



## How to Find Your Why

### MUSIC INTRO

### EPIISODE TEASER

### INTRO

Hey friend! Welcome to the *Diet Haters Podcast*, where I'm helping YOU learn how to stop dieting, lose weight, find lasting results, and learn your true identity in Christ. I'm so glad you're here!

We're about ½ way through January already. Time flies when you're having fun, right? I hope you are still as excited and pumped up as I am for what God has in store for us this year. I'm so glad to be on this journey with you and if I haven't mentioned it already, I'm so honored you've chosen to hang out with me on The Diet Haters podcast.

One of the things I learned early on in my 145 lb. weight loss journey is that if I don't know my *why*, it's much harder to bounce back onto the right path when we've gone off the rails for whatever reason.

In the [last episode](#) of The Diet Haters podcast, we talked about some specific steps to setting achievable weight loss goals vs. setting new year's resolutions. And one of those steps was learning our why. I believe this step is one of the most impactful things we can ever do for ourselves. I'll share the link to that episode in the show notes.

I used to teach men and women in the prison system how to find their why, and I'm telling you what, nothing made my heart smile more than when you saw the light bulb come on in

their eyes and they realized they still had a reason to keep going. I would see grown men full of tattoos weep. Those are some of the most cherished moments in my career.

But finding our why isn't just reserved for people in prison, corporate CEO's, or super-focused high achievers. No, finding our why is critical for all of us, especially as we continue on the journey of weight loss and health and finding lasting freedom.

My hope for you is that by the end of this episode, you're going to cling to your why like your life depends on it, because your life might just really depend on it.

## SHARE REMINDER

Before we get started, though, I'd love to ask you for a favor. Would you share this episode with someone else who needs some inspiration and some real-life action steps to take their lives to the next level? Someone else who might need help finding their why too?

When you share, you help me get the word out to as many people as possible, that they, too, can lose weight, get healthy, and find the true freedom in Christ they've been searching for.

And in advance... thank you so, so much.

Now.. let's dig into today's episode on how to find your *why*.

## DISCUSSION

"You lose your way when you lose your why." Those are nine of the most powerful words I've ever heard, spoken by my friend Gail Hyatt.

Have you ever stopped long enough to ask yourself *why*?

And not the *why* you might be thinking I'm referring to.

Not "Why did I gain all the weight back that I lost?"

Not "Why can't I get my crap together when it comes to getting healthy?"

Not "Why can't I be like those other moms that can do all the things?"

Not "Why am I still single?"

Those are important questions to ask at the right time, but those aren't the *why* questions I'm talking about today. I'm talking about empowering questions, like:

*Why do I want to do something different with my life?*  
*Why do I want to get healthy?*  
*Why do I want to fit into those old jeans?*  
*Why do I want to lose 50 lbs.?*  
*Why do I want to rebuild a relationship with my kids?*  
*Why do I want to pursue that dream job?*  
*Why do I want to be free from this food addiction?*  
*Why do I want to stop living in shame?*

I could keep going, but you have an idea, and I'm sure you're probably already coming up with some I haven't listed here.

**I believe everything changes when we start asking ourselves that vital question, why?**

### **MY WHY STORY**

Before we go any further, I want to tell you about my why. Not just why I wanted to lose weight, but why I want to help others find freedom. Because it's not all about weight loss, right?

I say this all the time, and there are many who disagree with me, but hey.. I'm glad we all get to have our opinion. Addiction is the symptom of a deeper problem. Doesn't matter if you're a drug addict, alcoholic, porn addict, shopaholic, food addict, (insert your own struggle here), at the root it's all the same. There's a deeper problem and we use these things as coping mechanisms instead of truly dealing with our junk.

Our why goes beyond just losing some inches or lbs.

I'll start with my weight loss why. As I shared in the first episode of this podcast, [How I Lost 145 lbs!](#) got started losing weight because the doctor pretty much told me I was headed towards death if I didn't do something different.

Why did I want to lose weight? Because I wanted to live. But as I got stronger in my journey, my *why* evolved. Wanting to live is a pretty good *why*, but as I progressed, I went deeper.

I realized I didn't just want to live for the sake of living. I realized I wanted to live because I had dreams and desires I wanted to pursue. I realized God had bigger plans for me and I wanted to see those plans become reality.

But here's a more specific why. I have a little cousin, Caleb. Well.. he's not little anymore. He's almost 21 and I swear he's 7 ft. tall. But he was little then. He lived with me off and on throughout his life and I remember one year asking him what he wanted for either his birthday or Christmas, I can't remember which one. He said to me, "I want you to ride a roller coaster with me." I promised him I would make that happen. Well.. a year passed and I couldn't give him what he wanted. I couldn't fit on a roller coaster with him. I asked him the same question again and his answer didn't change. "I want you to ride a roller coaster with me." It broke my heart to break that promise.

He could've had anything he wanted, what most little boys ask for, a video game, some kind of toy, a bike. Nope. He wanted me to ride a roller coaster with him. He wanted that because his love language was quality time. He didn't want things. He wanted me to spend time with him and I couldn't give him what he wanted.

But as I started getting healthy and losing weight I realized that though that goal might've been a ways off, it was possible if I wanted it badly enough. I had absolutely no desire to ride a rollercoaster and I still don't to this day.

But... I wanted to give him something. I wanted to give him that gift and that became part of my *why*.

And so I envisioned what that day would look like. When times got hard and I wanted to quit, I pictured the smile he would have as we sat next to each other on that roller coaster. When I would find myself stuffing emotions and trying to deal with the shame that was trying to keep in that stupid neverending cycle, I would try to remember part of my reason for losing weight. Because this little boy whom I loved very much wanted me to ride a dangd roller coaster and I was bound to make it happen even if I died trying.

## **PROMO - STEP AWAY FROM THAT DIET**

Tired of dieting only to regain the weight you lost, plus more?

What if you could actually lose weight for good without crazy rules and actually starving yourself?

**How would it feel to lose 10, 20, 50, even 100 lbs.?**

My friend, it's possible and I want to teach you how with 5 simple steps, that will not only help you get on the path to weight loss, but gaining that confidence you've been searching for, in my free ebook, *Step Away from That Diet*.

Notice I didn't say easy steps. I said simple.

At the age of 25 I weighed 330 lbs! Yep.. you heard that right. I had no energy. I had no motivation for life.

Walking up and down the steps felt like I had just run a marathon. I had to buy my jeans online because I couldn't find a store that carried size 30. To say that walking into a store was humiliating is an understatement.

Mountain Dew and pizza were two of my closest friends, so I convinced myself. The reality? I was using them to destroy myself.

**I wasn't living life. I was just surviving.**

But one day I finally came to the end of myself and realized I couldn't keep killing myself like this.

That's when I turned my life around and lost 145 lbs. Now I'm passionate about helping other women to stop dieting, lose weight, and learn who they are in Christ!

If you're ready to get started on your journey, download [Step Away from That Diet](http://Step Away from That Diet) today at [sundijo.com/stepaway](http://sundijo.com/stepaway).

If you're looking for an easy fix to weight loss, my friend, this ain't it!

If you're looking for lasting results, then you're definitely in the right place. I'm going to provide you 5 simple (not easy) steps to getting on track to finding true freedom in your health journey.

You deserve better than what you're believing about yourself, my friend, and I'm ready to help you take the next right steps to get where you need to be!

*Step Away from that Diet* will help you overcome the diet mentality, learn how to remove the barriers getting in the way of your freedom, find encouragement on your journey, and more!

And don't miss the special prayer I've written at the end personalized just for you, my friend.

Download it for free today at [sundijo.com/stepaway](http://sundijo.com/stepaway).

And now.. Let's get back to today's episode.

## DISCUSSION CONTINUED

And I'm happy to report that in 2010, Caleb and I got on a roller coaster at Silver Dollar City in Branson, Mo. and we rode a roller coaster. I almost peed my pants and couldn't get off that thing fast enough, but none of that matters, because I did it! Why? Because I wanted to give him a gift I had believed for so long that I'd never be able to give him.

I haven't been on one since and I don't plan to again, but.. I did it! I actually shared a picture of us together you can find on my [Instagram](#) or [Facebook](#) if you wanna go see it. You can find me @sundijo.

That wasn't my *why* forever, right? But it was a pretty darn good *why* for getting me to a healthier version of me, not just physically, but in every area. During that journey I was a mess in every area - physically, mentally, emotionally, spiritually.

Which goes back to what I said earlier.. Addiction is the symptom of a deeper problem. My obesity was an outward sign of internal issues. That roller coaster ride happened because I pursued freedom in every area, not just physically.

Why? Because I had a little boy waiting on me to give him a gift I promised and I was going to follow through, even if it killed me.

Now maybe you want to stop here and say, "Sundi Jo, you need to get healthy for yourself, not for other people." And I won't disagree with you. I did get healthy for me because I wanted to live. But fulfilling a promise I made to an innocent little boy made me keep pushing forward. It was a great incentive to invest in myself.

As I said, as you evolve in your journey, so does your *why*. And you have different *why's* for different seasons of your life sometimes, too.

Let me give you another *why*.

## MY DAD

In 2009, my father died of an accidental overdose. He was only 48 years old. He spent his whole life succumbing to addiction. He didn't leave a legacy worth remembering. I wasn't sure I would ever recover from the heartbreak. From the feeling of abandonment of a father who was supposed to protect me. A father who was supposed to walk me down the aisle. But through time I did recover. Through time I did heal. And the more healing I did, the more I uncovered my *why*.

**Why do I have a passion for you to understand your value?** Because my dad didn't understand his, but it's not too late for you.

**Why do I have a desire to see you succeed in life?** Because my dad didn't believe he deserved anything good, but it's not too late for you.

**Why do I care so much about your freedom?** Because my dad lived a life in bondage and I believe you don't have to.

**Why do I believe you can still be a great mother (or father for you guys listening) to your children?** Because I would give anything to spend five more minutes with my dad, and I believe it's not too late for you to restore relationships, regardless of your past.

**Why do I believe you have something to offer this world despite your past decisions?** Because you're still breathing. Because you're still here. Because God is full of second chances.

**Why do I believe you can choose to lose weight and get healthy today, despite all your past failed attempts.** Because, my friend, you are still breathing. Because you are worth fighting for. Because God has big plans for you!

Watching my dad destroy his life with addiction is part of the reason I want to help others see that they don't have to stay stuck where they are, whether that's struggling with food, fear, shame, pride, drugs, you name it.

There's a reason behind every decision we make in life, good or bad. **But if we get to know our *why***, the better our chances for success in all areas of life, not just our health.

As you may have noticed, I'm pretty passionate about this topic.

I will spend the rest of my life reminding others that hope is still possible for them. Why? Because my dad lost his hope and for a while it made me lose mine. But because of his tragedy I hold on tightly to my *why*. As long as I'm still blessed with the opportunity to live on this earth, I will strive to help **YOU** hold onto your *why*.

Your children need **YOU** to find your *why*.

Your husband needs **YOU** to find your *why*.

Not married yet? That's okay. Your future husband needs **YOU** to find your *why*.

Your grandchildren need **YOU** to find your *why*.

Your friends need **YOU** to find your *why*.

## **CHANEL'S STORY**

I want to tell you about my friend Chanel.

In 2013 she jumped off a bridge and ended her life. Just like that, in one quick moment, her life was gone and the lives of so many who loved her were shattered. These were her words:

*"Everyday is a constant battle with addiction and depression. Please beat whatever addiction you're going thru. There was nothing more that anyone could have said to me, the pain is too great for me to carry. I want people to be aware of how dangerous this dependency is. I want my words to reach out and maybe save someone. I love all of you and will miss you even more."*

## **ELIZA'S STORY**

Unfortunately, my friend Eliza has a similar story. She took her own life in 2020, leaving behind a son, a husband, and many family and friends who loved her very much.

On the day that Eliza ended her life, I had a nudging from Holy Spirit to reach out to her. It had been a while since we'd spoken. You know what happened? I didn't do it. I got too busy. I prayed for her, then I went on my way.

And I'll never get that opportunity back.

I know that's some heavy stuff, my friend, but don't give up on me just yet.



**Why do I want you to be free from whatever is holding onto you?** Because Chanel & Eliza stopped fighting their battles and I don't want you to stop fighting yours. **I believe in you.**

**Why am I so passionate about you choosing liberating truths over the lies you've believed about yourself?** Because my sweet friends stopped believing the truth about who they really were and allowed the lies of the enemy to destroy them. You don't have to. **I believe in you.**

**Maybe we don't know each other and you're asking, "Sundi Jo, why do you care so much about me when we barely know each other?"** Because I know that no matter what your past looks like, you still have something to offer this world. **I believe in you.**

I will spend the rest of my life reminding others it's not too late for them. Why? Because my beautiful friends lost their hope and for a while it made me lose mine. Because of their tragedy I hold on tightly to my *why*. As long as I'm still blessed with the opportunity to live on this earth, I will strive to help **YOU** hold onto your *why*.

## **ASKING OURSELVES THE QUESTION**

Let's brainstorm together for a moment. What would happen if you started digging into finding your *why*?

Here's some questions to get your brain going in the right direction, but I encourage you not to stop here.

*Why do you want to lose those last 10 lbs.*

*Why do you want to lose those 50 lbs?*

*Why do you want to lose those 100 lbs?*

*Why do you want to fit into that dress you've been holding onto for years?*

*Why do you want to look different?*

*Why do you want to get healthy?*

*Why do you want to go back to school?*

*Why do you want to get that job?*

*Why do you want to get married?*

*Why do you want to save your marriage?*

*Why do you want to be a better mom?*

*Why do you want to stop being a victim of my circumstances?*

*Why do you want to live a better life?*

*Why do you want to be clean and sober?*

*Why do you want to be free?*

Then I want you to think about these questions:

*Who will benefit from you knowing your why?*

*What will knowing your why offer the world?*

*What freedom will you walk in if you know your why?*

I've made it even easier for you to process through these questions. I've actually provided a free download that you can print off and work at your own pace. You can download it at [sundijo.com/findyourwhy](http://sundijo.com/findyourwhy). Again, that's [sundijo.com/findyourwhy](http://sundijo.com/findyourwhy). I'll make sure to share it in the show notes as well.

Never lose sight of these words, my friend...

***"You lose your way when you lose your why."***

When your weight loss journey gets hard and you're struggling to keep going, hold onto your *why*. When your patience is on the verge of breaking and you don't think you can stand one more minute of reality, hold onto your *why*. When you've had a bad day and eaten through your emotions and the devil tells you that you might as well just quit, hold onto your *why*. **I believe in you, my friend.**

It's so important for us to hold onto our *why* like our lives depend on it, because in reality, our lives depend on it.

## **DIET HATERS FACEBOOK GROUP**

Need some extra encouragement? I'd love for you to join me over in our Diet Haters Facebook group, where I'm providing inspiration, yummy recipes, work out tips, Scripture, and other shenanigans. We weren't meant to do life alone, my friend, so come on over and join us. Just search Diet Haters on Facebook, visit [facebook.com/groups/diethaters](https://facebook.com/groups/diethaters), and I'll also share the link in the show notes.

## **CLOSING**

I pray that today, though there were some sad parts to this story, helps you find your *why*. And don't forget you can download the questions I asked for free at [sundijo.com/findyourwhy](http://sundijo.com/findyourwhy).

I'm rooting for you and cheering you on!

If I can lose 145 lbs., you can lose weight, too. Doesn't matter if it's 10, 20, 50, or a 100 lbs. or more. **If I can do it, so can you!**

I'm looking forward to diving deeper with you next week in *The Diet Haters Podcast*, my friend, as we learn how to keep taking the next right steps, say goodbye to dieting, and learn our true identities in Christ!

## REVIEW REMINDER & INSTAGRAM

If you enjoyed today's episode, would you mind heading over to wherever you listen, Apple Podcast, Spotify, wherever, and leave a review? This helps get the word out to others who need to hear this podcast.

And come on over to Instagram if you haven't already and say hello.

## CLOSING

Alright, friend, that's it for me today. I'll see you in the next episode of the *Diet Haters Podcast*.

And remember this... You. Are. Valuable.

## LINKS

[Episode 3: Why You Need to Set Goals Instead of New Year's Resolutions Part Two](#)

[Episode 1: How I Lost 145 lbs.](#)

[Step Away from That Diet ebook](#)

[Finding Your Why Workbook](#)

[Sundi Jo on Instagram](#)