

Dr. Keesha Ewers Interviews JJ Virgin

April 2017

DR. KEESHA EWERS: Welcome back to the Women's Vitality Summit, everybody. Of course, you're here to care for yourself body and soul and I am delighted to be interviewing my great friend and mentor and colleague J J Virgin today, who is a celebrity nutrition and fitness expert. She helps clients lose weight fast by breaking free from food intolerances and crush their sugar cravings. She's the author of four New York Times Best Sellers; JJ Virgin's Sugar Impact Diet Cookbook: 150 Low-Sugar Recipes to Help You Lose Up to 10 Pounds in Just 2 weeks, The Sugar Impact Diet: Drop 7 Hidden Sugars, Lose Up to 10 Pounds in Just 2 weeks, The Virgin Diet: Drop 7 Foods, Lose 7 Pounds, Just 7 days and The Virgin Diet Cookbook: 150 Easy and Delicious Recipes to Lose Weight and Feel Better Fast. She's a frequent blogger at Huffington Post, MindBodyGreen and other outlets as well as a popular guest on TV, radio, and magazines. Welcome to the Women's Vitality Summit once again JJ

JJ VIRGIN: Thank you.

DR. KEESHA: I just interviewed you on Healthy You Radio Network, and we were just talking before we started this interview about how you have a new book out, you have a documentary that has just been released, and you're taking this new path. People would look at that and say it's a new path, but it's not a new path. This is a continuation of the path that you've been on for years. I want you to talk a little bit about this and start with your story because this is the miracle mindset and mindset, of course, has to do with every single thing you've been doing all along when it comes to getting the body image you want and the body that you want to feel comfortable in. All of these pieces require mindset, so this isn't new.

JJ VIRGIN: No, it's not new. It's so funny, I hear people say "She's going down a total different direction. I'm like "Well, not really." I queried my community last year and I said, "If you're not where you want to be with your health, why not?" and I fully expected then to say, "I can't give up sugar" or, "It's the bread" They said "I don't feel good enough," or, "I don't feel worthy," and I'm like, "What?"

I started to realize I was very fortunate in my twenties when I had a mentor. I thought she was a business mentor, so I was super excited because, at the time, I think I was in doctoral school and she's like, "Why are you in grad school?" I go, "Because that's how you become more successful." You just keep going to school; get more degrees and more certifications. She's like, "Well, maybe. Not really." She goes, "I will

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coach you on this," and I go, "Great," and she starts coaching me on mindset. I said "I thought you were going to coach me on business?" She goes, "Well, you cannot do well in business or your health or your relationships or anything if you don't expand your mindset. It will always be the limiter." So it's been a part of me forever; it's actually the first thing I do in all of my programs is I get to this place where I'm like, "All right, why are you doing this?" Someone will come in and they say, "I want to lose weight," and my big question is, "Why?" Because, unless there's a significant reason why, unless you've got that purpose, that first hint of a cookie and it's over. So the purpose gets so important to give you the courage to go after those things in your life that may seem a little scary to you, you might get uncomfortable with. Every time you do that you build resilience. It's mindset CPR: Courage, Purpose, Resilience.

A couple of years ago, just as Virgin Diet was getting ready to come out, my son, he was sixteen at the time, was hit while crossing the street by a car going about 40 miles an hour, and left for dead. He was airlifted to our local hospital and when my other son, who was fifteen at the time, and my ex-husband and I got there, they told us that he had a torn aorta and it was going to rupture some time in the next 24 hours if it wasn't repaired. But we couldn't repair it there because he had multiple brain bleeds and the only way they knew how to do it was with a blood thinner, so we would have to airlift him to another hospital where they could do this type of surgery, but they said he'd never survive the airlift so we just had to let him go. We were looking at them going, "Why can't we just airlift him?" He goes, "He's not going to survive it. Even if survives that, he won't survive the surgery. Even if he was able to survive both of those, he'd be so brain damaged it wouldn't be worth it." To which my fifteen year old son said, "So like 0.25 percent chance he'd make it?" and the doctor said "Sounds about right," and he said, "We'll take those odds." That was the start of the best and worst four and a half years of my life.

So often, Keesha, you look at things you go, "That was the worst time. It was best time." You look at life, and I can't name one situation in my life, one experience that was really beautiful and easy and everything flowed and I became a better person because of it.

DR. KEESHA: It's absolutely true. You are not growing unless there's some kind of resistance. It's the same thing; you don't get a bicep unless you put a weight in your hand and do this. You can't just go like this. You've got to have the resistance training.

JJ VIRGIN: That is exactly the metaphor I've been using, is your mindset's a muscle and it's either growing or it's going. If you want to get healthier, I look at it

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as the third pillar of health. You've got to exercise, you've got to eat right. There's obviously more; there's sleep and hormones. And you've got to build your mindset. Without building your mindset, actually, all the rest of that is going to be problematic; you'll fall flat.

I've really taken this on because the challenge I had looking at this is, is it's very different than, say, nutrition or fitness. I can tell someone exactly, "You want to go to the gym? You're going to test your body composition, then we're going to go and we're going to do these five exercises. Then you're going to quantify how much improvement you have," and like, "How do you do that with mindset? What is it anyway?"

Google mindset. What is mindset? It's a series of beliefs and a lot of people think that that's just who you are and I absolutely disagree. But I also think that we build those beliefs over time, little bit by little bit. Most of us are not going to make 180 degree change overnight; that happens overtime. But I got very clear on what the attributes of what I call a miracle mindset would be. How to measure them, how to create them, exercise them, so you could show up bigger. Whether you want to get healthier, you want to lose weight, you want to have a better relationship. There are things that I used when my son was in the hospital for four and a half months and I was scared to death every day because the doctors were like, "He's not going to wake up. He'll never walk." It was just one doom and gloom message after the next and it all came down to having the right habits in place and managing my mindset so that I didn't get paralyzed by the fear and crawl up in a little cocoon.

DR. KEESHA: One of the things that I think is so important in your story, is that I used to work in the ICU. This is my past, is doing that delivery of that message to you of, "Okay, don't get your hopes up too high because here's the overwhelming odds. Here they are." When somebody says that to you, "Here are the overwhelming odds," and then you show up and say, "Okay, we'll take those odds and we're really, really going to fight and we're going to surrender and we're going to pray and we're going to be together and we're going to collaborate," and all the things that you have to do in that milieu, that actually turns out with a better outcome than if we say, "Okay, we're going to do all of this and then leave it," and then you have all this hope that everything is going to be exactly the way it should be, and that's where our litigious society kicks in. Where, if it doesn't turn out the way that we want it to, we're going to sue you. So the medical community has to say, "All right, we're preparing you. Here's what the odds are, and here's what the probable reality is." You can give that message to ten different people, and ten different people will take it in ten different ways. We're not all the same. We all have our own contextual background, experience,

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and then here's JJ and her family saying, "Nobody is telling us we're failing."

JJ VIRGIN: We aren't good with authority.

DR. KEESHA: Exactly. It's perfect how it turned out for you, but I do want to say that the overwhelming odds in that situation are exactly what they said, and so that gloom and doom thing is actually laying the ground to prepare you. You guys said, "Okay, we're prepared. And now we're going to take that 110%."

JJ VIRGIN: "Now we fight."

DR. KEESHA: Yeah, exactly.

JJ VIRGIN: We had a couple of things going on in our favor, but I also got very clear, Keesha, as I was writing this book and doing the documentary, that it actually wasn't about Grant's outcome. That none of this all the way through is about Grant's outcome. That, whether he lived or not, it was how we lived that journey together and that I had to know that, as a mom, I had exhausted every single option so that I would be at peace with whatever happened. All of my friends are doctors. John, my ex-husband's family, are all doctors. John's a med-mal trial attorney. We knew exactly why they were saying what they were saying. I was just looking for the open doors and open windows. I figured, as long as he's still breathing, I still have a chance and I will pull in every resource that I can and I will do everything within my power. I said to Grant, "Hey, we've got this. We're fighting for you." I didn't want him to feel any of the fear or hear any of that, because I knew he could, so I just kept all that away from him and kept telling him, "We've got this. You need to fight." because I believe we're never better than when we're challenged and we just had a big challenge and they threw it at us.

I called in every resource that I could, but I also knew that, to get him to 110% was not going to be easy and it wasn't going to be fast. He, at this point, is better than before the accident and there's still so much to do, but isn't that the way it is with everything that matters? I can't think of one significant thing I've ever done that was easy. It just doesn't work that way; life doesn't work that way. Grant, in his recovery, it's been very challenging. Severe brain injury, he's been very suicidal, depressed, but what will turn him around is when I say, "It's not going to be easy. This is going to be hard. It's the hardest thing you'll ever do, and you know what? You've got it. You can do this because you're the best when you're challenged," and that is really what's a key message here.

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We don't step up in our lives when things are easy. We don't. We also don't celebrate a big win if it was the easy thing to do. You look at two tennis players playing a match, and if one just slaughters the other one, six-love, big deal. But when they are battling it over time and one finally wins, it's a massive deal.

DR. KEESHA: I look at this, too. Politically, right now in our country, we are very polarized. —It's the same thing; this is taking us to another stage of human growth and development. It's as if Americans right now are in the adolescent period of growth and development, and in order to get us in to adult, we have to have the hard conversations. We now have this perfect meadow, you could say, Rumi's Meadow, of coming into this place where there's no such thing as right and wrong so we can actually talk to each other. If we can meet that challenge and really do that, then we can uplevel our society.

You can see it from the macrocosm to the microcosm, to the very cells in your body. If things were easy, then your body wouldn't get stronger. This is such a great thing. The reason I brought up the way that the ICU deals with things, trauma like this, is because your son, actually, Grant's brother, said, "We'll take those odds." He didn't know why they were saying that. You guys knew all of that, but he didn't and he just said, "You know what?" And then you tell the story about going out where it was really quiet and listening for the response. I'd love for you to talk about that because I think he actually gave permission of, "Okay, we're going to collaborate. We're a team now," and he was like the team captain that stood up and said, "Here we go," and then you said, "All right, let's do it this."

JJ VIRGIN: Bryce, my fifteen year old, held us all together that night. My fifteen year old going on eighty, who is a super old soul. He's been around many times. He's amazing; very wise. John and I are like...

DR. KEESHA: Right, of course. How could you not be? That's your kid.

JJ VIRGIN: Bryce was like, walking up to Grant on a gurney, half of his body covered with road rash, glass and gravel sticking out, bone sticking through his skin, a tube out of brain, a ventilator and saying, "Dude, you look really ugly. But you are so stubborn. If anyone can make it, you can." This is Bryce.

But I had to step out because, here was my thinking on all of it is, I knew we could overrule those doctors because my ex is a med-mal trial attorney.

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I knew what we needed to do, that we could do it, but I wanted to check in to see if that was the right thing to do for Grant. It was not about me, so I walked outside and I stood out there and I just got fully present. I just stood there quiet, listening, looking at the moon, it was a full moon or close to it, it was cool, crisp, I could hear everything, smell everything. I just was like, "What do you want Grant?" because that fear, "What if you do all this and you create a horrible life for him?" I was like, "What do you want?"

It was the biggest divine hit of, "Fight for me," and that was it. That is what made me just march in and become fierce mama bear and just let him know in the hospital, it was every day, "We're fighting for this. You're a warrior. We've got this. You can do this," and he literally, The Gray Man came down. He was on the other side it's really nice that we're there. My ex-husband's mom just passed, and he was like, "No, no, no. You don't need to be sad. It's really nice over there. It's all good." He said, "It was really nice over there. I was talking to Grandpa and I really wanted to be there, but I heard you guys and so I decided I'd come back." We were all kind of in that sync of we're all going to fight for this and we've been fighting for it for four and a half years now. Believe me, there have been times when we've all been on the ground together, holding Grant down so he doesn't go run off and hurt himself again. Bryce on top of him telling him how much he loves him while Grant's screaming. We just have come together and we're fighting for it and it is the most amazing thing. I am just looking at my family, just so proud of all of them and so proud of who we've become. Everybody really knows everybody has each other's backs and everybody is better because of it. Everybody is.

DR. KEESHA: Out of this you created, because as I read your bio and went through the other books that you've written, you like the number seven. It makes it easy.

JJ VIRGIN: It's one of my magic numbers.

DR. KEESHA: That's right. You created these categories, the seven different areas of growth that it takes to be able to show up in that way for anything in your life, whether it's this or something else. I do want to quickly say, I had this patient who had had cancer three times, and in each time she said, "Why am I here? What do my guides say? What is it that I'm supposed to be learning?" The first time she had a certain thing that she was learning and we worked with it and she recovered. Second time, she had a lesson, she learned it, she recovered. The third time when she came and she said, "What?" I said, "They're telling me it's time for you to go home. You've done it." So not always is it time to fight. That quiet space that you took,

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when you went outside to ask, that right there is one of the pillars of the mindset. It isn't always time to fight. Sometimes it's just time to say, "All right."

JJ VIRGIN:

I was with my dad right before he passed, and he was fighting this. Fighting fighting. He had lung cancer and he had gone from like 220 pounds down to 150 pounds in a hospital bed in my parent's bedroom in diapers and he's fighting. I go "Dad? I've got Mom. I will make sure she's okay. It's time for you. You can let go now. We all got this. We all love you and it's time for you." And he's like, "Okay." It's just, when it's time, it's time. I had to really check in because I thought, "Gosh, what does Grant want? Does he want to go? Is this the right thing?" because he'd been a very tortured soul. Bipolar, not a great childhood, and I thought, "What does he want? Does he want this?"

I think it's important to look at these things. I fought for him because I knew he still had brain activity; he wasn't brain dead, No point in going through this if he was brain dead, it was gone. But we knew what we had and I also knew what he wanted and that's why I did it.

DR. KEESHA:

Yeah. Let's talk about those seven pillars of miracle mindset. The things that you learned and put together in a framework that now you can teach people.

JJ VIRGIN:

Yeah. What's been interesting is, some of these were things I excelled at, and some of these were things that I was struggling with. Like living in the present had been a huge struggle for me and it was a huge gift coming through this, because nothing knocks you into the present more than this. Where you have to go outside and listen in. Every day, I would go into the hospital and go, "What's better today?" I was looking through those 1%'s of him getting better, of him coming back. I had to be fully present to be able to do that. I still work on that. Every day I look at what have been the little wins of the day to keep myself grounded and present and not go off on the horizon of all the big goals and stuff that is so easy to do. It's like, "Rail yourself back."

One that I see with so many people is being abundant-minded. That means being open to possibility. With Grant, it was like, "Let's not just have him survive this; let's have him be better because of it. Let's have him be 110%. Let's have a purpose behind this," because I believe you get what you expect. I figured. I'm going to expect 110%. If I fall short, it's totally cool. He's here. That was a big one.

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Being an action taker. As we've been taking people through this program, one of the big things I've seen is so many people feel like they'll take action when they have X, Y, or Z. When they have that degree, when they get that certification, when they lose the 20 pounds.

DR. KEESHA: When they are with their soul mate. Yes, exactly.

JJ VIRGIN: "That's when I'll buy the house," all those things. Instead of realizing that the fastest way to change your thinking is doing. You can't sit and think your way out of it; you do your way out of it. You've got to take action and then you correct as you go. It's one of the key things that I've done in my life and I figured I just have to hit it 51% of the time. Taking action, which requires courage. I call it being comfortably dissatisfied and that, to me, is one of the scariest places to be. Where you're scared to push out of it, but you're not really happy where you're at and you just live that life.

Being resilient, which is really about taking action with courage over time. Because anything worth doing is going to be scary. This idea of us being fearless is silly. When you're really pushing yourself out there in the world, it's scary every day. It just is. I'm pretty much a little scared every single day, sometimes super big scared. Being courageous is so key and being resilient, because you keep doing it. That's, to me, the endurance training of all of it. Every time that you have courage, every time you expand that comfort zone, you become more resilient. You keep doing that and you become unstoppable.

Now one of the things you know I live by is collaboration. I learned a really important lesson in the hospital, because I've always been super collaborative, a big connector, but I was never in a vulnerable position with it and the ultimate strength really is invulnerability; it just doesn't feel like it at first. It feels kind of icky, but when your son's life is on the line, you get over a lot of things fast. I reached out for help to the entire community and Grant is here because of the entire community just sharing resources, being supportive. I learned a really important lesson there. When I'm feeling crappy and down, the fastest way I ever can get out of that is to go and help someone else, so you've got to give it back to them too. We all tend to go, "I don't want to be a taker," well, it's give and take and give and take. Being super collaborative has been important too.

Then the final one. This was a big learning curve for me that happened a couple of years into going through this. Grant was the victim of a hit and run. He wasn't a victim, because he's never been a victim, but that's the best way to describe it. I never focused on that woman who hit him because what difference did it make? People wanted to go after her, they

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wanted to put rewards out for her and I'm like, "Why? It doesn't matter. I only have this much energy, it's going to Grant." I figured that that was just fine; I didn't need to think any further about it. Then our buddy, Dave Asprey, was like, "I think you need to work on this," because I just was kind of flat lined. It's making me rethink what PTSD really is, especially for me, because what it really was, for me, was I had things like this that had happened in my life, that wasn't the first one, that I had never really processed and actively forgiven. I realized, when I went to this neurofeedback training with Dave for a week, where the way we were able to raise alpha brain waves is by going through forgiveness protocols, is that I had a lot of people in my life that I just put it in the closet; I didn't address it. I figured, if I wasn't actively holding a grudge and angry at them, that it was all fine, but I hadn't processed it so it was still there. It's still an imprint.

I learned a process of active forgiveness that, honestly, changed everything. It set me free. I realized that is a super critical part of all of this because you cannot go live a big life if you're hanging on to old resentments.

DR. KEESHA:

This is my doctoral research. I don't know if you know this, I did a study called Healing Unresolved Trauma and the whole title of my dissertation was the impact of held onto hurt on female sexual desire and it was mind blowing. I interviewed women, turns out, yes, if you have low libido, often it's because you're current partner just pushed a button that got wired, created when you were a lot younger and now that just got activated again. When a zebra is being chased by a lion and the zebra thinks it's about to be dinner, it knows darn well it's not safe to stop and reproduce right now. As soon as you're in that fight or flight, you know you can't stop and poop, so you get constipated. You can't have sex because it's not safe, you're going to get eaten, and your memory and your focus and attention get really narrow and you start remembering things that are going to pertain to your survival. It's a really interesting thing that happens if you don't really process that. I created this hurt model and it is exactly what you're just talking about. Forgiveness is the primary intervention for low libido in women. It's one of the five root causes is this held onto hurt. It's the same thing I call the autoimmune mindset, is the missing piece of that puzzle in the book that I wrote, Solving the Autoimmune Puzzle, is the fourth corner piece of the puzzle is trauma. I actually don't believe that anyone comes out of childhood without trauma. You think about it.

JJ VIRGIN:

How could you?

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DR. KEESHA: You've got three friends on the playground one day and the next day they're talking about you and have just left you out. That's trauma. Often people will think sexual abuse, physical abuse, domestic violence and those kinds of things., "No, my mom wasn't an addict and no one had gotten incarcerated," like the ACE study talks about with adverse childhood experiences, but there's no child left behind in this whole scenario. So it's so important. Your brain develops by the time you are 26. At 26 and beyond, you get an opportunity to go back and look at where the meanings and the beliefs are, that you created as a kid, that aren't serving you and they're interfering with your mindset. It's just powerful. This is the thing. This is it. To me, it's the secret sauce.

JJ VIRGIN: There you go and I had no idea.

DR. KEESHA: Yes. Well, you did because you lived it, right? All of us that have been on the path get it. We go, "Oh, this actually is a thing."

JJ VIRGIN: I would never have figured it out, though. I just knew I didn't feel good. So what I was doing was I was chasing the next big thing. I thought, "I'll do another big book. I'll build a bigger business. I'll get better shoes." And when the shoes didn't do it, Keesha, I knew there was a problem.

DR. KEESHA: They do for a minute, but then it's over.

JJ VIRGIN: Then you need better shoes. I literally was perplexed because I didn't understand why I had all of the things I ever dreamed off and I just was so sad. It was really, until I went through this, I'm like, "Oh my gosh," and I realized that I've been chasing things my whole life. All I needed to do was go back and go and forgive and heal this stuff. I kept trying to be something bigger because I just hadn't ever dealt with this. So it's important.

DR. KEESHA: Of course, this is what I call the critical mass tipping point, when you, "This." Because, actually, it's all the stuff that happened before in your childhood and forward. This was like tip and now the bar just capsized and you can't ignore it anymore. We all get to a place like that in our adult lives.

JJ VIRGIN: Yeah. What's so crazy is I went to therapists for years and no one ever looked at it. I was like, "How did we all miss this stuff that was there and this took this?" Again, one of the big things that happened in that forgiveness protocol is that you always look for the gift in all of these things, and, oh my gosh, there's so many gifts that have come out of this it's crazy, the gifts. Now, in the middle of it, in the hospital, I wasn't going,

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"Wow, look at all the gifts." I just always want to be clear about this, it was scary, and over the last four and a half years, there's been times I've looked over at my fiancé going, "Is he going to be okay? Are we going to be able to pull this off? What is going to happen here?" But it's still focusing on what you can do from your side and how you can handle things. The bottom-line is, when you build that mindset, it's not that we're not going to have to handle things in life, my gosh, that's the one thing we know for sure. We're going to have to handle things and there's more coming. So you've got to keep exercising that muscle so that you can.

DR. KEESHA: And how everything's going to turn out, no matter what happens, the gifts, as you said, are so endless, but Bryce certainly learned a lot in this.

JJ VIRGIN: Oh my gosh. Here's Bryce now, he's nineteen. At this point, our family Litmus Test of is there a problem is, "Is anyone dying? Has anyone got a car?" He got a car, and he hit someone, had a little fender-bender. "Did anyone get hurt at all? Who cares?" The things that, normally, would throw people for a loop, are just no big deal whatsoever.

DR. KEESHA: It sets the bar in a different place. It's the whole don't sweat the small stuff when you've got the big stuff in front of you. You have a Miracle Mindset Academy now?

JJ VIRGIN: I do.

DR. KEESHA: And people come and learn how to do all this and reset their mindsets. Why don't you talk about that a little bit?

JJ VIRGIN: I never intended to do any of this stuff, but I got so obsessed with the whole thing because, after I started going through this, people were like, "How did you do that?" and I'm like, "I have no idea." So I started looking around as to how did I do it? Success leaves clues. I started to look at everyone around me in my life who I admired, who I just think is doing great things out there, they're making an impact, and lo and behold, Keesha, all the people doing the coolest things, making the most impact have all gone through challenges. Lots of them. Stepped up big. That's where I went, "What do they have in common and how do we quantify that?"

I knew we needed to have a couple of things. I knew we had to have a community that would support each other because so often, as you realize you need to grow, the other people around you are like, "Uh-uh, nope. You stay right here, Missy." I knew I needed a community, I knew I needed to be able to measure things because I don't know how to manage something

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without measuring it, but I was also super curious. I had things that I had put into place early on in my twenties because of the mentor, and I was like, "What are the exercises?" It was very obvious to me what the forgiveness exercise was because I had gone through it for a week with electrodes on my head, but how do you teach resilience? How do you teach taking action? How do you teach gratitude and abundance-mind? What's cool is you can actually teach all these things and there are exercises, just like going to the gym.

I didn't know if this would work, but the only way I've ever built anything, is just to go do it with people who will be courageous with me. I literally had 150 students and I said, "Listen, I'm not totally sure what this is, but we're going to do it together and we'll see." I literally told them, I said, "I'm pretty scared, but that's part of what this is, so we're going to go through this." It was remarkable, within the first week, the changes that started to happen. It's definitely the most impactful thing I've ever done. I have people who were stuck in their weight, came for my health community and they go, "Gosh, we're finally losing weight. Our health is getting better," and I'm like, "Oh." I realize now this is really what should be at the top of everything we do because, no matter what you're doing, if you're going to business school or you're working on your relationship, this has to be the piece before the work. This is really the starting work.

It's a five-step process where you have your collaboration and community, you have your evaluation, we have training and exercises, and then we apply it, and then we master it. It's phenomenal. Actually, as I was teaching it, Grant was having a massive suicidal issue and the book is coming up and all this stuff is going on and I'm like, "Oh my gosh." It was incredible because, here I was writing the book and doing the movie and feeling like I was having more challenges because I thought, "I don't want to talk about this this much. This is painful and I can't believe I did this. What was I thinking? This isn't cathartic." As I started to work through this process, I realized what was healing me was taking people through this process, and then I started to watch other people in the community, and everyone's helping each other and everyone's going up together. So it is, by far, the most impactful thing I've ever done. It created itself, almost, as we all put this together.

DR. KEESHA: We've got a link to, we haven't really talked about the documentary that you did, the movie. Talk a little about that because that's in previews as we are speaking. April 3rd is when the Summit launches, and at that point, there are links to go back and watch it, we've got free bonus material from you that leads in how to get into The Mindset Academy, so talk us through that.

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- JJ VIRGIN:** All right. I've always done these PBS shows for my books, so I thought, "Oh, I'm writing a book, I'll do a show." And I'm like, "That doesn't really fit with this memoir," because the book is a memoir, but it's really the memoir that is answering the question, "How did I do it?" because I started to look at other people and how they use their Miracle Mindset and the lessons behind it. The documentary, I looked and said, "I want to do something," and so the documentary is our story, but we wove the lessons in it, so sort of like Rudy meets the ICU meets The Secret. The documentary feeds into the book, but then I realized you can't take people through exercises and build a community in a book, so the academy launched off of that and that's how they flow together.
- DR. KEESHA:** People can get the book on Amazon. They can watch the documentary; we'll have links for that on the Summit page for speaker's area for you, J J. And then that will also have a link to how to enroll in the Miracle Mindset Academy. Fantastic. If you want to uplevel your life and really work that muscle that allows you to face any challenge, big or small, because you have to start with the small stuff, then you can start going. Thank you so much.
- JJ VIRGIN:** It's easier than anyone realizes. I'll say it's simpler. I always say don't wish it was easier to make yourself stronger, but actually there's things you can put into place, five minutes a day, that will completely shift your life and it's that simple. You just have to know what to do.
- DR. KEESHA:** Yeah. All right, thank you so much for sharing your wisdom and your story and your vulnerability with all of us because, of course, as soon as you tell your story, everybody in the woodworks will come out and say they have similar challenges. This is part of the life experience.
- JJ VIRGIN:** We all do. Everyone always looks at everyone else's life like they've got it so easy.
- DR. KEESHA:** Yes. Never. All right. Thank you, JJ.
- JJ VIRGIN:** Thank you.
- DR. KEESHA:** Pleasure talking to you again.
- JJ VIRGIN:** You too.