

JJ VIRGIN

SUGGESTED INTERVIEW QUESTIONS



Aging Powerfully: Be “Built to Last” Interview Questions

- Why are you focused on aging powerfully?
- What does aging powerfully mean to you?
- If you could only choose 3 things to improve how we age, what would they be?
- What should you do BEFORE you go on a weight loss program?
- You say that we shouldn't be focused on losing weight, rather we should pay attention to improving our body composition - what are we looking at here?
- Is it possible to lose fat and build muscle at the same time?
- What do you think the most important lever in nutrition is?
- Why is protein so important for women over 40?
- What are your protein recommendations for women 40+ and when should they eat protein?
- Are there any nutrients you recommend for aging powerfully?
- Why don't most detoxes work? What are the components people are missing?
- There are so many different types of exercise - what do you recommend for people 40 plus?
- What becomes harder in menopause if we don't prepare our bodies? How do we prepare?
- What changes in menopause can actually be avoided?
- What about a peri or post menopausal woman- is it too late for them to get started with a resistance training program?

THE VIRGIN DIET: Drop 7 Foods, Lose 7 Pounds, Just 7 Days

- How is food intolerance the real cause of weight gain?
- What is food intolerance?
- How common is it? Why is this?
- How do you know if you have a food intolerance? Can you fix it?
- What are the most common food intolerances?

- Walk me through The Virgin Diet. How does it work?
- Who should consider going on this diet? Who shouldn't?
- Share a success story with us?

SUGAR IMPACT DIET: Drop 7 Hidden Sugars, Lose Up to 10 pounds, In Just 2 Weeks

- What is sugar doing to our health?
- What is wrong with the glycemic index? How has it failed us?
- Why shouldn't we snack?
- Where are some surprising places you'll find sugar hiding?
- What are signs of high Sugar Impact?
- You say that all sugar is not created equal. What do you mean by that?
- Why is fructose worse than glucose? Isn't it just natural fruit sugar?
- What's so bad about artificial sweeteners?
- How do I know how much sugar I can eat?
- What about natural sugars like honey or agave?
- What are some safe sugar substitutes?
- I have had a sweet tooth my whole life. How do I get over the cravings? Can you really get rid of a sweet tooth?
- What causes people to crave sweets?
- What role does stress play in sugar addiction?
- You say that sugar is a drug – what do you mean?
- What should we do when a craving hits?
- Every time I try to cut out sugar, my energy crashes! What can I do?
- What is a sugar burner and how do I know if I am one?
- How do I become a fat burner?
- Walk me through the Sugar Impact Diet? How does it work and how is it different from other programs?
- What are some of the benefits of the program and how quickly can you see changes?
- Share a success story with me.

WARRIOR MOM: 7 Secrets to Bold, Brave Resilience

- What inspired you to write *Warrior Mom*?
- Who is a *Warrior Mom*?
- How do you develop a positive resilient mindset?
- Why is it so important to focus on mindset?
- How does mindset tie into health?
- What would you say to people who feel like they could never do what you did? Those who feel like they don't have what it takes to get through a major crisis in their lives?
- What is the most surprising lesson from the book?
- What can people do to start changing their mindset today?

General Health Questions:

- What is your opinion on snacking?
- Can I eat as much fruit as I want?
- I am so confused! Low-fat, high-fat, low-carb, vegan, paleo—how do I know what's best for me?
- I've always heard "everything in moderation." What are your thoughts on this?
- What do you mean by your phrase "your body isn't a bank account, it's a chemistry lab?"
- What is weight loss resistance?
- How does poor sleep impact your health?
- What does stress do to your health? What do you do if you can't get rid of the source of stress?
- How important is exercise to fat loss?
- What is the best type of exercise?
- How can people eat healthy on a budget?
- How can people stay healthy while traveling?