

Josh Anderson and Nate Miyaki Interview: 12/17/2013

Josh Anderson: I just want to go back to your early days and how you got started in the fitness industry.

Nate Miyaki: Well basically I was kind of an athlete in high school and so I actually had an injury, a knee injury and it got me on the track to be interested in physical therapy I went to physical therapy and kind of that was kind of my introduction to the industry I guess as rehabilitation. When I went to college I was studying basically pre-physical therapy, pre-med track and was working for money through college at a gym and was also getting into bodybuilding at that time and the owner basically was like hey you are studying this stuff in college, you are working here I loved to pay for your training certification and get you started training clients out of my gym here and that's kind of how I got the start and never looked back.

I was going to go to PT school but the training business had taken off by then and I realized after a couple of internships that I liked working more with the whole person rather than just the body parts so I just kind of ran with it ever since and wow fifteen years later.

Josh: Yeah it looks like it is doing well for you, that's for sure.

Nate: Yeah it has been great.

Josh: What are some of your core nutritional and fitness beliefs? Are you like HIIT (high intensity interval training) kind of guy or what is your main belief?

Nate: Oh in terms of nutrition basically I can sum up my entire approach; it is basically three phases that I think people need to get right. One is optimizing food choices and for that it kind of depends on the person; so if someone is a little sedentary, doesn't do a lot of activity I favor more of a paleo-type approach which is basically kind of for people who are not familiar with that it is a cave man approach to nutrition, it is basically simplifies it; cut out refined foods, eat more real natural foods and it will take you 90% of the way. For someone who is more active and does more, like you said high intensity training, strength training intervals I favor just adding some starch back to that template which ends up looking what I call more of a Japanese village diet.

Which is basically the same thing fish, protein, vegetables, and core fruit with a little bit of starch coming from potatoes and rice. So I kind of focus on food choice first with most people and then the second thing is more getting into like diet numbers and calorie counseling usually more advanced demographics side I kind of work on templates for them at that point.

And then the third is to find sustainable diet in structure which to me there is a lot of myth in the industry about the is necessary to lose weight and get lean; we all think we have to get these fixed small meals and starve at night which is when you look at the science completely untrue and false.

We can use a more sustainable diet structure that fits in with the natural social patterns like the three meals a day or like eating more at night or in a fast protocols it is kind of integrating that. Sounds like

confusing but it is really just eat more real food, eat the right calories based on your activity levels and then find a diet structure that you can actually stick to and that is the overall approach I take in nutrition.

Josh: It makes complete sense to me, you have got to make at least half way convenient the things you are going to stick to.

Nate: Yeah absolutely.

Josh: So what about your fitness beliefs when it comes to exercising and work outs; what is your go to thing?

Nate: Sure and one thing and I hate saying it as a trainer but it is also why I have spent the majority of my continue education on nutrition that your nutrition plan is by far the most important thing you can do for health or for losing weight for anything.

So I always tell people most people a lot of people can reach your healthy body weight really busy professionals that are currently sedentary and overweight a lot of them can reach a natural body weight with just a good nutrition plan and maybe some daily walking.

No formal exercise necessary people are shocked to hear that and they are shocked even more when they hear a trainer say that but a lot of times I will send people away and say hey you are not ready to train with me you don't need to train with me yet all you need to do is improve your diet and walk daily.

I mean I have gone to corporate wellness program and have people lose a hundred pounds with that alone with basically saying I just started walking everyday for forty five minutes and it is not even a formal exercise session.

I will go just go on a lunch break or at home walk with the kids for an hour and focus on improving food choices and they will lose a hundred pounds. So the core of my belief is always focusing on nutrition first but once you get into more training and say hey I want to look great at the beach and in my bikini and board shorts and stuff like that I personally focus on basic strength training; so you will have body weight exercising or free weight exercising.

I focus nutrition first strength training second and then like walking as an additional activity; very rarely do I focus on cardio type activities even with women if their primary goal is to look a certain way.

Josh: Yes I can agree with you on that I feel like 75% of your six pack is made in the kitchen and 25% maybe through the gym.

Nate: Yeah I learned that lesson the hard way honestly because when I graduated from college I had studied kinesiology and I was an athlete myself and I was just getting in to bodybuilding so I was more performance athlete at that point I was like it is all about training, it is all about how hard you train.

I am going to design the best training program to get people get these results and it turns out that most of my clients in the beginning were just busy professionals they were not looking to be professional

athletes they just wanted to lose some weight and get healthier and I realize my training programs even the greatest ones were not really doing that much until I got them focused on the nutrition plans and then that is when the result started to take off.

So it is one of things I try to repeat as much as possible not to sound like a broken record but it took me years for it to sink in and I am a professional so I try to repeat it whenever I can.

Josh: Yes it can save people a lot of time figuring that out.

Nate: Yeah and I think it also opens up to efficiency we are all busy these days whether you are a professional or a stay at home mom...I mean I just got back from Hawaii and my wife's sister is a mom and her day is more active than a busy professional, right?

It is all about efficiency and to me if you focus on nutrition first you don't have to spend twelve hours a week in the gym to get results; you can do a couple of strength training session a week and walk as an errand and you can get phenomenal results with the sustainable and reasonable plan which is what I try to get people to focus on. A lot of times we get caught up and hey I am going to do this hardcore for thirty days but then what is going to happen?

So I always tell people from the bat start with the plan that is kind of not a quick fix but something you look into to sustain as a life style plan and you will get much better long term results that way.

Josh: Yeah man that is awesome I agree with that completely, that kind of takes me to your latest book *Feast Your Fat Away* you wrote with your wife can you give me a rundown of that?

Nate: Yeah it is the kind of stuff we talked about earlier kind of the whole book is my overall approach it goes obviously more in depth with like sample diets and grocery list and things like that but it really is teaching people the most efficient strategy to kind of lose weight and look great and improve their bio makers of health it is really focusing on those food templates kind of clearing up the confusion a lot of people are following diets that are not right for them that is the problem.

That is the thing it is not one diet it is multiple diet plans based on where you are at and the type of activity you do. So we run down those templates and get you to the right one I think a lot of people are overweight now because they are following sort of ADA recommendations that are not right for them if they are sedentary.

Also we have in our industry a lot of athletes following very popular low carb diet right now which again is not matched to the activity level so they are suffering a lot of draw backs from that. So really the first part focuses on that template on those templates getting people to the right the right template and then it is really all about diet structure which I think is the unique thing that sets it apart is saying listen you don't need to do what the fitness industry is telling you need to do. Which is eat every two hours, eat six small meals and starve at night which is a diet plan that looks very good on paper but it rarely works in the real world. So what I have done is try to teach people a better way to eat a better sustainable practical diet structure that fits in with our busy lives, it fits in with social pattern, it fits in with what we instinctively want to do which is kind of eat lighter, break during the day you need a big

meal at night and that goes against everything you hear in the fitness industry but that is why I go into the science behind it why it actually works and there is plenty of review studies that back it up.

A lot of my clients talk about their own personal stories in the book of how it works for them and so really that is the key there is a lot of good information in terms of food choices and calories and calculations and all that stuff but the key that you are going to take away from it is that you can eat a more sustainable and practical diet structure which is what we want to do, eat our biggest meal at night we are at home relaxing with our families or out at a business dinner or anything like that.

So it is really harps on that topic, it is the science it is the theory behind it kind of evolutionary theory; we are hunters and gatherers we spent most of our day hunting and tracking and gathering our food and coming home and having a big feast. So anthropology, physiology science but most importantly practical applications strategy in how to do it that is what the key core component of the book is really about.

Josh: Nice man, I was reading the excerpt and it looked like you had your forte into paleo dieting, fasting, sports nutrition, and every possible sort of diet.

Note: Yeah it really is and I know it sounds like marketing and a sales pitch but I was talking with the publisher today it really is a product that I have spent fifteen years in the making kind of just studying different approaches, all the science behind it, of course using it in my own business seeing how, that is the beauty of having an offline business too is that I get to try this theories out with my clients for the last decade so it is not just my experience it is all the experience of my clients and people I have worked with other colleagues and stuff and it really was it was studying those approach.

So if you study an approach in nutrition I am pretty sure I have studied it, read it, tried it, experimented with it and what I try to do is I try to pull out what I thought were the best parts of each approach to nutrition; paleo nutrition, sports nutrition, intermittent fasting we talked about which is kind of becoming popular right now and try to pull out the best parts and just get people a plan that actually works in the real world.

That is my number one focus there is a lot of diet plans out there that sound great on paper but they just don't work in the real world and I have tried a lot of them, and I have prescribed a lot of them in the past fitness nutrition plans and when I really switched over in the last four, five years after formulating these theories to this approach like clients who can never get results in the past all of a sudden they were getting results.

Like I said most of my clients are busy professionals and it was like wow they have tried different diets in the past, some worked for the short term none of them worked in the long term and this is the first one like wow this is the sustainable lifestyle plan and that has kind of been my goal, my career goals to kind of formulate something that allows the majority of people not just fitness professionals to get good sustainable results. So that is kind of what it is man that has been the journey and I am pretty proud what we have put together.

Josh: That is very cool yeah so I have to ask this question in every interview so the one main important thing people take away from the book I am guessing is that being healthy and lean and everything can be sustainable and practical and it doesn't have to be six tiny meals a day; is that what you are getting at?

Nate: Yeah my overall career goals is to tell people that you can in really good shape year round without being a crazy fitness freak on drugs and having to give up your normal career and social and family life. My goals is to teach people that it is once you get on the most efficient path which we have covered a lot all ready in this interview it is a sustainable, it is a practical, it is a reasonable goal that you can be in pretty good shape year round without sacrificing everything it is not as hard once you get on an efficient path and that is the goal of the book to show you what that is nutrition wise.

Josh: Yeah you can have a couple of beers and still stay lean.

Nate: Absolutely or bourbon which is my favorite [laughter] and that is the thing too; the plan is accounts for that it is like listen something tells you have give something up that you love definitely you never stick to it, right? So it accounts for all these things; they are feed days and there is counter alcohol and things like that, there is alcohol guide lines it really is because I want to live a normal life and I got a busy career and I want to be in shape it is part of what I do for a living but it is just part of my hobby too; my wife contributed to the book she got a career completely outside of fitness. She is in her forties and she has a pretty demanding job so she is uses the plan too and she has got in great shape stayed in great shape; it is just a sustainable plan.

Josh: That is awesome, sounds great. I appreciate you taking the time to give me all this great information man.

Nate: Yeah thanks for having me I hope it helps some people out man.

Josh: I guess one last thing if anybody listening to this or reading the interview write-up wants to know where they can reach you at is there any place where they can shoot you an email or anything?

Nate: Yeah the best way to always get a hold of me is just through my website which is my name natemiyaki.com and then I got the social media thing going on the Facebook which is you can find from my website those are all my name too, Nate Miyaki.

Josh: I got you.

Nate: That's the best way.

Josh: Once again a hundred percent thank you again.

Nate: Yeah I appreciate it thanks for having me man.

Josh: Good luck with everything.

Nate: You too; take care.