

Kelly: You're listening to the See Jane Invest podcast, episode six. See Jane Get Fit with Jen Gottlieb, a body and mindset transformation expert who specializes in the needs of top performers, founders and CEOs.

Hi, I'm Kelly Keenan Trumpbour. As an angel investor and film producer, there's one question I always ask myself and the women I mentor. What does it mean to invest in yourself and not simply wait around for someone else to invest in you? If you want to play big in places that might not be familiar with your voice, your brand of leadership, and your place in the world, first person you should be expecting to back you is you. So if you're craving a conversation that goes beyond fighting for a seat at the table and instead talks about how to take over the whole damn lunch room. You're in the right place. Welcome to the See Jane Invest podcast.

About a month ago the go I was at a cocktail party in New York where I had the pleasure of meeting today's guests, Jen Gottlieb. And if you've ever seen a picture of Jen or had the pleasure, like I did, of meeting her in person she's incredibly fit, looks gorgeous. And we're talking and I'm mentioning that I had my baby almost a year ago now, and I was getting back into shape, and she pays me this huge compliment by saying, "Oh my God, you look great. What are you doing?" And you know, I revealed that it was a combination of cardio, but a lot of lifting weights. I actually, I got a trainer, which is something I never really thought I would do, but I, I did it because it was just hard to get to the gym with a baby. To meet the times that other people were setting up as convenient for workouts.

They just, they weren't convenient for me and my work, my baby's schedule. But I really got dedicated to getting back into shape, and she and I just started to have this wonderful discussion about what exercise had done for both of us, and how important we think it is for entrepreneurs. Because Jen really specializes in working with people who are driven. Many of her clients are female founders. They're really high powered women. And I have to tell you as an investor, while it's so important that the companies in my portfolio work hard to return a profit to me. Of course, it's what I'm expecting. I don't expect them to sacrifice their bodies to do that. In fact, I think it's a detriment to the company and to my chances of receiving a profit if they don't take care of their bodies.

It's just a misnomer that burning the midnight oil, and just pushing, pushing, pushing yourself without any other form of balance is good idea. And Jen certainly knows this,

and I encourage it as an investor as well. She is a body and mindset transformation expert, owner and founder of JLG Fitness, JLG productions, creator of the 360 Shift, and former TV host on VH1. Over the past decade, Jen has helped transform the bodies and lifestyles of some of the world's top performers, celebrities and CEOs. So I know you're going to love this episode, because if you're somebody who gets stuck at your desk behind a computer, and wonders how you're going to put that exercise routine into your day, or why you should even embrace exercise? Maybe it's been a while, maybe you've never really loved it, Jen has just got some wonderful perspectives for you. So let's dive in.

Today's guest is Jen Gottlieb, and she is a body and mindset transformation expert. She has a wonderful focus on entrepreneurs and fitness. So, Jen, welcome to the program. Please tell us all about how you got to this cool place in your life.

Jen Gottlieb: Yeah. Well, I'll try to tell you a condensed version of the story. I moved to New York City about 12 years ago to go to school for musical theater. I was an actress and a performer for most of my life since I was a little kid, since I can remember. I was performing on stage, and acting, and singing, and dancing and I came out to New York City to study that and to be on Broadway. And I went to the American Musical and Dramatic Academy, on the upper West side and after I went to school for that, I shortly after, like right after booked the, one of the lead roles in the Wedding Singer, The Broadway National Tour.

Kelly: Which is awesome.

Jen Gottlieb: Which is ... And was my dream role. It was the only role that I ever wanted to play. And it was a really a cool experience. And how I booked that part, because I feel like I manifested it, and I did that for a year. And then when I came back I got another really cool gig that was a very big part of my life. And that was on a show, a TV show on VH1 called That Metal Show. And that was, ironically, a hard rock and heavy metal talk show, where there was three hosts. Three guys, Eddie Trunk, Dan Jamison, and Jim Florentine, and they interviewed huge Rock 'n' Roll stars. Like all the guys from AC/DC, and Metallica, and Guns and Roses, and I was the chick on the show. And it started off as a very little tiny, tiny role that ended up 14 seasons later blowing up into a very, very big, pretty popular niche show for people that liked Rock 'n' Roll and heavy metal music. Yeah. So, it parlayed itself nicely from Wedding Singer into that metal show, because in

Wedding Singer I played Linda and she was a rock and roll chick, and so I was ... It was pretty easy for me to switch into that. When I auditioned for that part on that metal show, I was like, "Oh, I got this. I played this role forever." But ironically, what ended up happening is on that metal show I was playing myself essentially, but a very made up, very Rock 'n' Roll style version of myself. And I was never really into heavy metal or Rock 'n' Roll music at all. So what ended up happening is I built this brand that was me, but it wasn't me. So we'll talk about that. I'll talk about that later, how I had to transition out of that to build the business that I have now in fitness, which was tricky but I feel like I did it pretty well.

But during the time of me being an actress, I knew that I needed to have another gig, because as most people know, when you're an actor, you never really know when you were going to be working and when you're not. You can be on a really successful show for a really long time, or on Broadway and have like a huge role, and be getting paid lots of money, and then all of a sudden your show ends and you've got nothing.

So it's really important to have some kind of other gig. And most actors are, a lot of them, are waitresses and babysitters and jobs that are flexible so that you can always be auditioning, and you can book gigs and like just drop whatever you're doing at the time. So I decided that instead of going that route, I really wanted to have something that I was passionate about, and at the time I was very passionate about fitness, and eating, and food, and transforming your body. Because I was doing a lot of modeling at the time, and as an actress you need to know how to take care of your body. And when I was on the road with Wedding Singer, it was the most important thing, taking care of your body because we were doing 10 shows a week. And I had to figure out how to eat right and exercise even if we were traveling to a different city every single day, and we were like in the middle of nowhere. And so I became really great at it. I also had a lot of experience with unhealthy ways of doing it versus healthy ways of doing it.

I battled an eating disorder for a long time. I also did fitness competitions where I didn't treat my body very nicely, and I learned a lot from all of those different experiences. So, I decided the best way for me to have a gig outside of acting that I can do forever, and create a business, and actually make good money would be being a personal trainer. So I went to become a personal trainer. I didn't have to go anywhere, but I decided that I wanted to go to the Equinox Academy. I didn't work for Equinox, but I did some program that they offered a while back to help you get your certification. I got my certification in

NASM, which is National Academy of Sports Medicine. And I quickly got my very first personal training job at Reebok sports club on the upper West side, which is like the fanciest, fanciest gym in New York city.

And I said to myself, I was a member there because my ex-boyfriend at the time paid for me to have a membership there. I was an actress and I was in this relationship and he paid for me to have a membership there, and that was the only reason why I could have it. And we ended up breaking up, and I said, and I was in the process of becoming a personal trainer and I was like, "If I invest in anything, it's to have a membership at this gym so that I can get a job at this gym, because I want to work at the best gym in Manhattan. I'm not going to go work at any other gym. This is my goal. I'm going to work at this gym." So I invested and I started training there and working out there, and just getting to know every single person at that gym. Like every trainer, all the managers. And I basically kind of begged them to give me a job even though I had no experience.

So I got my certification and they took a chance on me. And they're like, "All right, you can work here, but you need to spend three months cleaning up the gym and doing a mentorship with one of the trainers. And you can't train anybody for three months. You just basically have to be our bitch." And I'm like, "Great. I will be your bitch, I don't care. Like this is what I want." And I had just gotten out of this relationship. I really had nothing other than my that metal show gig, and I was like, "I need to build this up and I need to do what I need to do." So for that next year, I worked up my clientele there. I eventually got to start training people and got a really full book, and realized very quickly that I could start making a lot more money if I trained people outside of the gym. And that's when the entrepreneurial bug bit me, and I never really knew that I wanted to start my own business or be an entrepreneur until that point when I realized, "Wow, like I kind of love running my own business."

I started training people out of the building that I was living in at the time. It had a gym in the building, and I just started training my friends and bringing a lot of clients into that building. I don't know if I was allowed to, but I was, and building up my business slowly but surely. And I created a pretty massive client base in New York City, of very powerful people. So, very powerful entrepreneurs, CEOs, celebrities, and I eventually left Reebok and just focused on JLG Fitness, which was my personal training company. And then during that time, that metal show actually we did it for 14 seasons, I was doing that alongside with training and those were my two gigs. And that metal show ended up

getting canceled after 14 seasons. So I had this, I guess you would say it was a little bit of a predicament, because in the public eye I was very much that metal girl.

Still if you Google me and you look me up, you will see a lot of pictures of me in leather pants and big hair, and ripped up T-shirts, and that was ... I had a very big fan base, like of like 50,000 fans on Facebook, that were all that metal show fans. And it was great. They are amazing fans, and it was such an amazing gig. I had so much fun. It was such an incredible experience. I'm so grateful for it, but it wasn't me. It was a version of me. It was almost like me wearing a mask, playing a character version of myself, and what the real need was doing is I was running this business as a personal trainer all around New York City. Training celebrities, training athletes, training CEOs, and I was just like this girl with no makeup on, with my hair in a ponytail running around New York City, like the girl you're talking to now. So there was a disconnect, and I needed to rebrand, and I needed to actually create a business that was more in alignment with who I am now. And put to rest that metal show stuff.

And it was really, really hard for me for a lot of reasons. Letting go of that, it was such a big part of my life for so long, or trying to figure out how to mesh the two. Which was really difficult for me because there couldn't be two more different things, but I ... Two years ago I decided to officially just go for it and created a new website, created my online program which is the 360 Shift, which is a 21-day transformation of mindset and body. So it's a 21-day program and you can get that on my website. And I wanted to incorporate in my online programs and when I rebranded, I really wanted to incorporate a lot of mindset stuff. Because while I was training all of these really high performing people, one thing that I learned was that I was, first of all A, I was life coaching them at the same time as the person training them. And B, I was becoming really good friends with them and learning what they did to become so successful.

And one of the things was all of the work that they did around mindset, and meditation, and routines, and gratitude, and affirmations, and morning routines, and all of the stuff that was not in the gym, was helping them in the gym. And then I started to study that too. And I started to implement it in my own life. And I watched how all of the mindset stuff, and meditating took my business, and my life, and my relationships to a whole nother level, completely changed the game. So when I created my online program, I really wanted to have that be a focus. Because you can work out day long, and you can =

eat right all day long, but if you don't have the mindset part tight, and you don't know why you're doing it, and you don't get up every single day, and make that ... like set up the day so that you can make the best choices possible, you're not going to be as successful as you can be.

So then that parlayed very quickly into me not being a personal trainer anymore, and just working very intimately with very high performers, mostly entrepreneurs remotely, online, and coaching them, training them, working with them on mindset food. So, how to have an optimal diet to transform their body in the way that they want to, and to perform at their highest level, and movement. And helping them figure out how to put movement into their busy lifestyle. And I like to create lifestyles from an entrepreneurs that are sustainable and realistic, because they are incredibly busy people as you know.

People that are founders and people that create incredible businesses and incredible empires are busy people, and a lot of the time the health part goes to the wayside unfortunately. So I come in and I pop all of that stuff in, and I help them create that lifestyle that will essentially take their business to the next level, and their body.

Kelly: It's so important too. I mean, yeah, and what you were saying, as an investor I've seen so many founders that the love of what they're doing can kind of take over their life. Sometimes they have to have it take over their life, because they get to these crisis points. But for me I really want to see a founder that knows how to take care of themselves, because if they burn out, the company's going to burn out. So it's so good to me as an investor to have them in that space. So I love that you have this focus specifically on high achievers, and people who are drawn to entrepreneurship. And also I want to give some love out to, even though it wasn't quite the whole you. When I met my husband, my husband is this very wonderful, a professorial kind of guy, and he loves classical music, but he also has a secret love for metal.

And I had a cousin who was a total metal head, and throughout my childhood I got an uninvited education into every aspect of metal. Well, what was so funny is on one of our first dates, my husband then, you know, guy I'm dating at the time, picks me up and I do this starter question of like, "So, you know, what kind of music do you like?" And he goes with the, "Well, I do like opera and I like some classical music. And of course there's some classics I like." And then he very sheepishly is like, "But I kind of ... I liked Metallica and I," and he's just a little bit embarrassed by that. And I go, "Oh, you're a James Hetfield fan?" And his face, like he was just like, "Oh my God, you who James Hetfield is?" And in my

head I'm like, "Okay, I owe my cousin so much right now." I'm like, "This is paying off in dividends." So, as another girl who walks around in a ponytail and isn't really into metal I do appreciate those guys. So I totally get that.

Jen Gottlieb: I love that story. Your husband at the ... well, boyfriend at the time was probably like, "Okay, marry me. That's it. [crosstalk 00:18:11]." That was it, you didn't have anything else the rest of the date.

Kelly: Yeah, no. And it was like, I just love the fact that I even remembered the lead singer's name. I'm like, "Yes, that so paid off."

Jen Gottlieb: That was big. That was big.

Kelly: But another place that you and I have a commonality is using exercise and meditation as a grounding point. Because I talk about in my own life, a turning point that got me into the world of investing and stepping forward into that was I had some huge health issues around infertility that completely benched me. And exercise to me was a total place of strength, like my body craved it. I had been sick, I had been hospitalized, and of course I gave my body time to heal. But there was something so like vital and letting my body be a moving thing, letting the muscles do what they are designed to do. I think especially for ambitious people, and I'm certainly a driven person too, I think there's some harmony and not just letting your brain and you're ambition, and maybe your ego get in the mix, but letting your body express that in a way that's nourishing. That gives back, but that also in that flow state brings your body up to another level that is sustainable, and is a life force for everything you're doing.

Jen Gottlieb: Absolutely. Do you ever notice that when you're having a really great workout, this happens to me all the time, and it happens to a lot of my clients too, you all of the sudden get unbelievable ideas?

Kelly: Yes

Jen Gottlieb: So exercise can kickstart flow state. So if I ever feel really, really stuck, I will go out for a run, and that is like I'll go out for a run and I'll put on either a podcast or an audio book that I don't necessarily really want to listen to in detail. Because what will happen is I'll just start coming up with ideas, because movement can kickstart that that

flow state for you. It's just, you get the blood pumping, you get it pumping to your brain, you take yourself outside of your own head and you focus. You have to focus on the present moment, like you really have no other choice but to be present in your body. And that is when, for me, like if I ever need to think or be clear, come up with an idea, I go exercise. And it's a very powerful tool, and I think that every single person that's trying to create something massive or even just something little. If you're trying to create, move your body, unbelievable things will start to happen. That's when magic happens in your mind, I think when you move.

Kelly: Yeah. And during that little break that I had I actually became a certified meditation instructor. So, sitting and meditating became a part of my life, but I have always found just what you were saying, the movement part and some people do that with yoga. I find my happy spot is in, like you said, running and weightlifting. Now, I need a trainer to weight lift because I'll get too bored trying to do my own routines and I'll plateau. But I like having a fit body, and I enjoy ... like there is just this place of harmony for me when the ... I give my mind the place to sit and be still and let my body do that meditation. But then to go out and just run, it's like, "Yep, I'm a bit of an animal and I need to let that out. I need to just kind of go out and do that." And it just feels good. It feels very, very nourishing.

Jen Gottlieb: Yeah, absolutely. Exercise is the key. I think that it's key to everything. We're, as human beings, we're supposed to move. And what ends up happening now is everybody is sitting on their computer all day long, especially people that are building a ... it's like Internet startups, things like that where you're sitting on your computer all day, and you just get sucked into it. And before you know it, it's nighttime. Then you've just been sitting all day long, and it's becoming an epidemic. People are moving and that's why obesity is running rampant. And that's why people are ... they're just, they're hunched over. All of those things that are happening to Americans now. They're just getting overweight, hunched, and it's because we're sitting on the computer, and if we ... Like, if we just take 20 minutes, not even 15 minutes go for a walk outside, to do a little hit workout in your living room, to do 20 pushups every five minutes. First, it'll get you moving and it'll actually help your brain work a lot more powerfully.

Kelly: Well, can you talk about, have you seen it work in reverse? I have a friend who's a psychologist, and she said sometimes when she works with really driven, ambitious people, there's like a warning flag for her when she hears that they're really into exercise

and marathons and stuff. Because she said, "Sometimes that's its own addiction." And especially people who are driven, they kind of like jump on something and they can't get enough. They'll just go with it, and go with it, and go with it. So have you ever had to kind of like walk the high performers back a little bit? And be like, "No, just this and then done."

Jen Gottlieb: Oh my gosh, 100%. I'm doing that all day, every day. I feel like just chill, just chill. And sometimes my homework and my clients will be ... It's so funny. My client wrote me an email this morning and he said to me, this is a perfect example. And he's like, "Jen, do you remember when ..." This guy lost 70 pounds. And he was like, "Remember when I was at my 70-pound point and I plateaued and I couldn't ... I was working out so hard and I couldn't lose any more weight and you told me to take a week off and that was when I lost five pounds in one week?" And I was like, "Yeah, that's because you were overtraining," and sometimes that overtraining is a real thing. It can actually happen where you can be overtrained and you can injure yourself, you can get brain fog, your body just ... Your motivation goes away and everything just seems hard.

It's happened to me before, and it's really, really easy for that to happen to people that are just really motivated. And in today's day and age, everyone's like, "Oh, more is more, more is more, kick your own ass. You know, push, push, push. Push really hard." So people think, "Oh yeah, I'm going to go run a marathon every single day, and I'm just going to push myself to the brink everyday." But our bodies and our brains need recovery in order to get stronger. It is so important. I always say that recovery is actually more important than the workout itself if you are a regular exerciser, because that's when the magic happens. So when you work out, let's say when you lift weights, your muscles, you tear the muscles apart. That's what happens. Like you tear the muscle fibers, and then when you recover they grow back together. And when they're going back together, the action of that happening is when you create more strength, and more lean muscle mass. Like that's when they get stronger.

And I believe that the same thing happens with your mind and that's why we meditate, to shut it down, right? To create space so that it can refresh, and recharge, and you can be more focused, and you can practice living in the present moment even better. It's like working out your muscles. So, if you keep running yourself into the ground without giving yourself that time to recover, you're just going to keep going down, down, down, down, down, and eventually burnout in every way, mentally and physically. So if you're ever, if you are one of those people that just works out every single day back to back,

and you're finding that you are plateaued, you can't get any stronger, you can't go for a longer, everything seems hard, or you can't lose any more weight, even that.

My biggest recommendation is to force yourself to take a week off. An entire week. It may be the hardest thing you've ever had to do in your entire life, but just do it and you'll come back stronger, better, faster, clearer than ever before. And you'll probably lose a couple of pounds. Because what happens, also, is when you push too hard and you stress your body, your cortisol levels raise. And cortisol is a stress hormone, right? And that can make you hold onto fat. So you want to get those cortisol levels down. So it's a balancing act. You want to put as much attention on the recovery as you do on the exercise. So, I do find myself telling my clients all the time, like, "Chill, okay. So this day is rest day. This day is ..." and we schedule in those rest days as well.

Kelly: Yeah, and when I recommend that the entrepreneurs I work with reach out to people like you, and find their own exercise habits, one of the things that I'm really wishing happens, and I think does happen naturally. It certainly happens in my work world, is that when you're in a rhythm of exercise where you have those breaks, those pauses for recovery, you can't help but kind of take it inside, and as you're working you adjust to that rhythm in everything. Like there's something where you come in, you're like, "Okay, now I am focused. I'm going to do this work, it's going to be great and I'm really going to put everything in it." And then you have to step back. And I found when I go to plan my weeks or days, because I know the rhythm of what my body needs in exercise, it's the same as what my internal world needs to go into something and recover.

So I'll be like, "Yeah, if I think I'm actually going to be able to do eight meetings in a day, that's stupid. It won't work. I have to make it work in a longer time period. I have to take a break here." Like I will be on the floor if I try to work past 9:00 or 10:00, if I got up early that day. So like it has to stop at a certain point. And I think startup culture especially has that go for the burn, you have to show up at all hours, and it's almost this like machismo sign of achievement that you're just driving yourself nuts, that I don't believe in. And I'd rather people adopt that rhythm.

Jen Gottlieb: I mean you tell me like if ... I know for myself when I was a personal trainer, like even different like I ... But it's the same mentality for everybody, I would when I first started, I was like, "Yeah, the more sessions the better." And I had someone to people

that wanted to work with me. I would do 10 sessions in a day. I would do 10 sessions in a day and I would come home, and I would want to die, and then the next day I like couldn't even focus and I was the worst trainer ever. Right, so it's not even worth it. Like, then if you're doing 20 meetings or whatever you're doing, and you're in that startup culture and you're just going for the burn, and you're going meeting, meeting, meeting, meeting, your brain's not even going to work anymore and you're not going to be good at what you're doing. So what's the point?

And I think exercise and learning the ebb and flow of recovery, and working out and recovery, like you said, can also train your brain, train your subconscious mind to also be the same way with work. And it's a really powerful thing, because you learn your threshold, you learn what you can take and you learn what you can't, and when you need to take a break.

Kelly: Totally. Absolutely. So entrepreneurs as kind of your client base, what are the things that they've taught you that you weren't expecting to find as a trainer that keeps you working with them?

Jen Gottlieb: Oh, I'm so inspired by all of my clients. Right now I work with, specifically, I work with ... I recruit men and women, but mostly right now a lot of my clients are entrepreneurial women, and they are doing it all right now. They're running households, have children, they're running ... they're CEOs of their businesses, they're amazing wives, and they're great friends, and they are so engaged in all of the different things that they're doing. And it's just so powerful for me to see that whenever I think like, "I can't do this because like, I won't be able to have it all. I won't be able to do everything. I just have to focus on my business and I can't also have a relationship, and I can't also have friends." They are teaching me that you can, that it is possible.

You just have to prioritize the things that you want to prioritize, but it's absolutely possible to be able to do it all. You just have to be the CEO of your own life. Right? And that's a really powerful thing that they've taught me. Recently, I was really transitioning and growing my business bigger and also wanting to still have a personal life, but you know, integrating the two. And like not necessarily like ... it's changed my thought about work-life balance, because I don't look at it as work life balance anymore. Like my life is one thing, and my relationships are one thing, and then my business is one thing. I've kind of learned a lot of my high performing clients, it's all one thing and they ... And I think that once you say that, that's okay ... A lot of people say like, "No, you need to have

time for your family, and that's family time, and that's just relationship time and then ..." and that is something that we're, I think I've heard over and over, and over again for so long that I need work life balance.

And now when I've kind of just allowed myself to say, "Well, it's one thing. My business, my relationship, my life, it just all works together as life balance. That's it." And when I've surrendered to that, because I've seen all of my most successful clients do that, and they're the happiest people that I know and they run unbelievably successful seven-figure businesses, and have happy marriages. Everything works together. Their kids are part of the business, their husband is part of the business, their health part is part of the business. It's all the business, and the business is also the personal. So like the business is also something that you love to do, and as long as you love your business then your life's going to be a happy place to be in, because it is all one thing. And that's something that I've learned that is has been really powerful to me this year.

Kelly: And that something that I love about funding women, and seeing more women step up into leadership positions, whether it's business or politics. Just so you described, that whole mindset I think a lot of the systems that we work with, men and women have been changing them and rejecting them more recently because technology gives us so many options. But I do think that kind of whole life living is something that women gravitate to, and implement beautifully. They're just like, "No, this is how it goes. There are no cubbies." Like, yes, sometimes you need boundaries for a certain activity, but on the whole, life is sloppy and it's going to spill over in areas you can't predict. So just go with it and make it work in the whole picture because otherwise you're fighting an artificial system. And that, that can really change huge parts of our economy. Just how we run things, policies we pick, and you know, having more of those women, the women who are like your clients out there running things it's just awesome. I mean, it just does great things for the world.

Jen Gottlieb: Oh my gosh, 100%. It's so empowering it's so powerful, and it's just changing the game. It really is. It's changing everything up, and it's making things possible that weren't necessarily possible before. Just because the ideas were different.

Kelly: Yeah. Well, talk to us too because you're your own entrepreneur and there's a lot of listeners out there who I think are in service businesses. They do one-on-one time with clients and they're looking to grow. And I know you made the shift from going as a

personal trainer who would show up and do sessions in person with people, to someone who moved to your practice entirely online. Can you talk about that transition and what it's done for you and enabled you to do in your business?

Jen Gottlieb: Yeah. That was a huge transition and that was a very scary transition for me, because I was a personal trainer for so long and I worked so hard to get those clients, and to get that clientele. And for a long time I thought, "Wow, this is like, this is awesome. I'm really successful. I've built this business." But then it started to become very clear, my entrepreneurial mind that started to grow, and like I started to learn more. After six years of doing it, I was like, "Well, I can really only make this much money, because there's only one me, and I can only do this many sessions in a day, right, without burning out." Because I went through that burnout time and I was like, "Nope. Now I won't do more than five a day, or whatever."

So if we're trading time for money, there's no way to scale and make more money. And I knew that I wanted to, because I have that entrepreneurial spirit and I wanted to build something bigger, and I wanted to help more people. So the first thing I started doing is hiring trainers under me, and that was my first idea of how I want it to scale the business. And I still do have trainers that train my clients for me, so I do still have that business going. But I realized really quickly that that was not the business that I wanted to begin, managing other people in their training clients for me. It's not [crosstalk 00:35:11].

Kelly: That's tough. Yeah, that's a tough road anyway. I mean, a lot of people can do it well, but it's hard.

Jen Gottlieb: Oh my God, I just had like four of them and I was like, "I can't do this. I don't want to manage your schedule. I don't want to manage everybody else's schedule ..." It was just not for me. Now I have a few that do it, and we've gotten an ebb and flow for it and it's working out fine, but that's not the future of my business. So what ended up happening was I started slowly doing, taking some online clients, and just saying to my clients that I worked very closely with, "You know, we can take this to the next level and I can help you with food and mindset." And so I would train them in person and then I would also do their meal plans. And well, I teach like flexible macro-counting, and it's a way to make it more of a sustainable lifestyle. It's not really a meal plan. It's learning how to eat for the rest of your life in a way that's going to keep your body the way you want to keep it. But teach them that and then also coach them on mindset stuff, so that they

can develop an amazing morning routine, and amazing meditation practice, and accountability, and hold them accountable.

So we started doing that. I had a few clients that were doing that with me as well. I was personal training, and I realized that I liked it so much better, and I was like, "Oh my gosh, wait a second. This is cool. I don't have to be anywhere. I can help a lot more people. I can help them a lot more, and have way more of a poll, and in what we're doing together, because when I was doing one on one personal training, I was helping them, but it was like I was there for an hour and that was it. And now with my clients I can help them extremely intimately, and I can essentially change their entire lives because I can be with them at all times if you're training online.

So I started to think there is definitely something to this and this is totally what I want to do. But it was still very difficult for me to let go of the personal training clients, and trust that I could build the business online, that I've never done before. So, as the online business grew, I dropped clients. But then I got to a point where I was like, "Okay, in order to really make this online business what I want it to be, I have to put my full energy in this, and I have to just let go of everybody that I'm training. I just have to do it." And my boyfriend said to me, "You have to do it." We had like a date that I had to do it by, and I couldn't do it. And the date came and I was like, "Wait, no. It's just one hour of my day. It's just one hour."

And I have these amazing relationships with these personal training clients. Some of them I've been training for five years. So yeah, it was ... They were like my friends. We had a very ... we had amazing relationships. So I started having this mindset thing of, "Well, it's only one hour. I'll just go train someone for one hour," and my boyfriend said to me, "No. One hour is not one hour. It's not, right? You have to go there, you train them for an hour. You have to come back, and that's like almost ... and that's in the morning when your brain is the most powerful, where you could be creating things for your other business." And I started to realize that that time was actually money for me. Right?

And just even if I didn't have another client that I was making money from, that was a big shift for me learning as an entrepreneur. Like just that time of me creating things with my mind, like it was energy that I needed to use. So giving up that whatever I was charging for a one hour was actually giving me a return on investment, even if it wasn't immediate. So, I finally pulled the bandaid off and I was like, "All right, I'm just going to

do it," and it was very difficult, but I let go of all my personal training clients, and the second that I did that, my online ... It was like, you let go of something, the doors fly open and so much abundance came flooding entirely. I was like, "Oh my God, this is why ... This is how it works. When you let go of things that don't serve you anymore, unbelievable things come in." And my online business just skyrocketed. I mean, I think I've ... like not even tri, like quadrupled my income in a matter of months from-

Kelly: That's amazing.

Jen Gottlieb: Yeah, and I'm not exaggerating. It was incredible how that happened, and it was because I was taking my energy and putting it towards what I wanted to build instead of kind of teeter tottering between two things, because I thought I was ... "Oh, I'm making money." It was unbelievable how you have to just flip your mindset like that.

Kelly: Yeah. And one of the components of your business is that you've got this really cool thing where you've got the online training that can be for both groups and individuals, right? Like there's two options.

Jen Gottlieb: Yeah.

Kelly: But then afterwards you've got an option where people can work with you and a team to really take stock of the whole transformation, and use it in their own branding. Talk about that.

Jen Gottlieb: Yeah. So this business happened by accident and it's my favorite thing that ... One of my favorite things that had happened this year is really, it's really cool. So, I was an actress and being on TV, and doing Broadway, and doing a lot of photo shoots in my life, I had a lot of connections for unbelievable lead creative people in the editorial world. Very, very high up there photographers for all of the big magazines, and makeup artist, and hairstylist, and wardrobe stylist. So I always had amazing images, and if you go on my Instagram or on my website, like I always was very lucky and I got to have really beautiful pictures. And while I was doing that, a lot of those photo shoots, I just loved the entire process. It was one of my biggest passions, planning my photo shoots for myself, and being my own creative director, or working with creative directors to create a story through photos. It's always been something I've been passionate about.

And my boyfriend is also an entrepreneur, and needed photos for his new website, and I was like, "You know what? I've got to. Like, I'm going to take care of this and I'm going to

set up an amazing photo shoot experience for you, and I'm going to like do a mood board for you. I want to be the creative director, and I just want to do this because it's fun." So I called up one of the most amazing photographers that I know, Chris Decker, and he's done covers for Seventeen, and Cosmo, and Esquire. He's a big guy, and I was like ... He's shot me before, and I was like, "Hey, do you want to do a photo shoot for an entrepreneur for his website?" I was like, "You get paid so much money to do photo shoots, do you want to do this little gig?"

And he was like, "I totally do. I just want to work with you and I want to help people. I want to help your boyfriend created amazing photos just because it'll be fun." So I got Chris on board. And then with Chris, his entire team of unbelievable ... We had like a tech assistant, hair and makeup wardrobe stylists that all work with celebrities. It was like a dream team. So we put together this amazing shoot. We got incredible photos, like incredible, like they were just insane. My boyfriend posted them online and immediately we got such an amazing response, and everybody was like, "Whoa, I want that too." I was like, "Wait a minute." I loved doing that. It was so much fun for me. I felt so inflow when I was doing it. When I was on set directing, when I was bringing together the team, like I loved it so much and it worked, maybe ... and there's people that want to do this, maybe there's a business here.

So I called up my photographer and I said, "Hey, this is an idea. This is something that's needed. These are ..." And I'd worked with all these people, these entrepreneurs that have personal brands, and they need quality photos. And they would pay for an unbelievable experience like this with a team like this, and bring the editorial world into the entrepreneurial space, into the influencer space, and create insane images because that's where it's at, for your images, right? With Instagram and social media and [crosstalk 00:43:13]. So he's like, "All right, I'm in," and that's when JLG productions was born and we've shot a lot of really big influencers. And I actually ... And like you said, now I'll help these entrepreneurs and these influencers go through these body transformations, and at the end ... Like the pot of gold at the end of the rainbow, is their photo shoot where they can take these amazing pictures with their new bodies, and their new found confidence and use it for their brand.

Kelly: Oh, that's fantastic. Yeah. I always, when I've had to do photo shoots in the past, I always try to be at peak training. I'm like, "Okay, I really want to look amazing for this." So to have someone who knows your body, even if it's virtually, and you're talking about

getting in shape and you've gotten to that place of success. I mean, I think a photo shoots almost a celebration of that plus what you're building in your professional life. So very cool.

Jen Gottlieb: Yeah. They work together very well, and so I have a lot of clients that are half their way to their weight loss. Like one she's lost 50 pounds and she's just got 20 more to go. She's like, "All right, let's book the photo shoot now. So that will get me to those last 20." And it's just like a really great added goal, because you know if you had a photo shoot coming up, you'd be like, "All right, I'm crushing it for the next month." I would, at least. I always do. It motivates me.

Kelly: How did that work? Because I imagine the photo shoots, like what you were doing with one-on-one trainings in person, that requires you there. So are you still managing to do the online business plus something that requires your presence? Is that balance working well for you?

Jen Gottlieb: Yeah, it is because we only scheduled a couple of shoots a month. It's not like a crazy ... And my online business is, I can be wherever I want. I have my own schedule, I can be anywhere, I can go do a shoot for the day and still be in touch with my clients. Right? And so the way that I work with clients, with my photo shoots is if they aren't working with me for body transformation or lifestyle transformation, I do a month with them where we plan out ... We'll do a couple of coaching calls, will create a mood board, and we plan out the shot list, and everything that's going to happen with the shoot. And then it's just one day. So it's a really high ticket item because we're working with really big people in the industry. So it's definitely worth the time.

And because I enjoy it so much, and it's so much fun for me, I actually consider it ... It's not my main business, it's my extra little I'll take my candy, it's just fun for me. Like I really, I enjoy it so much, so I love being on set. And yeah, it is just like one day, so we'll do like one or two shoots a month and it's completely fine and enjoyable for me.

Kelly: What a great setup, I mean it just sounds like you've really grown your business in a way that suits you, but also is really prime for enough scalability that you've moved beyond the whole one on one training model.

Jen Gottlieb: Yeah. It was a long time coming, but now that I've done it, it's definitely ... it's just inspired me and taught me so much of that. Like I never thought that I would

ever be living the life that I'm living now, where I don't have to wake up at 4:30 in the morning to go train somebody. I never imagined that people would like ... I was just like, "This is my life," and now that I see that you can make whatever you want happen, you just have to see it and believe it. It's just taken my mindset about everything to a whole other level. I really, truly believed that if I want to create any business that I want to create, I can create it out of nothing. Because that's initially what I did, and it's just really powerful what entrepreneurship teaches you in general.

Kelly: Absolutely. Well look, it has been a pleasure having you on. We're going to have some show notes and in those notes there's going to be a link to a free ebook that you're offering. So tell people about that and where else they can find you, and find out more about your programs.

Jen Gottlieb: Yeah. So, I just released my free Ebook, which is awesome. It's the Five Fitness Secrets of Highly Effective People. So it's basically like the five things that I've learned from my really high end clients, [inaudible 00:47:29] entrepreneurs and CEOs, and celebrities, what they do, the five things that they do to be successful. And if you only do those five things, you're good to go. So that's totally free on my website, jenleahgottlieb.com and visit me on social media. Facebook is just my personal page, I'm very active on, and you can come be my friend on there. It's just Jen Gottlieb. And my Instagram, please follow me on Instagram. We have a lot of fun over there at Gen Leah Gottlieb.

Kelly: Wonderful. Okay. Well thank you so much and I can't wait to hear about all the new things that you continue to do. I'm sure there'll be just amazing. Thanks for being on the show.

Jen Gottlieb: Thank you so much, Kelly. This was so fun.

Kelly: You can always find this episode and the links we talked about at seejaneinvest.com/podcast. If you head over there, you're also going to find information about our big summer giveaway. This is a chance for us to reward you, the listeners we love with some fantastic prizes. Everyone who enters gets my ultimate guide to networking with investors, but we're also giving away 10 sets of the See Jane Invest summer book series, which feature five books from authors you're going to hear on the podcast this summer and into the fall, and they're all signed by the authors. So really a collectible set. I'm also giving away three video pitch reviews. You'll send in a video. I'm

going to give you video feedback in return. It's a great way to share your idea, ask some questions, and get feedback from somebody who does it for a living.

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