



**Complete Transcript: HALO Talks with Adam Zeitsiff  
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[Pete Moore]

I want to thank all of our listeners for several years of dedicated and loyal listening throughout the Halo Talks 400 podcasts completed to date. We're going to 1000 by 2024. If you're so inclined, we'd love to have you go to iTunes for us, fill out a review so we can keep this podcast rolling globally. We are now on Chartable's top lists and moving up the charts. Also, if you want to educate yourself in a new year, please go to [thehaloacademy.com](https://thehaloacademy.com). Take a look at what will be done with 150 executives in the Halo sector to get them smarter, get them prepared for capital raises and also more winning. Thanks. Have a great season. Let's go. This is Pete Moore on Halo Talks NYC. I have the pleasure of bringing back for his cameo appearance on Halo Talks, Adam Zeitsiff, a good friend. Gold's Integrity Square will stint at Smoothie King make it us all protein happy. And now we are going to create the long blasting nutrition platform stronger Me. Stronger you. Zeitzip, welcome back to the show.

[Adam Zeitsiff]

Thank you, sir. Good to be back here with you, my friend. Awesome.

[Pete Moore]

So we got through COVID that was fun. You helped out on a couple of turnarounds, got Gold's Gym sold to some guys, look like they're taking good care of the brand.

[Adam Zeitsiff]

Sure.

[Pete Moore]

Tell us what intrigued you about Stronger You and working inside of the self-esteem platform with Chuck and Dave and where you see the future of nutrition, which has kind of been the holy grail that we've all kind of haven't been able to figure out yet.

[Adam Zeitsiff]

Yeah, it's interesting. I think Strong View has been in business probably about seven years now and I think we took a really humanized approach to helping people understand how nutrition affects them, but physically, mentally, et cetera. And so as I started to dive in and learn about it, it was just really exciting how they were helping people. And then you mentioned it, I mean, self-esteem brand is with Chuck and Dave and the team is a rocket ship. And for me it was an exciting opportunity to get a seat on that rocket ship and really help people with the one thing that was really mysterious, people understand, hey, if I go to the gym and I work out, I can do certain things. But nutrition has been kind of a mystery to people and really Stronger You broke it down simply and really talked about education and accountability and all those great things. And to me it was joining this team was an opportunity to take that and really scale the business both from a direct to consumer standpoint, which is what we do, and also through gyms and through partnerships, because really, gyms are great at helping people understand fitness and get in shape and training and group exercise and small group training. But nutrition has been a mystery in the gym business, too. And so we're here to solve that. So it's been a lot of fun so far and it's a super exciting organization. Yeah.

[Pete Moore]

Now look, there's no shortage of B to C nutrition apps that are out there. Back 23 years ago, I was part of a company and we had a nutrition database. And then I realized that I kind of eat the same 20 foods a month. So having a nutritionist set up everything you can put inside of Tiara app, inside the Mexican category, probably not useful to the millions of people that never access the platform anyway. So what is kind of stronger you been able to do to say, hey, look, I can provide you information, but here's an actual roadmap, like Candy Land, if you will, but without the candy.

[Adam Zeitsiff]

Yeah, without the candy, certainly. I think what really has helped set us apart, look, you right. There's no shortage of apps and tools and there's so many different programs out there that use technology and help drive people to understand education. I think what we've been really successful at doing is humanizing the approach. And we kind of took the opposite. We're unapologetically about the human to human relationship because what's more intimate than what you put in your body? There's not a lot of things that are more intimate with that. And you need another human to help guide you through that and understand not just the specifics about

what you're eating, but why you're eating it. What made you eat half that pie when you were stressed out at 10:00 p.m.? Or what emotional things, what things are happening in your life? Really, the big difference with us is our coaches, our registered dietitians and certified nutrition coaches, they're very compassionate and they drive what we call an approach to being a human being. Right. With what's going on with your nutrition, but also with macros and tracking. To your point, you can stuff a lot of things in a tortilla, but if you don't understand what the proteins and fats and carbs and how you're balancing that and that energy balance, but breaking that down really simply, really simply for someone to understand, you're just not going to get anywhere. And I think the difference we've done is take that human approach, make it sustainable for the long term, and drive the education and accountability with someone on a one to one level and then also bring that into a community. Why do people join? Gyms, great equipment, great training and a community. And the same reason they join Stronger You is great education, great support from one on one human coaches and a community that we have of almost 50,000 people that have gone through our program who are still part of our community to help engage and support them along that journey.

[Pete Moore]

So when you take a look at a certified dietitian versus a nutritionist, can you kind of give us maybe like in layman's terms, what is one allowed to do versus what another is allowed to do? Or are they both allowed to basically provide nutritional advice or maybe have a higher sophistication level? From a scientific standpoint, certainly a registered.

[Adam Zeitsiff]

Dietitian goes through a full boat of schooling and usually has at least a bachelor, sometimes a master's degree in nutrition. And so they really go through the full complement of the schooling. They pass certain tests; they get certified and registered in the state as a registered dietitian. So they're at the top level of understanding how nutrition can support the human body and nutrition, certified nutrition coaches are certainly having education to understand nutrition, but it's a different level. It's usually a certification through one of the five or six different programs, companies that we're familiar with, NASA, Issa, et cetera, in our industry. So there's a whole difference. Rd has gone through the whole program, educated themselves, bachelor's, sometimes masters, registered and recognized by the state they live in compared to getting a certification through an independent third party, right? And so we have both, we have probably a good half of our coaches are registered dietitians and so they live and breathe the science behind nutrition and the other half are well certified not only through third party programs, but also go through our certification and get certified by Stronger You to deliver our program.

[Pete Moore]

So when you take a look at how your market works or how your community works, are you

basically sourcing the experts and also sourcing the consumers and matching them up? Or are they coming to you with client list and basically using your platform to manage those clients?

[Adam Zeitsiff]

No. So we come in and we bring in and we bring the coaches into our platform so they become certified stronger you coaches, they adhere to our methodology of one to one human coaching, macro based, understanding the relationship between the humans and the food that they eat and how it affects them. And then we drive clients, we're direct to consumer brand. We are out there marketing to people who are looking to change the way they eat and understand weight management. We're working with partners who have gyms, for example, who have clientele who they need nutrition support, and we'll provide that to them. So we bring the coaches in, they pass our certifications, they do use our platform. And then we're driving consumers in a number of different ways, direct to consumer through partnerships, et cetera, onto our platform to help change the way they eat.

[Pete Moore]

So if I'm a member of Stronger You, do I have an army of experts that are available at all times or do I actually have a nutritionist, Carrie, who is now my nutritionist for the longevity of my time on the platform?

[Adam Zeitsiff]

That's the beauty of what we do is we have a team and we use some technology and some people behind it. So there's a human connection as well who actually would match you up with the coach that best fits the needs and what your desired goals were on the intake form as you join. So if your goal was to put on some muscle mass but losing some fat and you work out, why are.

[Pete Moore]

You talking about me directly?

[Adam Zeitsiff]

I'm just using you as an example, my friend. You already have great shape.

[Pete Moore]

It's ironic. I was trying to lose a little weight and put some muscle mass on, and now I just became a qualified leader. You buying me into a podcast corner.

[Adam Zeitsiff]

And, you know, where do I put my credit card? I'll take that from you later. So we match you up with a coach and then, yes, you stay with that coach. And so you have someone who gets to know you, understands your habits. You can ask them questions every day you get an app. You can ask them questions right in the app. You check in every week with them based upon what you've done. Every week, you log your food right in our app. So we've got an integrated nutrition tracker right in our app. It's got a database of over 50,000 foods, and you can access whether you bought them to get the store at a restaurant or you made something from scratch. You can create recipes and they see all that, and so they're looking at what you eat. It's asking you questions like; how did you feel today? Did you exercise today? Anything happened in your life today we should know about? So we can just not just talk about quantitative, but qualitative things with you and help coach you through it. So you build a relationship with that person, and the average person is on our program somewhere between about four and a half, five months. So you build a really strong rapport. And we've seen some amazing stories in our community about how the relationship they built with their coach has changed the members lives. Not just the results they achieved through management, but just what the coach understood about them being a human and how that made a huge difference for them.

[Pete Moore]

Yeah, so when you think about four and a half to five months, that's obviously a lifestyle change. You've made the commitment. I remember they would say to make any changes, 3 hours if it was, let's say smoking, right? It's 3 hours, three days, three weeks, three months. And then it's kind of like your habits have changed, your brain change of what it's looking for, because it doesn't need something anymore that you've taken away from them. So when you look at, hey, if somebody stays on for four and a half, five months, one, they've been educated, two, they probably hit whatever event or goal that they were trying to fit into a dress for or go to a party or get their back wax and then take their shirt off. We might edit it out, we might not. I don't know. Anyway, point is, do you kind of look at the business and say, hey, look, everybody's got to be here on a monthly recurring basis, or say, look, if I could create five months of change, then they might stay on the program themselves, which might actually be the ultimate goal. They either use the app they don't use the app. But there's enough people, 80, 90 million people in this country that are habitually on a diet. So if I can just get them to come in and basically use my plan, which is not a marketing plan, it's actually like an expert plan, and it's personalized to you. How do you think about the business? Because you might think about it differently than, like, a health club where I want you on here forever. Maybe I don't want you on here forever because maybe you didn't learn everything as quickly as you should.

[Adam Zeitsiff]

Yeah, that's a great question. And we talk about listen, you said it 80 million people on a diet. 95% of diets fail. And Dr. Jess, who's our head of nutrition and science here, Stronger, you said that all the time. 95% of them fail because they're not built for sustainability. They're built to achieve a short term goal. They're not built for the long term. And so we do try to educate and teach people about what certain foods they should eat, why eating more protein and high, dense foods keep you full longer and helps you build muscle mass. All the things that we take for granted being in the industry, but the average consumer doesn't understand that relationship. So we build the accountability. We build the education. And you're right. After four or five months, they've either hit their goals or they're well on their way. And our program was designed to accommodate for that. So when you join Stronger, you get access to your coach whenever you want. They answer questions. You check in with them once a week, and they keep you very accountable. But after four or five months, you've got it. You understand tracking your macros and your foods, and you've got this thing down. And then we can drop you down into a program where you just check in with your coach once a month. You stay on the program. You can ask them questions. It costs you less. Now I can just talk to my coach once a month, and I have that accountability. It keeps me in check. I have someone I can ask questions to. But, hey, I got this. The equivalent of working out with a PT personal trainer four or five days a week, and after four or five months, you got it. And then you catch them once a week just to stay up. Same concept. And then even after that, we're actually getting ready to launch some new products next year where after you're comfortable with that. But you really love our community and our content and our podcasts and our recipes and our engagement and our curriculum and education, there'll be even a lower price package you can stay on and be part of that for forever and never lose that benefit.

[Pete Moore]

Got it. When you take a look at what COVID did to the average person's desire and acceleration of using technology, whether that's, hey, I don't need to go see my doctor. Like, I'm hitting this telehealth. I set up an appointment. I do a video that's now probably pushed five years ahead of where it would have on a natural progression. And then you take a look and you say, there are brands in every industry that I trust and that are their authority. So when you take a look at Stronger, you're not trying to sell me a meal plan. You're not advertising commercials of like, hey, £30 in three weeks. And you're like, I don't know if even the math on that works. That doesn't make sense. How do you find it kind of feel like you're positioned, and when do we actually get the health clubs to understand that the fuel somebody like putting leaded oil in their gas in their tank versus unleaded premium technon, stronger use basically going to get you to your results quicker. You actually get to feel better, you get more energy. And when do the health club say, like, okay, wow, this is exactly what I've been looking for, because I can't put a certified nutritionist on a picnic bench in the front. Like, this never worked.

[Adam Zeitsiff]

It's never going to yeah, no, that's a great question. It starts with education. Just like in the health clubs, like you said, when you go into a gym, you've never really worked out for it is an education. That's why you get a trainer. You work with them. They teach you the ways to do things. And that's exactly what we do. We teach people the way to do it. We teach them that it's actually simple. It's not easy. I didn't say easy, but it is simple. It's some basic things, but people don't understand that. And once you learn those basic things, as you said, you get that 90 days of habits, and people really become passionate about it. And I think, just like I said earlier, the way the gyms have a community, and you find your friends in your group X classes or you play racquetball with or whatever, or we have the same community. We have people passionate about it because we changed their lives. And we got them to a place where over 20 years of diet failures, they couldn't get to, and after four or five months with Stronger You, they had the education, accountability, and understanding to do it. And it's so funny, you mentioned one of the former brands I used to work for, you mentioned we see their T shirts all over the world all the time. Well, we see people with Stronger You T shirts all the time because they're so proud of the community and what they've done, and they're wearing them at races, and they're doing that. And you don't see people doing that with Newman and all these other cool products that are out there. And that's the passion, to your point, that we've built around it. And I think gyms who have the same passion, their members have passion for their gyms, and they wear their shirts. And I think we've talked to a lot of gyms, and we were working with a whole bunch of them right now who waved the white flag and to your point, said, I can't put an Rd on every staff. I had a gym who reached out to us. They have 20 locations. They've got 180,000 members. They're growing like crazy. They tried it. They tried it. It was a really smart person. They brought in a great Rd. It just wasn't something they could sustain and scale, and also because in person is much harder to scale. And so with a virtual partnership that we're doing with them right now, there's a virtual partnership. They're promoting it in club, on TVs, in their club, through pop. They're educating their trainers. Their trainers realize, hey, this is not a threat to me. I've got someone who I'm helping with the fitness piece. I've got an expert who's partnered with us on the nutrition piece, and we know together you're going to get exponentially more change. And so we're launching a pilot with them, and they're realizing that they need the best of both worlds to keep their members there longer and improve the lifetime value of that relationship.

[Pete Moore]

Got it. Let me ask you a question. If we go back to the nutritionist and the registered dietitians, have you seen any individuals who are running their own business come and say, hey, I love your platform. I'm going to use your platform? So now I'm like the equivalent, just to mention some other companies that I know, like Precision Nutrition or Institute of Integrity Square. Like, they have software platforms that allow you to run your own business. Is it to the point now where stronger you is able to say to a nutritionist or certified dietitian, hey, you can use our platform. You got 50,000 meal plans, you've got all the engagement, you've got the community. Like, come

on to our platform. Basically build your business off of our platform. Are you seeing that in any kind of reverse engineering, or are you really recruiting your own experts and saying, I'll handle the community?

[Adam Zeitsiff]

Yeah, those are very cool business models. Precision does a great job with the model, but for us, that's not the model where we're looking at right now. For us, it's building our platform, bringing people in. And as you said earlier, actually, we don't do meal plans. We don't have food lists. You can and can't eat, right? And we say this all the time, and you'll hear people argue about it. If you want to have a Diet Coke with your lunch? Well, we're not going to tell you no, just understand what that's going to do. You want to have a glass of wine with dinner, fun, but understand what that's going to do. Track it and manage those pieces. So for us, it's about bringing coaches in who understand our model, who get trained on it, and who can deliver our model. And we'll bring the customers in and we'll make that perfect ecosystem, but the cool model that Precision and others have, but it's probably not something we're going to be pursuing. Got it.

[Pete Moore]

So you've been on point here now for how many months?

[Adam Zeitsiff]

I started in January. So we're coming by nine months now. Yeah.

[Pete Moore]

So what are a couple of things as a new executive coming into a new company? What are some of the things that you've seen to say, wow, this is great. How either they set up something with the software or the way they set up this chart kind of more interesting now because there's more support or something with the culture here is more about people care more because it's nutrition. Then maybe health clubs are more like sales and marketing. What are some of the takeaways that you've said, wow, this is like a different environment or maybe a little slightly different landscape, maybe more professional. Sure, I'll stop giving you ideas now.

[Adam Zeitsiff]

Because I don't know what it's interesting. I'm glad you asked that because it's interesting because but a little over a year, 15 months ago, stronger you was acquired by self-esteem brand. So you take a small entrepreneurial driven company, Scrappy, and you've been there. You've

been behind the steering wheel of startups, duct tape everywhere, yet great growth, accelerating technology, building a great ecosystem, great fans. And you take that and you merge that with what Chuck and Dave and their team have built over the last two decades, but just over two decades now. And it's a really cool environment. And you take the great culture of a bunch of young 20 something year old and 30 something year old's is stronger. You're trying to change the way people eat and help them, and they're super passionate about it. And you take probably arguably the world's most well-known fitness and franchise executives who are passionate about changing lives and who have their four piece people purpose, profits and play. You merge that together. And so to me, to answer your question, that was one of the most interesting things coming in. And you just feel the passion and the energy at Seb about changing people's lives. And it's been through fitness and beauty for a while now. It's through nutrition. And that's not BS. That resonates. They're unapologetic about that. And if that's not something you can get your head around, then maybe you should be somewhere else and that's okay. But that's something that the team is unapologetic. And so everyone is sort of aligned on that mission. And so it is a really cool culture and they are what they advertise. SCB and now stronger you. It's not just a gimmick when you walk in the door. It's exactly what they said they were on the outside. So it's a really cool environment. Got it. That's great.

[Pete Moore]

When you take a look at obesity, you look at childhood diabetes, we say we can race for a cure to these things or we can actually just change people's lifestyle and behavior. What are you seeing on the community side, either from peer to peer challenges or just straight up peer pressure? Or what are some of the things that you're seeing or are you guys creating in order to build this behavioral change?

[Adam Zeitsiff]

Yeah, I think the first thing is definitely the education. To your point, we could put a bunch of medicine behind it, or we could just change how you eat. And even for me, I've been in the fitness industry not quite as long as you, old man, but coming on two decades myself, and it was eye opening for me. Like, I learned so much and that was humbling for me. I learned so much in the first 90 days about some of these things, about preventive nutrition and really how it can affect not just your physical health, but your mental health, which most people don't even realize that how much nutrition can affect your mental health. And of course, fitness has a positive effect as well. And so really understanding that and then we proliferate that into our community and our members, they experience that firsthand, so they go through that change. And so for us, they're almost like they're challenging each other. In fact, when a new member comes in and asks a question in our community, which is we have multiple moderators, we have RDS who are in there every day, we have coaches. Nine times out of ten, another member answers that question before our people can even get to it. And they're on it because they are so passionate and they realize that you can't do this alone. And it takes a village. And it's not just the coach to member relationship, but it's the rest of the folks who've been there. And chances are there is someone in

that community who has experienced what you're experiencing and can tell it to you from one human being to another and really make it relatable. Yeah.

[Pete Moore]

Let me ask you just one more question about there's constant change going on related to nutrition. There's people that come to a trade show and say, hey, we're going to do a blood test. We're going to find out exactly what you're allergic to, what exactly optimizes like, here are certain supplements you need to take for brain recovery. Here's certain things you need to take. You can walk into like a Dwayne reid and you're like, walk out of there confused, like, what I'm supposed to take so have you guys' kind of delved into anything on the vitamin, the supplement side? The blood tests here? Look, that's great to have and it will be a part of this in the future. But at the end of the day, if I'm living a clean nutrition plan, it covers 95% to 98% of the people.

[Adam Zeitsiff]

It's funny you say that because we get approached all the time by supplement providers, by continuous glucose monitoring providers, by people who want you to poop in a box and they'll send it out and they'll tell you what, that's a.

[Pete Moore]

Weird commercial, I'm not comfortable with that commercial.

[Adam Zeitsiff]

Right, and you don't have to edit that out, it's okay. And so we get approached by that all the time. And our team, our founder Mike and Dr. Jess and the rest of our team on the science side, everything you said, you can get through proper nutrition or you can get by a 15 minutes' walk in the sun for your vitamin D and things like that. We really do feel and listen. We know, we're always listening. I'm an innovator, I'm a technologist like yourself. There's always a way that technology can help improve the human to human coaching relationship. Of course it can, of course it can. But really, some of that stuff is gimmicky. Some of that stuff really only tells you things for a little bit of time. It's still on you and your relationship with your coach to make those changes, to learn and to have accountability for the long term. So for us right now, it's strictly about that human to human macro based coaching, understanding why your body reacts to certain things, understanding why you're making those decisions. But we're always keeping our eye open and I'm sure at some point we'll delve into the technology side to help improve the experience between the human member and the human coach. Great.

[Pete Moore]

Well, in closing here, you finally made it from 20% of the population to 100% of the population could be using your product or software. So welcome to a larger mass market opportunity. Anything here that you want to leave us with or maybe just like the last sentence of what the mission is here and how they can get on board or what the onboarding process is.

[Adam Zeitsiff]

Yeah, no, we appreciate that. It's been always fun to chat. And again, our mission is to change the way the world eats. And whether you're changing the way you eat because you want to lose weight, because you want to gain weight like you put on some muscle, because I know that's always top priority.

[Pete Moore]

Thank you again, appreciate that point.

[Adam Zeitsiff]

It's stronger. He was always here to help. To your point earlier about gyms, we'd love talking to gyms and my colleagues and friends around the industry because there is a huge opportunity there for them to help their members get the and fitness and nutrition and extend that stay and keep them. There longer, so we love that opportunity. But, yeah, I'm excited to be here and be on the rocket ship of SCP and stronger you and really help push this industry forward.

[Pete Moore]

Yeah, well, it's a good validation for the industry that guys like Chuck and Dave and yourself are now powering a lot more change and contract a lot more people. So good catching up with you. Good career move, good lifestyle move, good nutrition move, and I'll see you in person as soon as possible.

[Adam Zeitsiff]

All right. Thanks again, Steve.

[Pete Moore]

Awesome bud. Talk to you soon.