

EPISODE 793

[INTRODUCTION]

[0:00:34.9]

FT: Our guest today is in the midst of selling her belongings, packing up her family of five, heading into an RV, and spending the next year traveling the country. Welcome to So Money everybody, I'm your host, Farnoosh Torabi. Thanks for coming back. Today's guest is Jenn Edden. She is a sugar addiction expert, author, and empowerment coach who helps female entrepreneurs learn how to increase their energy through proper nutrition.

She is the author of *Woman Unleashed*. Lately she's become more interested in helping families and children overcome their sugar addictions and that is what has sparked this move. Over the next year, Jen and her husband and three children will be going from state to state to visit schools and universities to educate kids and young adults about healthy eating.

She arrives at this major transition, I think knowing a thing or two about what it takes to be brave. She's a former medical school dropout, she is a survivor of a near death home explosion, and she's got her handle on her health and her finances. Hear how she and her husband did the math to figure out if they could really afford to travel the country for a year.

Here is Jenn Edden.

[INTERVIEW]

[0:01:51.9]

FT: Jenn Edden, welcome to So Money. In the midst of all your downsizing, thank you for making the time to join us and give us all the inside scoop.

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JE: Farnoosh, thank you for having me. I am always excited to spread the message of unleashing.

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FT: Unleashing. I mean, you as a sugar addiction expert and coach and mom of three and entrepreneur, I mean, there's so many reasons why I would like to have you on this podcast. But when we last ran into each other, you announced that you and your husband and your three kids are moving out and going across the country and going on an RV and spreading your mission to help, particularly children, kind of unleash their sugar addictions and become more educated around healthy eating.

So let's begin there. Because I think like – that is such a fascinating endeavor and listeners are probably super curious – I am – about how this is actually coming to fruition, you're in the midst of it, your house is on the market as we speak. I can only imagine how many boxes you're filling or donating. So tell us about one, the moment you realize this was something you not only wanted to do but had to do.

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JE: That is such a great question. It is definitely something that comes from within. It is not something you overthink, right? Imagine, if I overthink this, it ain't happening.

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FT: You're not doing it.

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JE: It was one day, we just looked at each other, we do a lot of that like hanging out, we're not big TV watchers and we just had been talking about finding a way to leave New York and check out other places to live, we just don't feel like this is home. No offense New Yorkers but like 43

plus years here and it just feels like we need a change. Then, just miracles started to happen and that's how you know that you're on the right path.

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FT: What miracles?

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JE: Well, all of a sudden, I met a beautiful woman, Trisha Brook and she's like, "Look, I love your idea, I'd like to film it," check off the box. I had a neighbor that heard we were moving in passing and said, "I'm interested in your house and you want to sell it with all the contents," we can talk, Farnoosh, about how many boxes I'm not packing. Like check the box.

My business is absolutely, I can coach from the road, check the box and the other box was to talk to the children and just get a sense of how they felt. Because I don't want them feeling like this is happening to them. They go to a local Montessori and it's just really important to follow the child, that's the mantra, right?

As kids, they don't always feel like they have a voice. We sat with each of them, right? Luke is 10, Sydney's five and Katelyn's eight. They all had like a different reaction but they were all good reactions. Joe and I were like, "Box checked. Let's get the budget handled and like when are we leaving?" It's literally how it started, we just started checking off boxes.

[0:05:02.2]

FT: We'll get to the financials in a moment but ahead of that, is this going to be something that you're going to do for the next 10 years? Do you have a timeline, are you going to come back to Huntington where you currently live?

[0:05:15.8]

JE: One year is what I think my type A personality, super OCD can handle. We said one year. We're starting to map out, you know, going south in the winter and then going out west. So we're starting to map out what we want it to look like and the campsites and we gave ourselves a year to find a new place we want to live. We don't, and I'm so sorry mom and dad, but we're not planning on – we don't think anyway, coming back to New York. But like with any endeavor, you don't really know until you do it.

So for us, we're keeping an open mind while selling the house, right? To bank the money and just have that freedom. If we see something we love, boom, we're just going to put the money down, that's what we said and we're just going to purchase.

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FT: This conversation you're saying, you look into your husband's eyes, "Let's get out of here," what brought you to that point? I mean, there must have been clues along the way that there was a change that needed to happen. Get messy in that for me a little bit. I want to know more about that.

[0:06:19.7]

JE: I've got a friend for four years who does this full-time. She actually was my virtual assistant for years, when she first told me she un-schools, I was like, "This is insane. Like, it's insane." So that was like four or five years ago, she just planted a seed but I called her insane and then over the years, we would touch base, she was doing work for me, she'd tell me where she was, in what state and I think you know this, when you plant a seed, someone plants a seed and then you kind of start watering it yourself, all of a sudden, the seed becomes a plant.

It became a plant and Joe and I just felt like we were done, it was literally in a conversation. If we can go there and you want to, you can decide but you know, this comes from Joe and I are survivors of a near death gas explosion when we were just married four months. For those who were listening who are survivors of something, life takes on like different meaning and because we've already, in essence, lost everything we've owned not by choice, 17 years ago we enjoyed, believe it or not, the freedom that came with not having a lot of stuff.

Of course, we had to deal with the post-traumatic stress, a lot of that. But when we got past that, there was this freedom of not owning a lot and you know Farnoosh, you have two kids yourself but like you start to collect as a mom, as a parent and we hit a point where we just didn't want to collect anymore. We felt like, "Well, let's "lose everything we own now" but let's do it by choice." So that's where it's coming from, you know? We've survived, we're just both entrepreneurs. Yeah.

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FT: I forgot all about that near death experience. What happened? You were obviously not at home when this happened.

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JE: Okay, so the quick on that is, I was working at a nonprofit at the time, the house had been consumed with gas all day, there was a leak on the street of a gas pipe and it was the middle of the winter so gas can't rise out of the ground, it just followed the pipe into the house and when my husband picked me up from the airport, he hadn't been home all day.

About 12 hours of gas leaking into the house and I tried to save our cats because they were in the house and literally, the house blew up on me, I mean, I know I'm making this simplifying this but I have about 35 stitches on my face, I love that you can't see them, thank you to my plastic surgeon.

[0:08:59.1]

FT: No you can't.

[0:09:00.1]

JE: But I was blown out of the house. I mean, I literally saw the light Farnoosh. All jokes aside, I'm here to talk about it. When that happened, I remember I told Joe, "There's a reason I lived

and why my eyes were saved,” because the door split and it could have taken my eyes. It didn’t and I found my profession, a year later, I quit my job and I’ve literally been doing this work through the birth of three kids for the last 14 plus years. Everything has a reason and now this RV trip feels like the next big reason for both of us, really.

[0:09:34.9]

FT: Wow. You’ve written a book, does it touch on all of this? Because this to me just seems like a puzzle that’s piecing together.

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JE: I love that. So it’s *Woman Unleashed* and it’s exactly pieces of this that I’ve learned over the last 14 plus years. I wrote it at the 10 plus mark and people always ask, “Jen, how’d you write a book? You had three kids under five in the house at one point, how’d you do it?” It’s very similar to the RV trip. I mean, I don’t know if you can relate Farnoosh but these things kind of birth themselves.

It just came to me and a friend of mine knew someone who was promoting a way to write books where I speak and they publish and I was like, “This is God telling me.” So I was meditating on the lawn, I speak it, they publish and it’s literally, yes, it encompasses all of this. It’s about keeping it simple but how to keep and manage your sugar to get rid of brain fog. It’s about getting rid of the junk, literally a chapter, right? Out of your environment; your relationships and your mind and so the book is definitely based on surviving and my lesson’s living and coaching.

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FT: What made you realize that sugar was your expertise, that that needed to be what you wanted to educate people on?

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JE: That’s a great question.

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FT: I love having you on as a guest by the way, you just tell me I ask all the great questions and makes me feel good.

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JE: They also, yeah, because they are. How I differ from so many other people that you know, are health coaches and everyone is for someone. But the difference with me is, I've been a recovering sugar addict like since I'm a kid. I grew up with depression, anxiety in the house, the real deal. Parents on and off meds, I've seen everything and I had my own challenges. My mom had told me just a couple of years ago, I was born sick, I had a cyst on my neck and she chose not to have the surgery done. So for the first year of my life, I was on an antibiotic.

For those who don't know, one round of antibiotics will kill the gut flora. A whole year's worth, forget about it. Gut health is absolutely related to sugar cravings. So poor me, I mean, yeah, now I give back by teaching other women, but I was a wreck as a kid. I mean, I didn't know 10 Oreo cookies, you know, was a lot and then I could eat two rows and then I would have anxiety and it was really tough.

As a kid we kind of laugh it off, I see that with my friend's kids and stuff but when you're in your 20's and you're still doing it and you're in college dressing up as a witch so you can get free candy with your friends, you know you have a problem. I really – after the gas explosion, I really decided it was time to just clean this up and get educated and it was like after I got certified, I knew that my problem was going to become my passion and the difference with me is you know, I teach people to kick it but I also teach you to manage it because I don't know, I respect those who are off it entirely but to me, I like to enjoy life and I have children and normalcy is very important in my house and so I kick and I manage it and it's because that's how I live.

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FT: All right, before we got on this podcast, I had to ask you a personal mom question related to my kids in sugar. Evan is four and, you know, we make sure that he gets his fruits and vegetables and generally there's no candy or – he doesn't even like chocolate, he actually does not like chocolate, believe it or not, which breaks my heart a little bit.

I'm hoping he'll outgrow that but as far as like his favorite foods, you know, and what he will sometimes cry at dinner to have, even though we've made like salmon, he'll want cereal, he'll want peanut butter and jelly. Like lunch time, I feel like we've come a long way even there because at first it was just peanut butter and jelly all the time and now I'm introducing like sushi and one thing that has helped is his school really insists upon sort of there like waste free lunch boxes.

Obviously the lunch box is reusable but like, the ingredients inside. So don't send for example, Ziploc bags full of treats or a pack of whatever. That kind of limits you or at least inspires you to cut up the fruit, right? And put it there and not do packaged foods. That's bene good, but yet, like a lot of parents, I'm frustrated because he likes to go-to kind of like sugary salty foods. How do I expand his pallet without having a fight?

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JE: I love everything you've shared and the first thing that came to mind is like you, modeling great eating habits is to me like number one. I always tell parents. Children, watch us more than they listen to us. So me modeling great habits is like number one. Just take, you know, a look at yourself without any judgment. Could you model it better anywhere? That's the first thing that came to mind.

Number two, given that I have a 10 year old now and I seen them through all these phases, taste buds are always changing and one of the pitfalls I see moms fall into is when a kid says they don't want it, they think that's permanent. So then they stop trying, just going to throw out the zucchini as an example or asparagus. Because that's two things I'm working on with my children and I just keep introducing it. We'll make deals. Farnoosh, I'll do it, I'm making deals at the table.

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FT: Oh yeah. Have four more bites and we'll get out the Lego set before bed, you know?

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JE: I love you, yes. Because of what I do for a living, I actually educate my kids from a really small age. Like to me, four, he's listening, he's supper smart. So I'm talking about how we have to balance out our processed foods with the healthier food that keep mommy and daddy healthy so we can be around a long time. I started that probably from birth, it's memorized in my kids.

Now it's like normal for them to say, "Wow mom, you know, I had sugar once today," they recognized it and say, "Can I have it again today?" You know, that's just a normal Edden conversation.

[0:16:23.5]

FT: I remember also before I had kids, there was a friend of mine who said that growing up, his mom is a nutritionist that they were conditioned to really see fruit as a dessert. Like after dinner, a lot of traditional families might bring out a piece of pie or a cake or a cookie. We don't do that, we'll do like pineapple or mango or strawberry and that just is like again, the modeling. That I feel like we've done a good job. My kids don't really have a sweet tooth, although my daughter, well, she's 18 months.

I think the milk just gets you off on – the milk is so sugary.

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JE: Well, what kind of milk? Talking cow's milk or breastmilk?

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FT: Yeah.

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JE: Cow's milk.

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FT: Well, I'm not giving my kid almond milk, you know? Until she's a little older, that can be a little –

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JE: Well, we could talk about that now or on a side note.

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FT: We're getting a little off the rails.

[0:17:22.3]

JE: I didn't give my kids all that much milk. So we could totally talk about that. But you mentioned something else about dessert. I love that. I want you to know, because addiction runs in my family, I don't do anything often. I'm going to say it again, it's so helpful, the tips that I share with women. I don't do anything other than the jam and drinking water, I don't do anything all that often.

I won't do a dessert after dinner every night. We just keep switching it up, when we go out to dinner, I know most people, their kids think of dessert. When I say we never have dessert, it's just not even a thought. We ate dinner, we go home and I did want to add that we do frozen fruit. Farnoosh, it's heaven. Frozen organic mango after dinner, you have to just experience it, literally. It's like ice cream. My kids will pick at the freeze for frozen fruit a lot and it's amazing.

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FT: That's a great tip. I love that and it won't go bad.

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JE: Nope, make smoothies in the morning for them, we can talk about that.

[0:18:27.9]

FT: All right, so many good tips. Hey, if I'm going to have a sugar addiction expert on the show, I'm not going to let her go without giving us a few takeaways. But let's get back to the financials of basically, starting a new life, you know? Selling everything, three kids, RV — So what was important for you as a family unit and as you and your husband are going through your finances to feel comfortable around? Was there a certain amount of savings you wanted? Did you actually model this out financially? They figure out what it would cost and what your — walk me through that a little bit because I think that's really educational.

[0:19:08.5]

JE: That's really important. If I can just say also, because I do the sugar thing so much, everything always links back to sugar cravings. Having, you know, debt managed, if you even have any and I'm feeling comfortable with the budget, really does help the emotional cravings that come.

I told you, there's no way we're doing this and then I'm going to be like having all these cravings because I'm so stressed out, you know, about the money. Yeah, we have a budget, I believe budgets equal freedom. Some people don't believe that, but for me if I know what I'm spending within a range, that's freedom to me. That we have handled. We have a — which is amazing for those who can relate or are like, "Oh, I want that too."

We have a nice amount of what we'll call passive income that comes in through my husband's business that we can literally live off of for the year without touching any savings. Whatever I make is gravy, so we're just like seeing dollar signs hitting the road that we're just going to bank.

For us, we feel truly blessed that we set ourselves up this way. The budget, Farnoosh, oh my gosh, living in New York or on Long Island compared to an RV, even if lavish, I want to say – what did we say? One fourth, one fifth what it will cost? I don't know how to spend the money. It's really incredible because being in an RV, being in that environment of that much downsize, you can't buy the typical stuff, that extra pair of boots. I'm already thinking about it, "Oh I need an extra dish towel." You don't buy it.

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FT: You don't buy it.

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JE: No.

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FT: Gas might be a little more expensive but.

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JE: Gas runs you about five to \$600 a month, which you know, hey, if you're not used to that, it could be something. But that's literally one of our biggest expenses. Imagine? That is going to be our biggest expense, we are going to trail our jeep. So as soon as wherever we want to be, we are just going to hop in the four-door Jeep and scoot around and that will be great and –

[0:21:16.4]

FT: So are you doing a 10 city tour, how's that? Are schools already – you already got all the schools lined up that you are going to be talking to?

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JE: Oh yes, so part of this is right as going school to school. State to state, ideally. I have not done that yet but I know doors are going to open. It's a matter of me just reaching out. So I haven't done that yet. I feel like, let me get the house in order, right? I call that the foundation, let me get the home schooling set up, the budget, getting the house on the market and I just feel like once I start reaching out –

[0:21:50.8]

FT: That is the easy part. It would be really interesting to regroup after a year that you've done this to learn about your new perspectives on lifestyle and what you actually need, what you thought you needed, what you desire now as someone who has gone through this experience. Maybe you will stretch it out for more time, who knows? Are you going to be open to that?

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JE: I am open to if in three months I don't feel sane, we're good. Like we gauge everything on how we feel. I mean, that is how I parent as well. You know, how are the kids doing emotionally? I am going to base it on how we feel but we do have the one year and no, we are not set on a year. If we love it that much, I mean I've got to find a way to drop into Alaska. I've got to make sure I hit Alaska in an RV. So if I can't get there in 365 days, Farnoosh, we're going longer.

[0:22:44.1]

FT: Tell me a little bit about your money perspectives, your financial philosophy, do you have one?

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JE: That's a great question. Well, you know what's amazing? Because I was listening to other podcast guests and so we all have different stuff but for me, it's partially my parents, which is "save for the future" but because of my near death gas explosion experience, it's also "experience what you want now".

So for me, I feel like Joe and I have a really good mix and we're married 16 plus years now. So we used to just spend and figure it out and now we're more about save so the stress isn't there and then how about you also have those moments where there's spontaneity because it can be stressful over saving. I have seen both sides you know? Over saving or over spending and I think that we have a nice middle ground now.

[0:23:40.5]

FT: So find the middle ground. It's October and our sponsor, Chase Slate, wants to know I think this is a cute question, cute/serious: what has been your scariest money experience or scariest money moment? Spooky.

[0:23:57.4]

JE: Oh what a great question. When my husband quit his stable job and I said, "Don't worry babe, I'll carry us until your business gets off the ground." We were married, oh my gosh, three months not kidding, the house blew up four months like don't get me started and I remember being his cheerleader and you know you had these grandiose thoughts when you start a business. You know, "The clients are just going to come and everything is going to work out."

I remember calling and he's like, "Nothing today babe," and I was like, "Okay, hun, I'll keep carrying us," and you know, "I want to have kids, how are we doing?" And so that I remember the entrepreneurial way wasn't quite as glorious. I mean now things are great. He is what? 17 years in, but that initial "you quit I'll stay" and then we reversed it, he had his business and I quit those are two, I would say, jumping off the trapeze and kind of waiting for the next bar to come.

[0:25:06.5]

FT: Right transitional. I think in writing a book about a female breadwinners and in the marriages where it is not necessarily the predictable thing like maybe they got married and he was making more and then it flipped, that can be very off-putting or unsettling for couples or individuals in relationships. So I found through a lot of my interviews that women and men say the important thing is that you when those things happen, you really reassess each person's contribution and

purpose in the relationship. Because sometimes so much of our sense of contribution and self-worth is tied to our work and the money that we bring from that work. So I don't know if that is something that you can relate to, but I feel like that is something that a lot of other couples will say was necessary.

[0:25:59.5]

JE: Absolutely. So Joe and I, we base our relationship. We always say why we've made it work all of these years because I mean it is not easy. Every woman who is being honest will admit, you know living with someone else raised different than you it is not easy. But we've got this open communication "tell me like it is. I promise not to get insulted" outlook and agreement and so when I am starting, which is so great, not reach to where he is, but I am creeping up there Farnoosh, it is feeling really good and he just this morning knew I was coming on with you and he said, "You know babe, I am so proud of you and everything you're doing," and there is just zero jealousy.

I honestly think he would love it and we just don't have our self-esteem tied I think to those roles the way most do. Maybe because I carried us and he rocked out his business and then vice versa. Then he carried us and we just recently hired someone, afternoons, part-time to help me so that, you're ready? I don't fold laundry anymore. There's nothing wrong with that.

[0:27:06.1]

FT: Hallelujah.

[0:27:07.6]

JE: I don't do laundry. She cooks what I say. She's paleo, she's super healthy, she drives my kids when, you know –

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FT: How did you find her?

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JE: Oh my gosh, my husband said, “You’re growing so fast, we need to get you help,” and I was like, “I don’t think so. How are we going to afford this?” Let me tell you, your income levels will raise to meet your needs. This woman is more than covered and she’s a gift to us because I feel like with the RV trip same thing, when it’s meant to be and you are rising up to your next big thing that you are doing with your life, the universe, God, whatever you believe in it just rises up to meet you and we found her and she takes over, Farnoosh, so I can do – she is me literary. I’m duplicated.

[0:28:00.2]

FT: What was that job description and where did you put it? So I can do that and get that person to come to my house in the afternoon.

[0:28:06.0]

JE: I did care.com and with all due respect, I’m giving my husband, this is what we do with each other, all the credit. Because I’ve had amazing woman that I found but he wrote it, maybe it was with his masculine energy, I don’t know? But he did it and I am thanking it ever since and she was the first woman we interviewed six months ago and, you know, you’ve got to vet them out but you’ll know when you meet and so I am proud to say I no longer do laundry.

But I will tell you just real quick on that, that was really hard transition. Okay the first month or two because I never realized how much of my worth almost was tied to yeah I also bring in money but this? No, no, no I take care of the house. So letting go of that I had to just realize just because we call ourselves moms or a wife that that’s a cultural thing. We don’t need to embody that and make that a truth. So when I let go of that, I don’t even vacuum anymore. I’m like, it is just a number.

[0:29:05.9]

FT: Fantastic, good for you. A good way to invest your money. Later I ask guests like, “What is an expense that you afford that makes your life easier and/or better?” I think you just answered that.

[0:29:16.5]

JE: Yes.

[0:29:19.2]

FT: Let’s do some So Money fill-in-the-blanks, speaking of. This is when I start a sentence or ask a question and you kind of fill in the blank or answer it really quick off the top of your head. Don’t over think it, I guess, is my only advice. So the first one is, when I – no, not when I, imagine that “When I win the lottery” because that’s happening.

If I ever win the lottery let’s say half a billion dollars, \$500 million, a \$100 million whenever they go for now, the first thing I would do is _____.

[0:29:49.4]

JE: Buy a house in the Rockies.

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FT: Yeah? So what’s your draw there? Are you going to end up living there after your RV tour?

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JE: Well, I said buy a house there because I need several. No, I need water. Water is very healing and life giving to me. So I know we don’t want to live there forever but I would have multiple homes, for sure.

[0:30:13.6]

FT: Around the Rockies.

[0:30:15.1]

JE: Hands down. Rockies they're inspirational. I mean I don't know if you can feel if you've ever been, but inspirational.

[0:30:21.6]

FT: Wow, what a gift you are giving to your children, P.S., taking them across the country. I've been to a handful of states my entire life. My parents, we didn't even go to the beach growing up. We would just hangout mostly at home but I think they were just tired of all the movement. They immigrated. So they're like once they got here they were like, "We're good. We don't need to see any more of the world."

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JE: Amazing but that's real for them. My parents have no desire to move, they think we're nuts. I respect it just because I know the mentality but I'm going.

[0:30:59.5]

FT: Yeah, well RV is moving people. Get on it or bust.

[0:31:04.2]

JE: Truth.

[0:31:05.9]

FT: All right, one thing I wish I had learned about money growing up is _____.

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JE: Oh to save more of it when you are young because man –

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FT: Because your house might blow up.

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JE: Oh, it's just all the money I spent as a kid, right? Oh I would just have saved more of it as a kid. Now I believe in a balance but as a kid, save it.

[0:31:30.0]

FT: Now I wonder if there are similar principles like with your children where not eating sugar is not a fight, it is not a tradeoff necessarily but when you are a kid and you make your money saving it can feel that way. I know a lot of parents are doing the good work of modeling well for their kids and I know a lot of people on the show say, "When I was a kid that was just the way I was raised. That you saved your money and I just took it at face value," and it is as simple as that sometimes, right?

[0:32:01.0]

JE: It is but just the way I teach my kids about sugar, my parents were so tight about it that it turned me off. So too tight about sugar, your kids get turned off. Too tight about money, I got turned off. Versus, "Jen you know save 70-30. You know enjoy the 30 save the 70." So it was too tight, so I rebelled.

[0:32:24.7]

FT: Oh I know. So it's like me, I'm on the Whole 30 right now. I do this once a year, it is my second year for a month and I am in detox mode right now where I am looking at a picture of

muffins right now and whimpering on the inside. but I know I just need to get through this week and on the first day, I just decided spontaneously to do it. It was October 1st and I was like, “I am doing it.” I said, “I just need to commit to a whole 24 hours,” just commit.

And I have been repeating that word commit in my head. Maybe it was the Will Smith video that I saw when he jumped out of this – he turned 50 and he jumped out of a plane or whatever he did and he kept saying on the interview later like, “You’ve got to commit, just commit!” So I have Will Smith in my head telling you to commit.

[0:33:12.5]

JE: Hey, I’ll take it. Hey, I started October 1st too, we didn’t even know that on this call.

[0:33:17.2]

FT: No, we didn’t. No way that is so –

[0:33:19.5]

JE: Processed food free and sugar free with the exception of fruit and raw honey.

[0:33:24.1]

FT: What I like about the Whole 30 is that you can still have fruit. You know, you can still – I feel like I have more choices on the Whole 30 than I do on other diets that I cut out less off and you know when I first seen it last year, I was big on dairy. Oh my gosh, cheese and yogurts and coffee with milk and now I’ve probably gone to, since that month while I have gone back to a lot of the regular eating habits but the milk. The diary has really, I realize I don’t need that and I don’t miss it.

[0:33:53.5]

JE: Huge.

[0:33:54.3]

FT: Huge, so I do these things — I feel like if I can learn one thing and stick with one good habit from a month full of extreme habits then I think that's success.

[0:34:06.1]

JE: Yes, that's how you do it by the way. That is exactly what you do. You build on wisdom for the next thing. I always told my clients that. It's just wisdom, beautiful.

[0:34:13.7]

FT: All right, next when I donate I like to give to _____ because _____.

[0:34:19.8]

JE: Oh children's charities because they are our future.

[0:34:23.3]

FT: Yeah, by the way you're hitting up all of these schools, are you thinking like elementary, middle school, high school, all of it?

[0:34:31.8]

JE: What a great question, I love elementary. Those kids are so delicious at that age. High school, you probably get a couple of eye rolls because they're already dressed about the juicy fruit. But for me, if I can show how much sugar is in something in a live demo and then show them a fast food burger from 2006 that's in a zip lock in my garage that hasn't deteriorated like I'm good. I don't say much.

It is my signature 20 minute workshop, right? So I am not about yeah, I am not about preaching. I am about showing and showing is life-changing and that's what I am going to do and that's how I am going to pitch it to the schools. So I am thinking elementary schools and in areas where children don't have access to this information at all. Like my kid's Montessori, I've done it there multiple years and while I love it and that's what put the idea in my head that I can deliver a 15 minute workshop impactfully.

It is impactful, but they know a lot of this. They're coming in with fruit. We can't do cupcakes or anything for birthdays. It takes the extra kick out of it for me, you know what I'm saying? Versus I get a kid who maybe is on the spectrum parents don't know why, they are a little anxious and I can teach them how sugar is hidden in everything and all you've got to do is consider water over a Gatorade or a Coke but not because Jenn said so because you pour 15 teaspoons on a plate and their faces Farnoosh are priceless and so they'll remember that forever when I am long gone. So yeah, it's kids. I'm all about the kids.

[0:36:19.3]

FT: All about the kids. I do think that you can make the argument that are these for me? My kids are growing up with a lot of healthier eating habits than I did where there just wasn't as much education in the 80's around what's – like how sugar impacts your health and carbs and all of that. I mean just last week they told us it was okay to eat as many eggs as we want. My entire life I was limiting my weekly egg consumption to two per week because I thought I was going to die of a heart attack if I did it the other way.

[0:36:51.3]

JE: Okay, not true so far.

[0:36:52.9]

FT: Not true. I love eggs, thank God.

[0:36:55.4]

JE: I know because we can eat that for the month.

[0:36:58.5]

FT: No but how many lunches did I have with baloney and mayonnaise and white bread and the soda that I drink? I mean my kids had never had soda. Well, clearly my baby has never but my son is four, has never had soda and I know that that is a huge thing if you can just that alone is such a huge win. I don't know if I can control this. He is going to be going to more playdates in other people's home soon but not in our house.

[0:37:27.1]

JE: Control verses educate Farnoosh.

[0:37:29.0]

FT: Yeah, he can do it.

[0:37:30.5]

JE: You are just going to teach him what it does, that's all I do and if they have it. I bless them.

[0:37:33.2]

FT: Right, it rots your teeth.

[0:37:35.6]

JE: I bless them, yep. I bless them and move on because some of it we can't control. I just keep educating.

[0:37:41.7]

FT: Yeah, my mom used to strap me in the car with the seatbelt on so I couldn't leave the car and well I mean also because it was not safe not to have your seatbelt on. But her point was like, "I strapped you in and I would just drive and I would tell you things that you just had to absorb because there was nowhere to run, nowhere to hide."

[0:38:01.3]

JE: Wow.

[0:38:02.4]

FT: That was where I got a lot of life lessons growing up between the ages of four and eight, was just in the back of the car.

[0:38:09.2]

JE: That's beautiful. I'll make sure I do that in the RV, no really thank you for that.

[0:38:14.1]

FT: Yeah, that's the best time to talk to your kids because no one is going anywhere for a while especially you.

[0:38:22.5]

JE: You'd be in the car there's nothing, we are just talking. It is a beautiful thing and we are a talking family so it works, TV's rarely on.

[0:38:30.3]

FT: And last but not the least, I am Jenn Edden, I am So Money because _____.

[0:38:35.3]

JE: Oh I spend my free time doing good on the planet.

[0:38:43.9]

FT: Yeah.

[0:38:44.2]

JE: I really do. It's crazy good.

[0:38:46.5]

FT: And the good is starting at home. You are doing such a great service to your family and to your kids and I look forward to staying in touch all this time as you embark on this and keep us updated and maybe have you back in a year when you've been through it and you have more to say, I can't wait.

[0:39:05.3]

JE: I cannot wait. Thank you so much for having me.

[0:39:08.0]

FT: Best wishes.

[END]