

# How to Transform Your Body: Tips and Mindset Tricks with Jason Haynes

**BEFORE**

**AFTER**



**VENUS INDEX  
REPORTS**

**by John Barban and Brad Howard**

**Brad Howard:** All right, ladies. Welcome once again to your Venus Index podcast. I'm Brad Howard and I've got John Barban on the phone. And today, we've got a special guest. We've got Jason Haynes who was pretty much the guy who broke the four minute mile for everybody on the Adonis side. I mean this is the guy that did it. He dropped a lot of weight. Oh God, man, I don't want to put you down, dude, but if there's a zero to hero transformation, if I've ever seen one, that was it, dude. So I really appreciate you being here, man.

**Jason Haynes:** No, no problem, man. No insults taken, nothing whatsoever. I'm glad to be back.

**Brad Howard:** I'm not trying to talk bad, and for the ladies who are listening, I know they don't understand your history with Barban and the fights you guys used to get in, and that's the best part of it all. You fought him tooth and nail for a year before you even did anything, and then all of a sudden, you pushed the gas pedal and here you are.

**Jason Haynes:** Well, you forget that I bought it like six months before I even started arguing with him.

**John Barban:** Yes.

**Jason Haynes:** That's even better.

**Brad Howard:** So 18 months, you bought it and then six months that pitter-pattering around and then arguing and 18 months later, you've decided to go and then eight months later, there you go.

**Jason Haynes:** Well, it's like you buy the program. You put it into rotation with everything else you've got going on. You see, I'm going to get to it one day because it seems to be the way it is. And when you finally get a chance to actually look at it, you're like, "Well, this isn't what everything else is going on. This isn't like everything else that everyone else is saying. What's going on here?" And I don't know. John actually answered my e-mails. He actually took the time to address these concerns and these problems, and eventually, he was just like, "Look dude, just try it, all right? Just shut up and try it."

**Brad Howard:** Yeah, that's pretty funny. So literally you had a two-year process that you could have shortened by  $\frac{3}{4}$  if you just said, "Okay, I'll try it."

**Jason Haynes:** Yeah, totally. I don't know, man. It was kind of like a hesitancy to start trying because you tried so many other things. You hear so many other things and eventually you just become kind of desensitized to everything, if that makes any sense.

**John Barban:** Yeah.

**Jason Haynes:** And it's like, well, then who do you actually trust at that point? Who's got the right answer? Well, maybe nobody has got the right

answer. Well, you go with the majority at this point because the majority is saying.

**John Barban:** That's interesting you said it that way. I've never heard anyone say it that way, but now I can see why some of what we say, especially with Pilon and Eat Stop Eat, I could see a lot of people are like, "Well, come on. Like you've got to be kidding." And just everything is so counter-culture, I can see how we sound like the biggest BS artist of them all.

**Brad Howard:** Yeah.

**Jason Haynes:** Well, it's like you also put your trust in this nutritionist online and in these programs and these exercise programs and stuff like that and you're trusting that it's going to happen. Well, quite frankly half the time, if not, most of time, it's not working because something was left out or there is just something that you haven't quite gotten a hold of yet. You haven't quite gotten a grasp on everything because there's just too much freaking information out there.

**Brad Howard:** I think the biggest thing everybody misses is the lifestyle constraints. I haven't seen anybody address that at all and that's the biggest thing.

**Jason Haynes:** That is true.

**Brad Howard:** So a perfectly example you live in China right now. Let's just talk about your diet and all the things that you have to “do” since you opened up that can of worms. Everything you had to work against or you had going against you with living in that country.

**Jason Haynes:** All right. Well, basically out here in this particular region that I'm at, it's like everything is high carb. Rice and noodles, that's all the staple food and the meat and the veggies and everything like that, that's basically considering your flavoring to that rice and to that noodles. Now, everything I eat, and I mean everything, with the exception of some oatmeal and a couple of protein shakes here and there, was totally carb based. I don't have the numbers in front of me right now to know how many grams of carbs I was eating but let it be known, I mean, I was only getting like 70 to 120 grams of protein a day. And I guess someone can do the math considering I was eating like 1,300, 1,500 calories a day during that cut down, so everything was basic. I was on a super high carb diet during that time and I still lost, what, 55, almost 65 pounds.

**John Barban:** And it didn't affect your muscle mass or anything like that or your strength...

**Jason Haynes:** Not in the least, not in the least, and I don't think it affected the final pics too much.

**John Barban:** No, no, well, obviously not.

**Brad Howard:** Yeah, well, I mean, let's kind of quantify that. Where did you start out at?

**Jason Haynes:** Now, I was 201 pounds.

**John Barban:** And where did you finish up overall?

**Jason Haynes:** 146 pounds (at 5 foot 7), at that number still. I still check with that number. I never thought I'd have to get that low.

**John Barban:** Yeah, it's a little shocking.

**Jason Haynes:** But I'm okay with it.

**John Barban:** You should be with your pictures because who cares what that number is.

**Jason Haynes:** Exactly. It actually took a lot. There's an adjustment period. It went by stages. Okay, I'm at 160, I'm still not there. 150, okay, I'm not getting below 150. Oh, crap, I've got to go below 150? All right, at 146, score.

**John Barban:** I'm 179 on those pictures you saw.

**Brad Howard:** Yeah.

**John Barban:** I mean, it's not like I weigh even that much.

**Brad Howard:** Yeah, I weighed myself today. I was like right at 178.

**John Barban:** People in general, shouldn't weigh as much as they do, let's say it that way. I was going to say we don't weigh as much as we think, but we don't weigh as much as we think we should. Do you know where I'm going with that?

**Jason Haynes:** Yeah. Is that gender specific? It seems that guys always want to weigh more and women always want to weigh less. But there's a target that should be there.

**John Barban:** That's what we're doing with our numbers and in Venus we have the body-centric eating guide. And we give what we think is your weight range to the girls for where we think they'll likely be as they approach the Venus Index numbers. So yeah, it's all in there. I mean, you're right. I think some girls kind of set this unrealistically low target for themselves. But I think there's still quite a bit of girls who hit a certain body weight or have an idea of a certain weight and don't realize they can still go lower than it.

It's the same thing when people are trying to lose weight and they're coming down from a much higher number and they set their target at just what is average and close to everyone else. And they are like, "Oh, well, if I get to this number, that should be all right." And then if there is still more to go, if you've never set your target, if you didn't know how to set your target, you could erroneously set it too high. Do you see what I'm saying?

**Jason Haynes:** Absolutely.

**John Barban:** And it can happen for guys and girls. With guys, just because we are arrogant and we think we're bigger than we are. And for some girls that I've worked with, I worked with girls who are pretty short, 5'2 or 5'1 and they set their arbitrary target between 120 to 125 pounds. And when they get to 125, they're like, "Oh, I can kind of think I have a bit more to go." I'm like, "Yeah, maybe you do." And then they get to the lower 120s, and she's like, "Oh man, I still feel like there's a bit more to go." So I don't know if they didn't allow themselves to believe they could be below 120 or something and then she gets there and she's like, "Oh yeah, that's really the weight I was supposed to be." And so for some girls, for shorter girls, they may not believe that even on a short frame, there's still a bit of room to go.

**Jason Haynes:** Yeah. I think that's the key. We all forget that it's height-specific.

**John Barban:** Yeah, that's why weight numbers should not matter at all. Because the very first question you should ask when someone asks you "what was your weight in that picture?" is "How tall is that person?"

**Jason Haynes:** Exactly.

**John Barban:** So 179 pounds if I was 6'6. That would look pretty thin.

**Brad Howard:** Yeah, but a 5'8 guy, 165 is big.

**John Barban:** So body weight is related to height, and I don't know if the ladies even understand this, but guys have this number in their head where they feel like they need to be 200 and up...and no matter how tall we are, something about the number 200 means you're a man. I don't know, ladies, if any guys have expressed this to you but that's kind of our number. That's one of our numbers that we get hung up on and we all do it no matter how tall we are. How weird is that, right? Like a 5'5 guy and a 6-foot whatever guy all believe they have to hit 200. And I've heard girls throw around numbers and it seems to me, and correct me if I'm wrong, but it seems to me that the number for girls has got to be something below 120, so as long as the number is 119, 118...etc.

And I don't know if that's right or not. I don't know if I'm making a generalization on too many people or if there's a different number. But I've heard that a lot from girls regardless of their height, which is ridiculous. Because how tall you are should be completely related to what a healthy body weight should be. And for some shorter girls, yeah, 119 or 118 or somewhere in the teens might be right on the button. But for some taller girls, it might be 130, it might be 140, or it might be 150. It all depends on how tall you are. And so it's kind of ridiculous to think that one gender has a number and the other gender has a number and those are just the numbers. But we've all sort of grown up somehow inadvertently believing there is just one number for all of us.

**Brad Howard:** But the other thing too, even for women, it seems like to me that anything less than 100 is deemed unhealthy.

**John Barban:** If you're short enough under 100 can be totally healthy. I knew a half-British half-Asian girl. She is 4'11 and she looked really healthy

at about 97 pounds. She's just a tiny little thing and there's nothing wrong with her. She was just a small human being. There's no need for her to be any heavier than that. Her figure and muscle mass looked just fine at that weight.

**Brad Howard:** Right. So, Jason, let's kind of gloss over some of the realizations you have at the very beginning, like what were the things you really had to battle in your own head at the very beginning. And then I guess what we really want to talk about is some of the most recent things that you discovered, more specifically kind of transitioning into maybe the last 2 or 3 inches that you were going down. So I guess let's talk about the beginning part of it first.

**Jason Haynes:** The beginning part, I guess the first thing that you really have to overcome is to finally just let yourself trust a system, trust what somebody says, forgetting all the other failures that happened in the past and stuff that didn't work and actually just buckling down, making a decision to do it and fully deciding and just getting your mind wrapped around this idea and focus only on this idea despite what may or may not have happened in the past. That was the biggest stopping point in the beginning. I think we touched upon that a little bit earlier about just getting all this information in your head, getting all these false claims that you've tried and it's failed and all this kind of stuff and just once again giving it your all, making that decision to go ahead and do it.

**Brad Howard:** Yeah.

**Jason Haynes:** It's almost giving yourself permission to accept to try it.

**John Barban:** The advice?

**Jason Haynes:** Yeah.

**John Barban:** Is that a hurdle because it's an admission that everything else you've tried either was wrong or that it's admission that you're wrong or that you're (for lack of a better words) a bit of a sucker for falling for something else. Like why is there such a barrier there?

**Jason Haynes:** I've thought about this and I have to say it like this, and please forgive the analogy, but it's kind of like a relationship. Let's say you're in a relationship that fails and that you were betrayed and all this kind of stuff that happens, and you're actually trying to get back on the horse again and give it another shot.

**John Barban:** You just don't want to get burned again.

**Jason Haynes:** You don't want to get burned again. You don't want to put your trust in anything again or you're hesitant to do so, especially with something that seems to be radically different.

**John Barban:** So you're leveraging and just protecting yourself.

**Jason Haynes:** I guess you can say that.

**John Barban:** To some degree. Why would you invest the effort into something that's not going to return?

**Jason Haynes:** Exactly. And everything else has already seemed to not have worked or there's something missing that I haven't quite gotten at this point. So it's almost like sour grapes.

**John Barban:** Yeah.

**Brad Howard:** Everything you tried, it doesn't work. For most people or almost 99.9% of people it's a shot to the ego. Even recently I've done some stuff that, and this isn't weight loss related or fitness-related, but I'm just testing some new stuff out business-wise, and it doesn't work and in fact it bombed, and you were like, "Man, am I just this like out of touch with what's going on?" But it's not the case, the problem is that nobody really knows everything, even with your lifestyle and all that stuff. I mean nobody can really tell you exactly what to do step by step unless you want to totally abandon the lifestyle you have, which some people do.

**John Barban:** So there is still some trial and error to it. So there is still a little bit of a leap of faith that has to happen at least to give the next thing a try.

**Brad Howard:** Yeah.

**Jason Haynes:** Absolutely, because there comes a point where either you're going to adapt to the old way, like before I was doing the Adonis, I was

doing power lifting and stuff like that which is why I let myself get so large for my height and I started to see my progress under those rules.

**John Barban:** Progress as defined by the “powerlifting” paradigm.

**Jason Haynes:** And at the same time, I had lost sight of my original goals, which was just to look good.

**Brad Howard:** Yeah.

**John Barban:** Okay, so speak about that then. So along the way, you got caught into what Pilon and I call “goal hijacking” and your goal just literally shifted on you. Can you speak to the concept of just that, in general, like how quickly or easily or how that just sort of happen to you when you look back.

**Jason Haynes:** When I started I had one of those genetic freak friends. The guy never did any illegal substances or anything like that. He was just naturally like 6’5, 240 ripped. I mean this guy was a monster, the nicest guy you'd ever know. And he took me under his wing and he took me to the gym at the same time I was doing martial art and stuff like that on the side. And he took me under his wing and showed me how to do things, and then of course eventually life takes over and you just start going your separate ways and you never really learn how to do it and you're kind of forced to flounder around and find your own way. So I tried his program out. Why? Cuz I saw him and said “Oh, I want to look like that guy.” But really though, yeah, it's good to look like that, but you’ve got to have the strength to back it up. All right, so try this one. Now, you are going to get stronger, but you

know what? Do you know who's good? Do you know who looks big and strong?..Athletes. So, let's go there too. So it's just like this natural progression of getting hijacked. It seems to be a step by step kind of thing. Soon, you're totally gone from your original goal in the beginning.

**John Barban:** And then a goal of just building a better looking body...

**Jason Haynes:** It seems to be almost like not a worthy goal anymore.

**John Barban:** Yeah, it just disappears and then the training itself becomes the goal, right?

**Jason Haynes:** There you go. A good way of putting it.

**John Barban:** Like power lifting becomes the goal, like lifting becomes the goal, not the result lifting can produce, but just lifting.

**Jason Haynes:** Just about a number.

**John Barban:** Yeah, or functional training like how much endurance do you have for various things, like with cross fit, it becomes how many reps of a particular exercise can you do in a row. And then all of a sudden, now competitions spring up were you're just doing a bunch of power cleans and then you look back and you are like, "Did I go to the gym to enter a power clean competition or did I go to the gym because I just wanted to improve my look?"

**Jason Haynes:** Hey, and if you wanted to go in there and improve your numbers and how many reps you do, great, go for it. But somewhere along the line, I just got totally lost. It's just seems like little steps can take you so far away eventually.

**Brad Howard:** Yeah, I guess it's technically goal hijacking, but I wonder if a lot of it is people trying to find a bright spot in what they, I guess, perceive as despair. So let's say according to the original goal, they're not getting results, so they start fishing around and digging for some type of positive result.

**John Barban:** I think so. I think that's why a lot of people gravitated to charting their numbers in the gym because their body isn't changing because they don't have the diet side under control. So yeah, so they have to find another way of tracking "progress" so they don't seem like they're literally going insane doing the same thing over and over again and getting nowhere.

So that's when I think people start tracking how much stronger they get or how much endurance they have or how much further they can run. I don't know. They just have to put some other metric on it to bring some sanity in the amount of work they're doing for such limited results. And all of it comes from or at least what I think a lot of it comes from is having a lack of direction, a lack of that body shape goal and a lack of tracking it. Like without Adonis or Venus, you don't really have a way of measuring if you're getting anywhere. And then if you don't have your diet under control, your shape isn't going to change a whole lot anyways. So you're putting all this effort in, you don't really know where you're heading. Well, I can see why

people just all of a sudden start measuring endurance and strength because at that point what else do you have.

**Jason Haynes:** Exactly.

**John Barban:** Yeah, oh my goodness, you go mental. Otherwise, why even go to the gym?

What happens is an identity just springs up out of it and then they just roll with it. They just roll and they dig as far into it as they can, and I guess you could say our stuff is an identity too, but I guess I like to say that it's the least hijacked of the identities. It's like we're not really trying to steal anything and bend it into our mold. We're just assuming we've guessed right as to what is that everyone's trying to do (namely build the best **LOOKING** body), and then we did some research on it like, "Oh hey, there's numbers for it too." And that's it.

If you don't actually think that you're training to do what we're talking about, (getting into what we think is your best looking shape), well then we're not for you. **BUT**, if getting your best looking body what you're really interested in, then I think we have a decent idea on how to get you there.

And there's not a whole lot of identity around it. Like a lot of these other things build and construct an identity, a lifestyle, and a new way to categorize yourself, it's a new way to have a social credibility and proof and social 'weight', so to speak.

If you're in a group of people where you get judged on how many squat thrusts you can do, whoever does the most somehow is the winner, so then you better get on to doing squat thrusts...but if that's not what you're

interested in and that's not the social circle you're running in, and that's not your identity, then doing a bunch of squat thrusts means nothing.

**Brad Howard:** I guess the reason we're on this point is because this was one of Jason's big problems in the beginning.

**Jason Haynes:** Yeah, of course.

**Brad Howard:** To bring this home, that was what you had to overcome, first and foremost, and then I guess it's started with eating less. So let's talk about your lifestyle as far as how you made that happen.

**John Barban:** Like how you got all the way to the end to your final look.

**Brad Howard:** Yeah, and I guess include kind of the grind of the last two inches too and kind of time periods?

**Jason Haynes:** All right, I think it all comes down to just working with what's available to you. It just seems like it is too much of a pain to change your whole life compared to the way that high carb or low carb or whatever, you have to work with that's available to you. Once I got on to this fact that it really is as simple as how many calories you eat every day or week should be less than what you use, it all just became really, really clear and really, really simple. You don't have to worry about macro-nutrients and all this kind of stuff.

At that point it was just a matter of making sure you get enough protein in. I kept it between 70 grams to 120 a day approximately over the course of every day and personally that was my number one goal after keeping the calories low enough, and once you figure out how many calories you need, you guys detailed it really well when you guys put Eat Stop Eat out there and you guys gave really good ideas how many calories within the manual and stuff like that, it just really became simple. And once you hit the sweet spot it was just, oh man, it was just really, really energizing to watch those numbers on the scale go down and watch the measurements go down on the places you want them to go down.

I don't know, it became addictive after a while and it was just what became the motivation behind it is like keep going, keep going, keep going, keep going.

**John Barban:** Why was it so hard to believe that it was just calories in calories out, or like you said once you finally accepted that, why was that so hard to accept?

**Jason Haynes:** Yeah, I honestly believe it was too much marketing pushes by other sites, by companies and things like that, combined with a bunch of people like forum users and stuff like that who already bought on to that with that advertising claim that they basically pass off as fact. You have to eat high in order to lose more weight. That's just simply stupid. Do you know what I mean? But people do a really good job marketing and making that seem like that's the way to go, but no one knows that the whole thing is advertising, or you get a bunch of people out there who are just as lost as you are telling you to do it too. But you don't know their lost when they are

giving you that information to begin with, like your average forum user, (no offense to anybody).

**Brad Howard:** Oh yeah, that's one of the worst things I ever see.

**John Barban:** Did you actually have a fear that eating in a deficit would do something to you in a negative way? Did you have that fear at all?

**Jason Haynes:** Not in the least. Well, it wasn't talked about enough.

**John Barban:** Oh I see, so since it wasn't even on that table as an option, you didn't even have an opinion at all?

**Jason Haynes:** Exactly, why? It's not being talked about. That's how you can get exposed to it.

**Brad Howard:** That's interesting. It's really hard to sell "eating less".

**John Barban:** Well, it's just about the hardest thing on earth to sell.

**Brad Howard:** Yeah, I mean, those two words, how can I bill you 19.95 a month for it. That's the ultimate goal. That's how plans are created. First and foremost is, "Okay, how do I tell somebody to eat less in such a way that they'll pay me \$19 a month for life."

**John Barban:** That is just not possible.

**Brad Howard:** Yeah.

**John Barban:** So Jason, seeing your transformation on this, a lot of people have seen your transformation, what would you say as advice to anyone like to the girls here who are going to give the first Venus Index contest a shot? What would you say about the psychology of going through a contest and the things that they might expect along the way socially?

**Jason Haynes:** There's a point where people are going to question if what you are doing is healthy or not, depending on where you're starting point was. I mean, for my height, I am 5-foot 7 inches and when I started at 201 pounds, absolutely nobody thought I was overweight, believe it or not. When my wife saw my before and after pictures, she's like, "Oh who's that guy?" I said, "That's the guy you married, babe."

**Brad Howard:** Yeah. Thanks for the support.

**Jason Haynes:** Hey, you know what, I mean, if she married me like that, then she'll stick with me through anything. Do you know what I'm saying? But anyway, at first people might be encouraging but there's going to be a point where you run into a bunch of resistance from even the people who are closest to you. My wife was truly awesome during this time. She never discouraged me from doing it, which is really important to find someone like that if you can. And if you can't, then you just kind of have to get a very realistic set of eyes to what's going on around you. See the people who

are saying it, are they what you see as a healthy shape? Or are they what you see as someone who shouldn't be even giving this advice to begin with.

**Brad Howard:** I wonder if people are always kind of on the look for their friends that are, I don't want to say screwing up, becoming unhealthy and basically having unhealthy habits, and I hate using that word but I guess it's just that people kind of get it.

**John Barban:** Do you mean the same thing like when people want to see celebrities fall?

**Brad Howard:** Right, so literally like anytime you open up a magazine like "People" or anything like that, they talk about how somebody's deathly skinny and skin and bones. I guess people are always on the look at for that and they read of how that person got there and all that stuff and assume that it was that exact day-to-day process that got them there. Like it's the same process either way for the most part, they just chose to take it a long way past where we didn't even talk about going.

**John Barban:** Do you mean the process of doing a contest versus ending up in a pathological sick state?

**Brad Howard:** Sure, yeah exactly...

**John Barban:** Well, it's what we've always said, and this has happened with a bunch of other contest winners and Jason just alluded to it. When you're moving along the way, there seems to be a point where people are

encouraging and then there's a point where, for some reason, they feel like you should stop and they feel they have the right, or it's socially appropriate to go ahead and tell you "that's far enough" and "any further is not healthy for you". And that's because you don't fit into their world view anymore, or at least you don't fit into their world view of how they're used to seeing you up until now.

It's almost like the average person can afford to lose 30-40 pounds until someone is feels that it doesn't fit with their image of what they think you are anymore...so if you lose any more weight than what they're comfortable with...well that's going to force them to have to reevaluate you so they're going to go ahead and tell you you're fine where you are, and it's mostly for them not for you.

**Jason Haynes:** That is the point right there.

**John Barban:** Oh yeah. At that point when they are not being supportive anymore, it's because otherwise it's more effort on their part to learn to accept and categorizes your new size in their mind.

**Brad Howard:** Selfish.

**John Barban:** Yes, it's more emotional effort on their side to have to go ahead and re-categorize, "Oh man, you're the fit person now, oh my goodness."

**Jason Haynes:** Well, it makes them have to look inside themselves to say, “Well, if this guy or this girl is fit, then what does that make me?”

**John Barban:** Well, exactly.

**Jason Haynes:** And nobody wants to face that.

**John Barban:** Because what happens when you go ahead and cross the line that makes you more fit than them or in better shape than them...and especially if in the entire time they’ve known you, in their head somewhere you’re categorized as less fit than them in their own eyes. But what happens when that switches the day they see you and they’re like, “Oh man, now you’re more fit than me”. They’ll think “That doesn’t really work from my world view so, why don’t I just go ahead and tell you to stop because now all of a sudden I need to re-categorize that I am less fit than you or you’re in better shape than me. That’s not how these things go, like I need you back the way you used to be”.

**Jason Haynes:** This isn’t necessarily a conscious decision though and a lot of cases, it’s an unconscious decision. I don’t think that there is a lot of your friends out there thinking, “Okay, I’m going to purposely sabotage you so that I feel better about yourself.”

**John Barban:** Of course not.

**Jason Haynes:** And I ‘m not saying people don’t do that but I’m saying this is something subconscious.

**John Barban:** Oh yeah, and it happens completely subconsciously and we've had guys in the forum who told us this has happened with them and their spouses or their significant others, their live-in others, and guys have come out in the forum and said, "You know, I'm getting all this push back." And literally 10 or 11 weeks into a contest, like there was just one week left and the first ten weeks was okay, then at week 10 one of our guys said his girlfriend said, "Oh you know, I think you're taking this too far. I think you should stop." And then the poor guy was in our forum asking us, "Is there's something wrong with how I look?" And then it turns out that maybe she's self-conscious because he's approaching her body weight or getting in better shape that she thought possible or any of those sort of things. For some reason, your body weight changes will really bother some people (it can be siblings, other family members, close friends, significant others etc), and this is going to happen, it's really just going to happen.

**Jason Haynes:** And you know what, people are going to come up to you with food when you're not ready to eat it or whatever. I did discover this one, there are some people out there who are your friends who are just going to enjoy tempting you. They are just going to enjoy it.

**John Barban:** Oh yeah.

**Jason Haynes:** I had people come up to me, after I have a small piece of birthday cake and just tempt and tease me with another piece.

**Brad Howard:** Yeah, a lot of times, I don't even think even it's even their own identity against you, I think for most people is them really looking out

for you. Like for instance, if you are going to, and I don't want to say going to an extreme, but for them maybe it feels like you are going to an extreme. Like a perfect example, I obviously work a lot. Elle worries sometimes for me, "You're working a whole lot." I would say probably 90 percent of the time that they're coming from a good place and they just don't understand at all, and then obviously there's probably some other stuff that comes in.

**John Barban:** Yeah, the difference there is, do they have an accurate perception of what the limits are?

**Brad Howard:** Correct, that's what I'm getting to. And the second thing is this: Why is it okay for somebody to be concerned over you skipping a meal, but they're not concerned by you adding a meal? And let me take that a step further, so if I skip a meal, it's not good but if I go get seconds that were the same size as my first, that's okay.

**John Barban:** They'll just say "Oh you just have a healthy appetite".

**Brad Howard:** Right, so I literally have eaten two meals right there with two plates of food.

**John Barban:** Think of how ridiculous this is, and since we're on this talking about transforming and losing weight, how ridiculous is it that no one gave me a push back when I was 40 pounds overweight? No one really called me out on like, "Hey, do you think you've got something to lose there?" No one bugged Jason. Even Dan, Dan Richardson, when he was 250 pounds. He said people were starting to be concerned with him taking it too far and losing too much weight in his after pictures when he has a six-

pack. But when he was 250 pounds, he is said, “Why didn’t anyone come up to me and say, ‘Hey, don’t you think you are unhealthy and too heavy?’” It’s weird that you can eat your way to death on the way up and nobody will say one word about it, but people are super concerned if you try to diet for few weeks.

**Jason Haynes:** Well, it’s what people are used to seeing, like when people who are deathly sick and stuff like that, like medically sick, cancer or any of those things with starvation in Third World countries. They see people who are just too slim or emaciated and that’s just an image people see when people start to get too slim, they start wondering if you’re sick. I can’t tell you how many people came up to me after not seeing me for six months going, “Well, you lost a lot of weight, have you been sick?”

**John Barban:** Yeah, I agree and I actually thought about this a lot and I think we’re at least a little bit genetically predisposed to recognize weight loss as sickness.

**Jason Haynes:** That’s what happens.

**John Barban:** Yeah, exactly, and besides purposeful weight loss, the way we’re doing it, the only other time a human will ever lose weight is when they’re sick and when they’re really sick, like you said cancer, wasting diseases, with things like AIDS, like diarrhea and things like that where just that the weight is falling off of them and it’s bad. So severe wasting sicknesses, severe pathologies are associated with weight loss and it stands to reason that over evolutionary time, we recognize weight loss as being sickness, and severe sickness. And I think it’s a genetically built-in reaction

we have to seeing anybody lose weight for any reason, and that's why I don't think we have the equal reaction on the opposite end when we're gaining weight where people are like, "Oh no, you're sick." Because it isn't built into us to recognize people getting bigger as "sickness," even though all of our sorts of chronic lifestyle disorders are all associated with being overweight.

**Brad Howard:** Yeah, I've never been around somebody where a person goes up for seconds or thirds and they say, "Holy cow, man, don't you think that's how you put on that weight. Don't you think you need to kind of take it easy? I mean, that's probably not the best in the world for you." Do you know what I'm saying?

**John Barban:** Yeah, I know even though it's probably not healthy if they're gaining weight. Somehow the social convention has come around such that it's completely taboo and off limits to say. But on the other side, people totally feel it's their right to tell you not lose weight or at least not lose past what some random person feels as an unacceptable degree.

**Brad Howard:** Sure.

**John Barban:** And I would trust an exercise physiologist or someone who knows and who studies that, I will trust their opinion a lot more than just some random person saying, "Yeah, I don't think you have any more to go." I may just say, "What do you know?"

**Brad Howard:** Yeah.

**Jason Haynes:** Well, it's like my friend, the one I blogged about on the forums, so I tell my friend what to eat and he went to the doctor and he's shorter than me, I think he's like 5'6 and he was almost 250 pounds and the doctor says to him, "You need to lose weight or you're not going to be able to see your kids much less your grandkids." So he took my transformation and he just run with it and I feel really good that I could be a little part of what he's done and in the six months that he's been dieting down so far, I think he's lost almost a hundred pounds.

**Brad Howard:** Holy cow.

**John Barban:** And good for him. So he didn't mess around when he heard it from his physician. He's like, "Okay, this isn't funny anymore."

**Jason Haynes:** He got together with his wife and they made a plan and then started quietly. He didn't even ask for help originally, and then one day I noticed that he has lost 20 pounds. I'm like, "Hey man, I can help you out. I can see what you're doing, and if there is anything I can do to help you out, let me know." And I left it with that because there's no point in beating a dead horse at that time. He knows what he's doing, but I extended that hand to him and he took it and he ran with it. I mean, man, I'm so proud of this guy.

**Brad Howard:** Oh yeah. This industry is totally event-based and I don't think people understand that. But the worst thing in the world that can happen to you often turns into being the best thing in the world that can happen to you. A large percentage or 80 percent of people don't make

decision to lose weight until something happens to them or it crosses their mind that if they were not that heavy, something bad wouldn't have happened. Whether it's there in the bar and a guy and a girl just doesn't pay them the attention they think or maybe it's a snide comment, maybe it's a heart attack or something unhealthy.

**John Barban:** A visit to the doctor's office that doesn't go well.

**Brad Howard:** Yeah.

**John Barban:** A relationship fails on you.

**Brad Howard:** Yeah.

**Jason Haynes:** Something that matters deeply. It's something that really matters.

**John Barban:** Something has got to hurt. It's got to hurt first.

**Brad Howard:** Yeah.

**John Barban:** The kick in the ass has to come and unfortunately it's painful, something has to hurt.

**Brad Howard:** Yeah, we obviously move away from pain and towards pleasure, but we move away from pain a lot faster than we move towards pleasure that's for sure.

**John Barban:** Okay, so we should probably wrap this up. Jason, since the Venus Index contest is coming up and this is the first round, what advice would you give to anyone who's going through a contest? Just the 12 week run of it with how to stay on track, something useful you did that seemed to help you get through it.

**Jason Haynes:** First and foremost, get started before the contest begins. That is huge. Get started on the work out. You are going to find that if you have problems, you are going to have to make adjustments. Maybe your calories are too high, maybe your intensity in the gym isn't as high as what you think it is, maybe there's an equipment limitation at your gym but you're never going to know any of that stuff until you actually step up and start up early before the time begins, so get some momentum going. That is key number one. Number two is you are going to have to be consistent. You are going to have to find what works for you. You are going to have to stay consistent. I mean, there's no other way to say that.

**John Barban:** It's just 12 weeks.

**Jason Haynes:** I mean it's huge. Yeah, and it's only three months. I mean it's really not that far. It's not that long. It's not as long as what you think it is.

We seem to be very emotionally invested in these things like weight loss and stuff. It's watching the inches come down where we want them to come down. We seemed to become very emotionally invested in it and there comes a point where it's going to slow down and you've got kind of keep a level head about it. You can't get really freaked out.

I found that there was a point or two where I'm sitting there getting really frustrated that nothing is happening, but if I look at the numbers on what I'm eating and the amount I'm using with calories in calories out and all of that stuff. According to the paper and what I've done, I know for a fact that something is happening despite seeming temporarily in this void at the moment. It would have been very easy to just get lost in the investment emotionally, if you know what I'm saying, because I did find myself getting a little frustrated from time to time.

**John Barban:** Yeah, I remember reading some of your blog posts about it.

**Jason Haynes:** And you've just got to keep going. You got the plan and maybe you have to adjust it down a little bit. I remember, "Okay, well, I seemed to have stopped, so I'm going to drop another hundred calories or two hundred from what I'm eating everyday and if that doesn't do it, I'll work on it one step at a time." It's kind of like refining the process step by step. The first step in the beginning seems to be pretty drastic, "Okay, I'm going to fast twice a week and I'm going to eat at my RMR." That's pretty drastic for most people to begin with, but that right there is probably going to be enough for a huge transformation. But once you get down to a certain point, it just becomes like this systematic step by step process that we got to take one step at a time.

**John Barban:** You are saying trust the numbers. It's going to happen because the changes becomes small enough that you may not notice it on the scale or in the mirror as quickly as you did before, so at the end the changes are so fine that you just have to trust it.

**Jason Haynes:** Exactly, and you know what, with those small changes, it's weird that we get so addicted to watching the big changes that we're impatient for the small changes like, "Hurry up, I'm almost there. I'm so close." It's just that we are wanting it so badly that it's really hard to just stay that consistent, but we've got to.

**John Barban:** Yeah, and I experienced the exact same thing. Just recently, at the beginning you can literally knock pounds off. Man, it almost seemed like by the hour at the very beginning, and then towards the end you are just looking for a little line here and there and you are like, "That's going to take another day." And then you are like, "That section is going to take two more days." It's long since that the scale is really changing anymore. Now it's just, "Well, it's going to take a couple more days for this area or that area to tighten up." I mean, it happens with guys as they approach their final Adonis Index and I've worked with some girls approaching their final Venus Index, same thing happens, the big weight loss is done towards the end, then it's just areas tightening up with almost zero change on the scale ...right at the end when there is maybe one inch left to tighten up. You literally just have to trust the numbers. I'm so glad you said it that way because a couple of people I'm working with did the exact same thing and just trusted the numbers on the page...the incremental changes just become finer, that's all.

**Brad Howard:** And you didn't do any cardio at all?

**Jason Haynes:** Absolutely no cardio, man, none whatsoever.

**Brad Howard:** Okay.

**Jason Haynes:** It was all calories in calories out and training at the gym. Now, yeah, I did go six days a week because my schedule allowed it, but that's what I could do and that's what I did.

**John Barban:** Six days, and to be clear six days a week of weight training?

**Jason Haynes:** Six days a week of weight training, four days a week of Adonis and then two days a week of a specialization of my choice.

**John Barban:** And so just to be clear, no cardio there? So, no exercise that was designed for any reason to burn calories?

**Jason Haynes:** None whatsoever, I don't even think I was riding my bicycle casually during those days, not because of any particular reason except that I wasn't riding a bicycle in those days. I did nothing out of my way to burn extra calories other than calories in calories out and work in the gym.

**John Barban:** And you got ripped!

**Jason Haynes:** Thanks, man.

**John Barban:** Your transformation got a bunch of other people on board so I guess we have to thank you for that one.

**Brad Howard:** Yeah, exactly. Have you got anything else you guys want to close on, Jason?

**Jason Haynes:** No, I think we said it all, and more as usual.

**Brad Howard:** It's fun having a veteran on board that can kind of wax prolific with us a little bit because obviously you've been on the forums and seen a lot of the struggles and strife that a lot of people have seen and you even helped some other people so you're one of us.

**Jason Haynes:** Hey, it's my pleasure, man, totally. Thank you.

**Brad Howard:** Cool. All right, well, I guess that wraps it up, so for John Barban, I am Brad Howard and that's your Venus Index podcast.