Finding what works for you. And even the same lesson in your business. People build businesses in different ways, and it's figuring out what's the way that you want to go do it, and to be consistent with it. What's something you can do today? Like, people will start putting out content, but then they don't realize that they have to put out content all the time.

When I started the podcast, I realized, well, if I'm going to put a podcast out once a week, and to be consistent with it, am I

ready to take that on? Because I know that that's the commitment going in, and as with any podcast, there's not that many listeners at the beginning. But then you grow, and then you start connecting more and more with people, and then people start following the message. And it's the same thing with what you're saying here. It's like, you may not notice the changes, but they happen, and then you're able to see them just by nature of the consistency. And if you do, this is what I'm hearing at least, if you do the things that you're able to be consistent with, then by the nature of you seeing the results, you're able to then maintain those results. Which, like you said, for a decade for you, which is phenomenal.

Matt Wietlispach: 00:59:48

Right. And then you create what I call my client wins. Sometimes it's not that I lost a pound this week, or five pounds in a month. Sometimes their wins are that they've made it to work out 12 times in that month. They prepared food. They had 50 quality meals. They spent extra quality time with their family. There's a lot of other things that you could pay attention to and track other than, like, did I record my meals, or did I get leaner? Well, maybe you live such a better lifestyle now, and you spend your time more wisely. A lot of times I get that with parents. Now I play with my kids. Instead of going to the park and sitting at the bench and being the dude on the phone, you're the person who's playing tag or hide and go seek, right? So that's the other stuff. When that stuff changes, that's super important. Because kids, if you have kids, anyone who has kids, attention is what they want. Not toys, not this, all they want is attention. So if you could play with them, they like you.

Tom Tenaglia: 01:00:56

That is such a good point. And even working on getting fit so you can play with your kids or what not. I took my three-year-old niece to the park, and I said to my brother, "Where's the park?" because he lives in different state, and he said, "Oh, she knows. She'll walk you there." And I'm like, "Okay." And then we walked to the park, and then she wanted to do all these, like, the monkey bars and stuff that are all there, and so I'm holding her up and doing squats basically with a kid, and she just absolutely loved it, and I got a workout in as a result of walking to and from the park, and doing everything with her, and it was enjoyable. So you're right. Thank you for reminding me of that. Because it's something that you're having a better quality of life, you're making a difference in the kid's life, and at the same time, I'm able to get a workout in while being with family. Man, you've given me another set of perspective on a lot of things, too. So I really appreciate this interview.

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Matt Wietlispach: 01:02:03 Of course. I appreciate you having me. It was really fun.

Tom Tenaglia: 01:02:05 Yeah, we'll have you back some more with-

Matt Wietlispach: 01:02:08 All right, cool.

Tom Tenaglia: 01:02:08 ... because I know you're working on a podcast of your own and all that, so we'll-

Matt Wietlispach: 01:02:11 Yeah. We did actually start it and hoped to do it once a week. And we will, like I said, like what you mentioned is perfect. You have to be able to do it once a week. My buddy, who I'm doing it with, his mother's sick. She has leukemia. Obviously, he's spending all the time he can with her. So we put that on the back burner. But once we get back... We shot one. Once we get back, we'll do it where we can do it weekly.

Tom Tenaglia: 01:02:37 What's yours called again, so listeners can find you?

Matt Wietlispach: 01:02:41 It's called Clean Slate.

Tom Tenaglia: 01:02:42 Clean Slate. Very cool.

Matt Wietlispach: 01:02:44 Clean Slate. But we didn't even bother posting yet because we'll wait till, like you had said perfectly, "till you can consistently do it and send them out." So we just did one and that's kind of like an intro, and then we'll do the second, and then we'll start posting them.

Tom Tenaglia: 01:02:59 Sweet. Matt, thank you so much for being here.

Matt Wietlispach: 01:03:02 Yeah, thanks man. I appreciate you having me on. That was a really good time. We'll have to do it again, and maybe we'll have you on ours once we get that thing off and running.

Tom Tenaglia: 01:03:09 Absolutely. I'd love to do it. Thank you.

Outtro: 01:03:16 Thank you for listening to The Empowered Entrepreneur Show.