

JJ VIRGIN

SUGGESTED INTERVIEW QUESTIONS



Muscle Changes Everything + Aging Powerfully

The Muscle-First Revolution, Metabolic Health, and Redefining Aging

1. What is it the most underrated health metric, especially for women?
2. You say “Muscle Changes Everything”—what exactly do you mean by that?
3. Most people still chase weight loss. Why do you believe this is dogmatic (and in fact, the wrong focus)? And how does that mindset actually backfire metabolically?
4. Talk to me about “metabolic spanx.” What’s happening under the hood when we build muscle that changes the whole game?
5. There’s a lot of fear-mongering around aging. You flip that script with “Aging Powerfully.” What does that look like in real life—especially for someone in their 50s or 60s? Or beyond?
6. Muscle is now being talked about like an organ. What’s the latest science on how it impacts inflammation, immunity, and brain health?
7. Resistance training has become buzzy—but most people still aren’t doing it right. What’s the minimum effective dose for real results?
8. You’ve worked with everyone from elite athletes to everyday moms. What are the common patterns you see in people who age powerfully versus those who don’t?
9. What’s the single biggest myth about muscle, aging, and metabolism that you’re on a mission to throw out like yesterday’s old B.S.?

High Performance Hacks + Mindset

1. What do most “high performers” get wrong when it comes to energy / productivity?
2. You’re a big advocate for recovery over hustle. How do you balance drive with downtime—and why does that distinction matter more as we age?
3. Blood sugar, brain fog, burnout... Can you break down that connection for us? Why is metabolic health foundational to mental performance?
4. Walk us through a day in your life—what are your personal non-negotiables for high performance?
5. What role does muscle play in mental clarity, mood, and focus?
6. Let’s talk supplements: What are your go-to brain and body biohacks?
7. Which supplements are overhyped?
8. What mindset shifts have made the biggest difference in your own performance?
9. Do you have any beliefs you had to unlearn? Anything you’d still WISH to unlearn?
10. In your opinion, what separates high performers who thrive long-term from those who flame out or stay stuck?
11. Any health hacking equipment you just can’t live without?

Health Business Growth for Entrepreneurs & Practitioners

Functional Funnels, Client Flow, and Building a Scalable Health Empire

1. You've built multiple 7-figure businesses and a wildly successful brand in a crowded space. What's your secret sauce?
2. Why is building a personal brand so important?
3. Why do so many brilliant health practitioners struggle to build thriving businesses?
4. You talk about the "Functional Funnel." What is that—and how is it different from the outdated online marketing nonsense that's everywhere we look right now?
5. What's the #1 thing a practitioner should do right now if they want to stop chasing clients and start creating income and calendar overflow?
6. How do you help health experts package their genius in a way that scales—without losing integrity or burning out?
7. You've helped launch more NYT bestsellers and 7-figure health brands than anyone. What do those top performers have in common?
8. How are health pros undercharging—and how do they fix that without feeling salesy or out of alignment?
9. What's your vision for the next evolution of the health entrepreneur space—and where do you see the biggest opportunity?

General Health Questions:

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