



DANNY LENNON: I'm with Jeff Nippard, welcome to the show man, how are you doing?

JEFF NIPPARD: I'm good Danny. Thanks for having me. Long time listener of the show, so it's a real pleasure to be here.

DANNY LENNON: Yeah, we're just talking - this is probably a long time coming because I was just saying the quality of work that you're doing at the moment is outstanding and I think you're doing a great service to the fitness community in general, and I think we'll probably touch on that in a while, but maybe for those listeners who have yet to come across your work or who have maybe briefly seen bits and pieces but maybe don't know your full kind of background, what's the best way to get people up to speed with who you are, what you're doing right now and I suppose what you're all about?

JEFF NIPPARD: Yeah, sure. I'm a Canadian natural professional bodybuilder. I first started out competing in body building when I was 19 and in 2009 I won a couple of provincial titles in body building. I went on to win the Canadian national title for national body building as a junior under the guidance of Dr. Layne Norton who you've had on here. After that, a couple of years later I turned pro in California in the WNBF which is

the World National Bodybuilding Federation, and since then I've done one pro show. That is my main claim to fame within this sphere. I also compete as a power lifter, so I've done actually as much power lifting as I've done bodybuilding in terms of competing and so I like to balance both of those. More recently I've really gotten involved in the social media and YouTube side of things so I've been investing a lot of my own time into increasing content over there in which I try to blend together my education and experience with bodybuilding and power lifting in just sort of like a digestible way, and I've really gotten into the production side of things and producing videos to be the highest quality that I possibly can, so I've gotten really passionate about that of late.

DANNY LENNON:

Yeah, as I was saying to you off air, you can really tell that. And for anyone listening who hasn't checked out Jeff's YouTube channel or the quality of work he's doing, make sure you go and do that because it really is a great balance between, like I said that production quality but the information is exceptional as well. Actually that kind of leads us onto the first topic I wanted to dive into because I think a while back you had done video where you were talking about one of your own phases where you were trying to - essentially going into a gaining phase over a number of months and you were doing that with an intuitive eating type approach, and I think that was a particularly interesting insight for me because not only was it interesting to see how you were going about it, but when you dived into the broader idea of what intuitive eating is, it highlighted quite an important issue that I think it gets a lot of misconceptions around it and maybe a lack of an understanding of what that term actually means. Maybe as a starting point before we get into what you did and how we can get into it further, when it comes to just intuitive eating, what is the best way for people to accurately think about what that actually means?

JEFF NIPPARD:

Yeah, that is a good question. When I first started introducing this and just talking about it even with my clients and just generally on podcasts and so on, I think I encountered a bit of a resistance to it just because of the semantics of the name. It almost sounds like a hippy idea,

like intuitive eating, you kind of just think about what you want and you can have that and all will be well, so maybe it might not be the most appropriate name for what it is. But I like to think of it as a form of eating where you are focused on eating for physical rather than emotional or environmental reasons, and then this opens up a whole other can of worms in terms of how you actually implement that in practice. But the idea is that in contrast to the traditional style of eating that bodybuilders would employ like just meal plans, clean eating, and then even if it's your macros or flexible dieting. The constraints in intuitive eating are different in that they're not tracking based. They're not quite as rigid, whether that is rigidity in the form of having a set meal plan or rigidity in the form of having set macros, and in a sense it's sort of auto regulated. You base what you eat off of internal signals and sort of how you're feeling that day, so it really requires that you get more in touch with your hunger signals and internal satiety cues.

DANNY LENNON:

Yeah, and I think that is an important point to touch on because that kind of condition I suppose around it of having to base things around hunger and satiety and then that is what's going to determine meal decisions or portions or whatever, that kind of throws up this question of people who are maybe better or worse at doing that, and so often we have this disconnect between one thing to eat and actually being hungry for food, other than like true hunger for something, and so with that, because one of those conditions of using this probably in a beneficial way is being able to use hunger cues and satiety correctly, do you think that is a learned skill that people can work on, or even a learned skill might not be the correct way, but is it something that over time people can improve and get a better awareness of so that they can then be better at using such an approach?

JEFF NIPPARD:

Yeah, definitely. I think like anything it's a skill that you can sharpen, and I don't think it comes naturally to a lot of people, especially people who will be listening to this podcast who tend to be more concerned about body composition goals and so on especially competitive bodybuilders. But I think that it's also very individual. I think that it comes easier to some people than others. Speaking just for myself, I

currently find it to be the easiest way to diet, which is why I do it for the most part, but it wasn't always that way. I would imagine probably four years ago, I can just imagine after competing in Canadian nationals, I would have really struggled under the simple guidance to eat when hungry and focus only on internal hunger signals to guide my eating. That probably would have resulted in a body composition nightmare. But I think that over time if you have guiding principles and you sort of learn from your mistakes and learn what does and doesn't work just like any methodology, it can certainly be very effective and I think very lifestyle friendly if done properly.

DANNY LENNON:

Right, so anything that is going to be lifestyle friendly when someone, especially when they are trying to diet, which is never going to be fun is going to be a positive thing. But are there other reasons why this approach might be useful for people that you can see, or in other words, what are the reasons why we really think that something like this could be a method that's maybe getting promoted or should be beneficial to certain types of people? What are some of the reasons why it may be useful at least to consider?

JEFF NIPPARD:

Yeah, I think that just being more lifestyle friendly is probably the main one. However, I find that there are some just issues, if not inherent to flexible dieting itself, they just tend to go hand in hand with people who do flexible dieting. An example I think would be an obsession with the number season tracking rather than a focus on eating more helpful foods. People tend to become really, really focused as long as they hit the numbers by the end of the day, then that is the most important thing. Granted, that is probably the most important thing when it comes to driving body composition changes, but in terms of the diet as a whole, I think that intuitive eating can place more of an emphasis on making better food choices, whether that be higher fiber, more voluminous foods and so on, and so in a sense it can make the diet easier because trying to cram in some pop tarts or something into - and if it fits your macros, meal plans can leave the athlete feeling hungrier, less satisfied and so on.

Also I've found in my experience it tends to develop a more healthy relationship with food in athletes and I think that there is some literature to support this as well, in a sense that you tend to pay attention to what your body is saying as opposed to trying to ignore it. So, when doing flexible dieting, you're really focused on hitting the macros regardless of what your appetite is saying, so if you're hungry, you ignore that, you push through it. If you feel full and you still have macros to hit, then you eat in spite of not even being hungry. I see that as potential drawback to the stereotypical flexible dieting that you don't even see in intuitive eating, and I think that intuitive eating can actually drive progress further or expedite it in the sense that if you're not hungry, you don't have to hit those macros. You might actually eat a little bit less than you would have as long as it hits your macros plans and get a little bit more fat loss a little more quickly.

DANNY LENNON:

Yeah, sure and it ties back to essentially what you said earlier, that order regulation element, that is what it is, right? That you don't have to hit a specific number either above or below where you want it to, based on that and I think that it's starting to get interesting when we kind of consider then the types of people this may be useful for because like you said, if there is people who have an obsession, whether that's the scale or having to weigh every food to hit like macros to the gram, or just generally have unhealthy relationships with what food is representing, this can be maybe used into kind of build some of that relationship backup before they go through maybe a more control based dieting pattern for example. So, when it comes down to making decisions around this, what do you see as the circumstances or factors that should influence someone's decisions as to whether maybe this is a more beneficial approach for me than what I'm doing now or even vice versa if it might not be?

JEFF NIPPARD:

I think that generally the answer you get to this is you should at the very least have a strong familiarity of the macronutrient composition of foods generally speaking, so you should be familiar with food labels, how many calories are in common foods that you eat, and I think that this is a

good idea. I think that tracking for some period of time or at the very least familiarizing yourself with food labels is smart before getting into intuitive eating, because I think that probably one of the main reasons why I have been able to be so successful with it is that I am able to sort of eyeball it or keep this like sub conscious mental catalogue of what it is that I'm putting in my body and I don't think you'd be able to do that if you were to just jump into this approach sort of cold turkey with no dieting experience whatsoever. So I would probably recommend taking some time to familiarize yourself with apps like MyFitnessPal, at the very least get used to roughly tracking your food so you have some idea of what is in different foods, and then from there I think that there is no reason why you wouldn't be able to transition into a more intuitive approach, and perhaps even start with an intuitive approach and sort of do it concurrently. So you could play games with your significant other for example where you try to guess what the calories are in certain foods or what have you or just make that extra effort to actually look at the back of foods when you're grocery shopping, that sort of thing, all the while sharpening those intuitive eating tools which I think we'll get to.

But I'm not convinced that there is a camp of people that it's really good for and there is a camp of people that it just won't work for. I think that if it's implemented properly, it should be able to work for more or less everyone. One potential exception might be people who are immediately post competition or they just got really, really lean and so as a result have developed a very, very strong appetite and it might be very difficult for them to get in touch with their hunger cues because they're sort of just all over the place. For them I feel like it might be better to sort of try to come into balance, get back to homeostasis as quickly and smoothly as possible, and Eric Helms did a great job. I would more or less endorse his recovery diet where you get the athlete back in some sort of surplus, get them recovering better, get them kind of back into a place where they are more comfortable and then from there I think you could transition into more of an intuitive approach but except for

that place, I would say most people would do well to just start with it.

DANNY LENNON:

That makes a ton of sense, and I like that you mention it as maybe a transitional kind of journey from using something like MyFitnessPal and tracking things for a period of time. I think this has probably been mentioned a couple of times in the show as well, and I know Alberto Nunez for example is one talking about using that tracking to build an awareness and a set of skills that then can translate into other areas when you don't have to count calories all the time. So I like it's at that process that you laid out of transitioning away from it and it doesn't have to be pick one or the other, or this is always going to be the way, and I think that probably throws up the idea of where most people should probably want to go, right? As in, of doing all this time of tracking, and it's again with our clients at Sigma, we do the same thing of getting people tracking for at least a good period of time because they learn certain skills, but in the long term, they should be able to transition away from it, so I like you bringing it up. And it's probably important that we circle back to that point that you mentioned right at the outset that there is that big distinction between intuitive eating and just kind of eating what you want, right? That there are still some sort of constraint, so having that understanding of hunger and satiety is going to be important.

I'm trying to think of, when you discussed some of this stuff in the video, there was a really important point of the accompanying psychological components to it, and I think you maybe got into like acceptance base versus a controlled base kind of psychological framework.

JEFF NIPPARD:

Right. That was more so in the context of curbing cravings or handling cravings. So there was an interesting study where they gave some people a bunch of Hershey kisses and they had them carry the kisses around with them for 48 hours. One group as instructed or taught a more rigid based control, so they would try to like distract themselves or like deflect the cravings when they had them, look away, it's like analogous to like keeping the food out of the cupboard or like hiding it on the top shelf or something like that, whereas the

other group was taught more of an acceptance based approach, so you recognize the thought for what it is and sort of accept it in that moment. It's very in line with the whole mindfulness meditation technique which you are probably aware of, maybe you've talked about, but yeah, it's more of an acceptance based approach, and in short, which one you do better on seems to be dependent on how sensitive you are to food cues going in. So people who are more sensitive to their food environment actually tend to do better with a more acceptance based approach, and then people who were less sensitive to their food environment tended to do better with a more rigid based approach, so like distracting themselves or pressing or what have you. I thought that that was interesting. It just really drives home the idea that this really is individual and there isn't one method like you've sort of said that is better necessarily for everyone. However, I do find that the acceptance based control approach tends to mesh well with the intuitive approach because I found that practicing things like mindfulness, meditation or mindful eating tends to really sharpen your abilities to focus on these internal cues and you just get better at them and you accept them. If craving arises, you accept it rather than trying to suppress it and so on. Certainly it takes practice but I think that that is an effective way for at least a lot of people at curbing cravings and being more successful with the intuitive approach.

DANNY LENNON:

All right, so it's when we're talking about accepting them, it's essentially when they come up, not trying to worry about them or trying to do something about them, just notice that they're there but still being able to essentially not go crazy and have to take something, right?

JEFF NIPPARD:

Exactly, and it's also noticing them without judgment. That is a big thing. Like people look at the cravings and they immediately give that a negative connotation and then just like that's then associated with feelings of guilt and so on. Yeah, I think that that is the basic idea with acceptance, and I think that if you're someone who has practice mindfulness meditation and you've been in the situation where you are aware of the different parts of your body and the different stimuli around you, that will make more sense than maybe to

someone who has never had that experience before. It might be a little bit confusing. How exactly do I accept a craving? But it's basically more or less noticing without judgment would be how I would think of it.

DANNY LENNON:

Yeah, it's interesting, and again I'm not expert in mindfulness meditation, but from stuff that I have looked at and stuff that I've played with, I'm trying to think one of those big elements of like mindfulness is like you say of distinguishing someone from the thought that comes up. So presumably we're talking about the same thing here of distinguishing a craving from you as a person or your kind of self-worth or you can't do something right because when we talk about acceptance, I've seen a lot with people where they're going through a dieting phase and maybe they start to feel, get certain cravings or they just want some food or they're thinking about it a lot, but again like you said, they start to think negatively about themselves because, why can't I can't I do this without being obsessed with food all the time or wanting to eat? Or why do I even want to keep going and eating a certain type of food? I can definitely see where those links come in with mindfulness.

JEFF NIPPARD:

Yeah, I think that is a part of it, and keep in mind that is just one thing that you can do to sort of help you with intuitive eating. I think that the most important thing are three principles which I outlined in the video that you've mentioned but they're that you give yourself unconditional permission to eat when hungry and what food is desired, so that is the first one, and that is the slippery one that most people get caught up on and think that that can't possibly be an effective dieting strategy, but it has to be couched within the context of the other two which are that you eat for physical rather than emotional or environmental reasons, and so when people retort that away - if I did that, I would just eat everything all the time and then I would say, "Well that means that either eating because you're bored or you're stressed or anxious or sad or something like that or there is just a ton of food around you and feel like you need to, in which case it's environmental." So if you're truly eating I think for physical rather than emotional reasons, that negates a lot of those pushbacks. The third one would be that

you rely on internal hunger and satiety cues to determine when and how much to eat. So those are the minute three tenets and then practicing things like mindfulness, meditation, mindful eating, where you are like aware of the food and the sensations of the food and you're aware of assessing your sort of like hunger levels as you eat the meal, eating slowly, those are sorts of things that you can do to make your life a little bit easier.

DANNY LENNON:

Awesome, so if we have someone that maybe up to this point has typically used, or they're like a very control based approach where they are tracking, and every time they've dieted they've used MyFitnessPal tracking stuff and using those numbers to kind of guide their progress and what to do, if they were maybe going to make a transition and do something that is more in line with this intuitive approach we've talked about, maybe one of the big questions that would pop up is how they go about making those modifications, so whether they're trying to control their physique and move the weight either up or down, that could be for aesthetics reasons, it could be for, that they compete on a weight class based sport but they're doing something where they're trying to move their body weight up and down, and in the past they would have obviously had, okay, it's trending in this direction or it's making progress or not making progress, so I can make some adjustments to these specific numbers of calories that I know I've been hitting. How should they practically go about making modifications then when they don't have that kind of thing to fall back on or that precise accuracy to fall back on?

JEFF NIPPARD:

Yeah, it's a good question. I think that psychologically a lot of people will struggle making that transition and so I tried to ease the transition by making it stepwise, so if you're on, I don't know 200 grams of protein, 227 carb and 53 fat now, get used to like making them round numbers or making them ranges where you have like, as long as you are within plus or minus five to ten grams of your macro target then that is fine. From there you can start introducing more flexibilities. Like on the weekends you could have a day where you sort of like try intuitive eating, like you just don't track that day but you just try to make good food choices and

so on, and then slowly people tend to just get the hang of it. If they've been tracking for any period of time, they take their hands off the handlebars for a little bit and it's a little uncomfortable at first but yeah, they just get used to it. So I would say make some sort of transition, slowly increase the flexibility of it and then eventually you will just be doing full-blown intuitive eating and it will just feel a lot simpler than maybe you thought it was going to be because it's really eating like the majority of people who aren't physique and strength athletes just more or less eat to sort of maintain their weight.

DANNY LENNON:

Yeah, sure, and maybe a kind of second related concept to that would be if they get to a place where there is either a lack of progress in whatever way they're trying to move this body weight scale, and in the past they would have been able to make an easy adjustment of, "Oh, I just need to change my calories by this amount." With that in mind, obviously they're still going to need to change caloric allotment. Have you found stuff practical that you've either used yourself or you've talked to people about, "Here are some good ways of first things to modify if you get to a place where progress stops or isn't moving as you'd wish?"

JEFF NIPPARD:

Yeah, that is a good question. One thing that I do, so let's just say you were in a caloric surplus and now you're in a place where you want to cut, what I'll do is I'll track for a week or two even just to get an idea of where I am if I've been intuitively eating for a while. So I think that doing this occasionally if you come up at a stall or you're stuck and you're not sure where you are, you're kind of shooting in the dark day to day, you're not sure why you're not losing or whatever, then just you know how to do it at this point. So just track for a few days, see where your calories are, see what you kind of have to eat for those couple of days to keep losing or to be maintaining like you were if you had a stall and then adjust accordingly so you can track another couple of days, put yourself in a deficit from there and then sort of guess and track and then you're off to the races again. You just have to eat relatively similarly to how you did in those few days when you were tracking. The other thing that I do is I do focus on the actual foods themselves. So when bulking

an intuitive leading, I might be able to get away with having a sub every day for example. When cutting I might know that that is probably not the best food choice, I replace it with some chicken rice and vegetables or something like that. It just makes life a whole lot easier because there is more satiating power in those foods and you want to stick with those foods. So if there is obvious in your diet that you're eating day to day and even if you are intuitively eating, you can make a mental effort to switch it. It's not like this is a complete free for all. You do have to have some constraints on yourself and you have to remind yourself like you are a cutting, so you do need to have some self-discipline in those moments when you're like, I really do want a sub and I do have unconditional permission to eat what I want and when I want, but another part of me knows that I'm cutting and it would make sense to have something a little bit lower calorie at this moment and in which case I think that's a perfectly viable option.

DANNY LENNON:

Yeah, and I think that kind of ties back to what you said earlier about the inherent importance of just understanding calories and macronutrients even before doing this, right? So it's not this distinct thing of, oh, this person is all about macros, this other person is about intuitive eating, and like you said earlier, it's kind of like hippie kind of, I'll kind of eat whatever or I'll just eat healthy. It's very distinct from that trying to eat healthier I think in that if you have an understanding of calories and macronutrients, that food swap you mentioned of not having the sub but instead having some chicken vegetables and rice is not a case of the sub is unhealthy and this is healthy, it's a place of, this food is going to be give me a meal that is probably going to be as satiating maybe even more because of the protein. It's got a certain amount of fiber but like now it's going to be lower calorie for this amount of volume, and that understanding can only really be gained once you understand inherently what's in your foods, right?

JEFF NIPPARD:

Another thing that I do just personally as a body builder is I'll really try to make an effort to eat four to six meals per day, and I generally eat them around the same time, so it's a little more rigid than it sounds on paper when I give those

three guiding principles and in each of those meals I really try to eat half a gram of protein per kg of body weight, so for me it's at least around 30 to 40 grams of protein in each meal and I make sure that I'm hitting my daily protein targets because as we know that is pretty important for building muscles, so that is something that could fall by the wayside if you literally just pay attention to those three things, like if you only paid attention to your hunger signals and eating what you want unconditionally. So that is another constraint that I put on myself. I do also really pay attention to my body weight. It doesn't mean weighing every day but at least a couple of times a week I'll weigh in and kind of see where I'm at, and then if I need to adjust, I'll either do one of those intermittent tracking periods to figure out where I am or I'll just adjust my food sources like I said and say okay, have a look at what am I usually eating during the week and where can I sort of cut some calories from?

DANNY LENNON:

Yeah, sure. I like that. I think we've covered a lot of ground on that and before we did start to wrap things up, I do want to touch on a second topic that I had in my mind around I suppose the general term of body recomposition just purely by the fact that because you're a natural bodybuilder and with the kind of physique you've got and the kind of audience that you've built and the clients that you're working with, undoubtedly I would say there is a lot of people coming to you with this, "Jeff, help me out. I want the holy grail of more muscle and less body fat," right? So, when we're thinking about that, of course people can talk about like, is it the best way to go in a short period of time for body recomposition or looking at distinct kind of gaining and dieting phases, but when we're talking about maybe a longer term broad perspective of someone that has that idea and essentially most people that are training or eating, to do anything with their physique, most people are in that camp of wanting to do both of those things. From a kind of very broad view, how do you start thinking about that process of body recomposition? How should people start thinking about how this can - what's a good game plan for them to have in a long term sense?

JEFF NIPPARD:

I think it really like most things depends on their level of advancement in the individual. As you've undoubtedly talked about before, beginners, it tends to be a lot easier for them to get that more quickly, to build muscle and lose fat. As you get more advanced, it becomes more and more difficult, so it really does depend, and it also depends on the level of body fat and as people who are carrying more body fat, it's easier for them to get that recomp more quickly than not. And then people who are using anabolic steroids, it's a lot easier for them. You'll see guys in the IFBB gain weight into their show as they lose body fat. That I think is just a lot less common in guys who are more advanced and who are natural and who are already relatively lean. Certainly it can happen of course and I think I've seen it in myself but I think that we should be realistic about what you can expect in the timeframes out of the gate.

DANNY LENNON:

Yeah, and I want to kind of dig into that because like you said, when we're talking about like a beginner, general if there are like trainings in place and their nutrition principles are pretty good, they can see like rapid progress in both over time, and I think it starts to get interesting when we talk about people more towards the advanced end of the spectrum.

JEFF NIPPARD:

True. Yeah, I agree.

DANNY LENNON:

So if we consider someone in your position where you're obviously at the very, very top of this, even just to give people some perspective, when it comes to changes in your own body composition of let's say a 12 month period, what are you typically looking for over say a 12 month block just to kind of put some perspective around this?

JEFF NIPPARD:

For me, just to give you some context, I've been trying for 11 years and I've been competing for I guess eight, so a pretty long time. So I would consider myself to be pretty advanced and I think that at my point, what I really focus on is progressing in the gym, and I do split it up into phases, so I don't try to get recomp in a month or two. I try to look at how I looked this time last year versus how I look now. A lot of the time if I'm getting in contest shape, just to give you some

idea of this, which might be discouraging but there is a silver lining, I think my stage weight since 2012 until now has been exactly the same, so you really do reach a plateau but for all that I think you still can improve your appearance. You still can look denser. You can improve your conditioning, so even if it's the same body weight on stage, you can still have quite a significantly different look or improved look I should say. But for guys even if they're not competing, I do think that splitting it up into phases is the way to go, and if for no other reason, it would be psychological, because I find that if your goal is recomp and you're just like "gain-taining" or what have you where you're like roughly at maintenance or maybe you're in a slice or plus or a slight deficit, it seems to work both ways and you're really focusing on training hard in the gym and you're wanting to do both of them at once, it can be really, really hard to gauge that like you said. You might not see any visual difference in the mirror for months and if you're gaintaining, and then by definition you're sort of trying to maintain your weight, and so I think seeing that recomp throughout the process of training can be really, really difficult even as a coach I think to see it. It would be really, really difficult visually, and I think that that can be discouraging. So what I would recommend doing is having a phase where you catch and so you aim to get decently lean and then after that now you're in a phase where you're trying to gain and you actually actively aim to gain muscle, and what I found is that in this case you can actually get at the very least what appears to be very impressive body recomp because if you're already lean, then presumably you're glycogen depleted. Perhaps if you're quite lean, maybe even lost a little bit of muscle in the process of getting that lean, then what I like to do is increase training volume, increase calories at the same time and that is as I see it a very large anabolic stimulus for growth. I've seen it myself where if I get to a point where I'm not necessarily stage lean but I'm like whatever you want to call it, beach lean or like something under 10%, then I can look a lot bigger and a lot more impressive in a couple of months of over feeding after that and that is a lot more motivating than trying to make it happen concurrently even if you end up to the same place.

It's a lot more enjoyable to sort of see progress as it happens in my experience.

DANNY LENNON:

Yeah, and probably it just prevents some monotony that you have these distinct phases where there is a different approach. You kind of are changing things completely around from phase to phase or at least how you are going to go about and approach it and there are some aspects that pp enjoy of like, "I'm focusing on this now, so here is what my meal might look like," or something like that. I think then the other thing that led on to that I was actually planning on asking was about matching up those different phases with training phases as well. So you mentioned that around having those distinct phases where you are going to push up calories so there you can push a bit more volume, what might that look like for someone? Is there like any guidelines you would suggest to people who are going through these gaining and dieting phases how you structure training and just how closely does it correlate with those or is that kind of just something that you do some of the time?

JEFF NIPPARD:

I would say it's mostly something I do some of the time, and I don't often alter nutrition around training. I'm more so focused on letting your training be the sort of guiding thing that drives your progress, a focus on overloading the gym, and then based on what your particular goal is, your nutrition will either put you in a deficit or a surplus or what have you, but this is like one specific technique that I've found to be effective to myself and in some of my clients where they get quite lean and then you get that like almost rebound effect after it where you just fill out the muscles that like pushes out against the skin and it gives that appearance of being that much tighter and harder, denser after you've started eating more. In that case I will also concurrently increase training volume just because I think that that serves as to the overall anabolic milieu in the body.

DANNY LENNON:

And so in terms of deciding when someone is changing between these, do you have kind of set cut off points that you base it on or is it based on how the client is feeling and responding to training, how that stuff is going? How would you decide when they're going through say a short dieting

phase or a mini call, whatever they want to call that? When enough is enough and they've got to a lean enough point where you then want to transition them back up, how should those kind of waves and peaks and troughs kind of look over time?

JEFF NIPPARD:

Right, it's usually, there is usually some sort of finish line. That is usually a photo shoot or a vacation. There is some reason why they're cutting usually and I try to encourage that because it tends to help with appearance, so that is usually the way it is, and then after that we're like, "Okay, now let's sort of start adding it back in," and you really can notice the visual changes and the performance improvements in the gym and just to give you like something to pin down, for me, I found about one pound a gain per month is a pretty good spot, and keep in mind these are not guys who are getting stage-ready shredded, in which case I recommend recovering a little bit faster than that, gaining a little bit faster, but the goal here I think is to maintain more or less the level of leanness that you had and you can, like I said, fill out and look a lot bigger at that rate. Out of the gate you can gain a little bit more, but as you continue to go on, like I've done this over like a six months period where I'm in a sort of like smaller and smaller surplus as like my metabolism adapts upwards right? And so maybe in the first month I would gain something like three or four pounds and then from there I would do like one pound of gain a month, and that's been very, very effective for me up until you get to a point where visually you've added more body fat, then ideally you like push that upper end of the range, in which case you can run another mini cut or whatever you want to call it and then repeat the cycle again.

DANNY LENNON:

Awesome. Before we get to the final question or two, I'm going to throw a question at you that might be a bit open ended, so apologies for putting you on the spot with this, but I just find that they can be quite interesting and insightful. If we were to turn the clock back ten, eleven years and you're at the point where you're starting out or are relatively newer to training than you are now and you think of some of the things you were doing, and then you can think of maybe someone that is in that position right now. So someone

listening is relatively early in their bodybuilding or physique career right now. What are some of the things that come to your mind that you would give us a piece of advice that you wish you'd known at that stage in your journey? Is there anything that just first pops into mind?

JEFF NIPPARD:

Yeah, I was a very black and white thinker, so I thought that it was like all or nothing. I was very strict with my meal timing, very strict with my training timing. I used to think that if I trained for longer than an hour then cortisol would just completely shut down the muscle building process and I used to record everything. I was extremely neurotic like most successful bodybuilders I guess are especially starting out, but I think I would have just told myself that the big things that matter are the sorts of things like you talk about on your podcast and everything doesn't have to be 100% because in the context of how much goes into one's appearance, all of those little details that you're sacrificing so much for probably really aren't doing anything to improve your look. When you consider just how much of an influence genetics has on how someone looks, like their muscle insertions or their height, their bone structure, not even to mention their predisposition for actually gaining muscle tissue, the little things like having a meal every two or three hours and carrying that around with you is just going to have such a negligible impact on your appearance that it shouldn't be something you worry about in your youth. So that is what I would say. I would say to put more of the lifestyle factors at the forefront and less of the miniature of bodybuilding at the forefront.

DANNY LENNON:

Awesome, yeah. I think a lot of people are probably in that position of no matter what they end up doing within fitness, it's kind of a common trend you see of focusing on those kind of minute details. But maybe again that kind of process is what's needed though. If we didn't go through that we wouldn't kind of appreciate the opposite end of that spectrum. So, Jeff before I get to the final question, where can people find you online, your YouTube, your Instagram, that type of stuff, online coaching, any stuff you want to mention to people, where is the best place to go and check all that stuff out?

JEFF NIPPARD: Sure yeah. The best place I would say to find me and to score what I'm doing is on YouTube, so you can find my YouTube channel. It's just [youtube.com/jeffnippard](https://www.youtube.com/jeffnippard) you can subscribe over there. I also have a podcast myself that I'm in the process or reviving now. That's called Icecream4PRs, and I do interviews as well, so maybe I'll get you on some time in the near future.

DANNY LENNON: Awesome man, yeah. I recommend it for sure. They we're doing a great job. I was wondering where they've been gone man.

JEFF NIPPARD: Yeah, well, I'm a one man team so all of my efforts have been put into YouTube of late that's been growing like crazy, so since it's been doing so well, I just wanted to invest most of my efforts over there but now I feel like I've got a good handle on that, it's time to bring the podcast back.

DANNY LENNON: Awesome, glad to hear it. For people listening, I'm going to link up to all of Jeff's stuff. YouTube, where you can find him, the website, all that stuff, that will be in the show notes of this episode. So like I said, if you're not already following him, make sure you go and do that. You will not be sorry. So, Jeff, as you may know, we're coming to the final question of the show which we always end on, and it's if you could advise people to do one thing each day that would have a positive impact on any area of their life, what one thing would you pick?

JEFF NIPPARD: That is a good question man. I forgot that I was going to be asked this. Let me think. Can I flip this around on you?

DANNY LENNON: Oh man. I'll say that the one thing that's been most common that is going to hit me that most people that have been at the top of whatever industry it is in very different fields, a lot of them will come back to gratitude. I think the problem with saying that is that it's almost become even cliché this time but it is such an important part, and I think it feeds into everything else, but the big thing I would say is just to kind of have perspective, and I think it's almost a different side of the coin. I think it's if you get perspective on just how good you probably have it in comparison to what you might initially think or in something that gets us angry or upset, at

least with me I find that if I take a step back and just realize “Okay, let’s just view everything in the big picture and realize just how good we have things, a lot of those small things tend to go away. So whether that is gratitude for what you have or whether it’s just reframing things or perspective, I think they are two similar concepts but I tend to go with the having perspective type thing, yeah.

JEFF NIPPARD:

Yeah, that is great. I can relate to that especially today because my girlfriend and I we just got back from Egypt and it’s very enlightening to see the culture over there and the sorts of things that they appreciate that we take for granted, so that one hits home for me. So as you were talking, I thought of what I would probably say, and I would say to sort of live in accordance with your passions every day. You should be doing something every day that you want to do, like that feels good to do it. That doesn’t necessarily have to be in a 9:00 to 5:00 workday or what have you, everyone is in a different situation but I feel most happy when I’m doing something that I want to be doing, and that genuinely brings me fulfillment. So if I’m passionate about something and I’m working hard at it, then I feel really good about those days, and when they start to accumulate, I think that is how you conversation build a good fulfilling life.

DANNY LENNON:

Yeah, man. I agree so much and I think it goes beyond that because it has such a knock on effect to everyone around you because I think it becomes - like when someone gets genuinely happy and is enjoying what they’re doing and is like walking around with a smile on their face, it’s really hard to become like a bad person to someone. It’s really bad to treat people worse or whatever, and I think if people all did what you said of like finding that stuff that they enjoy, I think it just has this continuous knock on effect and it just feedbacks itself. So I’m glad you mentioned that one man. Jeff, thank you so much for your time. I really enjoyed this discussion today. Some great topics that we got into. Hopefully people are going to find it really useful. I’ll probably be hitting you up with some questions and I just want to say thank you so much for taking the time out to do this. I really appreciate it man.

JEFF NIPPARD: Yeah, it was a real pleasure Danny, thanks so much for having me on.

DANNY LENNON: No problem. I will talk to you soon.

[01:49:07]