



Joel Therien - 7 Minute Workout



Jean: It's Jean Shaw here and today I'm once more chatting to Joel Therien, who is currently best known as the CEO for Global Virtual Opportunities, and for anyone who isn't aware, this is an incredibly affordable hosting and marketing solution for anyone wanting to do business or indeed create a business online.

However, today our topic of conversation is about something completely different, and is, in fact, Joel's real passion – health and fitness!

Joel is a self-confessed “health nut” and has been a fitness fanatic since he was 11 years old so has accumulated a vast amount of knowledge over the years.

Together with his long time friend Chris Reid, whom he's known since kindergarten, Joel has just released a revolutionary lifestyle program, which will undoubtedly send ripples of discontent through the fitness and diet industry because the title is The 7 Minute Workout.

Intrigued?

I was too! That's why I became a maverick member, which is basically a test group of people who want to improve their health and fitness.

Anyway, the program is unique on many levels so let's have a chat to the man himself, Mr. Joel Therien and see what he has to say about this amazingly simple but effective program, which he hopes will educate enough people to prevent the diabetes and obesity epidemic sweeping most civilized countries.

So, hi Joel! Are you there?

Joel: I'm here Jean! How are you? Nice to see you again.

Jean: Yes, well you can't see me but you can hear me.

Joel: Yeah.

Jean: So when we last spoke you touched on the reasons why you'd made a name for yourself on the internet and it had much to do with health and fitness, didn't it?

Joel: Yes, absolutely! Absolutely! You know it, I've always said God works in very mysterious ways and yes, I have been a "health nut" since 11 years old.

I started competing when I was 16 and, you know, thought I was doing everything healthy and got severe aspartame poisoning which ended my athletic career when I was 28 years old, but you know, conversely or coincidentally allowed me to build a multimillion dollar business on the internet.

And once I started to feel better, you know, getting the aspartame, and I also had lead poisoning, out of my system, it naturally turned me back towards my main passion and my life and my education. I've been educated in that field which is health and fitness. So, it's interesting where life takes you

Jean: It certainly is. Now you have started this program with your friend Chris and you've been friends since kindergarten, haven't you?

Joel: Absolutely!

Jean: You've both trained in tae-kwon-do, did you? When you were little?

Joel: Yes, yes, yes! We actually went and saw the *Karate Kid*, I believe and were pretty freaked out about that movie and jumped right in. There was a tae-kwon-do school in our local area in Elmer, Quebec, Canada.

We started in that and both became a black belt by the age of 14 and then I took a different direction. I decided I loved building muscle and I became a body builder and Chris stayed in tae-kwon-do and became a world champion and made it his profession.

We've stayed in touch ever since then. We went to university together; I did exercise physiology in University. Chris was my room mate back then. It's come full circle and we're working together again now.

Jean: You've both been training consistently even though you had your severe illness and you're both obviously in great shape. Now you make a claim on the homepage of The 7 Minute Workout, which is your new program that ***"anyone can get into the best shape of their life working out just 7 minutes a day, 3 times a week"***.

That's pretty bold statement, isn't it, and clearly you've been doing this for years, so do you think people are going to look at you and say "no way!"?

Joel: Possibly and let me go way back. As mentioned, it was actually around 12 years old when I picked up my first weights set. And I remember vividly, seeing a guy probably about 20 years old, but he flexed his arm for me and his bicep popped out and I was just mesmerized from that day on. I thought "wow that's really cool!"

So I picked up my first weight set when I was 12, really not knowing anything about anything and trained like most people for years and years and years, on and off that time from age 12. By the time I was 16, I built myself up to bigger than the average 16 year old. I was I think, about 180 pounds at that time when I was 16 and because I've been training on and off since the age of 12, I had that beach body look and looked pretty good.

But what I didn't know was I was drastically overtraining since the age of 12 to the age of 16, training approximately an hour a day, five days per week. So five hours in the gym and you know when you're—hey let's face it Jean, when you're 16 years old you have plenty of energy to be able to do that, but even then I was overtraining drastically and not seeing the results that I wanted to see and I became frustrated.

You know I was trying to get to like 185 pounds and that was a struggle and then I was trying to build muscle to get beyond there and never could. For about six months, that that was my genetic potential and I was never going to be a very muscular individual. And then I started picking up my first physiology books, muscle physiology and started learning different muscle fiber types and stuff like that.

And so in sort of fast forwarding, it became my passion and what I went to university for and all that kind of stuff.

So, I became a professional natural body builder, natural just means without enhancements of any drugs and steroids and stuff like that. Then basically what happened was from the age of 16 on I learned something very, very important about muscle physiology in the human body and that is simply this—by design, going back to our nomadic days, the human body can work in one or two ways.

It can work long, and the thing is Jean, every single one of us who have full time jobs have a lot of stress on us on a daily basis. We work very long, very hard hours, so we're designed to work that way, or we can work in another fashion called our fight or flight response. We can work hard; we can work hard with explosive power and energy but for very, very short durations.

Now that's how I used to train from the age of 12 to 16. I was training hard and I was training long, an hour at a time burning all types of calories and really breaking my body down to where it just didn't function properly anymore.

And that's what most people do today. They will try to work long meaning more than a few minutes and very, very hard and it puts people into a very, very bad catabolic state.

Exercise is very catabolic, there's no doubt about that. When you exercise, you're breaking your body down and that's why after a day of exercise, especially when you haven't exercised for years and years and years, you become very, very sore and your body breaks down.

When your body breaks down, you release catabolic hormones that directly affect how you think as an individual. So, when you break down you release things like cortisone.

L-dopamine is our feel good hormone; it's what gives us happiness and joy, and when you exercise for long durations you actually decrease your l-dopamine in your brain so you actually, in a sense, become depressed without even knowing it.

And so what you start to think is you get depressed and associate it with the action that brought it on, which is your exercise program.

That's why people can't stick to an exercise program as they drastically train too much. I think you've probably been there Jean, where you start an exercise program and kind of go at it for a week, and the first day you say "oh that wasn't too bad", but you're really actually saying in your mind that wasn't really was enjoyable.

And then three days into it you're starting to think to yourself, "man, this isn't really much fun but I *have* to do it because it's healthy for me" and then of course anything that people don't like to do they don't stick to long term.

Jean: Oh well that explains it for a lot of people then so it's not their fault.

Joel: No, it's not. It's not. And so coming back to 7 Minute Workout like I said, the body is designed to work long and we already work long - you know, long, long hours at your job whether, you know, 8, 10, 12, sometimes 16 hours a day. The last thing somebody wants to do is come home and work out for a long period of time because your body is not designed to do that.

The way I like to explain it is you can look at two different, very drastic body types. There's long distance runners, and most long distance runners have a very short career because they drastically over train their bodies, ok?

And it's the same for most professional athletes, but if you look at a long distance runner, of course they're lean but they have very little muscle mass and the reason is they actually burn all their muscle away.

They're lean of course because if you go out and run an hour a day, six days a week you're going to naturally burn a lot of calories. The reason why those people can stick to that exercise regime is 1) the thrill of competition outweighs what they put their body through and 2) is that they're genetically athletic.

But let's face it 98% of the population cannot get a runner's high because they're not that type of genetical individual.

Conversely, the other types of athletes out there are the explosive athletes, people that run 100 meters.

If you look at an individual who runs 100 meters they're very lean as well, but they're much, much more muscular than somebody who's a long distance runner, and after they run 100 meters they're exhausted for the rest of the day.

That's because they've utilized what's called their type 2 muscle fibers; very explosive fibers.

The thing is the more muscles you have on your body the more calories you burn. I'm approaching 40 sadly and it isn't much fun but anyway—

Jean: You're still a baby

Joel: What's that?

Jean: I said "you're still a baby".

Joel: I wish, I wish. You know, it's all in relative terms but I look at someone who is 21 and I'd say they're a baby, but the thing is I've still been able to stay very, very lean and never gained a pound simply because of the way that I train.

And here's what I need to explain. One pound of muscle that somebody holds on their body will burn 100 calories a day. Now I know there are women out there that go "oh wait, I don't want to be bulky. I don't want all types of muscle." That's not what we're talking about.

After the age of about 30 years old, every single one of us because of the aging process lose about 1 pound per muscle per year. So after—and that's because muscle on both males and females are predicated by your hormone levels and primarily testosterone. — Yes, women carry testosterone in their body as well.

So what we're talking about here is people naturally lose their muscle over time during the aging process and because you lose muscle, you're losing about 100 calories a day that you normally burn. People normally still eat the same that's why over a certain period of time they put on weight.

You know, there's not too many people who are overweight in their teens and twenties and then, you know, they hit 25 and they become a little bit more sedentary and they start to gain weight.

Here's the good news. If people exercise just a little bit everyday, 7 minutes a day, three times per week in a specific fashion they can regain the muscle that they lost when they were 21, which means when you bring that muscle back, not bulky muscle, just muscle that you had when you were young anyway, you can actually get that lean physique back again and again.

Now to put that in perspective, so let's say at age 30 you were 135 pounds and at age 40 you're 145 pounds or 155 pounds for a woman. What's happened was you probably gained about 25 pounds of fat and you lost 10 pounds of muscle just because of the aging process. Ten pounds of muscle lost times 100

calories per day means you're burning 1,000 calories less per day, does that make sense?

Jean: Oh absolutely!

Joel: Okay, so 1,000 calories per day is the equivalent of doing one hour of treadmill every single day. So if you go and bring that muscle back through very specific and short duration exercise you can actually keep the same lean body look that you had when you were much younger and that's what 7 Minute Workout is all about.

You've got your long distance runner who has what's called a slow twitch high endurance fiber type 1 muscle and then you have the explosive power, you know a sprinter who have a lot of type 2 muscle fibers.

Type 2 muscle fibers are explosive fibers that have the greatest potential for muscle growth.

Your type 1 muscle fibers cannot get any bigger that's why your long distance runners are very, very slim individuals.

When you look at a sprinter they have a lot of type 2 muscle fibers -very explosive, and are very muscular individuals, even the women. If you look at a sprinter who's a woman, they still look like a woman don't get me wrong, but they're very lean, and have really, really good muscle tone.

So that's why people have failed at their exercise program. They try to train their type 1 muscle fibers and their type 2 muscle fibers in the same exercise program. They become very, very catabolic and they end up hating what they're doing.

Nobody can stick to something that they hate, would you agree Jean?

Jean: No - Absolutely, yes, especially where exercise is concerned

Joel: Exactly and so people inherently think, you know like a smoker says "I'll always be a smoker" and then they find they quit one day and they go "I really didn't need that!"

It's the same thing with an exercise program. When you train in very short durations it brings your muscle fibers back and it also has a positive effect on your neurotransmitters in your brain and your hormone levels.

Specific exercise in very, very short duration will increase your L-dopamine and lower your cortisone levels. When your L-dopamine rises in your brain it brings out feelings of joy, excitement, and love.

When you exercise in very short durations those hormones and neurotransmitters go through the roof, so it inherently gives you a positive reinforcement to your exercise program.

You finish your 7 minutes of exercise and you go “that was actually enjoyable. I actually feel really, really good.” Now if you start feeling really, really good what are you going to want to do - you’re going to want to do that over and over again.

Jean: Right! That’s great! So basically what you’re saying is if you build up your muscle with resistance exercises you boost your metabolism, is that right? So you burn calories all day long or is—

Joel: Exactly! Exactly! You end up burning more calories at rest than by doing an hour of treadmill every single day. Correct.

Jean: So if you were doing aerobic exercise, which obviously you should to get the oxygen pumping around your body, you only really burn calories whilst you’re doing it.

Joel: Exactly, exactly. Because aerobic is fantastic, but again we’re talking about people who’ve failed at exercise before. They’ve given it an honest effort, they’ve decided they hated it and could never stick to it.

So aerobic exercise is good for building the heart, the lungs and the oxygen, but it does not build muscle, which means you’re only burning calories when you’re actually doing the exercise.

When you do very specific resistance training 7 minutes a day only three times per week, you’re building muscle. When you’re building muscle it takes more calories to sustain that muscle and you’ll actually end up burning more calories at rest all day long than if you do aerobic exercise. That’s correct.

Jean: Now I have to say, I know this because I’m part of the maverick program, but your program actually works on five different muscle groups, doesn’t it, with specific exercises over a 10 day period.

Joel: Correct.

Jean: So you exercise one day, have one day off because it’s the exercise which is the stimulus for improvement, but it’s the rest that provides the benefit, isn’t it?

Joel: Exactly! You see what people have to understand is exercise itself is catabolic - ok? It breaks muscles down.

That’s why again if anybody’s ever done any sort of exercise, the next day you’re sore. So exercise provides the stimulus for your body to improve, but it’s the time away from your exercise program that actually provides the benefit for that improvement.

So the problem is what most people do is they exercise one day, then the next day they exercise again, then the next day they exercise again and what they’re doing is they’re putting their body in a constant catabolic state.

That constant catabolic state brings your L-dopamine levels down in your brain, which is that feel good neurotransmitter and it causes you to hate your exercise program.

That's why, with our program, you stimulate your body one day then you take the next day off, which provides the benefit for all the improvements. I hope that makes sense.

Jean: So every body part gets exercised every ten days and it's actually simple process, but simple doesn't mean it's easy does it? You have to push yourself to positive momentary muscular failure, which in simplistic terms means you just can't do it anymore.

Joel: Exactly and that might sound like it's very, very difficult to do, but it's not.

When you use a specific amount of weight— and what people want to do is they should fail out their muscles around 10-15 reps.

It's pretty easy to do, it's all relative term, but if you look at the exercise program itself you have to ask yourself this: would you rather exercise for a whole hour? Think about it - what do people do when they're exercising for an hour?

About 20 minutes in they're looking at their watch seeing how much time they have left, whereas if people know they can push themselves to positive momentary muscular failure in sometimes 15 or 20 seconds, guess what - after that, that exercise is done.

It's finished and is actually very, very easy to accomplish and very beneficial, and the reason comes back to our nomadic days again.

It's called your fight or flight response.

In a dangerous situation your body is designed to push very, very hard for very short durations and it actually has a positive effect on your mood and stuff like that because of the L-dopamine levels increasing in the brain.

So yes that's correct. The reason I'm kind of trying to reiterate this is people say "oh positive momentary muscular failure, that sounds scary.", but it actually brings on feelings of elation and enjoyment.

Jean: That seems to be the effect it's having on all of the maverick members. They seem to have a new zest for life and increased strength. I know I'm a lot stronger since I started than I was before.. It's fantastic!

Now obviously as with any exercise program you do have check with your physician first, but remarkably it does seem that a lot of people who have quite serious health issues are able to follow your program because they can pick and choose really, can't they?

I noticed in the videos Chris does most of the floor exercises and you tend to do the ones with the weights. Is that because you got a herniated back or?

Joel: No, not really. I think it's more because of the path that he chose, but this type of program works for non-athletes, works for people who have certain health issues and it also is designed to do what you enjoy doing.

You know, because I became a body builder I enjoyed inherently working with the weights, and because Chris became a Taekwondo world champion, he enjoyed doing more things on the floor and using his body weight for the exercises.

So that's the only real reason, Jean, is I got so used to using dumbbells and weights and he's got so used to doing things with his own body that we decided to should shoot the video based on what I like to do and what he likes to do and the point I wanted to try to make on that is there's so many videos that it's flexible. People can do the exercises that they like to do

Jean: Now although the program doesn't specifically focus on weight loss there is a very good nutritional section within the back office, isn't there? Where people, if they did want to lose weight, there is a lot of information but what seems to be happening is as people get fitter and stronger and are taking more notice of their body they tend to look for healthier food choices.

Joel: Exactly! I agree and that's why it's not a diet program. You know, diets fail. No doubt about it, diets fail. The human body has two arms and two legs because it was designed to move and the problem is people over train so they stop moving their body.

But the reality is what we do in there is we give people healthier choices on what to eat and you're absolutely right Jean, once people start to feel better about themselves they're more mobile, they feel better, they have more energy, and what we're talking about here is subtle changes, you know.

For example, I've been able to maintain my weight my entire life. Why? Because I don't drink coffee, that's, you know, that's a subtle change. I choose to drink water and lemon or water or things like that instead of drinking pop. So, it's just subtle changes like that.

You know, if I'm going to eat pizza, well I don't even like pizza anymore because I know it's about 95% fat content so it's just healthy food choices combined with your exercise program.

It's just eating healthier and feeling better about yourself, but the problem is most people will go on starvation diets. They'll try a pill or potion which never ever, ever will work for them long term.

Jean: Yes, the thing is I was watching a television program, it was actually on BBC the other night, and it was saying 25% of adults in the UK are considered obese in this day and age.

Joel: Wow.

Jean: It seems there's an increasing amount in bariatric patients as well who you don't see and they are the people that are really, really huge, really overweight, dangerously so, but they don't even get out of their house so you don't really see them at all.

It was saying in certain areas the NHS (national health service) are providing a 12 week course to Weight Watchers for the people who are overweight to try and spur them into action to do something about what could potentially lead to diabetes and heart attacks and strokes and things like that.

They were saying though, that it didn't really work because while the people were having their program paid for they were perhaps attending the Weight Watchers, but because it was only focusing on food and diet it didn't work. It wasn't sustainable in the long term and what you really had to approach was diet, exercise, and shopping behaviors.

So, in your program you actually cover all three, don't you, but the main focus being on exercise which naturally progresses to the other two?

Joel: Exactly and it actually progresses naturally, and here's why. Somebody, in my humble opinion and of course this is only my opinion, somebody who's morbidly obese utilizes food as a source of comfort for them. Whether it's because they have a bad upbringing, or something, you know they just don't feel good about themselves. That's a given, and I think most people who become morbidly obese would agree with that that.

Instead of feeling good about themselves they turn to food to make themselves feel better. That is a mistake because here's why, you can change your diet but it's not going to give you feelings of elation and good self worth.

That's the reason we focus on the exercise program first and the specific exercises.

Coming back to what I was talking about, specific forms of training will increase L-dopamine in the brain. It's a natural anti-depressant and it's the most powerful form of anti-depressant.

So when you start the exercise program specifically, you'll naturally feel better. You can't fight this thing because as your levels of l-dopamine rise and your cortisone levels go down e you create a cocktail in your mind of feel good hormones.

You're going to feel good. Now Jean, I have to ask you, when you started the exercise program yourself, did you feel that way as well?

Jean: Yes, I did. Yes, definitely.

Joel: So that's why the diets fail, ok? When you focus on food only you're not increasing your feel good hormones in your brain, so it's not giving you positive reinforcements.

So that's why we tell people when they start the 7 Minute Workout and I tell them right on our first live webcast, do NOT focus on your diet. Don't even look at it.

Keep drinking your coke, keep eating your pizza, keep eating your cake, it doesn't matter. What I want you to do is focus on the exercise first.

Once they focus on the exercise they get what's called, in main terms, a runner's high, ok, which is just a good feeling from exercise.

Again, if you exercise too much, if you're not genetically elite the opposite happens. You get a feeling of hate and bad self worth. So once you get that high in the brain then you naturally start to feel better about yourself, then you naturally start to take care of yourself and have better food choices.

Jean: Yes, I never thought I'd say exercise and fun in the same sentence but I do find that I do even do the exercises maybe at 10:30 at night which I would never dream of before. I certainly would think "Ok it's 10:30 p.m., I'll hit the treadmill for an hour now."

Joel: Exactly! And here's the thing, you know, humans have been conditioned to an all or nothing response right? Once we educate people that truthfully, because again the biggest misnomer or bull claim is how can 7 minutes do anything for your body?

And a lot of people, you know, in conventional terms would say "Well ok, I'm supposed to do 30 minutes on the treadmill tonight. Well I only have 5 minutes so, guess what, I'm not going to do it at all".

And that same thought pattern comes in over and over again but with the 7Minute workout it's different.

The biggest thing I have a hard time getting through to people is **7 minutes really is enough** and I know it's enough because going back to my story, Jean, once I learned how to specifically train I went from 175, 180 pounds up to 200 pounds of muscle mass and of course I trained specifically to get bigger muscles, in just a very, very short time frame.

So I want people to understand that 7 minutes is actually the right amount. It's not about being too much or not enough, it's the right amount of exercise that people can stick to and see phenomenal results.

So that's why you're able to do it at 10:30 at night. You go "well jeez, it's a couple of commercials on the television - let's get it done", and yes, I think you now realize, Jean, it's actually enough exercise.

Again, people go “Oh five minutes? That’s not enough so I’m not going to do it at all. An hour? - well I don’t have an hour to do treadmill so I won’t do it at all.”

I hope that made sense.

Jean: Yes, absolutely. Quality versus quantity, isn’t it?

Joel: Exactly, exactly!

Jean: And if adults can get into the right habits it’s certainly good for their children because they follow by example. Another program I saw on the BBC was talking about fast food babies, and the increasing number of overweight and obese children in UK, which is really quite scary.

It said that 1 in 5 children were overweight by the age of five, which was just building up a time bomb of health issues.

Joel: Wow.

Jean: They were just eating junk food and their intake of saturated fat and sugar and salt was heading them toward heart disease, diabetes, and cancer, but it said in the short term many of them were suffering from tooth decay, constipation, and even rickets.

Joel: Wow.

Jean: Yes, I know! That’s a lack of vitamin D which you would’ve thought would’ve stopped ages ago, but clearly it hasn’t. So, if parents can show a sensible eating and exercise regime then children are likely to follow, aren’t they?

Joel: Absolutely! Absolutely! I mean, I was brought up in a healthy medium and all my children are very, very active and they don’t even crave sweets. They don’t want them because they’ve been educated on what they do to the inside of their body.

So it tastes great on the outside, but they understand at a very young age what it does to them on the inside, and so therefore my kids don’t ask to go to McDonalds. They don’t ask to go to fast food restaurants and stuff like that because they’ve been educated at young age that it’s not really good for them and it actually turns them away from it completely.

Jean: So, going back to what I said that some of the children suffer from constipation, one of the things that you do recommend is the importance of fiber in the diet.

Joel: Yes, absolutely! Again, coming back to our nomadic days –because we haven’t changed in 10,000 years, what were the things that we ate? We either ate protein sources from animals that we killed, or we ate things that grew out of ground.

Now, it's unrealistic in today's day and age to expect anybody in a hectic lifestyle to eat only things that grow out of the ground, which means like eating salads and eating off the land. It's just unrealistic.

However, a good form of dietary supplemental fiber can really, really change somebody's weight patterns and what they eat on a daily basis very quickly.

That has been the other trick that I've used for years, Jean. I mean we could talk an hour alone on the benefits of dietary fiber, but I have added two tablespoons of dietary fiber to my diet for the past 15 years. Yes, it keeps me very regular but it has a whole slew of other benefits with blood sugar, with cholesterol, and just appetite in general.

Most people's appetites today are through the roof because of too many process foods. Processed foods - another word for that is pre-digested foods.

When foods are pre-digested, your body can assimilate them much quicker, which mean that you don't stay full for very long, and hence we eat far too many calories.

Adding dietary fiber to your diet will help slow down the assimilation process for pre-digested food. The less you eat, you know, the less weight you're going to gain.

So, studies have shown that with adequate amounts of dietary fiber whether supplemental or coming from your food, people naturally decrease their caloric intake per day by as much as 30%. So imagine if you just naturally ate 30% less food than what you used to eat, Jean, you're going to lose weight. No doubt about it.

Jean: But with the fiber, you also need lots of water don't you?

Joel: Oh, yes. Oh, yes, absolutely! I mean, because it bulk forms in your body. And again water is another thing that's very healthy. Most of us don't drink near enough water either.

No. Aren't you supposed to drink half of your body weight in pounds in fluid ounces?

Joel: Correct. Absolutely! Another indication that people may not realize is that urine is not supposed to be yellow.

Jean: No, it's supposed to be white, or clear.

Joel: Exactly.

Jean: Ok, right. One of the other nice, well there's several nice things about your program, but the social side is the very key, isn't it? If you've got somebody to inspire and motivate you, you do tend to stick to whatever regime or whatever plan or whatever journey you're on don't you? And in the back office, you have a very healthy and busy forum, don't you?

Joel: It's absolutely wonderful! And it was the one thing that I had hoped would become active, but I'd never dreamed it would become so active. As you know we have about 500 some odd beta testers and there's 10, 15, 20 blog posts going up every single day about the results people are having and hundreds of forum posts on a daily basis.

That's why we created the buddy system, where one person can join and bring a colleague, a wife, a husband in for free, because studies have shown when you have that social support you're going to increase your success rate tenfold, you know? So, yes, I agree, the social support has been absolutely wonderful!

Jean: Well, I think it's absolutely amazing, and I'm really glad you introduced me to it.

So to sum up The 7 Minute Workout it's really an easy to follow health and fitness membership program, isn't it, where they have beginner, intermediate and advance exercises, because not everybody is typically exercise orientated? So you can start on whichever level that is appropriate for you.

Joel: Correct. Correct. So that there's quite a few hundred videos and they're catered to the different exercise levels that people start at, and the value proposition is even at the advanced stages as people's health improve and they have more energy, they still never exercise more than 7 minutes and that's—I think the one thing that's really cool about it.

Everybody has 7 minutes in their day three times per week to be able to do it. So yes, it's an exercise program, it's social support, it's health and nutrition, it's all in one and it's very, very exciting.

Jean: But also you've forgotten that it's also a business opportunity, isn't it—an MLM business opportunity - if you want it to be.

Joel: Yes, exactly and that's very secondary.

As you know I've been in internet marketing for 12 years and I really, really believe in the grass roots of marketing, which is basically viral marketing at its best.

We've all gotten emails that are jokes and we've all seen videos on YouTube that overnight get 29,000,000 views and then the next thing you know the person's on CNN or BBC and they become instantly famous.

That's the power of the internet today so we've created a program where if people recognize the results that you're seeing and you're feeling better about yourself, you just send people over to the webpage and if they join it becomes a great long term residual income for people as well.

It's very, very exciting.

Jean: So do you think this is going to upset a lot of personal trainers?

Joel: Yes! Absolutely! I think it will only because, again, a lot of people have been preconditioned to the one hour and here's the truth of the matter of that is we all were triggered around an hour because when you go and pay a personal trainer they get paid per hour. So, when you go to the gym they want to get the hour out of you because they want to be paid for an hour and therefore, yes, it's going to upset some trainers because they're going to see it as competition.

But the reality is again, Jean, you know when people meet me the same question always come up and I have a hard time talking about my own physique or whatever, but a lot of people say, "My god Joel, you look fantastic! How is it that you can be on a computer for 15 hours a day and stay in such great shape?"

And I say "Well, really I have time because I only train 7 minutes a day three times per week."

And their first reaction is "No way!", and then their second reaction is "Well ok you can do that, Joel, because you already look that way."

And it's actually the complete opposite. The ones who've never exercised before, might be training two or three minutes three times per week and then build up to the 7 minute mark.

So as you could see I could talk about it all day long. I would imagine this is on our webpage somewhere, and there's a three part series video that people can see that really explain it further, Jean. The whole science behind why this program works, why it works long term, and why I honestly believe its going to help eradicate obesity and diabetes around the world today.

Jean: Well certainly something needs to so I think you're heading in the right direction. So just to recap then, **The 7Minute Workout is a sustainable healthy lifestyle change, which allows people to achieve whatever they want from the program whether that's to lose weight, change shape, get stronger and fitter, have more energy, whatever really but basically it's fun, isn't it? And there's lots of support.**

Joel: You hit the nail on the head. It's sustainable because it is fun that is the key. Things that people find fun, they want to do again. Things that people don't find fun, they won't stick to.

I guarantee you because of this simple physiology behind the program it's going to increase the feel good hormones in your own brains. It's like a natural drug. You'll become addicted to it, I guarantee!

Anybody who joins this program will become very addicted and love the program so much that it becomes that sustainable lifestyle of change for the rest of their life.

Jean: Well thank you so much for taking time to explain that Joel. I know whilst you're still firmly at the helm of GVO, it seems you're certainly steering a course in the health and fitness industry. I'm convinced anyway, so thank you again.



Joel: Well thank you Jean, and yes, of course GVO will always continue to grow. It's still something that I love doing and I love business as an entrepreneur, but I've been a "health nut" as you said since age 11 and I wanted to share this knowledge with the world.

So thank you, Jean for being a maverick member. I couldn't have done it without you.

Jean: Alright. Take care then.

Joel: Bye - have a great day!

Jean: Bye!

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