

*Stephanie
Dodier*

**The Beyond The Food Show
PODCAST TRANSCRIPT**



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Mindset Shift Changing Your Identity – Interview With Alexandra Covucci

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Stephanie: Welcome episode of 48 of the Beyond the Food Show and today we have Alexandra Covucci and it is a special episode because it is a listener request. I posted a message in my private community and I asked who do you want to have on the show.

And the number one person that showed up was Alexandra. But here's the thing. I had no clue who Alexandra was.

So I started researching and I found this amazing person with a very powerful journey that is a whiz at mindset.

And today we're going to talk about mindset, but from a very different perspective. We're going to start by asking ourselves a question about who do we want to be, and how do we want to feel as a kick-starter to our mindset change.

And as we evolve through this journey of changing our mindset and we are being challenged we're going to keep asking those amazing questions that are going to fuel our energy to continuously change our mindset and that's what Alex is going to teach us today, and it's fascinating for me because it is the most challenging part of a growth journey, of a healing journey is the mindset and what goes on in our head and I keep talking about it all the time. But in 48 episode I had yet to bring a mindset coach onto the show. So I'm very proud of this episode and I hope you enjoy it as much as me.

Now before we move forward I want to share a review that we've received on iTunes from lady or gentleman named Vitamin Junkie and it's dated of April 2017 and the review goes as follow. "Stephanie is a curious and knowledgeable host. She has this incredible way of getting the juiciest information out of each guest plus her own personal knowledge and journey is simply incredible and inspiring. Keep up the great work." Well, thank you so much for the review and I encourage you to please leave me a review on iTunes you can simply go at StephanieDodier.com/review and that's going to take you right to the place where you can do a review on iTunes because that's my fuel.

As I said many time right now I'm sitting alone in my studio. I have no idea who's on the other end of that microphone so a review is a way for me to get in touch with you. So please leave one.

Now, are you ready to do this and to learn tricks and tips from Alex on how to begin a mindset shift? If you are let's do this.

Today's guest is Alexandra Covucci and she's a mindset and success coach in helping women step into their power, live on their own terms and create the most daring life in business. She works with women

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who wants to eliminate their limitation, bust through the block that are blocking them back and create the impact and income they desire.

As the founder of Daring Life, it's her mission to help women be seen be heard and be hired and welcome to the show, Alexandra.

Alexandra: Thank you so much, Stephanie. It's so great to be here.

Stephanie: It's very exciting because it's a first for me and I'll tell you why it's a first, ladies, it's because I did not know Alex before actually e-mailing her to be on the show. I have never heard of her. However, what I did is in my private community I put out a message one night, "What is it that you want more of on the podcast?"

And by far the number one thing from you was motivation. You wanted more tips more, mindset, more ideas of how you can motivate yourself to do the lifestyle changes that I'm teaching you about. And then two or three of the ladies actually put Alexandra's name on there like who is Alexandra? The universe is sending me messages.

Alexandra: There you go. Same thing I thought when you reached out to me. Who is this?

Stephanie: Exactly. But trust the universe that the universe brings together people that needs to be together to serve our audience so she's here today. I'm very excited because I did a ton of research with her and watched some of her Facebook video and you're going to love her. You're going to love what she has to teach us about mindset.

She was in the field of health and wellness before. So I'm very happy that you're here to help us understand motivation and mindset better.

Alexandra: I am so excited to be here. I know exactly. This is my first love. Health and Wellness. And I know the struggles very well. I'm very excited to be here.

Stephanie: Okay. Awesome. So as I do with every guest, talk to us about who is Alexandra. What is your story and how did you come to teach people about mindset and motivation?

Alexandra: Absolutely, absolutely, Stephanie. So, I would say my story starts and I know we have to keep things brief so I'll condense it. I would say my story starts the moment. I actually decided to buy a one-way ticket to South America after university and not look back. I didn't want to fill out a resume or anything like that. And I lived there for a year-and-a-half.

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Now that sounds like it's the full story, right? But it was the hardest year-and-a-half of my life. It was difficult. You know the saying, "Wherever you go there you are," kept coming up for me. And when I came home I moved back to the United States, back to Boston, I ended up really struggling with binge eating, emotional eating. I was 40 or 50 pounds overweight. I didn't want to be seen. I didn't want to be heard. I just wanted to hide. I was really, really struggling.

And my journey really started when I started asking myself, "What's going on? Why am I struggling? Why don't I feel natural anymore in my body with my health with my brain? What's really happening here?"

And I started just devouring self-development books. I started wanting to understand what was happening in my body. I tried every diet under the sun. You know I tried to lose weight in every single way that you could.

And it wasn't until I really turned to what's going on in here in my mind that I started seeing progress and I started really understanding, "Wow what we have in here directs everything that we're experiencing out here," and that's kind of where my story started why I fell in love with mindset and how I've applied it to weight loss and health and finding love and business and everything really. So that's kind of how I stumbled upon where I am now. And health and wellness was my first love.

Stephanie: So what happened in your discovery of mindset when you were back from South America in you're home and I'm assuming you felt desperate, you, like you said, you just want to hide. What is the lightbulb moment that there is something more than just what typical media is feeding you about losing weight? What is the spark?

Alexandra: So it was actually a couple of things. Number one, I read a book by Geneen Roth which was really, really helpful.

I read all of her books so I'm not sure which one I started with, but she was the first woman who introduced me to emotional eating and the fact that it's emotional, that it's going on in here and in here and not just physically.

Number two, I remember thinking to myself, "Change and breakthroughs happen when you are more sick of living the way that you're living than you are trying something new." And I remember thinking to myself, "I'm restricting myself. I am dieting. I am trying so hard to lose weight. I am trying so hard. I'm struggling. I feel like crap. I hate what's going on," and I remember just saying to myself, "I'd rather..." it even makes me emotional. I can remember it so clearly, "I'd rather let go and keep the extra weight than try so hard and suffer so much."

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And ironically that's when everything started changing. That's when my mind started shifting. That's when I started thinking about who I would be if I wasn't carrying that weight. And I started working on that instead. And it was such a powerful thing for me to surrender and to just stop trying to fix myself. And that's when everything really started shifting for me.

And ironically that's how I got the results as well.

Stephanie: Well it's because we're perfect the way we are in the moment that's present right. And I want to go down this rabbit hole of everything that happens to us as a gift because clearly what happened to you in South America ended up getting you to emotionally eat and to gain weight and then to discover mindset, right? That's an equation.

Alexandra: Right, exactly.

Stephanie: So, how does everything in our life is a gift? Talk to us about that.

Alexandra: Yeah, absolutely. So I think everything in our life is a gift when we choose to see it that way. And so, in this comes choice, right. We've got two choices all the time. Look at the negative. Look at what I'm losing. Or look at the positive, look at what I'm gaining. And so a lot of people feel like they're losing things like I am or they want to lose. I want to lose the weight. I don't have a social life anymore. I don't feel good in a bathing suit. This I don't this, I don't that, I don't get to do this. I don't get to date. I don't get to feel comfortable on the dance floor or whatever it is.

But we forget to look at what am I gaining by this? And it may be hard in the moment but once you do you can realize, "Wow there's a huge gift in this." And so for me at that time it was I'm getting to know myself. I'm trying for myself. All these people were so frustrated trying to lose weight and I remember that feeling so well. Think about how much you're loving yourself. You want to do right by yourself. And so it's really just a quick shift and a different question. I've learned when you ask yourself a different question you get a different answer. And so why is nothing working is different than how is this working for me.

Stephanie: That's so powerful. It's a switch of words that still look at the same situation but from a completely different perspective.

Alexandra: Absolutely. And that in an essence is shifting your mindset. What you're looking at, what you're focusing on. It takes practice but it's a thousand percent possible.

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Stephanie: So if you were to give people advice on how to do that in their life let's imagine you've been stuck in that place of negative thinking for years. Like 10, 15 years. How do we get to switch that? What do we do?

Alexandra: That's a great question. So the one thing that really helped me really embody this change and really actually keep it for myself and continue it and you know I lost 40 to 50 pounds I haven't brought it back. It's been easy, it's been simple. And, yes, I drink beer and I eat cake.

And one thing that really helped me was I thought to myself, "Okay, let's say I wanted to lose weight. Who would I be if I lost weight? Who would I actually be?"

I now people think about this quickly and they don't really dive into it. But I was like I'm going to dive into this. I'm going to really get to know her. So I'm here. I want to go here. I know who I am here. Who do I want to be? What do I look like? What do I think like? How do I feel 50 pounds lighter than I am now? And what you do when you start embodying that woman when you start thinking to yourself, "How would I act? "How would I think?"

It's a choice you make every day to ask yourself, "Who would I be if I was that woman? Who would I be if I felt like her, if I looked like her, if I acted like her, if I thought like her?" And that really helps you to start getting that habit. Now I want to make very clear it's a habit to start thinking differently. It's a habit to start thinking differently. So first comes make the choice. Second comes practice. Third, comes love yourself even when you mess up. And, fourth, comes try again. Just keep trying and step into the woman who you know that you want to be and act from that place.

Stephanie: That there's so many and I keep shaking my head because there's so many nuggets of things that can change your life.

I mean this is the message that by scientists like Bruce Lipton are pointing out to the world I don't know if you read Bruce. For him and what you're saying is about feeling how the outcome would feel like. It's more than just imagining yourself like I see some people often put the cut-up picture of a model in their fridge saying I need to look like this. Well that's not what she's talking about right now. She's talking about you embodying who you would be in feeling the emotion that you would feel when you are there. Am I correct?

Alexandra: Yeah. And taking the action as well, you know, when I hit this breaking point of, "I don't care. I'm never going to diet again." I remember saying to myself, "I'd rather be fat than diet because I was suffering so badly." And when I said that to myself I started thinking, "Okay, well, what have I been missing? What have I been giving up waiting to get there?" When you want to lose weight you think to

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yourself, “When I lose weight, I'll go to the beach. When I lose weight, I'll go date people. When I lose weight, I'll let somebody love me. When I lose weight, I'll wear the clothes I want to wear. When I lose weight...oh, finally you know enjoy my meals the way I want to enjoy them.” So I thought to myself, “Okay, I'm done dieting. I can't. I'm done. I'm so tired. I'd rather be fat.” So then I thought to myself, “Well, I'm not trying to get there anymore. So what have I been missing out on being there?” And that's when I started thinking to myself, “Well, who would she actually be if I had been waiting to get there for so long, who would this identity actually be?” And, yeah, the thoughts and the emotions go in there. But one thing I noticed was the action really started propelling me. I started going out with my friends. I started going out with them whereas usually I would binge because I didn't want to feel my feelings. I thought to myself, “If I was thin I would go out.”

So I started taking the action and going out. It was scary. I felt nervous. I felt afraid. But I also felt committed to being the woman I wanted to be. And, so, yes the emotions the thoughts but also the actions and really, really embodying it by acting on it.

Stephanie: And that's a key element because and let me ask you this you're probably, as you said, in fear of taking the action.

Alexandra: Yeah. I mean I was terrified of taking action.

Stephanie: And why was that? What was the emotion behind that? What were you really fearing?

Alexandra: You know I think I was fearing not being enough, not being lovable, not being good enough, not being cared for enough. And I kept when I was in this place of wanting to lose weight I remember thinking, “When I lose weight,” and I might not have understood it at the time, but, “when I lose weight I'll be enough. I'll be sexy enough. I'll be worthy enough. I'll be lovable enough. I'll find my partner, all this, all that.” Ironically as a little side note the same month that I said, “I'm done. I'm going to go out. I'm going to love my life,” I started dating my partner who I'm still with five or six years later. We'd been friends for a while but something shifted. And when you shift one thing it can become a domino effect.

But, yes, I remember being afraid of taking the action and so that's where stepping into the identity emotionally and via beliefs really helps. This is a [trifecta 0:16:06] that all works together. Right. So when you step into the identity of who you want to be there's three parts that are really, really important. Emotion, thought, and action. And they all support each other.

Stephanie: So emotion, thoughts, and action and often the hardest step is the first step, the first action you need to take like for you was going out.

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Alexandra: Right. For me was like eating a piece of pizza without guilt.

Stephanie: Yes, I know.

Alexandra: Like just enjoying a piece of pizza...

Stephanie: Without all the chatter that goes into this.

Alexandra: Exactly. Exactly.

Stephanie: So I want to come back on another piece you said because I think it has a lot of value into it. You're saying when you do one thing there's usually a domino effect that happened at the same time.

Alexandra: Yeah, totally.

Stephanie: Talk about that.

Alexandra: Yeah. So as you do one thing you do everything. If you're hiding in one area of your life if your binge eating that's hiding, you know, that's stuffing everything down. How you do that in your weight, you're probably doing it in your friendships and in your love life and in your family and in your work. And then all these other areas so how we live in one area is usually how we live in a lot of other areas.

So I noticed when I shifted my energy when I committed to myself and dedicated myself to letting go to surrender to changing the way I was doing things, other things around me started to change.

My partner who I'm with now. We've known each other for years but all of a sudden there were sparks and all of a sudden I was willing to be seen and she could feel that. So she was willing to pursue. And so, without even realizing that I'd been blocking my love life as well. I was. When I opened up my life via weight and allowing myself to be seen and giving up the struggle, I also gave up the struggle in love and I found my person, the person I want to be with forever. And so it was the same month it was the same energy we bring into one thing is the energy we bring into everything.

Stephanie: And that's how the domino effect happened because you cannot just change your energy in relationship to food. You change your energy inside of you and it will affect every single part of your life.

Alexandra: Absolutely. And furthermore you know when you ask yourself, "Who do I want to be when I lose weight? Who do I want to be when I'm not carrying around the extra 10, 30, 50, 75 pounds?" Guess what? You probably you see traits that you're not allowing to come to the surface. Like I was more outgoing. And I was more flirty. I remember I was like wow I'm flirting because I stepped I

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embodied that woman. And when you take action on those things that has a domino effect as well. When I flirt with somebody, guess what happens? I open them up to flirt back and when you open that experience you open up more experiences and more experiences.

And so stepping into a new identity creates the domino effect in the fact that you act differently, you think differently, you feel differently and, thus, you have a different relationship with the world – your body, the world, the people around you, your friends, and it all starts to shift and morphs and change.

Stephanie: Awesome. So we identify the identity of the person we would be if we were to achieve our goal. We step into that identity. We take action. We wait for the domino effect. Then how do we deal with – I want to say the moment where we struggle. Because, let's face it, I'm sure it was an easy road for you.

Alexandra: No, no. It was and it wasn't. So the time that it was the hardest was when I kept trying to get there. When I kept trying to lose the weight and to be good enough and to be pretty enough and to be lovable enough and whatever, you know, subconsciously. The moment it became easier was when I decided every day I'm going to tap into who that woman is, who she would be.

Because here's the thing. A lot of what we struggle with falling off the wagon, feeling guilty about eating pizza, another binge, right? We react to that the way that we are as where we are now. We react to that in a certain way. When you step into a new identity, when you step into the role and I mean really get to know this woman really get to know her you ask yourself, "Well, how would she react? How would she react to this? She'd probably be like I hate pizza, I hate pizza. No big deal."

And so I almost bypassed a lot of struggle by shifting my identity because this became normal for me. So the first thing though I really had to get to know her. I know a lot of people do this where they hear a podcast and they think to themselves, "Oh, that'd be cool." And they do it for five minutes and then they struggle and they think they failed. That's not what I'm talking about here. Right. What I'm talking about is really getting to know this woman, really getting to know this woman and this will help bypass some of the struggle.

Really getting to know her. How does she feel when she wakes up in the morning? How does she dress? How does she feel when she gets dressed? Now remember this is the woman who's lost the weight. How does she feel when she goes shopping? How does she feel when she has lunch with her friends? How does she feel when she orders a burger? She'll probably feel like she can handle it. Right. Like you can put it down. Like it's no big deal. It's a burger.

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How does she feel when she's flirting with somebody? Does she flirt? What does she do in the evening? What does she do in the evening? She might enjoy a glass of wine and watch a movie instead of binge eat. So you really get to know, "How would she be?" And you step into that and you visualize it and you feel it and you poke around and you explore a little more. What would this be like? What would she do if she struggled? She'd probably slow down and take a step back, regroup, ask herself, "Where did I go off track? Where do I feel bad about myself in this moment?"

And so yeah I had moments where I binged again but it didn't feel like a struggle because I was committed to being this woman. I was committed to changing who I was from within and going there first instead of waiting to get there, you know, after I lost weight.

And so I think once you flip the switch, once you flip the whole thing on its head and say, "All right. I want to be her first. And I trust that the weight loss will follow." That's when overcoming challenges, overcoming struggle feels like second nature. It feels easier. It feels like you're not fighting yourself because you're being pulled by a vision instead of pushing yourself to get somewhere. If that kind of spells it out a little bit.

Stephanie: Totally brilliant. I have never thought about looking at it from my perspective. So you taught me something and I think it's brilliant because if you see your struggle from that new identity that you love that you love yourself, you will have compassion.

Alexandra: Absolutely.

Stephanie: You will have compassion towards this identity, this yourself that you stepped into because that's one of the biggest hurdle of women who is trying to achieve some type of thing in their health is they beat themselves consistently.

Alexandra: Absolutely. Absolutely and the only way I finally made it was to stop beating myself up.

Stephanie: I think it's brilliant. Brilliant. Brilliant piece of nugget there for people who want to do this. Now in one of the video that I watch you were talking about up leveling.

Alexandra: Yeah.

Stephanie: And I think this concept would be another huge nugget of information for ladies so you want to talk about up-leveling for a bit?

Alexandra: Yeah, absolutely, absolutely. So up-leveling is we've got a level of comfort right within ourselves within our experiences. And a lot of people who are listening probably understands what a fat

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set point is right. Your body is used to being this amount of weight right. Or your body is used to being this amount of weight. You also have a happiness set point and a change set point right.

And so when we come up against those things we start to feel uncomfortable and we start to feel like, “Oh no!” and there's turbulence and all of a sudden, you know, you're getting tested and there's cake in front of you and this and this and that and that can be a really, really, really, really, really difficult thing when you look at it as though it's a difficult thing.

So one thing I talk a lot about is up-leveling what that looks like, how that feels, and how to move through it. When you take on a new identity, so when you step into this new woman, you're going to feel uncomfortable. It's going to feel like you're writing with the opposite hand. You know how to do it and it's kind of you but it's so uncomfortable and it just looks a mess. When you start taking action and you start feeling different and you start thinking differently, your brain your set point is going to want to push you back into comfort.

And so up leveling is you know where you are shifting or changing or changing and then you hit the ceiling and that's when you've got two choices you either go back down, you sabotage, you do all the things you do, or you move through it and then you hit another level and then you hit another level and then you have another level.

And I remember going through this a lot when I was healing from my binge eating and my emotional eating. I was identifying with this woman but it didn't stop my bingeing overnight. I remember bingeing that first month it was like four times and then two times a week and then it was like four or five times.

Every time was an up level right. Every time it was like I had to go back to my comfort. I had to go back to my comfort. But the way you treat the up-level is really how you move through it. OK the way you treat the up-level is really how you move through it. So this is where we talked about earlier, Stephanie.

You can either beat yourself up or and this is where I started, this is where really where I started shifting I started celebrating. I started thinking to myself, “All right, if I just sabotage myself that means I'm growing. That means I'm on the right track. That means I must be shifting. That means something must be changing because I don't want it to change.”

And so I took the pressure off. I was like, “Cool. I'm shifting. I'm changing.” When you take power out of an up level you break through it. When you take power out of an up level you break through it and the way to take power out is by seeing it as something that's working for you instead of something that's holding you down.

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So, for example, if you hit a ceiling and you sabotage you're usually up leveling. You know you're expanding you're growing your ability to be happy, or you're growing your ability to shift and change and oftentimes it happens not with food. So let's say things are going really well with food and weight.

Your relationship might be on the rocks or your parents might call you and we're selling the childhood home or you might get extra bills in the mail, things that are going to start to shoot you back to this place of like, "I don't want to feel good. I don't want to feel good. I don't want to feel good."

And so when things when -ish starts hitting the fan that's when you say to yourself, "It's working. It's working. It's working. It's working." And you'd keep coming back, "Who would the woman be that handles this? How would she handle this? It's working. It's working. It's working. I'm growing. How would she handle this?" Most people use upper level as evidence that it's not working turn it into evidence that it is working and you will move through it much more quickly than before.

Stephanie: Wow. Totally agree with that. You've expressed what I do personally on a day-to-day basis.

Alexandra: Absolutely.

Stephanie: It goes on in my mind from the book that I read but I've never were able to put it into a set of action and instructions for people to see it, but that's exactly what I do. Now is it scary? It's freaking scary.

Like right now tomorrow I have a photo shoot in my house and that for me, because I still I am struggling with body image issue, it's a big thing.

Alexandra: Yeah absolutely.

Stephanie: I could have totally backed out of it and it's going to be on a national magazine and like I could have backed out of it but I'm just like forcing through it from that new person that I am knowing that the fear is strictly for my ego.

Alexandra: Absolutely. Absolutely and that's a great point, Stephanie, because a lot of people think that fear goes away or that weight issues go away. I want to tell you I weigh 113 pounds and I still sometimes catch myself if I step too closely into who I used to be or I eat more than I want. Or sometimes I have three days. Two weeks ago I had three days where my girlfriend and I sat around and watch movies and ate for like a long weekend. It was like it was snowing and we just sat inside and ate Netflix binge totally.

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Now I still have a lot of the same thoughts. I feel fat. What if I look back what if I'm not lovable? But they become quieter and you become better at not listening to them. So that's really where magic is like you said it doesn't go away. You're scared of that shoe.

And I want everybody listening to know the voices will never go away. The voices will never fully go away. Mine have diminished.

Stephanie: Me too.

Alexandra: Exorbitantly. Right they've diminished like they're not. I remember thinking to myself, "What would life be like if I didn't just think about food?" And I know what it's like now. And so they diminish a lot but they're still there. And that's something people get so down on themselves when they still think the bad thoughts or when they still feel the bad feelings those will be there. The practice comes and the identity shift comes in responding differently.

Just like you said you're responding in a different way to this photo shoot. You know the voices are there but you're responding differently and that's so much power. That's so empowering.

Stephanie: It is. Because I know that those voices are there because I'm challenging myself because I'm stepping out of my comfort zone because I'm up leveling. I know this is where I go into. Now in the past, I would have maybe cancel. A pass I would have gone into this like white tunnel of nastiness for weeks

Alexandra: Totally.

Stephanie: Where now I'm just like I meditate. I Journal this morning like I'm working through knowingly that those thoughts are just the background noises. They're not my reality of where I am today.

Alexandra: Yes. And to add onto that. It's so important. One thing that really helped me was and this is a concept I use in every part of my life, in business. Instead of trying to fix what should I be feeling. Instead of trying to fix what should I be feeling. Because I think a lot of times we don't want to feel the fear. So we push it, we push it, we push it, we push it, we push it and then it comes back. It's hard. It's resistant.

And so we look for a fix. I'll lose weight. I won't eat tomorrow. I won't eat lunch. I won't this. I won't that. Or like you know if you're feeling nervous about a photo shoot I'll go binge right and that's usually I used to binge when I was nervous. I'll go binge I'll go eat. I'll go soothe. I'll go calm myself with food.

And so you're always so many people are always looking for a fix instead of to feel. But when you say to yourself, "Okay, what does this fear feel like?" Well, I mean, Stephanie, I'm feeling a little nervous right

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now. We're both on a podcast. I feel feelings in my body right. My chest is feeling fluttery. My hands are a tiny bit shaky but when you ask yourself, "What does that feel like?" instead of "How do I fix this? How do I fix this? How do I fix this?" When you feel instead of fix, guess what? It passes through you. You just let it go. You just let it come through you. It's just expression.

And then that makes it feel a lot less like a struggle, a lot less like a fight and more like a passing like up there's the fear. Op, there it is. Op, okay. Still doing this.

Stephanie: Emotion. The flutter you feel are emotion. They're energy. That fear is an energy that actually is into your body and if you, as Alex said, don't let it move through you it will actually stay in you.

Alexandra: Right.

Stephanie: And in time it will cause disease.

Alexandra: Exactly.

Stephanie: Literally and I've been talking about that. I mean, go back on many of the episode energy emotion causes disease because there was talk in you because you suppress and repress them, they actually affect the tissue of your organs.

Alexandra: Absolutely.

Stephanie: That's how people have heart attack right.

Alexandra: Absolutely. Strokes heart attacks I mean most diseases are caused by stress caused by emotion.

Stephanie: Unless you get hit by a bus.

Alexandra: About 90 percent I think. Right. Exactly. Exactly.

Stephanie: But yes so totally you've got to feel it, as Alex said, and you got to let it move through you, and a great exercise for that is body scan, meditation, yoga like feeling what's going on in your body and releasing it.

Alexandra: And even sometimes you know for the listeners out there who are a little bit more intense energy. You know I know for me punching pillows like I sometimes I just needed to get it out. Like sometimes I couldn't calm down. I couldn't bring myself down. And so the first step for me was dance

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party or punch a pillow or scream into a pillow. Something that really let it like a burst. And then once that happened for me I was able to say, “Okay. Now I can sit with it and feel it,” because I just needed that like mental and physical and emotional burst. So for some listeners, if meditation's wiggling you out and you're like I can't sit quietly, try punching a pillow. Try doing some pushups. Try fist pumping in the air. Try something that feels a little more oomph and then go to the calmer thing.

Stephanie: Amazing. So let's talk about the concept of motivation. Because that's a big thing that, like, women want to talk. They want more tips to motivation. So what's your take on that?

Alexandra: Yeah. So I had a love-hate relationship with motivation because when it feels good it feels good. And then when you know when it when it feels bad, you're like, “I'm not motivated.”

Motivation to me is I see a lot of people pushing to motivate themselves. But again I'm going to come back to this identity thing because true motivation and true lasting motivation is when you let something pull you instead of pushing yourself to try to be different. Let a vision pull you, let an identity pull you, let a bigger purpose pull you, let that vision of who you're going to be pull you.

And I found for me motivation, this thing that we call motivation, it was when I felt like I wasn't doing good and right. When you feel like, “I've got to motivate myself to get back on track.” Well, when there's no back and forth there is no back on track that you have to get to.

And so when you stand in this woman and this new identity and the identity of having the results, you start thinking, “What would she do for exercise? Because she likes it right. What would she do because she likes it?” For me that was walking. I started out taking walks in the city and then it turned into five pushups in my room that would feel good, okay. And then it turned into dance parties that would feel good. And so I didn't have to motivate myself to do anything because I was getting pulled by the desire of what would feel good to this woman that I wanted to be, “What would she like to do?”

And so again that's where I go in to get to know her really well get to know how she feels, what she thinks, how she acts in every area of her life with love, with weight, with friendships, with exercise – what would feel good to her? Would she want to go to the gym five or six days a week? Maybe, maybe not. Would she want to go get on a bicycle outside in the fresh air? Maybe. Maybe not.

Get to know her and then motivation becomes a byproduct. Motivation becomes a byproduct because I love working out every morning. I hated working out when this started. I hated it. But it started slowly and I started really honoring who I was and those desires and what I wanted to do. And believe me I didn't work out for like a month but trust that your body naturally wants to move. Your body naturally wants to move. Our bodies were made to move. So trust that you naturally want to move and then get

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back into what would feel good. What would I feel like if I was that woman already? Would I like to go biking? Would I like to go to the gym? Tap into that and let that pull you instead of pushing yourself.

So for motivation I would say, “Find what's going to pull you instead of forcing yourself to push yourself.” And that's a little scary because sometimes that means letting go. Sometimes that means letting go of making yourself go to the gym six days a week. Right. But play for the long term, not for the short term.

Stephanie: I think it's brilliant. Like totally in alignment with how I live my life and how I coach people and that's why it was so difficult for me to answer the question. I need more tips on motivation because fundamentally when you need motivation is there something up there in the process that went haywire because you're doing something into which you really don't want to do.

Alexandra: Right. Yeah, I mean you're living in an identity you don't want to live in if you need motivation.

Stephanie: Exactly. So if you're looking for motivation and tips and processes to get more motivated, you need to look at how you got to that place where you needed motivation, I think, and it's brilliantly said as you've been doing for the last 38 minutes.

Alexandra: Absolutely. And one another quick little thing. Keep in mind to, you know, some days I wake up and don't want to work out. I work out most days. Some days I wake up and don't want to work out. And that's when I ask myself, “A, is my body really telling me I need a break?” And if it is I take a break and, B, if I just don't feel motivated guess what I do? I say to myself, “Who's the woman that did her workout feels amazing?” I tap into her and it takes two seconds and then I go do the workout. And then. It's quick.

You can do these things quickly and it takes practice.

Stephanie: And the lack of motivation is a message. It's a message that maybe you need a break in the message. Maybe you need to step back into your identity. Maybe it's a message that today, you need to do something different because your body needs something else right.

Alexandra: Yes. Yes. Sometimes I want to go for a run or a bike ride sometimes I want to do burpees in my room.

Stephanie: Workout.

Alexandra: Right. Exactly. Totally.

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Stephanie: Really loved our conversation.

Alexandra: Me too, Stephanie.

Stephanie: I think we're going to have more. So I think I'm going to re-invite you at some point to the show because the way you're putting it is very truthful to the way I teach so we're good companion to each other. And I think it's really going to help people at achieving whatever goals they're going for.

So how do we find out more about you because you can you're out there on social media working out and helping people. So how do we find out more?

Alexandra: Absolutely. So for your listeners, you know, I want to be clear that I do a lot of these principles with entrepreneurs now in business. But you can use them in any area in way in anything.

If you want to find out a little bit more about me, you can find me at Alexandra Covucci dot com. So that's my first name and last name you'll be able to see it in the podcast. Dotcom on Facebook my business page is Alexandra Covucci and my Facebook group is the Daring Life.

And although it is a business heavy you can really find a lot of what I'm talking about. You can apply it to weight, you can apply it to body transformation and a lot of my clients actually transform their bodies as I'm working with them.

Furthermore if you go to my Web site Alexandra Covucci dot com and you go under free, you'll find your own personal, you know, daily transformation journal. You can print it out. It's a month-long. You can print that out and just go through that and I create boxes for you. And you just answer the questions, tap into that identity and you're done. So that's an easy way to kind of tap into some of the things we're talking about today.

Stephanie: And it's step one. Identifying –

Alexandra: And it's free.

Stephanie: So totally go get this. All the laying down Alexandra talked about will be in the show notes. I absolutely recommend that you go get this information because it has the power of transforming your life and removing that struggle that so many of you saying that you're in right now struggle. This can be a thing of the past with this process that Alexandra talks about.

Alexandra: Absolutely. Absolutely. And just keep going just keep coming back to yourself.

Stephanie: Up level.

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Alexandra: Up level.

Stephanie: I've learned that concept today. Thank you very much for being with us today and we'll have her back on the show shortly.

Alexandra: Thank you so much, Stephanie. It's been a pleasure.

Stephanie: There you have it. Hope you have enjoyed this episode. I know I did and I learned a ton from Alex.

I want you to help me share this message with the world because I know that many, many, many women are struggling with mindset and the tips that Alex share today with us can be an amazing platform of transformation for our mindset. So please share via your listening software right now. Simply go to stephaniedodier.com/048 where you can find the show note which include the episode, you can just share that. Via Facebook, via Instagram, don't forget to tag me or tag Alex. And give us the feedback or ask us a further question about the episode. And as I said show notes are found at stephaniedodier.com/048.

So stay tuned for the next episode with Dr. Stetson's Sinatra. Where we're going to talk about grounding. Probably something you've never heard of, but has huge power of helping you heal and also help your blood sugar metabolism. So stay tuned for the next episode. And thank you very much for being here today.