

Caspar ([00:00](#)):

Are you ready to unlock the secrets to achieving your wildest dreams? Today we're joined by a powerhouse, a multiple-time bestselling author, entrepreneur, educator, and host of the Habits and Hustle podcast. She's here to reveal the transformative power of boldness and asking for what you desire and actually attaining it. This is the story of Bigger, Better, Bolder with Jennifer Cohen. Jennifer, great to have you on.

Jennifer Cohen ([00:24](#)):

Thank you for having me. This has been a pleasure already, and we haven't even started yet.

Caspar ([00:28](#)):

I, I know we got 15 minutes. I, I love the pre, I always say I almost wanna release, like what is said before a podcast starts to be the fly on the wall of getting the kind of associations of who we are and the inside stories out. But

Jennifer Cohen ([00:42](#)):

Totally. But it's always the best part. Usually it's always the before and after. That always is the best part. And, you know, I always say to people now, whenever I do my podcast, I'm always like, wait, wait, wait, don't say anything. Let's, let's do it on the ca on the camera. And it changes without fail, it always changes. It never is as good. I don't know why that is, but, oh, well,

Caspar ([01:05](#)):

It, it, it's like when you say action, you freeze up. Right? <laugh>, if camera's just on you, you could be totally natural. Once someone says something like, Hey, I'm recording. Everything changes. And

Jennifer Cohen ([01:15](#)):

I know it's kind of ter I mean, you think after a while you get used to it, right? Because I mean, I mean, with mine, I've done like 500 episodes. I don't know how many episodes you've done with your podcast, but in general, you know, you would think that it would get, it would get more laissez-faire with that. But

Caspar ([01:31](#)):

You would think so. And, and I was hoping so I'm at 150 or right around there somewhere a little bit more probably recorded and No, I, I think you just get more comfortable with the idea that it'll be uncomfortable.

Jennifer Cohen ([01:42](#)):

Yeah. <laugh>, you know, that's true. Which is part of life, right? The whole thing is it get you know, one of the things that, you know, we're, we're talking about today is how to, I guess, achieve what you want and success and all these other things. And part of that is like being comfortable with being uncomfortable. Right? So I guess that's part of, that's great segue into what we're talking about

Caspar ([02:04](#)):

<Laugh>. And it's, it's part of being bold, which is like a big thing of course, of what we're talking about to be uncomfortable. And yeah, you've been being, you've been bold for a long time, and I wanna start where you, A bold story of yours, the Keanu Reeve story. How about you give us

Jennifer Cohen ([02:18](#)):

That? Oh, yes. But I'm not gonna tell you the whole story again. And, you know, can I tell you shorten enough? I'm, I'm gonna be bold and tell you I'm not saying it again 'cause It's been asked so many times. I, this is what I would say to people. Watch the Ted Talk that I did. Yeah. 'cause it will give you all of it. But to basically give you the very the Kohl's notes version, that was an exceptionally pivotal moment in my life when I was really young. I met with, I met Keanu Reeves or I knew Keanu Reeves was gonna be where, where I, in my hometown, which is a really small, which is a small place in Canada. Winnipeg. Winnipeg.

Caspar ([02:54](#)):

It's not that small. I know of Winnipeg. I've been to Winnipeg. So,

Jennifer Cohen ([02:58](#)):

You know what's so funny, Caspar, that you said that, because I said that on my talk on the, on the Ted Talk. I'm like, I come from a small town, Winnipeg, the amount, and this TED Talk, it went viral, right? Yeah. So there's thousands and thousands of comments. You wouldn't believe how many people commented about Winnipeg. They're like, by the way, Winnipeg is not small. It's a, it's a i, you know, like I live in Winnipeg and it's a, it has 700,000, 650,000 people or like, how dare you call Winnipeg Small?

Caspar ([03:27](#)):

That's what they got stuck on.

Jennifer Cohen ([03:29](#)):

Yes. They were so offended. They're like,

Caspar ([03:31](#)):

We love Winnipeg. Yes.

Jennifer Cohen ([03:32](#)):

They were so offended that I called it a small town. Like, it was like blasphemy. But anyway, with that being said I talk all about this thing that happened to me when I was a young girl. I was 17 or 18 years old, that really changed the trajectory of how I think. And it involved obviously Keanu Reeves so Cliff, or you gotta watch the Ted talk. But you know what's so interesting though, is in life, right? Like, you don't know. You don't know what you don't know, and you never know where you get with something until you actually try something. And, you know, being a Canadian, I, I, I, I really believe that you do miss a hundred percent of the shots that you don't take, like Wayne Gretzky says. And my platform and my entire message of why I wrote the book and why I talk about this pretty much ad nauseum at this part at this point, is that you need to ask for what you want.

Jennifer Cohen ([04:26](#)):

You need to be bold. You need to curate and design the life that you want for yourself. And, you know, if you don't do it for yourself, someone, it's, it's, it's, it's gonna be designed for you. Someone else will do it. So you might as well take the initiative. And, you know, that was really my overarching message of, of why, and I believe that to be by, by the way, I believe that to be really important for the quality of someone's life. Because I think someone's mental health is directly correlated to their day-to-day living what they're doing, how they're spending their time, who they're spending their time with, what they're doing to spend their time doing it. And if you don't take that, you know, bull by the horn, and, and like I said, allow someone else to do it automatically, your, the quality of your life and happiness diminishes.

Caspar (05:16):

Yeah. And, and I would go as far as saying, and then your health diminishes too. Yeah. Right? I mean, is it, isn't that all correlated?

Jennifer Cohen (05:24):

It is. I mean, my, I think, I think everything e everything is in like, intertwined, right? Yeah. Like, people get physically ill by being mentally ill, right? Yeah. Like, it, it cau stress also causes tons of different physical ailments as we all know and talk about. And I think if someone is mentally strong or in the right head space, it does, it changes their, their, their, their outlook on life, their perspective, their reframe of how they think of things. And lot of life is your perspec like your perception and your perspective and how you go through it. You know? I'll give you a little story. My husband recently broke his neck and his back. Yeah. Like crazy six months ago, he fell, he flipped over his his handlebars going on a mountain bike, going down really fast and landed on his neck.

Jennifer Cohen (06:23):

And most people, almost everybody, the doctors have said, would've either a died or been paralyzed. I mean, there's no one that made it out. No one's ever had this particular accident and made it out alive. He cr he basically crushed all his vertebraes. And, you know, similar to what happened to Christopher Reeves, you remember? Mm-Hmm. <Affirmative>, Superman. But my husband always has had a very happy and very positive outlook on life. Very you know, always sees the glass half full. Whereas I always joked, I not joked all the time, but kind of teased him about having like rose colored glasses, right? Mm-Hmm. <affirmative> like, no matter what's happening, he'll always flip it. Like, he likes everyone. He always finds the good in people, that type of person, right? So his constitution is a already something. So when this accident happened, you know, he, I mean he basically, at this point, like six months later, he's pretty much healed.

Jennifer Cohen (07:24):

Hmm. I mean, it's basically, it's, it's like literally a miracle. I mean, per, they said they would, he wouldn't heal for like two years and like, it would be a long thing and an uphill battle, and he wouldn't be doing all these things. All this to tell you that why my husband has been so happy his whole life is that he is one of these people that basically called the shots in his own life. He decided what he is gonna do when he is gonna do it. And it changed it, the changed the traject, like basically the trajectory and perspective of how he lives. And I think I've seen this time and time again, you know, like, I think we, we have a choice. We can choose how we live our lives, what we decide to think about and do, which directly impli it, it basically impacts our physical health, our mental health, and everything else in between.

Caspar (08:17):

I think that's a a, a big thing of where you find, or at least I've seen, is that idea of like spirituality. A lot of people connect that to religion where I feel like that's so much of authenticity, purpose, your consciousness. Like your why is, is that connection. If you don't have that, you're gonna flutter around. There's no way you could be like a bold person if you don't know your purpose in life, you, you're kind of jumping around, right? Isn't that something to know your why, to be an authentic person and not try and follow the crowd.

Jennifer Cohen (08:48):

I think that being a bold, I think being bold helps you figure out what your why is. Hmm. That's what I believe. I think if you don't have a why or you don't know your why yet, the only way to get to that answer is to be bold. And that means, you know, going after and chasing the, chasing what you want and

not just taking what you get. And so we tend to live our lives. Most, most people in this place of good enough, you know, like, oh, she's pretty enough and nice enough, I'll marry her or him, you know, I'll date him. Oh, that job, it, it, it, it's okay. It's, it's good enough. I'll just work there for 30, 40 years of my life. It's fine to pay the bills. And we, we don't, we, we don't actually, like I said, chase, what those things are that we have interest in curious about.

Jennifer Cohen ([09:39](#)):

You know, may, you know, because we think we're not good enough. We think we, we basically, it's our own self-doubt. We think we're not, we don't have the talent because we've never done it before. That means we can't do it now, you know, that, that, you know, we are, we just, we kind of just kind of go through whatever comes our way, what's available. So we acquiesce as opposed to being like, you know what, it's, what's the worst that can happen? You know, I try X and it doesn't work. Okay. So I'm no worse off today than I was before trying. Right? And the other thing we do is we tend to look at other people and feel like they, oh, like it could only happen to them, but that them is actually you. And the only difference between the two is that like they had a little bit more self-belief to actually try and fail and keep on going and like, getting back up and doing it again and again.

Jennifer Cohen ([10:36](#)):

So, and believe me, and I, and I've seen this time and time again, even with my podcast, I mean, my podcast is basically a podcast full of the most exceptional people on the planet and what their habits are, and like the best experts on the, in the world. And, but I, I've met everybody under the sun by, by this point. And honestly, when I meet them in person, I'm not like, it's not like I'm so impressed by this one or that one. Like, I am impressed because they had the resilience and the fortitude to keep on trying. But like, my, what the through line with all of them is that that's, that's the thing that made that was impressive is that they just kept on attempting and attempting and not just taking no for an answer or not putting themselves in a box because they didn't think they were good enough.

Jennifer Cohen ([11:20](#)):

Like the truth of the matter is, even when you do have self-doubt, even when you don't think you're good enough, you do it anyway. And the only way, right, the only way to like get to be, get the confidence is to do something over and over again. And that's how you get better. And that's how you learn. So that to me is like how you actually get to your why or to your goal is to be bold and try things, even when you don't know something, ask for something, be much more, you know, specific and attempt.

Caspar ([12:00](#)):

Yeah. And you know, to bring that into health and medicine because I want to talk about like that idea of boldness, because we usually assign that to like success in business, right? Mm-Hmm. <affirmative>, they were bold, they made money, they changed an industry around. But that's not the only definition of bold. You're bold in every single action you can make in a day. And your happiness and in your health as well. If someone's though in a disease state, it's kind of difficult, I feel like to be bold and what 60, 70% of us are chronically ill these days. Mm-Hmm. <affirmative>. How, how would you go about telling someone that finds it hard sometimes to get outta bed because they are in this disease state that finds it difficult to find enjoyment in these things and everything. How, how, what are the steps to start being bold if you're already in a kind of compromised state?

Jennifer Cohen ([12:52](#)):

Okay, why don't we, why don't we take it a step back, right? Yeah. So what I would say is the definition of success is very different for everybody. What some people find successful is financial success, right? Some people should say, I think a lot of it is financial success is like, like a piece of the pie, right? To me,

being successful is very it's, it's, it's a, it's very much, much more eclectic. It could be that, but it's also about having success personally with like ver with, with friendships and relationships that are meaningful and satiating. It's about having good health. If you're, if you don't have your health, you have nothing. Yeah. So like all the, all the money in the world and all the success in the world and everything else means nothing if you're not healthy. So let's take it back to the, to the beginning, right?

Jennifer Cohen ([13:42](#)):

A core foundational part of what this is all about is about building habits for you to be bold and building habits for you to have the confidence to actually go and get what you want, right? And to me, health is the first step. So exercise number one, exercise, exercise not only is it's, it's not just for your physical health, it's for your mental health, right? That's builds like, it builds mental strength, it builds confidence. And you know, I think that when I think you have to start, you start there, you start by thinking about boldness as a skill that you practice versus something that you were born with. And once you practice that you can practice it with every aspect of your life. So if you're somebody who is trying to be bold while you're sick, think about it. Like, think about trying to be bold before you get sick.

Jennifer Cohen ([14:36](#)):

Be preventative about it. Yeah. Because then you already are priming your brain for what to do and what to ask for and who to go to. Like part of being bold is being exceptionally curious. And part of that is like, if you are, if you are an, if you are ailing and you're sick, what can I do? Who should I talk to to get better? What other things can I do? Being curious, asking people, talking to people, researching things and being like, and also momentum, like action begets action. So the question is, how did you get sick? Are you sick because of inflammation? Chronic, you know, chronic inflammation is a big thing of why people are aging. I mean, and, and chronically ill. So how do you reduce inflammation? Like, let's take it back. Like we gotta dial things back to the, to the root cause of why something is happening.

Caspar ([15:27](#)):

And I feel that when you get into that, you also have to start to break down some belief systems because a lot of people, their belief system is that conventional medicine will save them, or at least, you know, keep them alive or whatever. So the action of that responsibility of everything you're talking about in prevention and choices and everyday things is acquiesced. It's, it's basically said, don't worry about, you're bound to get diseased anyway. That's what conventional medicine's kind of like, that will be your aging state, right? And there's a pill for your ill. So if, if your belief is that conventional medicine is your savior, or that it is this scientific, you know, robust kind of system that is, that is very positive and will help you, then you're going to stay in that system of just gimme a pill. And I mean, you probably have seen this too. We know people that are ill and just keep doing the same things that made them ill. Mm-Hmm, <affirmative>. But just keep going back to the doctor and doctor, like, just take this pill. You know, it's, it's your genetics who, you know, don't worry about eating differently, right?

Jennifer Cohen ([16:28](#)):

Well, most doctors

Caspar ([16:29](#)):

Trained Aren have to start to break down that belief system.

Jennifer Cohen ([16:32](#)):

Well, yes. I believe that's also, again, that's part of being, that's about cur being curious and wanting to understand things beyond your, you know, myopic view, right? Like, there's so many things that you can

do preventatively for, to prevent a lot of these illnesses or before, listen, everyone knows that like, that there's a reason, there's no, there's a reason why that is the loop that happens, right? Big pharma makes money, you get disease, you take a pill and then rinse and repeat, right? There's all sorts of things that you can do before that becomes a fine. Like by, by the, by the way, let me just say this. I have no, I believe there, there's a place for like, for all western medicine, believe me. Yeah. You know, like, I, I'm not saying that, but I also believe there's a lot of other alternative things that people can do to, you know, 10x their health naturally or with alternative things before relying on a pill and being diseased.

Jennifer Cohen ([17:32](#)):

You know, like we, I just mentioned it very briefly, but inflammation, right? There's inflammation is like a leading cause of so many problems. And, and also lack of muscle mass on someone's body. That's how people get injured. And there's so many problems with that, with, so if we're able to build lean muscle mass, it's free. We can go, we can strength train. You know, that, that there's been, there's been a lot of data and research on that in itself just by strength training. It is, it helps preserve and not only preserve and I guess like elongate your life by how many years because of your, of your, of your state. So I think that like, it's, it's not as, nothing is as, nothing as like is a simple answer, right? Right. Everything is very nuanced depending on what the circumstances is.

Caspar ([18:29](#)):

Absolutely. And if you ask anyone that's already in that chronically diseased state that's suffering, they'll say like, absolutely health is your greatest wealth. But it's sort of like someone that has a little bit of a toothache and just hates going to dentist. They're like, I'm gonna put this off 'cause I hate the dentist. Like, I just don't want to do it. Right? Yeah. You keep putting it off till it's like, holy, we're gonna have to drill out all your teeth. Yes. And this is gonna be like a massive undertaking and you're screwed. And it's like, ah, why didn't I go earlier? It's true. Like we, we don't value prevention too much in our society. I feel like, like we, we kind of like are very, we look at people who have health as like, oh wow, look at them. They're the influencers of the world just 'cause they're healthy. That, that to me is even weird.

Jennifer Cohen ([19:12](#)):

Well, I think, I think a couple of things about that, a lot of alternative medical, a lot of alternatives to be for preventative are they're concerned kind of quasi cutting edge. They're not mainstream or they're, 'cause they're, they're alternative and they're cutting edge. And because of that, maybe it's getting better, but I do feel it, there's a cost to these things and a lot of people don't have, they're not financially in a place where they can afford it. So they're kind of, you know, outta luck in a way. Right? That's why you see a lot of the people who are doing all of these things that we were talking about, that you're talking about, like we were mentioning earlier, like stem cells, exosomes all the things. There's a, there's a financial commitment. And so that's why you see like only celebrities and influencers and people who have, you know, acts like money and contacts trying these things.

Jennifer Cohen ([20:05](#)):

Now the problem is a lack of education. I think a lot of people don't even know what's out there. People don't know what they don't know. And there are things that are actually more cost effective that can actually, you know, basically give them a longer duration of life, quality of life, but they just don't know what's even available. You know, like I was saying, like forget about like the things that are obvious, like the e for like strength training exercise, people can do other basics. Like, you know, we're talking about red light therapy. There's a lot of things that people could do with red light therapy, saunas, cold plunges, like, you know, hot cold therapy that can really benef people can benefit. And it's not gonna break your bank

Caspar (20:46):

Hugely. I mean, you, you talk about that like red light uv, like that is sun, that's being out in the sun. Like you're gonna get red light therapy there. You talk about grounding, right? Frequency therapy. Yeah. Grounding is all that, right? Yeah. All these things, just, just walking in nature, you know, is, is an amazing health hack. You could say that of course that's emulated in many different ways with technology. But that's what I've found a lot. Like people don't get on and we have hundreds of pieces of technology. They are just trying to emulate what nature already does. Exactly. And nature free. Right? Anyone could be outside and put their feet in the ground and hands in the ground. That is free. So I, I agree with you. But then it needs to pivot to, are you actually gonna take those five minutes to do breathing, exercise, meditation, you know, or are you gonna jump on your phone and get stressed in the morning? Yeah. And then it's what do you value?

Jennifer Cohen (21:38):

It's a cho so, right. So then it comes down to everything is a choice. Yeah. So first of all, it's like, are you, do you even, like, are you at least do you even know what the options are? I think to, I guess it, depending on your perspective. Like in my life, in my world, I feel like it's information overload. People don't know what to do, how to do it, where to do it, because everyone's just vomiting a bunch of stuff. And so it's, it, and like I said, I'm very cognizant of the fact that it's not so easy for a lot of people to have access to all these things that are really expensive. Mm-Hmm. <Affirmative>. So I'm all about giving people simple solutions that are realistic and meeting them where they are. Right. That's why I'm a believer in telling them to exercise every day and to hydrate every day and to like your, to your point, like try to find a sauna or, or, you know, do things that are like, put your feet in, you know, in the ground or sit outside, put, you know, it, have sunlight on your face for 10 minutes.

Jennifer Cohen (22:36):

Things that are like basic that like, they're small, but yeah. And, and breath work, meditation, journaling that are, they sound like trivial, but everything is, is cumulative, right? Yeah. Like, if you can do these things and these add up to a really big change and they're free, basically. Right? Like, they don't need all the money and you can get a lot of you, you, you can, you, you can actually really get a lot of good out of it. So to me, I think it's about get, people need to really be very discerning of who they're looking at, who they're following and getting really good information and trying to integrate these small habits into their lives slowly. Not, not too much, because it will overwhelm you and it will, it will be just too much. But like a little goes a long way. A little goes a long way.

Caspar (23:39):

Absolutely. And

Jennifer Cohen (23:40):

Right,

Caspar (23:40):

And there's a paradox of choice too. Mm-Hmm. Like you said, too much information. It, it causes paralysis. Mm-Hmm. <Affirmative>. So you

Jennifer Cohen (23:47):

Analysis paralysis. Yeah.

Caspar (23:48):

Right? And so you stay there and then you have this whole notion of, well, it's nice that you have the time. I don't have the time. And you personally live a very busy life. You're doing so many things. You have two children you're doing, like, how do you find balance and time to do these things? And what do you tell those people that simply say, I I can't find the time to do these things. Mm-Hmm. <Affirmative> we're talking of. That's why I'm, you know, putting on the weight and doing this. I'm doing my best.

Jennifer Cohen ([24:16](#)):

You know what, I think we all have things in our lives that we prioritize, right? Like, I just make it a prior, it's, it's not even an option for me. Like, you gotta figure out, people need to figure out in their lives certain non-negotiables that they stick and stick to. Because to me, working out every morning is a non-negotiable. I won't go into a meeting unless I do that because number one, I go into my meeting with a clearer head more, more focus, more energy. I'm, I show up better. And I only know that because I've been doing this for so long where it's become such a habit of mine. But what happens is people give up before they even start, before they even feel the results, before they even see the notice the difference. So the first thing I tell people is don't give up.

Jennifer Cohen ([25:07](#)):

Like even when you don't feel like it, like I said earlier, you do it anyway and eventually, you know, slowly but surely, you kind of end up missing it or see how it's actually improved your life on the other end. You know, energy begets energy, right? For me, exercise is much more of a cognitive, like to me now, it's much more about a cognitive thing. Like it gives me a, like I said, focus, it gives me much more alertness. So that to me is like a non-negotiable. Mm-Hmm. <Affirmative>. And when people don't have time, well, we have time to blow dry our hair and take a shower and brush our teeth. These are just things that are like basic fundamental things we need to do, right? So is, so is exercising, so is sometimes breath work. And to get your nervous system back in, check it.

Jennifer Cohen ([26:02](#)):

Like people are looking, like, people have to reframe how they are looking at their overall health. Because again, health is wealth. Without that, you have nothing with it. Everything else is better. You're more, you're like everything else. Not only better, you do everything better, right? Like, and it's a, it's a mindset shift. And so these things are not, like I said, even time consuming. Like I'm a big believer in there. People think that if they work out, let's say for, they need like an hour to exercise, right? The truth is, if you can move your body, you know, 15 minutes, three times a day, it's actually more beneficial than doing one hour of exercise. Because if you're doing this one hour of exercise, you're moving around and then you're sedentary the rest of the 23 hours, that's, that's better than zero. But it's still not great.

Jennifer Cohen ([26:57](#)):

But if you're moving your body three times a day for 15, 10 minutes, whatever you can, you're like moving your body, your circulation, everything is like getting itself going again. That's actually better. Also, most, like, most times our, we say to ourselves, oh, we don't have the time, I, I don't wanna do what we think of all the things. But if you just say, you know what, I'm just gonna do five minutes. Mm-Hmm, <affirmative> five, that, that, that first five minutes is usually the hardest. Putting your shoes on, getting dressed and actually going down. So if you trick your brain and be like, I'm only gonna do five minutes once you're doing it, that five minutes typically turns into 10, 15, 20, right? Like, that's the hardest part. The other thing of these other habits, right? Like the, the for stress, like the breath work, the meditation, whatever it is, like I said, to tell people, pick a couple and implement those. And then once you're doing that, you're off to a good start. Let's move on to something else. But like I said, it's baby steps. And what I tell people is I don't let your brain stop you because you're, you, you end up fighting



with yourself. You justify why you don't need it, but you don't, you don't give it a chance to actually, I guess settle in and you miss it. Like there's like a big, there's like a gap between there.

Caspar ([28:13](#)):

Your brain is off your worst enemy, right? It's like, hey, just, just put on Netflix for a few minutes and like, it'll be fine. Next thing you know, you've been watched like a whole day worth and you're telling me you're outta time, right? Mm-Hmm. <affirmative>. So of course it's that, but I feel like what you're saying makes sense. Just trick it the other way. Be like, Hey brain, like five minutes of this breath work. That's all we need to get started. Then you could keep doing what you're doing. And then you go from there and you see two minutes, five minutes, right? Two minutes,

Jennifer Cohen ([28:38](#)):

Two minutes for breath work. You don't even need

Caspar ([28:40](#)):

That much. One minute, many deep breaths, right? Already changes from sympathetic to parasympathetic state. Mm-Hmm. <affirmative> calms you down. Blood pressure goes down, the cascade of events goes from there. That's it. Just three breaths, right? Mm-Hmm. <Affirmative> when we all breathe so shallow and we're all stressed all day, which is

Jennifer Cohen ([28:55](#)):

Absolutely very,

Caspar ([28:58](#)):

Now you, you have this amazing podcast, habits hustle, you've interviewed some amazing minds. Is there anything that like, sticks out to you that you've seen a commonality as it relates to health, wellness and longevity?

Jennifer Cohen ([29:12](#)):

You know what I will say, what I find to be super interesting is that almost every single person I've ever interviewed, when I ask them like one, like one habit that they do daily besides mo like the majority of them say exercise meditation. Mm-Hmm. I was surprised of how many people are meditating. And what I find also interesting is meditation doesn't have to be you sitting with your, your feet crossed with this. Mm. You know, like you can get into a meditative state in different ways. Like, I find it when I'm like, I get into my flow stay, I guess I call it, when I'm like jogging, that's when I get my best ideas. That's what's good for me. I'm not good at the meditation at all, like that kind that I was just mentioning. But I will say like, that's the one thing, the meditation has been like the one through line that I've heard everybody, almost everybody say that they have integrated into their lives and it's really changed a lot of their, their nervous system, their stress levels perspective. It's been like a game changer for a lot of people. That's one. I love

Caspar ([30:26](#)):

That. Yeah. Yeah. It, it's working out for your mental state, you know, that's, that's what it is. We, we focus on the physical state so much. Yes, exactly. Which is wonderful. But like that mind, you know, power that, that you have to work through things to get through the stress, to make better decisions. Like that takes training too. Absolutely. And meditation isn't always easy. You gotta still everything, which is freaking hard. Your monkey mind just jumping up and down, oh God, you gotta be like, chill out for a second. Let me gain, gain clarity and that clarity Mm-Hmm. <Affirmative>. And that clarity brings so

much in suddenly that you could start to make sense of. So I really, and it's hard. Appreciate that. And it's hard. Yeah. But again, right. Start small like a minute. Yeah.

Jennifer Cohen ([31:07](#)):

Just do a minute. I mean,

Caspar ([31:07](#)):

Listen, dive in or do it when you're working out, like you said, that that is good state, like the movie

Jennifer Cohen ([31:13](#)):

I think. So

Caspar ([31:13](#)):

That's kind of the tai chi and all of that. If you're moving and clearing the mind and yoga and all these things, that's actually a very good thing too. So you don't have to be sitting there in a quiet room to reach a meditative state.

Jennifer Cohen ([31:25](#)):

Yeah, exactly. I think that there's a lot of, I mean, that's why I wanted to be very clear. I wanted to clarify and be clear that if people listen to this podcast and they hear that, they're like, oh, I tried. It doesn't work for me. It's like, I know I'm with you <laugh>, but that's not the only way to do it. There's other ways. And the, and the reason why I say find a way that works for you is because of the, you know, all the benefits that come with it and don't, like, don't beat yourself up if that, if it doesn't work in that, like, that common way that you're thinking about it, right? Yeah. Yeah. That's the way I look at it. And these are, like I said, these are easy things that people can do just to like, like level up a little bit and really make like the quality of life just a little bit better.

Caspar ([32:11](#)):

Absolutely. And again, start small, celebrate small wins too. If you do two days in a row, awesome. If you miss one day, just blow it off and get right back to it the next day. Don't beat yourself up. 'cause It's usually that like habit of things, right? You start doing

Jennifer Cohen ([32:25](#)):

It all the habits. Yeah.

Caspar ([32:26](#)):

It's like, I, I see patients all the time. It's like, oh, I missed a day of my supplements. Like, and they just stop <laugh>. It's like, no, who cares? Like, you wouldn't do that if it was an antibiotic. Right? If you missed one and you kept needing it for like, your, your infection, just keep going after that. Any doctor will say it's consistency, not the precision of the time you took it. If you were 8:01 verse eight o'clock, like consistency is health,

Jennifer Cohen ([32:49](#)):

Consistency wins, wins every day, over intensity, over everything. It's not, you don't have to be perfect. It's like consistency over perfection. Like it doesn't, you don't have to be Yeah. Perfect. Every day. You know, if you're, if you are, if you do something 80%, you're still great, you're still like winning the game, you know what I mean? Oh yeah. And we have to be a little bit more lenient on ourselves and, and, but at

the same time have non-negotiables that we try to adhere to. You know, like try, I mean, like I said, if you're, if you're good and do the thing 80% of the time, we're still, you're still rocking it.

Caspar ([33:30](#)):

Absolutely. You've got a lot going on. Looking ahead, what are some of the project or goals that you're excited about?

Jennifer Cohen ([33:37](#)):

Hmm. Oh, I'm doing another TED Talk that I'm really excited about. Awesome. yeah. And I'm doing a lot of stuff actually. Caspar Absolute. I'm, I'm building, I I'm involved in a couple of different businesses that I'm super excited about. And you know summertime is coming and so I'm happy about the weather. There's a lot of things, but like, at the end of the day I think I'm just happy overall with life. Does it like there's, you know what I mean? Like, I think that that's the goal, right? Like, I think that people need to, like I said, I, I'm gonna circle it right back, not be on purpose, but <laugh>, I feel like it's more important for me if people look in the future too much, 90%, they're looking too much of the future results and they're not really focusing on what's in front of them in the present. Mm-Hmm. <Affirmative>. And I like to kind of tell people to focus on what, what's in front of you. Don't worry so much about the future. Focus on what's in front of you first.

Caspar ([34:34](#)):

Absolutely. I think that was a poster to yours, right? Today. Yes.

Jennifer Cohen ([34:38](#)):

How did you know? I

Caspar ([34:38](#)):

Just took that 90% of people are so obsessed with the future ideal and have forgotten the present reality. Yes. I like that. Thank you. You just <laugh>.

Jennifer Cohen ([34:47](#)):

Thank you. I know, I just thought about that. Yeah, I was thinking about that. I'm like, you know what, like, that's what I feel. Everyone's like, what, what's happening like later, next time in five years, this, this is, and like, we're so preoccupied even with the pr past or with the future. Oh, absolutely. And you know, like what's happened to us like 20, 30 years ago and that's what's affecting us now and in the future. Like, forget about what happened in the past, forget about what can be happening in the future. None of that will be even relevant, the future unless you focus on what's happening in front of you. Like that's the problem. Focus on what's in front of you and the present.

Caspar ([35:23](#)):

Absolutely. I mean, it's the power of now, right? It's the power

Jennifer Cohen ([35:26](#)):

Now.

Caspar ([35:26](#)):

It kind of, yeah, it's true. That's all you have. You don't have the second, like before or after this, you literally just have now people

Jennifer Cohen ([35:34](#)):

Keep on asking. Like, people always ask, you know, well what's in the fu? Like, what are you gonna do five years from now or one year from now? I'm like, honey, I don't even know what I'm doing tomorrow. <Laugh>. I don't know. Okay. Like five years from now, a year from now, I have big dreams I guess. But like, but you know, what does, what does that thing like tell God your, you know, your plans and you know, he will,

Caspar ([35:55](#)):

He laughs I

Jennifer Cohen ([35:56](#)):

Believe you have, he laughs Like nothing I've ever planned ever actually really ever came to fruition in that way. That's kind of like part of the thing. Like, I wanna, I wanna be good now. Yeah. I want things to, I wanna like figure out things that I can do now that can maybe enfor help, you know, enhance my future later. But that future won't be enhanced unless they focus on what's happening right now in front of me.

Caspar ([36:17](#)):

And that's the beauty, beauty of the journey. It's, it's, you know, it's unknown, it's unexpected, but you could absolutely enjoy it no matter what. And I think, you know, that, that's a big part of it too, is like this idea of health happen every like, gratitude and a moment, even if it's a bad moment, you feel like, I've spoken to so many patients that, you know, we're in the depths of it. It's like if you could find gratitude, then you will find healing later and it'll be so much better. Like just find it no matter where you are. And remember that like just being alive is a blessing and that that's enough, right? So I love that. That's a big message here. But Jennifer, where can people learn more about you buy the book, just get in touch with you?

Jennifer Cohen ([36:58](#)):

Well, they can buy the book on Amazon, Barnes and Noble, like wherever, you know, all those fine book places that people normally get books, <laugh>. And they can find me on Instagram @therealjencohen or TikTok, all the places. And then they also can sign up for my free newsletter at jennifercohen.com.

Caspar ([37:21](#)):

Amazing. Well thank you so much. Really appreciate that. And living boldly.

Jennifer Cohen ([37:26](#)):

Thank you for having me.

Caspar ([37:28](#)):

If you're listening, be sure to visit jennifercohen.com for more information. Also Jennifer's podcast habitshustle.com. And until next time, continue writing your own healing story.