



Dr. Jill Carnahan - 00:00

Hey everybody. Welcome to Resiliency Radio, your go to podcast for the most cutting edge insights integrative and functional medicine. I'm your host Dr. Jill and with each episode we dive into the heart of healing and personal transformation. Join me as I interview thought leaders, medical experts and interesting types of people of all backgrounds and styles. I hope today you will really enjoy this episode. It is with a good friend and person that I have used in marketing and social media for over a decade, Daphne Cohen. And I'll introduce her in just a moment. So stay tuned. You won't want to miss this episode.



Dr. Jill Carnahan - 00:36

Before I do, I just want to remind you that you can find all kinds of healthy products and services@doctor Jill health.com you can find things for Epstein Barr, mast cell activation syndrome, histamine issues, infections, chronic complex issues like fatigue and all of those are qualified and certified and curated especially for you. High quality. You can find that at DrJillHealth. Also if you don't know about my line Dr. Jill Beauty.com you can find that at Dr. Jill Beauty or at Dr. Jill Health.com and today I just wanted to feature my absolute favorites. This is a kit we made up because it's the stuff that I use every single day. And what we've got here is the Bio Peptide beauty cream and the Collagen booster. This is an amazing anti aging product that I have been using.



Dr. Jill Carnahan - 01:26

I travel with it, I take it everywhere and I feel like it's even more powerful than retinoids without the peeling. I still use retinoids but way less frequency with this new Biopeptide beauty cream and this HA Collagen booster. Really amazing and powerful especially in the climates like mine in Colorado where it's really dry and the skin tends to dry out. Full of moisture and collagen and peptides for your beautiful skin. And the third part of that is the Vita C E serum. This serum is vitamin C E serum that is antioxidant. I use this in the morning to protect my face. I use it under makeup after I've wash my clean fresh face. And then at night I put on the Biopeptide beauty cream and the HA collagen booster here. So check those out at Dr. Jill health.com it's called Dr. Jill Favorites.



Dr. Jill Carnahan - 02:16

If you just want to know and get that package you can order that yourself. You can also get a signed copy of my book@Dr.jil health.com every order that goes through our store comes to me. I sign it personally for you if you so desire and so you can grab a copy of my book unexpected@doctor Jill health.com as well and it'll be personally signed by me. Okay, let's get on to the show and introduce our guest. Daphne Cohen is the powerhouse behind some of the most compelling digital marketing and brand strategy work in the wellness, lifestyle and personal growth industry. As a founder of the Results Driven Marketing agency and host of podcast Better with Daphne and Tori, she brings a rare mix of clarity, creativity and conviction to everything she touches. You will see that in our interview today.



Dr. Jill Carnahan - 03:01

She is the most authentic, real gratitude filled woman that I know I love her and appreciate her so much. She's done so much for my team and my work and I know you're going to enjoy this. She is especially good at helping her kinds consider a sounding board and a steady force that really keeps them grounded and finding their most

authentic voice. And I could go on and on. She's also a Zumba Coach, she's a CrossFit competent, she's in competitive CrossFit and she has three beautiful babies that are part of her life and part of her social media. If you want to check her out at Daphne Cohen. But let's get to the interview. Let's welcome Daphne Cohen. Daphne, I could not be more excited to be here with you.



Dr. Jill Carnahan - 03:44

I have known you for probably 12 or more years as a friend, but also as my social media marketing person. And there are so many things I love about you and we're going to dive into many of them today. But one thing is I love how you authentically show up. And even when we're talking discussions about how to do something in my business, you're not afraid to come to me. And here I'm the business owner. You know, whatever to say, Jill, let's do it differently. Or maybe this aligns better this way. Like you're a truth teller and I really, I'd like to surround myself with people who get that and also are not afraid to call out the hard stuff and to maybe take a different direction than we expected when it doesn't feel aligned.



Dr. Jill Carnahan - 04:27

So today we're going to dive into alignment all of these things. But first of all, just welcome to the show. I am so excited to have you here.



Daffnee Cohen - 04:34

Thank you for having me. I, I was joking earlier, but I'm not really that this is like the highlight of my year. I just love you so much.



Dr. Jill Carnahan - 04:42

I feel the same, Daphne. And you know, I will say one of the things I've learned in business and we're going to talk about how you do business and balance your beautiful kiddos and all of this. But one of the things, and again, I know you get this, is the people that surround us, my staff, my team, like you and Kyle and all the people I work with. It has to be energetically aligned, like someone who really gets us and how we flow, because otherwise there's friction and there's things. And so I think part of this whole setting the stage is how do we create a life that we love, a business that we love, a balance that we love, and it really has to do with being honest in the energy we want to surround ourselves with. But let's go way back.



Dr. Jill Carnahan - 05:23

Tell me your story as far as how did you get into this? You're one of the leading experts in this area. So many of my colleagues also use you for services, and you've been around about as long as I have. But how did it start? Give us, like, their origin story for you.



Daffnee Cohen - 05:38

Yeah, okay. It's actually quite funny. So I. My first person I ever worked with was Mark Hyman. And I don't know that people always realize that. And it was. I mean, I didn't even know what functional medicine was. I will say that my mom was, like, kind of ahead of the curve when she was younger. And, like, we lived our lives very much in accordance with, like, functional and integrative medicine. And so when I met him and I was learning about it, I was like, oh, my gosh, there's a name for this.



Dr. Jill Carnahan - 06:03

Like, we're.



Daffnee Cohen - 06:04

We're doing this. We're trying to do this, you know, And Mark was. I mean, he's amazing. He's kind. He. He was like, hey, we're both kind of new to this. We're figuring it out. And he really let me kind of like, take it on and learn and just figure stuff out. And it was really from there, just a snowball. I was like, 1. I love functional medicine. Like, I will die on this hill. It's the best thing. It's going to save the world. And also that nobody knows how to do this stuff. Like, nobody. It was like, you know, it was like he was calling it the Facebook. It was like, still just, you know, it's like the old school. There was no Instagram.



Daffnee Cohen - 06:38

So I was like, man, if I can help one person reach tens of thousands of people, what if I help more people reach tens of thousands of people? And it really is, for me, something that's more mission based because I'm so passionate about health and wellness. And so for me, it's like, man, for every post we put, out, every email we send, every Google business review we get, I'm like, we're helping people because other people are seeing this and they're learning. So it has really just been a snowball. And I mean, you've introduced me to people. I think everything at this point has been referral based and it has just gotten better and better. And I'm as happy today as I was on day one.



Daffnee Cohen - 07:14

And I'm 10 times more grateful, a million times more grateful because it's, I mean, pinch me, it's the dream.

Dr. Jill Carnahan - 07:22



I love what you're saying there because it's probably why we align so well is there's this deep. In fact, I just heard this morning an interview on a podcast about grit and what grit. And it's like the people who go the long term, like get. Whether it's a business or a change in the world or their health or whatever they're doing in the world. And that grit is a combination of long term passion about what they believe in and then persistence, like, keep at it day after day. And I was like, oh, that makes so much sense. Because when you have this kind of clear, like, I love this, I want to do this, I want to support this. And I hear that in your story, right?



Dr. Jill Carnahan - 07:53

Like you saw this in function medicine and you know that you're making a difference, which is so much about that. We're talking to people who may be either a little questioning. I think now more than ever people are questioning what are they doing in the world? Is it making a difference? Am I satisfied in my life? Am I wanting to change directions? So maybe just for a moment, let's talk to the person out there who's like, they go to work and they do it and it's a job and they're getting a paycheck, but they are not feeling that passion they see in you and me. And yet they're getting a paycheck. Right. And so there's a security there. But what could we say to that person who.



Dr. Jill Carnahan - 08:27

That might encourage them to think a little bit outside the box or to look at, for something different in the midst of the fear of letting go of what's certain. Right.



Daffnee Cohen - 08:35

I love, I love that question. And I think this is another thing you and I have in common in that we are really optimistic. We are positive polys. And my first thing is just like, hey, I've worked with people I did not care for as much. I had a full time job while I was building this business. And I, I did like it, but was, you know, was it my life's mission? No. And I just think that you can find so much joy in everything you do. Even if it's not the thing you want to do forever and even if it's not the thing that you wake up and say, I can't wait to go to my 9 to 5. Like there's still ways to find and build joy, but it has to be intentional. It's not going to just fall in your lap.



Daffnee Cohen - 09:13

Like I, I believe in manifesting but also in grit. Right. Like you have to have both. And so, you know, I, I also tell people you can't, you're not going to build something overnight. But don't be impulsive. You know, like you can work that 9 to 5, you know, maybe you don't love it pays the bills, whatever. But think about the things that do actually build joy and the things that you are really passionate about. How can you start something on the side? I think that's how it starts for a lot of people. You know, like, can I add in this one thing that maybe I do one day a week? Can I do consulting for something that I'm actually really good at? I mean it's a slow grind and again it doesn't happen overnight.



Daffnee Cohen - 09:48

But I really genuinely believe that if we aren't looking for that joy, then it's not going to find us. You know, I mean you might have happy moments, but I believe that joy is one. It's work, you have to do it all the time, but it's really rewarding work. And I think that it's, it has the potential to be interwoven into like every second of your day. You know, I really believe, I really, I'm, I don't know, I'm mushy, but I really think that. So even if you don't feel super happy with where you are, you have the power to do something about that. Whether it's you change your perspective or that you build another business or have a side hustle. But the to the power is in your hands for sure.



Dr. Jill Carnahan - 10:25

I really love the answer. I was expecting you maybe to say, yeah, drop that, go do what you love. But I hear in that you can stay where you're at even if you're not a hundred percent satisfied and first find the opportunities, find the joys, finds that because we can make a difference wherever we're at. Right? I mean in the grocery store, we can say hi and smile and ask how someone's doing. And sometimes like for me, these little glimpses of just like connecting. It's like that you catch their eye and you see they're down and you give them a huge smile. Or you maybe check in with them and it could be the mailman, the grocery clerk, whatever. And this little tiny interaction, human to human, is like, oh, I think I changed that person's day a little bit. Just a little tiny.



Dr. Jill Carnahan - 11:04

And so wherever you're working, you're saying you can do that, you can make those differences, but then maybe start to look. And I've heard you say, like, clarity precedes growth, right? So there's this like, idea that so maybe someone had. Has lacking clarity. What might they do to. To find or determine? I think a lot of the, especially like college age kids nowadays, more than at least when I was in college, are like, I don't know what I want. The world's really changing. So how do we find that clarity that might proceed where we want to go?



Daffnee Cohen - 11:33

Yeah, that's a great question. And I, I really try to be realistic because I'm like, okay, I have three little kids, I have a house. Like, I have responsibilities. So I am always like, cautious. This, because it's very different to be like 20 and you're like gonna start your life and maybe you can move back home with mom and versus, like, you know, where you are in your life. Like, it has to be realistic and doable. Like, nobody wants to be hungry and, you know, not be able to pay their bills. But I feel like we overthink it a little bit. And I think this comes back to something I've heard you talk about, Jill, which is we don't trust ourselves enough. Like what? What? That intuition, that gut. You are the most intuitive person I have ever met in my entire life.



Daffnee Cohen - 12:10

And I just. You just know. You don't have to explain it. You don't have to. There's no preface there. You just know

and you say it. And I'm like, yes, that's the thing. I get it. I follow along. And I think that we all could afford to trust ourselves a little bit more. Like, gut instincts. What does that mean? Like, what is that little voice telling you? Does something feel really good? And I think for our listeners, you know, when something feels good, you can't really explain it. You just know. And you also know when it doesn't. And we try to kind of talk ourselves out of it and justify it. And I think it's the same thing when you are graduating from college. Maybe you're in your career five years in, maybe you're close to retirement.



Daffnee Cohen - 12:46

You know what brings you joy, you know it feels good because you don't have to think twice about it. You don't have to overthink it. You don't have to explain it. It's just this vibration that's really high and you just know what it is. And I say follow that. Like, what does that mean? Break that down further, write it down, tell somebody about it. I think that's where all my best ideas have come from.



Dr. Jill Carnahan - 13:05

I love that. And thank you for that kind compliment because it's been a long time coming as a recovering people pleaser, which is someone who feels right, that needs to. And in the past, I would have had to need to explain. And what happened for me with that intuitive piece is now I deeply trust myself and I trust that knowing. And the thing about the knowing intuitive voice is it's very quiet, it's very subtle. It's not loud, flashing lights. And you and I know this world. We've been here for a long time. And I've been to so many marketing events, masterminds, and I walked into those and I immediately felt out of place. And I felt like I was a loser and I felt like I wasn't doing enough.



Dr. Jill Carnahan - 13:46

And I felt like I had done everything wrong because there was a message out there on the stage that was saying, you must do it this way. You must do it like I've done it and here's a protocol. And in my heart, there was a piece like, oh, that doesn't align with who I am. And nothing wrong, because that message might have been perfect for the person sitting next to me, but for me, I always knew in my heart when it wasn't right. But years ago, what I would do as I would be there and I would just get smaller and smaller, and I'd be like, I'm doing everything wrong. I'm not doing enough. I don't have the right team.



Dr. Jill Carnahan - 14:16

I look and you and I went through a book launch and I just want to say, just like, I'll throw it all on the table here. I hired two teams that were so not aligned. They were wonderful people. They've worked for other teams. For me, they almost spiraled me down the toilet. And you saw that happening for different reasons. And one was like the powerhouse that, you know, China bulldog in a China shop. And the other one was, like, quiet and no team effort. Like, it was just hilarious to think about. It was like the Goldilocks and Three Bears, two guy, right? And then guess what? We ended up launching the book with you and my team internally. And it was the best thing we did. And I had to, but I had to let go of the shoulds and the musts.



Dr. Jill Carnahan - 14:53

And I'm pausing here to talk because I think a lot of people need that permission to just really show up and to trust that little inner voice, even when the whole world tells you're crazy and you're wrong. Because you and I have seen some of the best ideas and the things that don't make sense are the best ideas because they're so resonant with us as a team or with me as the leader in that. And I think that's really important.



Daffnee Cohen - 15:18

You know what I realized about you too, Jill, and I've seen this in action a few times. The book launch is a really good example. Is that to your point, saying, hey, do it this way. This is the right way. This is what all the big wigs are doing. I hear this all, I mean, weekly from people I meet. So much fomo, this is what they're doing. And I'm like, okay, the thing is, what we actually, this is my personal opinion, but like, what I think we should all be doing is actually elevating our souls and ourself because I think that the best clarity and the best decision making comes when we are at the top of our game as a human, not as a doctor, not as a marketer, a mom, a spouse, a friend, a colleague, a mentor.



Daffnee Cohen - 16:01

All those things are other titles. But how we are to ourselves, that's how you build intuition. That's how you build self trust. And so I think if you were to walk into one of those places today, you would immediately say, I am at the top of my game and I know what is right and wrong here for me. Whereas those things take time. So maybe 10 years ago you felt small. I can relate to that a lot. I really can. And I want to hug 10 years ago, Jill, for. For feeling that way because it's. It's kind of yucky. It's a kind of yucky techie feeling. But also on the other end of it, you really come out and you're like, wait a minute, like, I don't need to feel small here. And if I.



Daffnee Cohen - 16:39

If you were feeling small, you know, other people were too. And to me, growth is. You don't have to be small first. You know what I mean? Like, you can operate at a high level and be really positive. Self love, help other people and show up for people and be just as successful as feeling small. Like, the scare tactic to me is always kind of icky and it's just unnecessary. You know, I think if we just focused on actually watering our own grass, like, oh, there's where the flowers are.



Dr. Jill Carnahan - 17:04

Exactly. Oh, gosh, I love that because we learned, you know. Interesting too, because I did a lot of work and then I always feel like even writing the book was kind of therapy. And as I wrote through that and some of the pieces that I shared, one of the biggest lessons was you can't really love yourself. So there's this healing that happens when we truly, like, just accept and love all of our parts of ourselves, all the icky parts and the beautiful parts and everything in between. But I. I realized in the writing and in the experiential growth that I had to go through, I could not love myself until I trusted myself. And the trusting myself came from trusting that little tiny voice inside that said, go this way, even though everybody else is going that way. Go this way.



Dr. Jill Carnahan - 17:45

It'll work out okay. And. And like, that is so powerful. If you're listening and you don't really trust yourself, you're not going to be able to love yourself either. Those things kind of go hand in hand. And then what happens? And I love your comments on this because now you've worked with many other people. I find whether it's sharing a new concept or idea or doing a course or whatever things we do in the world, when I am just so aligned and in my joy, there's no selling or marketing. Yeah, it's just pure joy because I love what I'm talking about and it comes across that way so authentically. You're a marketing expert, but talk a little bit about, I mean, the world's frame, which isn't all bad, but then this framework of how do we live authentically and market in an authentic way?



Dr. Jill Carnahan - 18:28

Because that's the most powerful for anyone out there.



Daffnee Cohen - 18:32

Yeah, I love that question. You know, when I get introduced to somebody and I do a call with them, this is the first words out of my mouth. I'm like, hi, nice to meet you. And I go, okay. So I am brutally honest, like, to a fault. I'm transparent. And I was like, and if I can't help you, I'm gonna tell you that. And the reason is that is a reflection of how I do everything in my life. It's how I'm in my marriage it's how I parent, it's how I run my business. And what I tell people is it shouldn't be a lot of hard work to just be yourself, right? So if you're really struggling with, like, what do I talk about on social media or what do I email? We're already missing the mark. So, like, let's take a step back.



Daffnee Cohen - 19:10

And you know, sometimes people will record a reel or again, write an email and they're like, how is this? And I was like, well, how do you think it is? Like, does this feel good to you? And they're like, well, I feel like this is really what people want to hear. And okay, so scratch it. That's not the. The best businesses. Like, and I can speak to you directly. Like, you have built an empire so successful, everybody loves you. I cannot. I mean, I bring up your name and everyone's like, still, you know, they are obsessed with you, but it's because you just live in your truth. Like, there is no. There's no bending of anything. There's no second guessing, there's no questioning. It's like, it's not hard for you to just be a really good person, Jill.



Daffnee Cohen - 19:48

And when you were referencing earlier about, like, when you're in the grocery store or when you're doing. It's a habit, right? Like, I feel the same way. Like, I always offer my Amazon guy, like, do you need some water? Or, you know, like, anything I can do to just be like, I acknowledge you, I see you. I think the job you do is really hard and I haven't walked those shoes yet. But like, I see you as another human being, but that's a habit and it's something

that you have to kind of practice and work at. And I think selfishly, it brings me joy to bring other people joy.



Daffnee Cohen - 20:15

You know, it's like a little bit cyclical there, but like, I think at the end of the day, if we're all operating at this level of we're being honest, we're being truthful, we're not afraid to speak out again. Maybe everyone's going that way, but, you know, we're going this way. Which I have to say, just to insert here, I feel like early on you were talking about things that nobody else was talking about. You were talking about things that people were like, what? I don't. What is all that? I mean, the MTHFR blog. Do you still. Yes, I remember it went viral because, like, all of a sudden it became a thing.



Dr. Jill Carnahan - 20:48

Mold.



Daffnee Cohen - 20:48

Like, you were talking about mold before anybody was Talking about mold. And now only we're talking about mold, like, the whole world talking about mold. And I'm just like, yeah, you followed your gut when you were like, wait a minute. This is something I'm seeing in practice. This is something I have to spend time on with my patients. So I think it's just a matter of. It's really hard today to be on Instagram and to be on social media and have a newsletter list the size that you do and do all the things and not think about what other people are saying or thinking of you. I think that's hard. I want to acknowledge that. But the best thing we can do is say values first. What is important to me. Being honest is important to me. Being authentic is important to me.



Daffnee Cohen - 21:26

And I will say this the hardest thing I think, and I will speak transparently. This is hard for me. I'm still working on this, is genuinely knowing that someone is gonna not like what I'm saying. Someone's gonna disagree with me. Someone's gonna actually say something negative to me. But I'm still in my truth, and it doesn't define who I am. And we've had this conversation when, you know, I mean, this has happened so rarely over the years, but every now and then you get someone who's like, I can't believe you're selling supplements. And we're like, what do you mean? We're helping people. Like, how can you say that? But it's like, when you have brought that to me, I was like, wow, I can relate to this so much, because recovering people pleaser. I want people to like me.



Daffnee Cohen - 22:09

I really want them to know that I'm a good person, and I want them to know all these things about me. But. But that's not how it works. You know, this is also the kind of grit that goes into being a business owner. You deal with a lot of people. You have rolled with the most. Elite, celebrity, a list people, wealthy people, sick people. I mean, you've rolled with all of them, Jill, and you're still here. And you're like, I'm fine. I'm good. Like, I'm living in my truth. So I really just. I think we have to know that there's always going to be some of that, and it doesn't have to change your path, as long as it still feels good to you.



Dr. Jill Carnahan - 22:41

You. Gosh, I love that, because that's really. I think there's so much fear about two things that come to mind as you're talking about that. And maybe we can talk quickly. Because social media, no matter where you're at, what business, if you're, you know, a drywall company or if you're a physician, you kind of need social media now because that's where people often find you. And, you know, the chat algorithms and everything. Anyway, perfectionism and visibility, I think two things that maybe block people. And I came across this. We were talking about this thing that I was going to do recently. I probably will still come back and do it where I was going to go on every day for like 30 days and just be like, morning, whatever, just like start talking. I got so frozen with that.



Dr. Jill Carnahan - 23:19

And you were like, maybe we start talking about that. Like how. Because that's common to everybody. Right? My froze. My freeze response was, oh my gosh, if I commit to 30 days, I got to show up for 30 days. What if I have a bad day and I know myself and I most of the time happy, but once in a while wake up on the wrong side of bed and be like, I don't want to talk to anybody. And right now I can selectively choose. But that idea of committing 30 days to be on there with people just being real and raw and it was terrifying. And part of it was probably my old perfectionist tendencies, like, what if I show up gross and I'm not really happy about life? Or you know, again, that's pretty rare.



Dr. Jill Carnahan - 23:54

But it's absolutely the truth of my life too. So that perfectionism and then the visibility, I think there's a ton of people that are terrified, probably for the same reasons you just talked about, of like people criticizing, because there's going to be the critics. How do you talk to your teams about the perfectionism and the visibility and like overcoming that in bite sized pieces?



Daffnee Cohen - 24:14

Yeah, I mean, so from like a literal technical marketing perspective, I tell people, like, okay, just remember that like not everybody sees everything and every, you know, they're not reading your blog, start to finish mostly. And like it's, you're looking, you're almost trying to perfect something that kind of maybe only you will see to some extent in some situations. Right. And like every single piece and every single word can't be perfect. But I, you know, and I see this a lot and I think it's a doctor thing. I love you to death, but you guys are so smart and nerdy. That's a compliment. I love the nerdy. So smart, so clinical. Like all the research and I just, I love it. And I think like, there's something there and I understand this where it's like, the science is always changing, right?



Dr. Jill Carnahan - 24:56

And.



Daffnee Cohen - 24:56

And sometimes things can be interpreted differently, and sometimes, like, there can be a piece of evidence, but, like, there's theorizing after the fact and, like, maybe an approach to something that differs. So I. I think at the end of the day, I like to tell people that's your power. That's not a weakness. It's actually something to embrace. It's not something to be scared of. And I will say this. One of the things I think you've done well is exactly that. You're like, okay, well, nobody else is really talking about this, but this is what I think. And I. I'm a doctor. Like, I see patients. Like, I can say this if I want to say this. And you are. You put it out there. And what I have seen in those situations is that people flock. They're like, oh, my gosh, that is brilliant.



Daffnee Cohen - 25:32

Other practitioners want to learn from you that the. It really worked in your favor instead of it being the other way around. So there's no such thing as perfection. We all know that the whole, you know, you miss 100 of the shots you don't take. And I tell people, like, even with, you know, I have a client who's like, you know, if a reel gets, like, 500 views, they're like, this is so bad. I'm like, if you walked into a room of 500 people, yeah, you'd be like, this is unbelievable. You know, like, it's all perspective. So, again, I think, like, it's all the mindset, too. I mean, if you're putting stuff out there and you're like, don't know. Don't love it, don't like it, they're gonna think that, too. I really believe that.



Daffnee Cohen - 26:09

You know, you have to go into it with confidence and really say, hey, my audience right now might be small or smaller, but I'm gonna nurture the heck out of these people. I'm gonna educate them, I'm gonna talk to them and make them feel seen, and that's how you're gonna grow. And that's authentic. That's an authentic way to do it. Instead of buying followers and right what everybody else is doing, it's just not gonna work that way.



Dr. Jill Carnahan - 26:29

Hey, guys. Just a quick interruption to remind you that at Flatiron Functional Medicine, we are accepting new patients. I have a incredible physician associate named Fawn and nurse practitioner named Hannah, and the three of us make a great team and are ready to take on your medical consults or questions if you have any interest in that. You can get all the details@jillcarnahan.com you can also call our office at 303-993-7910. And any products or services you might need can be found@drjillhealth.com again, Dr. Jill Health. Okay, back to our show. Gosh, I think more than ever, that's really the thing. And especially in the state of AI, it's going to be more. The more raw and actually filled with maybe a few mistakes because we know it's real.



Dr. Jill Carnahan - 27:18

I think those are going to be the premium kinds of things that people are going to gravitate for, because the perfection. You can get that now pretty easily. Right. So let's see. On that note, I was just thinking as you're talking, because it. I, again, I've been in this growth journey way back when. I would. Would speak and I would wear. I think I've told the story before, but I would wear the black suits and what I was supposed to wear, and I would just have the studies and quote and one of the things. And so I was trying to be this kind of image that was very masculinized in a physician world, and I didn't connect as well.



Dr. Jill Carnahan - 27:49

And then all of a sudden when I started wearing, you know, flowing dresses with lots of color and started telling stories and started being totally like, I remember at the very beginning, I would see these kind of wide physicians, like, what. Who is this and what is she talking about? And how does she dare get on the stage like that? Right. Because I wasn't the stoic kind of standard, traditional. And I would talk about, in my clinical experience, that was my keyword, which means this is what I'm seeing. I have no idea if there's theoretical, randomized, controlled trials behind it, but I'm seeing this. So maybe there's something here. And what happened, though, is all of a sudden I started connecting on a way deeper level.



Dr. Jill Carnahan - 28:24

And I think, what to your point, even on social media, when we don't see the person behind the screen or on a zoom call, there's this connection that happens. Right. And. And that connection only really happens with our energy of how we come and even in the imperfections of how we say things. Right. And I love that you're encouraging your clients for that.



Daffnee Cohen - 28:44

Yeah. And I can say this to everybody listening. I have sat through Dr. Jill lectures, and they are unbelievable. And I'm not gonna lie, the clinical stuff is a little over my head, but I actually understand a lot more than I think because it's so well put together and it's not confusing in the stories, and you look stunning. And I think people. I mean, I have sat in the audience and watched people just be like, wow. Like, she's. So how do you check both boxes? How do you check this? Like, very clinical, researched. Like, there's protocol, there's process. And you're like, everyone's laughing and having a good time. Your screens and your slides are so funny sometimes. And the cartoons. And I'm like, this is so good. I mean, you. That's a whole other business you could do, Jill.



Daffnee Cohen - 29:24

It's like, hey, you want to speak more and you want to connect with other people. Like, you're so good at that. And I will just. Just to bring it all back, like, full circle. It's. I think it's because you trust yourself, you know, and you. You trust what you're doing and you trust what feels good to you. And. And that speaks volumes for itself.



Dr. Jill Carnahan - 29:41

Oh, definitely. That means so much. It's funny because I can remember the day. I remember it like, I'll never forget it. It was an a forum event, and I was walking up to the stage. And normally before that, I kind of do a little bit of, like, self meditation, maybe a little prayer, and just try to get in a good spot. But there was something that happened that one day probably 12 years ago, and I saw almost like, okay, I can go up there with, like, are my shoes okay? What are the women thinking about my hair? Do I have the right dress on? What if I fall and trip all these ego things? Right? That is the classical, like, and. And be nervous. Or I can go up and let God the divine just flow through me.



Dr. Jill Carnahan - 30:18

Hopefully the energy of love and light and the. And. And what I realized that day, it was just like this epiphany. People don't care what you say. They care how you make them feel. I heard that. That's not mine, but it was. It was. I embodied, like, how do I go up there with just love and energy, knowing that the words my dress does not freaking matter. I don't matter. All that matters is how they feel and if they. If they are expanded or transformed in some tiny way. And as soon as I just got that. And again, this was like a cellular level. It wasn't really almost logical. I never again stepped on a stage with any nervousness because it wasn't about me. It wasn't about me at all. It was about how do I bring this energy of love and transformation.



Dr. Jill Carnahan - 30:59

And there's a message here, but maybe you'll hear a message and you'll hear a message. They'll be totally different based on what you're supposed to hear. But if I. I knew if I came in an energy, the energy was what mattered. And I think when you mentioned that, I think I've learned a lot over the years. And when I let go of that need to be perfect, it was magic.



Daffnee Cohen - 31:17

Wow. That's so beautiful. I. I wish that feeling in that moment for everybody, because it really is so powerful, and I. You know, bringing it back to the idea of, like, values and, like, what really matters. Something that I know is valuable to you, Jill. And I think this is another thing we have in common is that is service, right? We. We're. We're helping people. And I. I mean, I will speak for myself here in that I literally pinch myself every day. I have three healthy kids. I'm obsessed with my husband. He's very lucky, obviously. I'm just kidding. I. I have a business, a team. Like what? Like, I have everything I could ever possibly want and need times a billion in my mind. And so what am I doing if I'm not helping other people at this point? Because I know.



Daffnee Cohen - 32:02

I'm aware of what I have. So if I'm not helping other people grow and thrive and feel good, even if it's for a moment,

even if they. If it's because I offered them a water bottle, what am I doing? Like, to me, this is why I'm here. This is literally my purpose. This is. This is it. And I'm hoping that by showcasing that in action, I'm showing my kids that these are the things that matter. It's not the dress. Right. That matters. Although it's fun, right? Like, it's not right? It is. How am I making other people feel? I'm making them feel seen. I'm making them feel understood. I'm making them feel powerful enough to do these things on their own. Like, that's. That's it. That's the end game for me, you know, like. And I'm happy with the path there.



Dr. Jill Carnahan - 32:42

Yeah. And you have. You're. You're helping people tell their story. So in some ways, you're. I mean, you're marketing brilliance, but also you're a coach, you're a mentor, You're. There's so many other roles that you play. And it's interesting because that was one of my next questions. Your kids, your family, your spouse. Like, how do you juggle all these things? Tell us your secrets. There. Because that, I think is an ever, you know, difficult moving target. Especially when you have three kiddos. You got three beautiful kiddos. I love seeing them when you share. And your little daughter who packs just like you and I.



Daffnee Cohen - 33:17

Know. Okay, so it's funny, I recently posted something on my Instagram and I. It was, we should. We should do this. This would be really funny. And it's like, here's a little bit about me as told by my friends. And I had everybody send me, like, a little blurb about me, and they're so funny, right? And one of them was like, I don't know how, but Daphne seems to have 300 hours a day. Which part of me was like, I need to chill out. I really should do this. Okay. But, yes. So I have three kids, six and under, and obviously I run this business. I crossfit competitively. Like, I have a competition in a couple of weeks. Like, I teach Zumba and I love to read. I just finished my 40th book of the year.



Daffnee Cohen - 33:52

And, you know, like, I do so many things, and I. I'm just gonna. Not to be super cliché here, but I'm just gonna bring it back to, I could not do any of this still if I wasn't healthy. Like, I. I don't want to be that person that's like, well, you better start exercising if you want to do more in your day. But there's just no freaking way. Like, there's no way. If I didn't get the sleep I get and the recovery and eat the way I eat and stay hydrate, like, I do all the things. And honestly, I've learned so much from you. So, so much. And I'm always grateful for that. But I prioritize my health. And in fact, I go so far as to say this, and some people don't like this. I don't care.



Daffnee Cohen - 34:27

But I say, like, it's not my kids first, it's me first. Because if I don't show up, for me, what am I to them? What am I to my husband or my business or my clients? So I really over prioritize, like, my own health and what I need. And I'm. I don't want to be misleading. I could be a lot better about saying no. You know, I could be a lot better about spreading stuff out. I definitely. I'm a yes person, but if I didn't have good health, I would just not be able to handle what I handle now. And I will say this too. Like, I have set, you know, and this has taken me a long time. But like I have some boundaries now.



Daffnee Cohen - 35:02

I. I used to, even when I had one kid, I would still do meetings like after I picked her up. And like it was really stressful, you know, it's like she wanted my attention and seen her all day. And, and to be clear, I have help. Like I do not like to be misleading. My two, my two youngest are in daycare and my oldest is in first grade. So like they're not here in my house all day long. So I have help, I have support in that way. But I really, I realized I was like this isn't what I set this up for. Like I built this business so I could be there for my family. So I've set boundaries. Like I don't do meetings after a certain time. And honestly, once I pick my kids up, that's it. Like I don't.



Daffnee Cohen - 35:38

I'm not checking email and I want to.



Dr. Jill Carnahan - 35:40

I like working. Yeah, I know. Late in the day we, you know, which is great. Like I so respect that. But like even for me, I'm like, okay, yeah Daphne, we got to catch in the morning. And so I love like it's the best in the world because I think, I mean I want to that for you too. Like I, I would feel bad if it was someone who's, you know, going in that direction of compromising their family and your family is amazing. I love them.



Daffnee Cohen - 36:01

You're one. I mean honestly I, I do hope that other people hear this though and respect that also because we work with a lot of people who don't, you know, and they don't really mean. They're not ill intentioned. Right. But like it's that self awareness and that awareness people. But like the thing is again I'm like, I love what I do. Like you text me and I'm like, whoa, it's Jill they want to see.



Dr. Jill Carnahan - 36:21

No, I always. I'm going to apologize just in case it' you to respond whenever if it is.



Daffnee Cohen - 36:26

And then Kyle will text me like separately and be like, oh my gosh, this is such a good idea. Should we. And then we're like going. And it's the thing, right? It's all. Also were just talking about this. It's like it's the energy behind it. Like someone texting me and being like, well why didn't we do this? And why did we say this instead of. It's like I don't want to deal with that at 7 o' clock at night. You're just always like, oh my gosh. How about that? We're like, this is what we love. You know, it's like, it's positive, it feels good, it feels collaborative, like, and that's what I signed up for, you know, like, that's what I love. I don't. I. The other stuff, not so much.



Daffnee Cohen - 36:56

But you know, I think at the end of the day too, it's boundaries and this all comes with time. Like, I, you know, I've been in business for a long time, so I'm better at this now. But I do think that going back to like the people pleasing and really trying to just show up, it's like, that doesn't mean overexerting yourself either. And so I've learned that. But it's still tough for me, you know, and I actually was talking to my team this morning and I was like, wow. The last few weeks I've. I work out at nine in the morning and I didn't eat lunch until like 3 o' clock because I, I did this to myself. I scheduled so much and I'm like, what am I doing? Yeah, I should get to have lunch.



Dr. Jill Carnahan - 37:35

I so get you. I have for 20 years in the practice, don't schedule lunch. And all of a sudden my new physician associate and they take lunch, I'm like, oh. And of course I want them to be like, they take a lunch. I could have done this for 20 years.



Daffnee Cohen - 37:46

Isn't that so crazy?



Dr. Jill Carnahan - 37:49

Yeah, yeah, totally. Totally.



Daffnee Cohen - 37:50

Wow. I mean, being a business again, like, I. Not everybody owns and a business, not everybody wants to. That's totally fair. But I, I think even when you have like autonomy in a job that isn't your own business, like you're allowed to take these things.

Dr. Jill Carnahan - 38:03



Exactly.



Daffnee Cohen - 38:04

I could not.



Dr. Jill Carnahan - 38:05

Yes, I. Oh, I love that. Now something else I just heard that is so evident in every word you've spoken, but I want to bring this to the forefront. Is gratitude. Like in the beginning when you're talking about your life and like, I really believe that a core principle of whether we are in the world on social media or doing work with patients or doing marketing with you, that gratitude permeates everything. And one thing I heard about you was you love your clients, you love the work you do, you love your family. Like you are. So you're bursting with gratitude and there is no more powerful energy. And I think also within our team, one thing you talked about the text. I know. The truth is, I am so grateful for you and Kyle and Peter and everybody who works on our team.



Dr. Jill Carnahan - 38:45

But I think that's also a real juice and a gel to a great team and a great way in the world. And. And you practice that? Hopefully I practice that, but I want to just encourage those out there. Like, when you come with a grateful heart, like, every morning I come to my work, my. My physical office, and I have the staff that helps me and. And my, you know, mid levels that are there, and there's not a day that goes by them. Like, who. Kind of like you said, who am I that gets this beautiful life that these people around me. I love them. I love working with them. They're. They work so hard. Like, I'm so grateful. And do you want to talk just a little bit about that?



Dr. Jill Carnahan - 39:17

Because that's something under the surface that you didn't think specifically say, but is so clear in how you show up in the world.



Daffnee Cohen - 39:23

Yeah. Oh, gosh. I. It's actually my next tattoo. Is that crazy? So I have abundance here.

Dr. Jill Carnahan - 39:28



Oh, I love it. And gratitude.



Daffnee Cohen - 39:31

Yes. I remember all the time. No, I. Honestly, I. I mean, if I. It's like, probably one of the things I've taught my kids the early. Like, I. All the time, I'm like. And, gosh, you can't just say it. You have to live it, you know? And. And I. Listen, I. I was a sociology major. I was, like, a women and gender studies major. Like, I. I get, like, I get. There's a lot of suffering. There's a lot of inequality. There's a lot of things that feel very unfair. And, you know, that's a whole other spiritual conversation. But I. I can never take for granted. It's. To me, it's sinful to take for granted, even on the worst possible day or when I think back to, like, the hardest things I've gone through, which is a lot of stuff.



Daffnee Cohen - 40:09

You know, I'm like, there was still so much for me to be grateful for. And, I mean, I think we all have that. I have something on the other side of it that's so powerful and so beautiful, and I think that hard things are a gift so that we can remember that. And so I tell my team. I mean, I check in with them, we use slack, and I'll, like, once a week, I'm like, how is everybody? Is everybody okay? Someone's sick, we send them a doordash gift card. It's someone's birthday. I have everybody's birthday and all the holidays in my phone. Like, we're. I'm like, this. All of this is nothing without you guys. Like, what Am I making Instagram posts anymore? Like, if all of this is because of you guys.



Daffnee Cohen - 40:47

And so what I've actually found is that expressing gratitude to the people around me has actually made my business a million times more successful. Because it's not about me, and it's, you know, it's about my team and it's about my clients. And I just think that it's so powerful. And I also think it's a habit again, like, if you don't feel like you're in a place where you're feeling and expressing gratitude, you're gonna have to start somewhere. I mean, there's no way around that. And. And there's a million ways to do it. You can start by writing two things down every day. Beginning of the day, end of the day. You can start by saying, hey, when I'm in a tough spot, I'm gonna stop and say something that I'm grateful for in this situation. I. I do this with my husband.




Daffnee Cohen - 41:26

Like, we're in a minute, you know, in the middle of something. Kids are being crazy. I'm like, okay, we have three healthy kids. Like, what more can I ask for? You know? So I, I think it has to be intentional, but I think once you're in the habit of it is quite literally life changing. Like, I mean, I think it changes your business, it changes your health. I actually think, I mean, you're the doctor, but we know how powerful our mindset is. I mean, if you go into something

saying, I'm not going to get better, I'm going to stay sick, this is all crazy, blah, blah, you're not going to get better faster. Like, you're just not, you know, so it impacts every part of our lives.

 Daffnee Cohen - 41:58


And I mean, if there was any takeaway from this, it's, we have to stop and really talk about what we're grateful for. And I actually think that is how we change the world.

 Dr. Jill Carnahan - 42:05

World.

 Daffnee Cohen - 42:06


Because everybody would just be a lot kinder.

 Dr. Jill Carnahan - 42:08

Yeah.

 Daffnee Cohen - 42:09

Appreciative.

 Dr. Jill Carnahan - 42:10

Oh, love it so much. Oh, Daphne, it's so fun. I have a few rapid fire questions to end with that might be kind of fun. What's your most important morning habits.

 Daffnee Cohen - 42:21

Oh, okay. So again, my kids are all small. Like, I still have diapers and, like, you know, I actually think about this, Joe, when I'm like, wow, one day I, like, I'll just be able to wake up and, like, do my own. Do your thing. Like, I'll be able to just sit here. That's so strange. So for now, in my Season. I do not look at my phone and I actually try and either sit in my bed, in bed with my kids or on the floor with them. I just try to get on their level and I hug them and I say, how was your sleep? Did you have good sleep? Did you have good dreams? Are you ready to have a great day? We love you so much. Like, it just. I really. It brings me so much joy and it's so positive.



Daffnee Cohen - 43:03

But I also want them to know every morning is a gift. Every day you wake up is a gift. So I really try to do. Even if it's like two minutes, you know, with each of them. That's my.



Dr. Jill Carnahan - 43:11

Oh, that fits so well. The Graduate, because you're passing it. I mean, that's just. I love that. That is my favorite one I've ever heard. You have your own podcast better with Daphne, and I think that. Is it better with Daphne and Tori now? Yeah. Yeah. So. So hopefully if you are listening wherever you're driving, don't worry, all this will be in the show notes and you can follow Daphne and watch her podcast. But what other podcast would you say has been on your playlist lately? Any one or two that you really love?



Daffnee Cohen - 43:37

Yes. Well, obviously yours. I'm biased. I listened to the School of Greatness with Lewis. How I really like that show. He has good guests. I prefer the shows that have a guest versus, like, him solo. And then I actually have been a little bit down the Kabbalah, like, rabbit hole lately. And so there's a show called. It's actually called the David Guillaume show, which is just very, you know, cabal is not a religion. It's just kind of like a mindset and it's really powerful. And I really like that show a lot as well. And then I have another client who has a really good show that's very. It's a little more clinical, gut, health related. But it's Dr. Cassie Smith, who actually, you know.



Dr. Jill Carnahan - 44:20

Yes, yes, yes.



Daffnee Cohen - 44:21

I learned a lot.



Dr. Jill Carnahan - 44:23

I always find it's so cool to find out the other people, you know, because I'm like, oh, of course. I know. Very, very cool books you love to read. You just finished your 40th. What book should every. So we're. Our talk is, you know, how do you have this life that you love and. And everything in that vein, what's the number one recent read that you might recommend to someone?



Daffnee Cohen - 44:41

Oh, okay. Well, I mean, again, I know I sound biased. I'm not just saying this because I'm on your show, but I think that your book was brilliant and beautiful and I cried. And it was lovely and an easy read. Like, I read it really quickly and I think that sometimes we. It's. It was almost like, obviously it's non fiction, but like it was still a great story to read through. Like it. You know what I mean? And it was like, oh, to remember that, like this is a real person and real story, like, real stories was really. I love books like that. And then obviously I love. I mean, I love Big Magic by Elizabeth Gilbert, by Glennon Doyle. So good.



Daffnee Cohen - 45:18

I would say I. I'm super mushy, but even Eat Pray Love, I thought was one of the most beautiful books I've ever read in my life. And then I also like your weird, like, thriller, serial killer stuff. So we won't go into that, but a little bit of everything.



Dr. Jill Carnahan - 45:31

Oh, my gosh, I love that. So I'm just gonna put this out here since we're live and we're. We've got a large audience. Liz Gilbert has been one of my heroes forever and same with Glennon Doyle. So if any of you out there know how to contact them and connect and get on them on my podcast, I'll be forever grateful because I just adore them.



Daffnee Cohen - 45:47

Put it out there.



Dr. Jill Carnahan - 45:48

Yeah, yeah.



Daffnee Cohen - 45:49

If the chance to listen to one episode, Jill, they would say get me on because all of it.



Dr. Jill Carnahan - 45:56

Yes. Well, I've always resonated and again, they've been a little ahead of the game with their books and amazing things they're doing the world, but huge admiration there. The funny thing is my last question, I already know the answer. It was, the world would be a better place if people would be more great Gratitude.



Daffnee Cohen - 46:13

Right?



Dr. Jill Carnahan - 46:13

I know. I'm like, oh, wait, we already covered this. And Daphne, I just thank you for who you are in the world. Thank you for the energy you bring. And thank you for being what many people don't know is the wind beneath the wings of many people they see out there in this space. Like, you have done a lot of work with people that many people would recognize, and a lot of people's fame and fortune and all the good stuff that they experience is because of you and your team. And I know I benefit from that every day. So thank you from the bottom of my heart for being you, for showing up in the world and for. The great thing is we are business partners as far as that goes. But I consider you a friend as well.



Daffnee Cohen - 46:53

Same. And I, how cool is that? I get to be like, Dr. Jill's my friend. I am so honored. I mean, true. I can. I. I just love you. I love you and you're a good human.



Dr. Jill Carnahan - 47:03

I love you too, Daphne. And truly, thank you. And let's just keep sharing that gratitude. And I hope you guys listening out there today are inspired. If you need someone to help you out, Daphne's available. And if you're listening, where can people find more about your podcast, and everything you're doing in the world?



Daffnee Cohen - 47:18

Yeah, it's just Daphne Cohen dot com. And my Instagram is literally just Daphne because it's spelled strangely, so there's no other one out there with. It's just D, A, F, F, N, E, E. So I'm on there and I'm pretty active on Instagram because it's fun. So, yeah, I'm happy to connect with anybody. Thank you, Jill.



Dr. Jill Carnahan - 47:34

Hey, everybody. Wasn't that another awesome episode? You can just fill her energy and gratitude. And as you can tell, I adore her and have been so grateful over the years to work with Daphne. And, hope you enjoyed the episode and maybe feel a little bit more grateful about wherever you're at in life. And just remember, if you haven't yet subscribed, hit that subscribe button below. Hit the bell to be notified of future episodes. If you're listening on audio and you want to stop and leave us a review, we would greatly appreciate that, and I look forward to seeing you again next week with some new great content on Resiliency Radio. Until then, goodbye.