

TRANSCRIPT

Marisa Jacobson

Liz on Biz

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Liz Theresa [00:00:02 - 00:00:10]

Hey, everybody, and welcome to another episode of Liz on Biz. Here with me today is Marisa Jacobson. Welcome to the show, Marisa.

Marisa Jacobson [00:00:11 - 00:00:12]

Thanks, Liz. Thanks for having me.

Liz Theresa [00:00:13 - 00:00:23]

I'm so happy to have you. And we had this very wonderful— I love meeting people in real life. It's such an unusual way to meet someone. Like, you and I, we met offline first.

Marisa Jacobson [00:00:24 - 00:00:24]

Yes.

Liz Theresa [00:00:24 - 00:00:25]

And it's 2026.

Marisa Jacobson [00:00:27 - 00:00:27]

Yes.

Liz Theresa [00:00:27 - 00:00:28]

Crazy.

Marisa Jacobson [00:00:28 - 00:00:28]

Yeah.

Liz Theresa [00:00:28 - 00:00:55]

So, but now everybody wants to know how we met. We met because now I'm like, if you're listening in the car and you're like, oh, you're not gonna say anything, that's so weird. No, we met through the amazing Women's Business League. That is a former sponsor of this podcast. They only dropped us because they had to move on to other things, but we still love WBL and I'm still a very happy member. And I might even— they have cool stuff. Did you know? Well, I don't know if you— well, you might know, but you can buy a visibility boost through them.

Marisa Jacobson [00:00:55 - 00:00:56]

I want to—

Liz Theresa [00:00:56 - 00:00:58]

I'm getting a little curious about that.

Marisa Jacobson [00:00:58 - 00:00:59]

Yeah, I haven't tried it yet.

Liz Theresa [00:00:59 - 00:01:03]

I might do it. And you know what, if I do it, I could let everybody know what happens.

Marisa Jacobson [00:01:03 - 00:01:05]

Yes, let me know how it goes.

Liz Theresa [00:01:05 - 00:01:10]

But Marisa, tell everybody a little bit about who you are and the work that you get to do.

Marisa Jacobson [00:01:11 - 00:01:45]

All right, well, so yes, my name is Marisa Jacobson. Um, I'm a National Board Certified Health and Wellness Coach. I help women in midlife through transitions or get consistent energy back so they can feel like themselves again. I founded Empower Health and Wellness Coaching here in Pembroke. So I do one-on-one sessions via Zoom or in person. I'm very passionate about health and wellness, even though it was a little bit of a pivot for me, kind of in a midlife sort of way.

Liz Theresa [00:01:45 - 00:01:48]

Wait, so what did you do in your previous career life?

Marisa Jacobson [00:01:49 - 00:02:10]

So way back in a different world, I was in marketing and advertising. And then I, you know, took some time off to have children, had 2 kids. And after about 9 years, you know, I was a stay-at-home mom. I went back to work in marketing and advertising, and

the world had changed.

Liz Theresa [00:02:10 - 00:02:11]

Yeah.

Marisa Jacobson [00:02:11 - 00:02:27]

I mean, it wasn't, it wasn't just direct mail and you know, radio ads anymore. It was Facebook and Instagram. And I was like, whoa, what's going on? But I think it was right around that point I was doing marketing for a weight loss center.

Liz Theresa [00:02:28 - 00:02:28]

Mm-hmm.

Marisa Jacobson [00:02:28 - 00:02:44]

And I had my own health challenges at the time. I was diagnosed with high cholesterol, you know, and it really kind of set me back a little bit because I lost my parents early. My mom passed away of cancer when I was 17. Oh, she was only 51.

Liz Theresa [00:02:44 - 00:02:45]

Jeez.

Marisa Jacobson [00:02:45 - 00:03:02]

And then 10 years later, lost my dad to ALS. I was only 27. So here I was kind of facing my own health challenges with my own children. And I'm thinking to myself, oh boy, you know, I don't want that to happen to my kids. Um, so I went back to school for nutrition. Wow.

Liz Theresa [00:03:03 - 00:03:07]

And did that feel— did you do it kind of while you still worked your job job?

Marisa Jacobson [00:03:08 - 00:03:20]

Yeah. So the weight loss center that I was working for actually had an opening for a health coach. And I said, what? This marketing thing is not working out for me. Yeah.

Liz Theresa [00:03:20 - 00:03:21]

Oh my gosh.

Marisa Jacobson [00:03:22 - 00:03:31]

Yes. So they hired me as a health coach and I went back to school and got the training and did that for a little while and then just kind of moved on from there.

Liz Theresa [00:03:32 - 00:03:54]

That's— so this is— I have— there's like a million nuggets in here I just want to like look at. Not chicken nuggets either, because we're being being healthy or being healthy on this podcast. No, but when you, when you were looking at your parents, right, and that's very hard to lose. I can't believe you lost your parents that young. Like, I feel cheated when I lost my mom a couple years ago and I'm in my 30s.

Marisa Jacobson [00:03:55 - 00:03:55]

Right.

Liz Theresa [00:03:55 - 00:04:07]

And I still feel like, what the heck? And then I get mad that Dick Van Dyke is still alive, which is so mean. Like, I don't want anything bad to happen to him, but every time I see him and he's like 106, I go, why?

Marisa Jacobson [00:04:08 - 00:04:10]

But anyway, it's not fair.

Liz Theresa [00:04:10 - 00:04:43]

It's not fair. But then I, I, what I'm picking up on is that it's almost like, you know, you, you wanted better for your children, right? And it's like, sometimes I think, I mean, I wonder what you feel about GLP-1 stuff because like how weight, how weight loss has, has changed. And I also think how, how women's body image has changed. And I mean in the media, right? Because we went through this phase of like, when I was, when I was young, it was 100-calorie packs.

Marisa Jacobson [00:04:44 - 00:04:45]

Oh, right, right.

Liz Theresa [00:04:45 - 00:05:21]

And like, and there, I remember there was a girl in my class and I was like, oh my God, she's on diet pills and isn't she so cool and she's gonna get so thin and that's like important. And then I remember in college, like, like I had somebody that was a friend of mine that like put up pictures of really like bikini ladies, and she was like, this is my goal body. And like, I, I feel like we've been exposed to so many messages as time goes by. And then when I decided that I wanted to lose weight, right, it was because— for me, it was because my mom had so many health challenges.

Marisa Jacobson [00:05:22 - 00:05:22]

Right.

Liz Theresa [00:05:22 - 00:05:49]

And I was— and I couldn't help but resent that. I mean, I love my mother and I miss her so much, and I would love to have her even if she was sick. But I used to get so angry that I was like, other moms are there. there, you know, like when I need you. Like, you know, like I had a small kid and I— and she was all like, oh my God, if you have a baby, I can help you, and like, I'll help you be there. But she wasn't well. Like, she wasn't well enough. Um, and he's still small.

Liz Theresa [00:05:49 - 00:05:54]

He's 7 now. So he was really small when I was like struggling with that.

Marisa Jacobson [00:05:55 - 00:05:55]

Yeah.

Liz Theresa [00:05:55 - 00:06:10]

And I had high cholesterol. So then they were like, oh, we could put you on a statin. And they were like, oh, did you know you're obese? Or you're almost obese, like, is what they said. And I'm like, and my doctor— so I don't have her anymore. She was many reasons why I don't have her anymore.

Marisa Jacobson [00:06:11 - 00:06:11]

Yeah.

Liz Theresa [00:06:11 - 00:06:15]

Um, but she— I was like, you were fat. Like, she was fat and then she bought her way thin.

Marisa Jacobson [00:06:16 - 00:06:16]

Oh wow.

Liz Theresa [00:06:16 - 00:06:57]

Not that she— and like, and I, and I guess I resent that because I'm like, how dare you call me borderline obese? And then like, you're the one, right, who just like bought a surgery. And I'm sure that wasn't easy for her, but like, how do you— and I'm like, clearly I'm walking in and I look like an average-sized woman. You know, even then, and I was probably 10 pounds heavier, like, than now, to be honest. Um, but then I changed my diet and I did all this stuff. But I want to talk about reasons because I, I mean, I— and the reason why I bring up GLP-1 culture is because I feel like skinny talk and like meth, meth skinny cheek— I hate saying that, but like, that's like—

Marisa Jacobson [00:06:57 - 00:06:57]

Yeah.

Liz Theresa [00:06:58 - 00:07:17]

How does that play a role, you think, in how people make decisions about hiring somebody like you? Is that Because I feel like for me, the springboard was my mom. What do you— what have you noticed in the kind of clients that you work with? Like, what is their— do they hit— like, do they have like a moment, do you think?

Marisa Jacobson [00:07:20 - 00:07:55]

You know, it's hard because there's so much noise out there. You know, like you said, I mean, it's not only, you know, that diet culture because we're hit with that. I feel like when people talk to me, they're like, I can't get out of my own way. Like, I, I know what to do, but I need someone to kind of show me and help me along the way. Because I

think there's so much going on in their head, like, oh, this— yeah, this helped my neighbor, this helped my sister, you know, this helped so-and-so. Which one is for me? You know, I want to try that. I want— you know, they just don't know which way to turn. Um, and everyone's different.

Liz Theresa [00:07:55 - 00:07:55]

And— Yeah.

Marisa Jacobson [00:07:56 - 00:07:59]

what works for your neighbor or your sister might not work for you.

Liz Theresa [00:08:00 - 00:08:04]

And then you wonder if it was the thing that they think that worked, or if it was actually something else.

Marisa Jacobson [00:08:04 - 00:08:05]

Something else.

Liz Theresa [00:08:05 - 00:08:33]

Because, like, frequently, I mean, if somebody starts— I mean, hopefully if they start taking, like, I don't know, one of those many gummies that's supposed to make you hot, and then, like, but, like, you're also working out more, and you're also having, I don't know, more vegetables in your diet, like, it could be It could be anything. Um, and then we give this, like, false attributed, you know, success to this thing that might not actually be driving the car.

Marisa Jacobson [00:08:33 - 00:08:43]

Right, right. And I find that a lot of times people want that magic pill. They want you to tell them what to do here. And, and that's kind of what GLP-1s, I think, have represented a little bit too now.

Liz Theresa [00:08:44 - 00:08:44]

Yes.

Marisa Jacobson [00:08:44 - 00:08:56]

Uh, this is what's going to help me if I just take this take this medication and I'll be fine. Um, they want the magic pill. They don't want to put in the effort, you know. They just want to do that and be better.

Liz Theresa [00:08:56 - 00:09:57]

Isn't that dangerous too? So tell it why. I mean, I, I have guesses, but I mean, I don't want to— can I, can I lead the witness? Well, can I tell you what I think is why? And I'm not anti— I'm not anti either, so I have close friends and family that are on GLP-1s, but I think if you— I think it gets attractive. And I also think because GLP-1s are being sold by med centers and med spas, like, so the same place you go to, like, I don't know, get Botox or whatever, make you prettier, and then you're there and you're like, oh, let's just add one of these to add to cart. It's almost like the same. But I feel like there needs to be more discernment probably about the implications probably of going on one, which I don't know Quite enough about, except for the fact that it suppresses your appetite. But then I'm like, if it suppresses your appetite but you're not getting enough nutrients, couldn't you accidentally starve or like malnourish yourself? Like, couldn't you just—

Marisa Jacobson [00:09:57 - 00:10:11]

Yes, I think that is a concern. Again, I'm, you know, GLP-1s are probably fine for some people either way. I'm not against them or for them. I'm just saying that, yeah, you could get a nutrient deficiency if you're not eating the right things. You're suppressing your appetite.

Liz Theresa [00:10:12 - 00:10:37]

Yeah, because you— if you don't know your hunger cues, right? That's all that— like, remember the intuitive eating era? I don't know if that's cool anymore, but they, they talked about like, oh, like if you put your fork in the food and like you're enjoying the act of eating, and it was about slowing down and actually tasting your food. And then if you were slowing down to taste your food, you would actually notice when you were full.

Marisa Jacobson [00:10:37 - 00:10:38]

Right.

Liz Theresa [00:10:38 - 00:10:48]

But if you don't know, and then sometimes it's, uh, it's not that you're hungry or thirsty. It's like, it's knowing— do you help people through that kind of stuff, or does that come up through your work?

Marisa Jacobson [00:10:48 - 00:10:50]

It does. Um, mindfulness.

Liz Theresa [00:10:51 - 00:10:52]

Mindfulness.

Marisa Jacobson [00:10:52 - 00:11:05]

Mindfulness, I think, is, you know, what I like to call it. It's just being aware of, you know, what you're doing, what you're eating, uh, sitting down, not standing at the counter. You're not going through the drive-through. I mean, it all kind of comes into play.

Liz Theresa [00:11:05 - 00:11:16]

Well, and your, your typical client, you said it's midlife women in, in transition a lot of times. What kinds of transitions bring up this stuff?

Marisa Jacobson [00:11:17 - 00:11:24]

Most of the time it's menopause. Could be perimenopause, full-blown menopause, postmenopause. Why did they put—

Liz Theresa [00:11:24 - 00:11:27]

it should be womenopause, I always say.

Marisa Jacobson [00:11:27 - 00:11:27]

Yeah.

Liz Theresa [00:11:28 - 00:11:29]

They gotta give us the men word.

Marisa Jacobson [00:11:29 - 00:11:30]

Exactly.

Liz Theresa [00:11:30 - 00:11:31]

What are they doing?

Marisa Jacobson [00:11:31 - 00:11:31]

Right.

Liz Theresa [00:11:32 - 00:11:37]

No, that's— well, because I'm like, and, and that's when you have to deal with things like your hormones are changing.

Marisa Jacobson [00:11:37 - 00:11:53]

Exactly, exactly. You know, it's the estrogen, your hormones are all over the place, you're not sleeping, um, you're not feeling like yourself anymore, um, you know, you're thinking about— typically women tend to take care of everybody else before they take care of themselves.

Liz Theresa [00:11:54 - 00:11:54]

Yeah.

Marisa Jacobson [00:11:55 - 00:12:10]

A lot of times that's what I'm hearing as well, that, um, I want to feel like myself again. Well, I don't know what that means, you know. Well, you know, tell me. So it goes a little bit Deeper. I think it's because a lot of times women lose, lose sight of their own self-care.

Liz Theresa [00:12:11 - 00:12:27]

Well, and, and I— yeah, because if you're taking care of everybody else, yes, then it's almost like, I don't remember the last time I took care of me. And then if I don't remember the last time I took care of me, I don't remember how to take care of me, right? On some level, like, and you're like, what does that mean?

Marisa Jacobson [00:12:27 - 00:12:28]

What does that mean?

Liz Theresa [00:12:28 - 00:12:36]

And, and when you have these women in transition, whether they're peri or meno or Post-womeno, right?

Marisa Jacobson [00:12:36 - 00:12:36]

Womeno.

Liz Theresa [00:12:37 - 00:12:37]

Womeno.

Marisa Jacobson [00:12:37 - 00:12:39]

Womeno, we're going to rename it.

Liz Theresa [00:12:39 - 00:13:10]

Depending on where they are on this, we'll just call it the menopause spectrum. That's really what it should be called. We'll just add more spectrums. Everybody needs more spectrums, I think. But let's say there was a spectrum of it. Do you think that it's sort of like these women are just like, they get so sick of feeling sick? Is that what kind of— or they get so sick of feeling not like themselves that that's what does it? Or is it sometimes that they get a diagnosis like high cholesterol, or did they get a divorce and they're like, finally, I got that piece of garbage out of my house.

Marisa Jacobson [00:13:11 - 00:13:11]

Yes. Right.

Liz Theresa [00:13:12 - 00:13:14]

Now I'm ready to deal with— now I have room.

Marisa Jacobson [00:13:15 - 00:13:15]

Right.

Liz Theresa [00:13:15 - 00:13:21]

Think of me. Which, which have you noticed, like, what kind of the inciting thing is?

Marisa Jacobson [00:13:22 - 00:13:40]

Uh, not really. I mean, it's more like They are noticing, you know, yeah, that they, they need to pause. I guess they really need to pause and look at it, look at the picture, big picture, be like, where am I fitting in in this transition?

Liz Theresa [00:13:41 - 00:14:07]

Because that's the whole thing we never do, right? Isn't it awful? It is like, I mean, like, I read it, there's, there's somebody that posted something that was like talking about how she has to like remind herself to breathe because I feel like we have, we, our schedules, I don't know, as, I mean, if you're a mother, I would say your schedule can get so stacked with nonsense.

Marisa Jacobson [00:14:07 - 00:14:07]

Right.

Liz Theresa [00:14:07 - 00:14:41]

Because there's so much to do. And it's like, and then if you're always like ping pong, like I'm going here and I'm going here, I'm doing this and I'm doing that. And then I did it. And no wonder you're eating in the car because you're freaking starving because like you haven't stopped. And I think, I think it's like, I think pausing is self-care, right? Well, I like that. I know though, but it's like, I think it's like it has to be. Like how I told you I tried that fitness class.

Marisa Jacobson [00:14:42 - 00:14:42]

Yep.

Liz Theresa [00:14:42 - 00:14:59]

And that was almost like I had to pause on— I definitely had to, I had to pause to break my pattern. Like, not doing something like that, because I never get up early unless I'm getting on an airplane. I mean, like, that's really when I'm less—

Marisa Jacobson [00:14:59 - 00:15:01]

Right, right.

Liz Theresa [00:15:01 - 00:15:26]

And so, like, I was like, this is gonna be a thing just to wake up, and I did it. Then I was like, okay, now we have to get there, and I did it. And I was like, now we have to survive it, and I did. So it's like, it just, you know, I think it's these babies. It's probably like about baby steps. Like, when you first start working with somebody too, are they ever afraid, like, that they're gonna have to only eat asparagus or something, or what What are some common— like, are they ever like, where have they ever hired a health coach before?

Marisa Jacobson [00:15:27 - 00:15:46]

A lot of times, no. You know, people don't really know what to expect. You know, they might have been given a diagnosis, like you said, like a high cholesterol diagnosis from a doctor, and they give, you know, here's a piece of paper, go home and do these 3 things. And what, you know, how do I fit that?

Liz Theresa [00:15:46 - 00:15:52]

It's a very vague piece of paper. I, because I had that piece of paper, and I think it's like, eat vegetables and move more.

Marisa Jacobson [00:15:53 - 00:15:53]

Right, right.

Liz Theresa [00:15:53 - 00:15:55]

I was like, okay.

Marisa Jacobson [00:15:55 - 00:15:57]

What does that mean? What does that mean for me?

Liz Theresa [00:15:58 - 00:15:59]

You know? Guess I'll get started.

Marisa Jacobson [00:15:59 - 00:16:23]

It means something different for me. Yeah, exactly. So, yeah, it is a guideline, and it doesn't always come down to the nutrition aspect of it. Like, a lot of times people are like, well, I eat— I already eat really clean, but I'm not losing weight. I don't understand what's going on. But it's not all— it's kind of what's underneath it. Well, are you sleeping? Are you really stressed at work? How's your family life, financial life? You know, there's a lot of things. Wow.

Marisa Jacobson [00:16:24 - 00:16:30]

kind of that you kind of can delve into that's underneath that, that it's not just about I need to lose 10 pounds.

Liz Theresa [00:16:31 - 00:17:13]

Well, I think we all obsess about food, probably because it's so easy to spread it. I mean, I think one thing is the media and social media, right, being like, this is the it food. Like, kale was cool for a very long time, and now I'm like, now it's only kind of cool. Like, I mean, I mean, it's like, I, I like— I still— I like a kale chip. I don't like a kale salad. Like, the sautéed Kale is how I like— if I'm gonna kale it up, right? If I choose to kale that day. But no, I, I think it's like, I think we get so influenced, and so sometimes it's a relief to hear— like, I'm a little relieved when you're like, it might not be the food, right?

Marisa Jacobson [00:17:14 - 00:17:14]

Right.

Liz Theresa [00:17:15 - 00:17:22]

Oh yeah, because you never— I mean, everybody's stressed, so you never think your stress is important.

Marisa Jacobson [00:17:22 - 00:17:26]

Again, it's that women thinking about everybody else and not themselves.

Liz Theresa [00:17:26 - 00:17:40]

Yeah. Like, I worry about other people being stressed. I'm like, how can I relieve your— like, other people around me, what can I do for you? How can I relieve your stress? And then my— I'm in a service-based business, so my whole business is how can I make you less stressed about that?

Marisa Jacobson [00:17:41 - 00:17:41]

Right.

Liz Theresa [00:17:41 - 00:17:48]

You know, and, and then I think especially, gosh, if you're a business owner and you're — because you probably are if you're here with us.

Marisa Jacobson [00:17:49 - 00:17:49]

Yes.

Liz Theresa [00:17:49 - 00:17:56]

And, you know, imagine all of this Energetic giving. Right. It's like a constant.

Marisa Jacobson [00:17:57 - 00:17:57]

Mhmm.

Liz Theresa [00:17:58 - 00:18:09]

It's just innate to who it becomes, and it almost feels innate. So I feel like when you hire somebody like you, you'd have to have us force, like, a pause. Like, you have to, like, hit pause.

Marisa Jacobson [00:18:09 - 00:18:10]

Right. Right.

Liz Theresa [00:18:10 - 00:18:14]

So where did empower come from? Because you call— it's called empower coaching. Right?

Marisa Jacobson [00:18:14 - 00:18:29]

Right. Right. You know, it's— it sounds like a cliché. It's a word that's used a lot. But I just feel like empower, you know, women, Like to be empowered, uh, to, to, for everything really, for their health. But I actually chose it because of the M.

Liz Theresa [00:18:30 - 00:18:31]

Oh, yay!

Marisa Jacobson [00:18:32 - 00:18:33]

Oh, the M for Marisa.

Liz Theresa [00:18:33 - 00:18:34]

I like that.

Marisa Jacobson [00:18:34 - 00:18:35]

A little play on words, but—

Liz Theresa [00:18:35 - 00:18:36]

That's really fun.

Marisa Jacobson [00:18:36 - 00:18:49]

I feel like women need to be empowered to take out, you know, to take care of themselves so they can be around for other people. It's almost like when you're on a plane and they say put your oxygen mask on first before you help others.

Liz Theresa [00:18:50 - 00:18:51]

Yeah, we have trouble with that.

Marisa Jacobson [00:18:52 - 00:18:54]

Yeah, you need to help yourself first so you can help others.

Liz Theresa [00:18:55 - 00:19:09]

So what's the difference between— because like I've had health coaches come on before, but you're board certified. That seems more important. Can you tell me why? Because like I think other people are like, I'm a health coach. Not to make fun of everybody, but to make fun of them.

Marisa Jacobson [00:19:10 - 00:19:39]

It's a, it's a, it's a relatively new industry, and I think they're that I say they, but a lot of times people can just call themselves a health coach. Anybody could, you know, maybe take a class here and there and call themselves a health coach. But with the board, the national board came into play probably about 10 years ago, is they're just kind of saying, look, you need to have the— you're dealing with somebody's health and wellness. You know, this is, this is serious.

Liz Theresa [00:19:39 - 00:19:40]

Yeah.

Marisa Jacobson [00:19:40 - 00:20:05]

So we want to make sure that if you're going to this governing body is going to make sure that you've gone through the accredited courses and you've gone through the exam. So it's almost like taking, you know, the bar exam or the CPA exam. So now we have a board exam that we have to pass. So we're trained properly, you know, in certain aspects of behavior change.

Liz Theresa [00:20:06 - 00:20:09]

Do you ever miss your marketing life or no?

Marisa Jacobson [00:20:10 - 00:20:10]

Not really.

Liz Theresa [00:20:11 - 00:20:13]

It probably comes in handy though.

Marisa Jacobson [00:20:14 - 00:20:15]

It does, it does.

Liz Theresa [00:20:15 - 00:20:20]

Yeah, for like running and like running your stuff and probably knowing what to do.

Marisa Jacobson [00:20:21 - 00:20:35]

Right, right. As a new business owner, you know, it definitely helps. You know, um, I was used to working for other people for so long, and now that I have my own business, you know, it definitely helps to know a little bit about marketing and business and Things like that.

Liz Theresa [00:20:35 - 00:20:38]

So how long have you been going at this part of your life?

Marisa Jacobson [00:20:40 - 00:20:44]

So I've been in health and wellness for about 14 years.

Liz Theresa [00:20:44 - 00:20:44]

Wow.

Marisa Jacobson [00:20:46 - 00:20:48]

Yep. But just recently started Empower.

Liz Theresa [00:20:49 - 00:20:53]

That's awesome. Oh, so I was like, this is a big deal.

Marisa Jacobson [00:20:54 - 00:20:54]

Yeah.

Liz Theresa [00:20:54 - 00:21:00]

So when you hit 1, or when you— I don't know if you've hit 1, but when you hit 1, you should at least go out to dinner.

Marisa Jacobson [00:21:01 - 00:21:01]

You should do something.

Liz Theresa [00:21:02 - 00:21:17]

Because it's a— it's very hard, as you know, to have a business. And then so right now, then, of course, you should be— well, so if you— I mean, I'm like, you're probably focusing more on private clients now, and then workshops will come later.

Marisa Jacobson [00:21:18 - 00:21:18]

Right.

Liz Theresa [00:21:19 - 00:21:20]

Or I think they should.

Marisa Jacobson [00:21:21 - 00:21:22]

Yeah.

Liz Theresa [00:21:22 - 00:21:27]

If you would, if you're open to it, because I'm like, oh, that way you can spread your genius.

Marisa Jacobson [00:21:27 - 00:21:31]

Exactly. So, you know, health coaching is a very personal thing.

Liz Theresa [00:21:31 - 00:21:32]

Yeah.

Marisa Jacobson [00:21:32 - 00:21:34]

So someone needs to trust you first.

Liz Theresa [00:21:34 - 00:21:34]

Yeah.

Marisa Jacobson [00:21:35 - 00:21:44]

So many people don't know who I am. Well, you know, who is she? So what I, what I like to do right now is I'm actually running a free 5-day challenge that's one-on-one with me.

Liz Theresa [00:21:44 - 00:21:45]

Oh, cool.

Marisa Jacobson [00:21:45 - 00:21:52]

Get to know each other a little bit before, you know, so you get to know, like, what is health coaching? Because a lot of times people don't know what coaching entails.

Liz Theresa [00:21:53 - 00:22:05]

And do I— is it gonna be like a boot— like, not the 5-day boot camp. I know the 5— I don't mean it like you're not like a— you're not like a drill instructor. You're not gonna like— you would never. Like, you're so nice.

Marisa Jacobson [00:22:06 - 00:22:06]

Oh, thank you.

Liz Theresa [00:22:07 - 00:22:09]

Yeah, like, I would— I could tell you anything.

Marisa Jacobson [00:22:09 - 00:22:10]

Thanks.

Liz Theresa [00:22:11 - 00:22:13]

When not on a recorded podcast.

Marisa Jacobson [00:22:13 - 00:22:28]

Right, right, right. Otherwise, it is very, you know, it is very personal. So I get, you know, I get on Zoom One-on-one. And, you know, people, we just talk about, you know, what your goals are, where you wanna be, you know, in 6 months, a year.

Liz Theresa [00:22:28 - 00:22:29]

Yeah.

Marisa Jacobson [00:22:29 - 00:22:36]

People like, you know, get to experience, you get to experience what health coaching, what it would be like to work with me, you know, for say 2 or 3 months.

Liz Theresa [00:22:37 - 00:22:41]

I love that. And is that how long your containers are? Are they like usually 2 to 3 months?

Marisa Jacobson [00:22:42 - 00:22:44]

I have a 12-week program.

Liz Theresa [00:22:44 - 00:22:44]

Yeah.

Marisa Jacobson [00:22:44 - 00:22:49]

So I find that that's a good amount of time for someone to make a real change.

Liz Theresa [00:22:50 - 00:22:50]

Yes.

Marisa Jacobson [00:22:50 - 00:23:01]

So we set goals, you know, we do a call every week, we set small goals because a lot of times people see the big picture and they get, they get overwhelmed and go, nope, don't know what to do, don't know where to start.

Liz Theresa [00:23:01 - 00:23:05]

That's like if you were gonna go climb a mountain and you're only looking at the top the whole time.

Marisa Jacobson [00:23:05 - 00:23:07]

Right, right. Great analogy. I like that.

Liz Theresa [00:23:07 - 00:23:29]

That's what it feels like though, because I'm like, it feels like this massive, like, how will I ever, right? You know, but I, I love I love, I love this because I'm like, then Pete, I love— I mean, that's very giving of you to do that. I mean, like, within reason, right? Because, you know, right, I guess if you were busy with that, that'd be a great problem too, right?

Marisa Jacobson [00:23:30 - 00:23:32]

Yes.

Liz Theresa [00:23:32 - 00:23:49]

And like, and so I almost am like, I feel like— and I don't know if you've done this already, but like, are you kind of going out to also like— I feel like you should do like talks that like like, just to put yourself out there and stuff, to, like, speak on a top— on the topic, you could call it. Like, are you doing this already, or—

Marisa Jacobson [00:23:50 - 00:23:51]

Um, not yet, but trying.

Liz Theresa [00:23:51 - 00:23:57]

I could totally see you doing it. Like, if you do, like, like, though, if you use the word, like, hormone, for example.

Marisa Jacobson [00:23:57 - 00:23:58]

Right, right.

Liz Theresa [00:23:58 - 00:24:16]

Because, like, when you tell me, like, when you talked about hormones earlier, I really only can name, like, 2, right? Like, cortisol is a hormone. Everybody's like, oh, my cortisol. Wait, I have low cortisol, but there's no such thing as low cortisol. There's only dysregulated or regulated.

Marisa Jacobson [00:24:17 - 00:24:19]

Yeah, that's a big buzzword now. That's a big—

Liz Theresa [00:24:19 - 00:24:20]

people love cortisol.

Marisa Jacobson [00:24:21 - 00:24:25]

Cortisol is a big buzzword out there now. Yeah, there's so many other factors.

Liz Theresa [00:24:25 - 00:24:51]

And like, yeah, hormones to me, it's almost like very Harry Potter. Like, I have no idea what the hell's going on. Like, if you could just be like, I'm gonna make you a Hufflepuff, right? And I mean, if you were like, your Hufflepuff is off. I'd be like, yes, that's probably true. Like, you know, like, but I— right, that's because I don't have a— I feel like that's the part of health that, like, it's such a mystery to women. And I don't know why they keep it a mystery from us. It's because they know we'd take over the world.

Marisa Jacobson [00:24:51 - 00:24:52]

Yeah.

Liz Theresa [00:24:52 - 00:24:58]

You know, like, if women only knew everything that's really going on, because, like, women's hormones are crazy.

Marisa Jacobson [00:24:58 - 00:24:59]

Right, right.

Liz Theresa [00:24:59 - 00:25:06]

I think I saw an insta— this could be also nonsense, but that women need testosterone. Like, we have testosterone. Like, I don't even know I had any.

Marisa Jacobson [00:25:07 - 00:25:09]

We do. Yes. We have a little bit.

Liz Theresa [00:25:09 - 00:25:10]

It's in there.

Marisa Jacobson [00:25:10 - 00:25:11]

It's in there.

Liz Theresa [00:25:11 - 00:25:12]

I was like, we need that.

Marisa Jacobson [00:25:12 - 00:25:13]

We have that. Yep.

Liz Theresa [00:25:13 - 00:25:16]

Yeah. And it's like, because you only ever hear about estrogen.

Marisa Jacobson [00:25:17 - 00:25:17]

Right.

Liz Theresa [00:25:18 - 00:25:19]

And cortisol.

Marisa Jacobson [00:25:19 - 00:25:20]

Mhmm.

Liz Theresa [00:25:20 - 00:25:24]

And, oh, oh, oh, what's the one where you're happy?

Marisa Jacobson [00:25:25 - 00:25:28]

You're like, you get, oh, geez.

Liz Theresa [00:25:29 - 00:25:29]

The happy—

Marisa Jacobson [00:25:29 - 00:25:31]

hold on. The happy hormone.

Liz Theresa [00:25:32 - 00:25:33]

Everyone's screaming at their radio.

Marisa Jacobson [00:25:33 - 00:25:35]

Let's see.

Liz Theresa [00:25:35 - 00:25:36]

What is the—

Marisa Jacobson [00:25:36 - 00:25:38]

what is the hand? Not endorphins. What's the word?

Liz Theresa [00:25:38 - 00:25:39]

Endorphins.

Marisa Jacobson [00:25:39 - 00:25:41]

Is that— It's something else.

Liz Theresa [00:25:41 - 00:25:42]

Is that a hormone?

Marisa Jacobson [00:25:43 - 00:25:44]

I don't know.

Liz Theresa [00:25:44 - 00:25:47]

It's not, is it? Everybody's like, Liz, you've ruined— you've ruined science.

Marisa Jacobson [00:25:48 - 00:25:50]

No, they are.

Liz Theresa [00:25:50 - 00:25:52]

They are. Endorphins are hormones.

Marisa Jacobson [00:25:52 - 00:25:53]

Just— Yes. Yes.

Liz Theresa [00:25:53 - 00:26:10]

Okay. They're released by your pituitary gland. You know what's a wicked interesting gland is the thyroid. And when I was in school, I had to do a report on thyroid, and my grandma didn't even have a thyroid because back when your thyroids got dysregulated, they would just take out the whole thing because they didn't know what to do with it.

Marisa Jacobson [00:26:10 - 00:26:10]

Yeah.

Liz Theresa [00:26:10 - 00:26:23]

And then she had to take thyroid pills to regulate her own thyroid forever. But I'm like, I think it made her a little crazy because like, yeah, I mean, she's gone. I loved her. She was, she was a wild one. I used to call her the Queen of Mean because she was so—

Marisa Jacobson [00:26:23 - 00:26:23]

Oh, really?

Liz Theresa [00:26:23 - 00:26:29]

Yeah. But like, she was Italian and you know how Italians can be like, oh yeah, matriarchal.

Marisa Jacobson [00:26:29 - 00:26:30]

Yep.

Liz Theresa [00:26:30 - 00:26:31]

She was quite that.

Marisa Jacobson [00:26:31 - 00:26:31]

Yep.

Liz Theresa [00:26:31 - 00:26:33]

But, like, she thought it— she liked it.

Marisa Jacobson [00:26:34 - 00:26:35]

I'm half Italian too. I know.

Liz Theresa [00:26:35 - 00:26:39]

So, you know, you know about the, the woman that sits at the head of the table, you know?

Marisa Jacobson [00:26:40 - 00:26:41]

Oh, yeah.

Liz Theresa [00:26:41 - 00:26:49]

And, like, oh, you— like, I remember, like, one time I brought home a vegetarian, um, to dinner, and they were like, it's the end of the world.

Marisa Jacobson [00:26:49 - 00:26:50]

Yep.

Liz Theresa [00:26:50 - 00:27:24]

Drama. No, but, like, the thyroid— and thyroid in women can be— that can also— I mean, I imagine when you hit perimenopause, Yes. Or menopause, it does that. That can also be disrupted, probably, because when you peri, that means that your estrogen goes too low. And I had chemo, and they were worried that my ovaries were just gonna stop working and that I was gonna go into menopause. And then I didn't. They were like, damn, those are good ovaries you got there. And I said, why, thank you so much.

Marisa Jacobson [00:27:24 - 00:27:25]

Thank you.

Liz Theresa [00:27:25 - 00:27:30]

Because they were, they were like, we were sure they were gonna not make it through that. They kept going.

Marisa Jacobson [00:27:30 - 00:27:33]

It's not every day you get complimented on those little ovaries.

Liz Theresa [00:27:33 - 00:27:58]

No. And I had, I had a teratoma on an ovary and then they had it removed. I hope nobody's queasy, but like, what was so cool is like, I got to see pictures of all this and the science is really interesting. And I said, what's that pink thing in the picture? And they were like, it was the, my OV. And she's like, oh, that's your uterus. And I said, damn, what a beautiful uterus. And she's like, you know what? She said that I see a lot of uteri. That's a beautiful uterus.

Liz Theresa [00:27:58 - 00:28:04]

Then we, like, talked about it, and then I, like, went home and I called my dad, and I was like, she said I have a beautiful uterus. And he was like, I don't wanna hear that.

Marisa Jacobson [00:28:04 - 00:28:06]

I'm sure he'd love to hear that.

Liz Theresa [00:28:06 - 00:28:08]

He can't handle any of—

Marisa Jacobson [00:28:08 - 00:28:08]

like, any—

Liz Theresa [00:28:08 - 00:28:12]

he's like a child that way. He's like, I don't wanna know you even have a uterus.

Marisa Jacobson [00:28:12 - 00:28:13]

That was so funny.

Liz Theresa [00:28:14 - 00:28:20]

No. So men can't— I don't know why. That's probably— we really should fix menopause, the word, because they don't— they can't handle menopause.

Marisa Jacobson [00:28:20 - 00:28:21]

I know.

Liz Theresa [00:28:21 - 00:28:26]

And isn't it weird how menopause literally tells us to pause and we don't listen?

Marisa Jacobson [00:28:26 - 00:28:26]

Right.

Liz Theresa [00:28:27 - 00:28:29]

I didn't even notice the word pause in there.

Marisa Jacobson [00:28:29 - 00:28:30]

I know.

Liz Theresa [00:28:31 - 00:28:38]

Why is that there? Oh, because your, your hormones probably pause because they just turn off altogether.

Marisa Jacobson [00:28:38 - 00:28:39]

Your hormones are just going everywhere.

Liz Theresa [00:28:40 - 00:28:47]

They're everywhere. Hormones. I, I took— you know what's weird about hormones? I wanna know what you think. I took this allergy test.

Marisa Jacobson [00:28:47 - 00:28:47]

Yeah.

Liz Theresa [00:28:47 - 00:28:59]

And it was when I was— right when I found out I was pregnant, they thought that I had a lot of food allergies because I had like a breakout on my shoulders. And I was like, oh, but I've— I had always been broken out on my shoulders at that time in my life.

Marisa Jacobson [00:28:59 - 00:28:59]

Yeah.

Liz Theresa [00:29:00 - 00:29:03]

And they were like, oh, we're gonna test your allergies. And I was allergic to everything.

Marisa Jacobson [00:29:03 - 00:29:04]

Oh, wow.

Liz Theresa [00:29:04 - 00:29:27]

I was allergic to chicken, beef, bananas. Like, it was like every food in the world. And she was like, we have to start a strict elimination diet. And I was like, I'm pregnant, I'm firing you. And I'm getting a normal doctor who's not gonna make me quit all my food because I need to create new life. Yeah. And then now I don't have— and after pregnancy, it actually fixed— I have my skin's— I would say my skin is better.

Marisa Jacobson [00:29:28 - 00:29:28]

Wow.

Liz Theresa [00:29:29 - 00:29:32]

After pregnancy. But that's the only good thing it did to my body.

Marisa Jacobson [00:29:32 - 00:29:32]

Right.

Liz Theresa [00:29:33 - 00:29:34]

I would say otherwise, I didn't love—

Marisa Jacobson [00:29:35 - 00:29:35]

no one.

Liz Theresa [00:29:35 - 00:29:36]

I mean, who loves that?

Marisa Jacobson [00:29:37 - 00:29:37]

Right?

Liz Theresa [00:29:37 - 00:29:41]

I don't know. My friend is really good at being pregnant, though.

Marisa Jacobson [00:29:41 - 00:29:41]

Yeah.

Liz Theresa [00:29:41 - 00:29:43]

She She was a surrogate.

Marisa Jacobson [00:29:43 - 00:29:44]

Oh, wow.

Liz Theresa [00:29:44 - 00:29:45]

Yeah. And then—

Marisa Jacobson [00:29:45 - 00:29:46]

How many times has she been pregnant?

Liz Theresa [00:29:47 - 00:29:47]

4.

Marisa Jacobson [00:29:47 - 00:29:48]

Oh, wow.

Liz Theresa [00:29:48 - 00:30:07]

And like, and like, but like, she would just be like, it's time to have a baby. And then she'd be like, and it would be born. Like, she, like, she would just be like, and there was a baby. Like, she, she's so— I don't know why she's so good. And she, like, likes being pregnant. I was like, yeah, I don't understand you. She's a very special human.

Marisa Jacobson [00:30:08 - 00:30:08]

Yep.

Liz Theresa [00:30:09 - 00:30:09]

Yeah.

Marisa Jacobson [00:30:09 - 00:30:10]

No, thank you.

Liz Theresa [00:30:10 - 00:30:28]

No, thank you. Thank you. So, no, I want to come up with the name for this workshop I could see you doing. So maybe it's going to be called like Hormones and Heals. No, Hormones and Heals was a thing that somebody did. So I think that was a great— it was a big conference. There was one that was called Hormones and Heals. Yeah, they needed you.

Liz Theresa [00:30:28 - 00:30:53]

I'm sure it was bad without you. No, I think they had fun, but I feel like we could do something like Like hormones or 5, uh, 5 hacks for healthy hormones or something. And then you could come up with like the 5 hacks and then at the end then you could be like, and then there's my 5-day challenge and then you do jazz hands because you would totally—

Marisa Jacobson [00:30:53 - 00:30:53]

Totally.

Liz Theresa [00:30:54 - 00:31:22]

I'm just kidding. But like, I'm like, yeah, yeah, they're like, here they come. But like, I'm like, oh, that would be so I feel like that would be really, really cool. So, so tell me, Marisa, it's time. It's that time in the interview where I ask for your last question. So when you think about the company that you're creating, what would you say is the next, the next exciting thing that you have going on? I mean, you could, or tell us more about this 5-day challenge and how people can take advantage of it, because I think that's really cool. Yeah.

Marisa Jacobson [00:31:22 - 00:31:59]

Um, you know, uh, go on to my website. My website is empowerhwcoach.com. Um, you can download— actually, I have a free ebook right now, um, on there, which is, uh, it's titled Recharged: Why You're So Exhausted and What You Can Do About It. Um, so yeah, everybody's tired. Everybody's tired. Nobody, you know, by 3 o'clock everyone's crashing and they don't know why. So I have some tips and tricks in my ebook. Um, you can schedule either a discovery call or you can, you know, schedule the 5-day challenge with me through my website, or you can send me a DM through Facebook.

Marisa Jacobson [00:32:00 - 00:32:04]

Um, I'm on Facebook, and— or send me an email.

Liz Theresa [00:32:04 - 00:32:12]

Awesome, you guys. All the links will be in the show notes. Marisa, thank you so much for joining the show today.

Marisa Jacobson [00:32:12 - 00:32:14]

Thank you for having me. This was a lot of fun.