JJVIRGIN

SUGGESTED INTERVIEW QUESTIONS

Expert Questions.
Meaningful Conversations.
Stronger Results.

The Metabolism Fix, Stop Shrinking, Get Stronger, and Live a Bigger Life

01	Your new book is called The Metabolism Fix. What's the biggest misconception people have about metabolism?
02	You've said, "The goal isn't to become smaller. The goal is to become stronger." What do you mean by that?
03	Why do you think we've spent decades chasing weight loss instead of strength?
04	Is it true that our metabolism simply slows down as we age, or have we been blaming the wrong thing?
05	You call muscle the body's metabolic control center. Why is muscle so much more important than most people realize?
06	What changed your mind about metabolism and healthy aging?
07	What does it actually mean to take a Muscle-First™ approach?
08	If someone wanted to completely transform their metabolism, where would they start?
09	You say walking keeps you alive, but challenging your muscles keeps you young. Can you explain that?
10	Why is resistance training one of the most important things we can do after 40?
11	How much protein do we really need, and why is it so important for healthy aging?
12	What are the biggest nutrition mistakes keeping people from building muscle and burning fat?
13	You talk about "Build. Burn. Balance.™" What does that framework mean, and why is it different from traditional diet advice?
14	Why do you believe women have been taught to fear muscle?
15	Is it actually possible to build muscle and improve your metabolism in your 50s, 60s, and beyond?
16	How has the popularity of GLP-1 medications changed the conversation around muscle and metabolism?

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17 What are the best ways to lose fat without sacrificing muscle?

18 What's the single biggest predictor of how well we'll age?

19 If someone could only measure a few things each year to predict healthy aging, what would they be?

20 Why are you so passionate about grip strength, balance, and functional fitness?

21 You often say the scale has done more harm than good. Why?

22 Your son Grant's accident profoundly changed your perspective on health. How did that experience reshape the way you think about food, fitness, and recovery?

23 You talk about watching your mom and dad age in very different ways. What did they teach you about building a life of strength and vitality?

24 What's one belief about metabolism you hope disappears because of this book?

25 If someone listening today only changed one habit this week, what would you want it to be?

26 What's the one question people should start asking themselves instead of, "How do I lose weight?"

27 What does it really mean to "build the strength to live a bigger life?"

28 If people remember only one message from The Metabolism Fix, what do you hope it is?

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Irreplaceable: Become the Go-To Practitioner in an AI-Driven, Saturated Market

01	Healthcare has become incredibly crowded. Why is building a personal brand no longer optional for practitioners?
02	You've said we shouldn't try to become influencers—we should become Trusted Authorities. What's the difference?
03	What does it mean to become "Niche Famous," and why is it so much more valuable than simply being well known?
04	Most practitioners think their credentials should be enough. Why isn't expertise enough anymore?
05	Can you explain the Trusted Authority Triangle and why it's become the foundation of your entire marketing framework?
06	Let's start with Trust. How do you build trust before someone ever becomes a patient?
07	You often say authority isn't about collecting more credentials. So what actually creates authority today?
08	Why do practitioners need a signature message instead of trying to talk about everything?
09	You teach the Character Diamond as a branding tool. How does understanding your own story help you attract more of the right patients?
10	Where does proof fit into all of this? Why are patient success stories so powerful in building a practice?
11	If someone listening feels invisible today, what are the first three things they should do to become the go-to expert in their community?
12	You talk about helping practitioners go from being the "best-kept secret" to becoming the "obvious choice." What's the difference, and how does someone make that shift?

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Bonus Questions

01 How has AI changed personal branding for healthcare providers?

02 Why do patients buy stories before they buy science?

03 What's the biggest branding mistake you see doctors making?

04 How do you market yourself without feeling salesy?

05 Can an introvert build a powerful personal brand?

06 Why do you believe your personal story is actually a business asset?

07 What's one thing every practitioner should stop doing immediately?

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GENERAL HEALTH QUESTIONS

01 What is your opinion on **snacking**?

02 Can I eat as much **fruit** as I want?

03 I am so confused! Low-fat, high-fat, low-carb, vegan, paleo—how do I know what's **best** for me?

04 I've always heard "everything in **moderation**." What are your thoughts on this?

05 What do you mean by your phrase **"your body is a bank account, a chemistry lab, and a history book?"**

06 What is weight loss **resistance**?

07 How does poor **sleep** impact your health?

08 What does **stress** do to your health? What do you do if you can't get rid of the source of stress?

09 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**?

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