Weight Loss In January Is Fake (For High-Achieving Moms)



Full Episode Transcript

With Your Host

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Mom On Purpose with Natalie Bacon

Welcome to Mom on Purpose, where it's all about helping moms overcome challenges and live their best lives. My hope is by being here, you are more inspired to become the mom you were made to be. I'm Natalie, your host, a wife, boy mom, dog mama, Chicagoan and former lawyer turned professionally certified coach. If you're here to grow, I can help. Let's go. Hello, my beautiful friends. How we doing today? I have a two-year-old, a three-year-old, and almost five-year-old. Funny thing that everyone in public who doesn't know me personally thinks that Jack and Henry are twins. Henry is a little bit smaller than the other two boys, relatively. And so Jack and Henry often look just like similar sizes and Jack is just so big. We call him beefy. He reminds me of like a miniature Jason Kelce. That's like the best way to describe him.

Just very grounded and beefy and fun, but also can be like serious and intense. Like he doesn't ever want to get pushed in a stroller. Like he wants to be the one pushing the stroller. He's my kid who's like lifting wagons and toys and moving them across—just so strong and beefy. And anyways, I'm just thinking about how he's two and, you know, Henry's three and Robert just in a few weeks will be turning five and it just feels like surreal, kind of surreal. A little bit of a pinch me moment, a little bit of, wow, I wanted this for so long. Like it, sometimes I'm still in disbelief that this is my life, that I have these tiny humans calling me mom or mama. And, just like appreciation for the brevity of it all, right? Like Robert being in the middle of pre-K and going to kindergarten next year, just, he might as well be going off to college is basically how I feel ahead of time.

So, you know, that doesn't mean it's not challenging, but I think by utilizing these tools, it really helps me to level up as a mom. And I know because of that, I'm not gonna be perfect, but I also know that I'm not gonna look back with regret because regret is always a choice. That might be a topic for a different day. And I'm digressing about what we're gonna talk about today, but it just is on my mind this time of year always because of the birthdays, right? Jack's birthday we just had, and then Robert's is end of December. And Steve turns 40 in the middle of December. So we are rocking and rolling this holiday season as always. And, the appreciation for life and for my kids in this season and for the busyness and just the magic. Like Christmas is such a gift when you see it through kids' eyes.

It really is. I know it's a lot of work for moms, let's be honest, right? But also, like it's so much more magical, which I love. So not at all what we're talking about today, but kind of what's going on around here. Jack's birthday was chugga chugga tutu, like so cute. and, Robert's is gonna be Spidey, big Spidey fans over here. And so the themes, the holidays, and my husband was saying, Steve was saying, you know, the boys are so lucky. Like you really go big for the holidays. Like you love the holidays and their birthdays. And I do. I make a big

deal out of them. And I think it's just because, and my oldest, Robert's like this, I'm very celebratory. Like I love to celebrate. I love a good party and I can see that in him. So we're just having a lot of fun around here and, also just always feeling comfortable saying no to things.

It's like if that's too much, no. Like we did that a lot around Halloween. It was like, we went to a few things, right? The apple picking, the pumpkin patch, the, a couple little farms, and then that was it. Like there were a few things on Halloween weekend that were going on here, obviously with Halloween having been on a Saturday. And we just, that weekend, all we did was Halloween, like trick or treat. That's it. And we said no to like two other things because it was just too much. And so making a big deal and celebrating, but also having boundaries and constraints. Like this is stuff we're not taught my friends. I am just enjoying all of it. Okay. Now what I want to dive into and talk about is weight loss in January, okay? This is a newer tool and belief and hill I will die on that has just been circulating in my mind.

And I wanna talk about it here because I wanna help you. It's what a good coach does, right? So I'm call, I called this weight loss in January is fake for high achieving moms. And what I mean by that is when you need circumstances to be perfect for you to do anything, you can't win. When you need it to be the first two weeks of January for you to lose weight, you can't lose weight. Why? Because it's the other 50 weeks that are real life. And what is real life, right? 50 weeks out of the year, it's kids' birthdays, school activities, spring break, December, kids getting sick, kids home from school, back to school, summer vacations, Thanksgiving and Christmas and travel and holidays, canceled plans, work deadlines, travel, unexpected everything. And so if you just think about your normal, busy, chaotic, full life, like you need a strategy that fits that.

That's, that's your real life. And so much of it is what you want. And then in the day-to-day, it can get overwhelming because you're not managing your brain, which I totally get. We're not taught this. This is why I'm so passionate and committed to these tools. Not a day goes by that I don't utilize them. I'm managing my brain. I'm talking back to my brain. I'm thinking at a high level. That's, that's what Mom on Purpose is all about. And also, I love a good goal. In fact, the January masterclass inside the Mom on Purpose membership is going to be called One Big Goal. And I'm already thinking about it. I'm just like so excited to teach it. but like what I've been thinking about with respect to that, and specifically for my weight loss girlies, is that like when you set a weight loss goal in January, you set yourself up for failure because what you're saying energetically is that, "Oh, I need life to look like this in order for me to accomplish this.

I need everyone in the country to be focused on weight loss, circumstances to be perfect, no holidays, no sick kids, no school even really, for me to be able to focus on my weight loss goal." Like everyone, I mean, you turn on the Today Show, it's gonna be like, "What's your health goal right now?" And, you know, everyone's talking about healthy habits and losing weight and that's been for eternity, right? Maybe not eternity, but definitely the last few decades as, far as healthy habits and weight loss have been a thing, it's always been a thing in the beginning of January. And so, you know, I went from 175 pounds to 125 pounds without exercising, without using weight loss medications, as, you know, a mom working about 20-ish hours per week running my company, three boys under four years old, life was lifing.

And I always reiterate my crazy circumstances because my circumstances were imperfect for a weight loss goal. Absolutely. So I literally had to put my brain to work on how I could lose more weight doing less, because I knew circumstances were not going to improve. And I knew that if I wanted to get the result, I needed to get it in my current life because I liked my current life. I was not about to, you know, make all of these life changes just so I could go to the gym or follow new and different recipes, just not in the cards. And so I created a method that worked in the middle of my demanding life. And what I want you to know here is that the first two weeks of January create this illusion that isn't the rest of the year. And you know that just because think of this week right now.

Is everyone around you talking about healthy habits and losing weight? No. No, no, no. Right because it's real life right now. It's the middle of the chaos and the holidays. And January is not like that. Motivation is high, routines are back, the holidays are over, everyone is focused on weight loss. Everyone's setting goals, eating healthier, joining gyms. I mean, you've all heard, right, that if gyms actually had the attendance that was the same as the signups they get in January that they couldn't operate. Like just think about that. Enough people sign up on that January bandwagon that the gyms would not even be able to operate if that many people showed up, just consistently. And so they bank on that. And this isn't, you know, to vilify gyms. My point is that's how high the motivation and intention is around January.

And it's not real life because it's two weeks of the year, right? I even, I think by the middle, late January, we're already onto February things thinking about it and it's just that whole motivation wave is over. And so my job as a coach is to help you create internal certainty and motivation and inspire you to create more of what you want. And so when I do that, effectively, you can do whatever it is you wanna do and create whatever it is you want to create, and you don't need your circumstances to be perfect. You don't need them to be a certain way other than what they are. So something that I have been like playing around with

and just thinking a lot about, and it's a new tool of mine, is the distinction between circumstantial confidence and strategic confidence. So circumstantial confidence is when you have confidence in your capability to do something because of your circumstances.

So circumstantial confidence sounds like, I know I can lose weight because my schedule is clear. I'm motivated. I have time to focus on it. I'm signed up for the gym, whatever it is, right? That's circumstantial confidence. I know I can lose weight because of my circumstances, circumstantial confidence. Compared to strategic confidence, I know I can lose weight even when my schedule isn't clear because I have a method that works. So where is your confidence right now? If, you know, you, like, okay, so let me back up. Before you have circumstantial confidence, before the first two weeks of January, typically you're blaming, and I don't mean like you specifically, like me too, this is what we do as human beings. We blame our circumstances on why we can't create the result that we want. So not only do we not have strategic confidence, we're not even aware that's what we need.

We think we need circumstantial confidence, but we don't yet have it. So it sounds like, oh, I wish I just had the time and capacity to lose weight right now, but life is just like so busy. I'm taking care of aging parents. I got the holidays, sick kids. It's just too much. Okay. So in that situation, we don't have a strategy that works in our life, so we don't have strategic confidence. And we also don't have circumstantial confidence, but we erroneously think we need it. You with me? So you will blame your circumstances. You will think you need your circumstances to be different. You will be looking for circumstantial confidence and it never comes except for the first two weeks of January. So in the first two weeks of January, you will have circumstantial confidence. I know I can lose weight because it's a new year, new me, I've cleared the schedule, I've joined the gym, I have time to focus on it, I'm motivated, like I can do this.

That's circumstantial confidence, okay? This concept alone will change your life. I really wanna encourage you not to have circumstantial confidence. Now, this doesn't mean that when our circumstances don't line up, we're not excited about that. I'm all for some great circumstances, but you can't become dependent on it because when you need, operative word there being need, when you need your circumstances to be a certain way, when you need circumstantial confidence, when you need it to look like the first two weeks of January in order for you to win, in order for you to reach your goal weight, you can't win because that's two weeks of the year at best, right? That's not real life.

And so just like break that belief that you need your circumstances to be a certain way in order for you to win, in order for you to lose weight, you don't. And then what I want you to

lean into more is strategic confidence, okay? Yes, I, this is so fascinating, right? This is not the podcast for it. I'll have to talk about it at a different time or day or in the membership or something. But yes, it's important for you to believe in the result, right? Like if you just think, oh no, I can't lose weight, you're not even gonna try a method, right? You're gonna, you know, half-ass it for lack of a better phrase. You are going to slow down, take breaks and quit. you're gonna say, I've tried everything, you're not gonna do it. That's not you're a doer, you're here listening to a podcast.

That's not who I'm talking to. I'm talking to the person who's like, okay, I know it's possible for me, but ugh, I just feel frustrated because I haven't created the result yet. So you already have belief in the result. You already believe this is possible for you. The next level is for you to have strategic confidence, okay? I know how to lose weight even when my circumstances are crazy because I have a method that works. And this is why I am obsessed with my Lose More With Less method. I'm obsessed with At Your Goal Weight because you can just rely on that method and just do it and you will lose weight. Like there, it's 100% proven, okay? Now, do 100% of people get results? No, of course not. And why is that? Because not 100% of people do it, okay? So if you need circumstantial confidence in order to implement At Your Goal Weight, it's not gonna work because you're gonna say, "Well, I'm just too busy to do that right now." Even though it doesn't even make sense because the whole thing, the whole premise of how I created At Your Goal Weight was for you to be able to do it in any circumstance.

And it's really just a complete shift in the way that you think about food and eating and weight loss, really. So anyways, without getting too much into the weeds there, my point is that I want to encourage you to have confidence—like confidence in the strategy that you're following. Now, here's the kicker. Sometimes you do a strategy and you get so far into it and you're like, "This isn't for me." And that's okay, right? You have to be able to coach yourself. So I'm gonna give you a perfect example. That's not me. It's from one of my business coaches. She was talking about how she invest - this was like a few years ago. She had invested $20,000 into creating an evergreen business model, which just means that she was basically going to pre-record, video training and sell it through paid ads.

And so she wouldn't show up live with her clients and she invested $20,000 to learn this, which, you know, is a substantial investment. And she, she implemented it and she was doing the calls and the coaching and she realized like, "This isn't for me. This is not gonna work in my business." And she decided, "You know what? I got what I came for. It was a lesson. I paid 20K for it, but I know that my business has gotta go a different direction actually." And so sometimes you're paying for the lesson that you know isn't gonna be the

thing that moves you forward. And that's just part of the game. And I know that stings a little bit. You know, we invested money into a down payment on a house. it was, yeah, and we decided to change our minds and it was with a builder and so we lost that money.

And that's just part of playing the game. Now, I'm a responsible human being. I care about my money. I like money. That was not a super fun experience for me. But if I carry the worry or the guilt or the negative mistake, like that story that was a bad mistake or a bad financial decision, if I carry that with me into the future, it actually prevents me from getting more of what I want. So let me bring it back to weight loss, okay? Strategic confidence is, you know what? I am open-minded to a different approach. I'm gonna go all in with the Lose More With Less method. I'm gonna get inside At Your Goal Weight and I have confidence in this strategy and I have a method that works and I know that. And I don't need my schedule to be clear and I don't need my circumstances to be perfect and I'm gonna do it.

So let's go. And then, you know, six months in, reevaluate. It's okay to reevaluate. I will say that, my clients end up just like loving it. They're like, "I just love your approach. Like it's so different, that I really don't, and I'm, I feel very lucky for that. I don't get like a lot of negative feedback. And so I'll take that. But what I want to empower you with is not necessarily like that you have to use the Lose More With Less method or my approach, but it's the mindset shift that it's so important for you to have confidence in the strategy that you're using. So it's like my business coach saying," I had confidence in the evergreen strategy and the 20K investment, and you know what? I realized after doing that program for six months, it actually wasn't gonna be the thing that moved me to the next level in my business.

So then I doubled down and she spent like 300K investing with a one-to-one mentor. And she made it back and she started doing live challenges and the rest is history, okay? And so sometimes the strategy is a miss, but you gotta still play the game or else you don't have that strategic confidence. So this is where I think we get messed up when we just have belief in the result, but we don't have a good strategy because you will spend a lot of time just hoping and quote-unquote manifesting, but not getting results. And the results will always tell you the answer. So if you are spinning around the same weight, up and down around the same pounds, that tells me that you have not been all in on a specific strategy. Either you're trying to piecemeal it, you're doing a little bit of counting, a little bit of macros, a little bit of strength training, whatever it is, okay?

Healthy habits, but you are not strategically following a method. You don't have strategic confidence in a method because you would have results if you're doing that. Do you see that difference? It's so important, especially as we head into January. Get rid of a circumstantial

confidence and the need for it. You don't need it. What you need is a strategy that you wanna go all in with so you can have strategic confidence and like be the doer that you are, level up, go all in with it. And then if you decide, you know what, this way isn't for me. Like some of you, in fact, a lot of my clients come to me and they're like, they're familiar or they've done a lot of like macro counting. I'm like, "Yeah, it worked. It just took so much time." And so they had strategic confidence in that method until they decided, "You know what?

This isn't for me." And so they're like, "Okay, now I wanna have strategic confidence in the Lose More With Less method." It's a life changing my friend because you have to make sure your strategy doesn't require perfect circumstances because you're never gonna have perfect circumstances. And I think traditional weight loss approaches are funneled through fitness and nutrition. More exercise, more steps, more strength training, you know, more macro counting, more meal prep, more time, more healthy habits. And you for sure might be able to do that in the first two weeks of January. But I want you to ask yourself, will I do this when the kids get sick? Will I do it when I'm traveling? Will I do it when the calendar fills up? Will I do it when I'm exhausted? Will I do it when I'm caring for aging parents? Will I do it in December?

Will I do it in the middle of summer? Will I do it when school starts back up and the holidays and Thanksgiving? Okay. And so I talk about this in my live training, which by the way, if you have not taken, run on over to momonpurpose.com/live and join me this Monday because one of the things that I think is missed about weight loss for high achieving moms is that you can think you're inconsistent, but it's, it's not, it's not actually you. You don't have a consistency problem. You are just very clear about what your priorities are. So we can tend to think that the problem is us. So let's say like you're trying macro counting or something like that requires more of you. And you get a call from the school that one of your kids is sick and you're like, "I can't do this today.

I have so much on my plate." You might then interpret what happened as, "I'm just so inconsistent. I don't know if I can do this." But that's not true. Like you are not the problem. You are a very consistent person. You get your kids up every day. You get them to school every day. You make sure they have food every day. You show up for your family and for your work. Like you are doing the most. High achieving moms are the most consistent. You just also have your priorities in order. And so when the school calls, you're never gonna be like, "You know what? I'm in the middle of counting my macros and then I have a Pilates class and strength training, so I just don't think I can pick them up." Of course not. That's not a consistency problem. That's not a you problem.

That's a strategy problem. Your strategy doesn't work in your already full and demanding life. So you've got to ask yourself, does my weight loss strategy actually work in the life I have? Do not ask yourself if it works in the first two weeks of January. That is clickbait, my friends. Don't do it. Of course it works in the first two weeks of January. Everyone can lose weight the first two weeks of January. Can you lose weight when life is lifing? Because that means it's gonna be permanent. So my Lose More With Less method is a high achieving mom's dream in my opinion and I created it to be such, right? I teach you how to go into a strategic permanent calorie deficit. This is not eat less. We've all tried that. I went on a weird diet in my like, was it late high school or early 20s where I was just eating like rice for lunch.

I remember I was like not eating, eating less, eating rice, just weird stuff. I'm sure you've tried weird stuff too where you just try to starve yourself or try to eat less. It does not work. and the reason it does not work is because you don't have a specific proven method and strategy to follow step by step by step that you can do in the middle of life lifing, not the first two weeks of January. I love basically starting a weight loss goal any other time besides January, okay? So November, I did the holiday seven challenge, which is amazing. I enroll clients inside At Your Goal Weight all year long. I think, you know, if you wanna take anything from this, what I want you to take from it is that when you learn my strategy for losing more weight by doing less, it can fit into a very highly demanding life, right?

My clients are a lot of like professionals and high achievers, doctors, lawyers, stay-at-home moms who treat motherhood like a high performance job, other executives and leaders. It's like, it's not really about your position as much as it is about who you are as a person. Like you are doing the most. And that is why you want to make sure your weight loss approach fits into that because the holidays will come every year, so will Maycember, so will travel, so will sick kids. And so if your brain is glitching, like, okay, great. Now how am I ever gonna lose weight? Perfect. That's exactly why I created the Lose More With Less method. I call it that because I ask myself one question, how can I lose more weight doing less? And look at this, my friends. Two years later, I've helped so many moms individually, one-to-one, and inside At Your Goal Weight and my other weight loss programs.

And it has been like, such a delight, such a delight for me to see these results. And I would love, love, love to help you achieve your weight loss goal. Definitely encourage you not to start the first two weeks of January. Start right now. Join me at my live masterclass. All you gotta do is go to momonpurpose.com/live, and I'd love to see you Monday. I will also do a Q&A where you can ask me any question that you have about weight loss, about my approach. And I just think there's something about working with someone live that is even

more helpful than like watching a training or listening to a podcast. So take the next step. It's on Zoom and it's at 5:00 PM Central Time. All you gotta do is save your seat over at momonpurpose.com/live. I would love to see you there and help you achieve your weight loss goal.

I am a highly, highly competitive coach. I am like obsessed with my clients winning and getting results, and that includes you. So just know that I am fully invested in you reaching your weight loss goal, and I would love to help make that happen for you. So I'll see you on Monday. Take care.