

Jay Jones: How you doing man? How is everything over there in **Macon**?

Shawn: It's good man it's good. I can't complain. It's getting a little hot now man.

Jay Jones: Yes. Yeah.

Shawn: It's getting a little hot.

Jay Jones: Yeah.

Shawn: What part of Georgia are you in right now?

Jay Jones: I'm in Atlanta right now. I'm actually in Clayton County right by the airport.

Shawn: How 'bout that man!!! That actually is funny. My wife's family is like right

from round there, the Riverdale area.

Jay Jones: Oh Riverdale. That's; I'm in Morrow; technically

Shawn: Okay. How 'bout that!! Cool, cool.

Jay Jones: Yes sir.

Shawn: Good stuff. Alright, well we are recording. So I do want to welcome you

Jay; welcome you to this interview. I really, really appreciate;

Jay Jones: Always my pleasure



Shawn: The opportunity; it's an extreme blessing to have you on here. I've read

about you. I told you that I watched a video about; I almost want to say

about 2 years ago.

Jay Jones: Right, right.

Shawn: And it was; I was doing some searching because I was you know looking

into personal training myself and wanted to be a trainer.

Jay Jones: Yeah.

Shawn: And I saw this video with this black guy. He was real cool and he was

leading all these people you know into you know being healthier. You

know like giving them exercise programs and whatnot. But then on top of

that he was going further.

You know kind of more sort of like a deeper kind of training. Cause usually

whenever I see people training others it's kind of; it to me honestly it seem

like it more likely be more like just superficial make sure you eat right;

make sure you exercise.

Jay Jones: That's right.

Shawn: But then what I saw with you was like a breath of fresh air. Because like,

"okay, he's really concerned about the whole person and really, really

getting this issue resolved."



Jay Jones: Amen.

Shawn: You know the issue with obesity and all that kind of stuff. So

Jay Jones: That's right

Shawn: So anyway let me not go on too much 'cause we gon' find out about some

of these things.

Jay Jones: Bless your heart brother man. First I wanna say Shawn I thank you man. I

want to commend you my dear brother. I want to salute you right now

before we even get started for your; you know your proactive role in trying

to be of great services to humanity and your people in particular. You

know.

Shawn: Mmm.

Jay Jones: So it was again to use your term a breath of fresh air to have; to receive

the information and the letter that I got from you; the correspondence. And

it really; it gave me a boost of confidence to know that what we're doing is

affecting people. Even if I'm not aware of it.

So I thank you for that. And it's certainly humbling for you to ask me to be

a part of today. And I'm very grateful my dear brother.

Shawn: Amen. Amen. That's great to hear man. That's really, really great to hear



Jay Jones: Yes Sir.

Shawn: Coming from you. Alright man so my first question for you is I've seen that

you describe yourself as a fitness minister not just a personal trainer but a

fitness minister

Jay Jones: That's right.

Shawn: So what does that mean? Can you explain that a bit?

Jay Jones: Absolutely, absolutely. And it's ironic because we took a lot of effort in

making sure that we gave ourselves; I gave myself a title that was worthy

of what I was trying to do.

Shawn: Okay

Jay Jones: And one of the; and ministers is just you know they; and teachers in

general just spread the good news; spread the gospel. In my; in our

instance we wanted to minister to the whole person and not just the, like

you said in the beginning, the external part of the person.

Shawn: Right, right.

Jay Jones: Because really the behavior is the last part that we see in the process of

human behavior.

Shawn: Mm-hmm.



Jay Jones: You know the actual behavior; the playing out of the emotions. So when

we started training people we wanted to address God's greatest gift to us

all. The greatest gift God has given us all is life itself.

Shawn: Mm-hmm.

Jay Jones: So the best way for us to show gratitude for that life is to be good

stewards over our greatest gift.

Shawn: Amen.

Jay Jones: So as a person of faith; as a man of faith and I am an ordained minister.

And I felt like you know people are motivated by their faith to do

extraordinary fetes. Extraordinary acts of strength; of kindness; of

suffering you know so;

Shawn: Right

Jay Jones: I know the change in your lifestyle is a hard thing. You know it's a

challenging thing. So sometimes we need to call upon our supernatural

power in order to get through some of the natural issues that we face.

Shawn: Mm-hmm

Jay Jones: So I saw the power of our faith and I saw the need for us to be able to

become better at taking care of our temple



Shawn: Right.

Jay Jones: So we decided, my wife and I who started the company with me; we

decided that the best way to attack the fitness component was to resurrect

people's faith in what they were capable of doing.

Shawn: Mm-hmm

Jay Jones: You know their whole faith of a mustard seed can move mountains.

Shawn: Mm. right, right

Jay Jones: Then we face as a people but especially African-American people; they're

not health and wellness. So you know it became a whole ministry that we

wanted to again spread the good news of health and wellness so you

could become the very best individual and you can walk in the greatest gift

that God has given you and that's your health and wellness.

So it became a movement and now it's beginning to build some

momentum by the Grace of God.

Shawn: Excellent. Excellent. That's really, really cool. That's like really cool

Jay Jones: Man, I p-

Shawn: And you know like I said I had never seen the term fitness minster before.

I was like, "Hmm. That's interesting." And so to hear you explain that like



that. That's like wow. That's powerful. Again it goes beyond just your, you know, just surface level training you know.

Jay Jones: That's right.

Shawn: Personal level training type of stuff. Alright. So my next question is 2 part

Jay Jones: Right.

Shawn: And I was thinking you know the current statistics in our country say that

over two-thirds of our population is overweight or obese which is like quite

staggering.

Jay Jones: That's right.

Shawn: And I wanted to ask you like what do you think; what does Jay Jones think

the root of that problem is? The fact that the obesity, overweight rate is so

high. That's part one

Jay Jones: Right

Shawn: And secondly how specifically does Jay Jones combat that this epidemic

that we see.

Jay Jones: That's a phenomenal question dear sir; a great question. And of course it's

a complex answer but the bottom line is industrialization. We came off the



farms into the cities. There we became more dependent on other people feeding us.

Shawn: Mm-hmm.

Jay Jones: And that became an industry.

Shawn: Mm-hmm.

Jay Jones: And that industry of course like most industries are focused on making a

profit.

Shawn: Right.

Jay Jones: So these industries are now reducing; we looking into our current society

and there's over 8,000 new food items introduced into our supermarkets

every year.

Shawn: Oh wow!

Jay Jones: Over 1 thousand new food items.

Shawn: That's correct.

Jay Jones: So these food items aren't coming from farms; they are coming from

factories.

Shawn: Mm-hmm



Jay Jones: So in 1976 there was an introduction of something called high fructose

corn syrup into our diet which hadn't existed prior to. Now we had sugar;

we've always had obese people.

:

Shawn: Right

Jay Jones: but as this industrialization of this new sweetener that became so

universally accepted that it was introduced into just about everything we

eat. Now naturally we know sweeteners in stuff like you know like soda

pop and all that stuff but you know

Shawn: Right

Jay Jones: Now it's in just everything because you know the average American

consumes now 32 teaspoons of sugar every day.

Shawn: Everyday!! Oh goodness!!

Jay Jones: Every day. 32 teaspoons and most of it comes from our sugary drinks. Not

only the soda pop but the orange juice and apple juice and juice boxes

and things of that nature.

Shawn: Mm-hmm.



Jay Jones: So when we saw this explosion happen in our country of course it affected

everybody. But it affected black people disproportionately because we

started off from a different perspective. Of course slavery did a

tremendous detriment to the way we eat

Shawn: Mm-hmm

Jay Jones: You know we always got the last bit of everything that was coming off of

master's place.

Shawn: Right

Jay Jones: So we became culturally associated with eating the worst food.

Shawn: Right.

Jay Jones: You know the soul food was actually survival food.

Shawn: Mmm.

Jay Jones: And now that we've gotten to a point now where we can heighten our

awareness and become more aware of how detrimental the food is. And of

course the food; even the soul food isn't prepared the same way or grown

the same way it was prior to the introduction of high-fructose corn syrup.

Shawn: Mmm.



Jay Jones: So of course now we got corn being the main dominant source of food for

our animals. We're really [00:08:20] negative aspect of diabetes, cancer.

And the total of all of this is [00:08:30] but the reason why 80% of African-

American women are overweight or obese [00:08:35] go way [00:08:40]

feed their families on a budget. So of course those budgets dictate that we

kind of spend our money where we can the most bang for the buck.

Shawn: Mmm.

Jay Jones: And it was the industrial food; the factory food was cheap; they make it

from the factory and [00:09:05] they can be creative.

Shawn: Right, Right

Jay Jones: So you know to be honest with you Shawn when I see somebody that's

overweight you seeing somebody that's starving

Shawn: Mmm. Mmm.

Jay Jones: Starving. You know I see somebody [00:09:21] vitamins. So you know we

have to retrain the way we think and I think that's how we got here. But the

best way to get out of it is to heighten our awareness. Remember we can

never solve the problem at almost the same level the problem was

created. You feel me?

Shawn: Okay.



Jay Jones: So we got to heighten our awareness to become more aware of how to

take care of our food. How to grow our own food, you know. How to

prepare healthy food. You know what I'm saying. How to prepare it in a

way where you don't feel like you're obligated to go out and have your

food prepared for you by somebody else.

You know it cheaper to eat healthy which is you know people don't people

don't believe it's cheaper to eat healthy, but you know greens and broccoli

and spinach and Kale

Shawn: Mm-hmm

Jay Jones: I mean that's like a dollar a bag. You know what I'm saying

Shawn: Mm-hmm you're right

Jay Jones: You can steam it; you can cook it in a; you can blend it; you can juice it;

there are thousand ways that we could get it inside our bodies; but we

have to heighten our awareness. We've got to get more intelligent and do

the research. And of course we can't blame anybody we got to be

proactive as opposed to being reactive.

Shawn: Mm-hm.

Jay Jones: I think that what's this faith is involve with because you know we been

praising for a long time but now it's time to put their faith in action.



Shawn: Mm-hmm. Mm-hmm that is excellent. Gosh, man... I'm telling you like no

lie like you're all up in conversations that my wife and I have had.

Jay Jones: Beautiful

Shawn: One - about the number that true; the number that slavery did on our

people. That kind of thing. You know eating the leftovers and all that kind

of stuff you know.

Jay Jones: That's right.

Shawn: And then two of course you know talking about how we have gotten to

where even all these years later we are more so letting what we eat be

dictated by you know big business; all those kind of stuff

Jay Jones: That's right

Shawn: And you've made me think of a worksite I have to share you later on. I

want to say it's called old ways or something like that. But it talks about

our culture you know and how Africans brought over so many different

crops and stuff like that.

They brought over stuff like okra and peas and you know. You know they

had gardens and stuff like that. And I feel like we definitely gotten away

from that but that's another conversation man. That's really good stuff.



Jay Jones: Yeah, that's good man. I'm glad y'all discussing that down there man it's

important that we continue this dialogue. And of course this starts with

your family. You know you and your wife and your family and children

goes out. And we each one reach one and now to the point where we got

to reach a 'hunnid (chuckles)

Shawn: (chuckles) right

Jay Jones: We got to move forward

Shawn: Right man. You telling the truth man. Gracious.

Jay Jones: So

Shawn: Yeah Alright so. My next question is I noticed on your website which of

course I'll have you mention that URL later -

Jay Jones: That's right

Shawn: that you train clients online. As a matter of fact you actually train them

through Skype which we're using now

Jay Jones: That's right

Shawn: So how does that work?

Jay Jones: technology is amazing. And what we wanted to do; most people find they

really need somebody just to hold them accountable.



Shawn: Mm-hmm

Jay Jones: You know its instruction and accountability is one of the top two reasons

that people want to hire a trainer – is instruction and accountability. So we

can provide instruction the same way you and I interviewing one another

right now.

We're talking to each other via Skype of course and all you need is a

internet connection or a Wi-Fi connection and you good to go.

Shawn: MM-hmm.

Jay Jones: So a friend of mine who's a medical doctor.

Shawn: Mm-hmm

Jay Jones: Introduced me to this concept because she works with patients all over the

world in medical operating rooms and in emergency rooms via Skype.

Now they have a secure network that she uses so it doesn't cut out; you

know what I'm saying. It's secure but it was amazing and it's called

Remote Medicine right.

Shawn: Mm-hmm.

Jay Jones: So I said, "You know what? This would be an awesome way for me to

introduce the program to my clients." And then last year I had an



opportunity fall into my lap because my wife who is on a television show for Tyler Perry had to come to Atlanta from Los Angeles.

Shawn: Mm-hmm

Jay Jones: So I decided I wanted to come with her because I'm from Georgia and I

wanted to visit the family and everything

Shawn: Mm-hmm

Jay Jones: So I was gon' have to leave my clients in Los Angeles and two of my

clients said, "Why don't we just get on Skype and we just do it that way?"

Shawn: Mm-hmm.

Jay Jones: So I said alright. When we gave that a shot. I gave them you know couple

sessions just to try out for free; just to make sure the connections would

work. And then the Skype sessions became almost tougher than the live

sessions.

Shawn: (laughs)

Jay Jones: Because you know you got. You don't have any distractions you get what

I'm saying

Shawn: Oh yeah



Jay Jones: The clients' there; I'm there; they're focused on the computer screen you

know so. You know how people get when they focusing on their computer

they zone everything out.

Shawn: Yeah.

Jay Jones: And that's how it was with the workout sessions. So all we needed was a

big enough space. You know I get to give them the accountability that they

need because you know we have a schedule time to meet

Shawn: Yeah.

Jay Jones: And of course they get the instruction that they need. I get to see them

they see me. I hear them. They hear me. I can make whatever corrections

that are necessary, and it's a lot cheaper because we don't have to worry

about the consumption of gas in getting anywhere in particular.

So the price point is attractive. The accountability and instruction is on par

as if we were there live and in person.

Shawn: Mm-hmm

Jay Jones: So it became something where I feel; felt like we can build a business

model around it.

Shawn: Mm-hmm, mm-hmm.



Jay Jones: And that's exactly what we're doing. I'm back in Atlanta like a mentioned

to you prior; before we started recording. And I have all my clients still

here with me, and we're actually cultivating new clients every day. You

know what I'm saying.

Shawn: Mm-hm.

Jay Jones: So we're still able to spread the good news, so to speak, of health and

wellness. And we can now do it in leveraging this new technological

advancement that can give us an opportunity to be of greater service. So

you know this is a no-brainer and I think everybody should at least give

this an opportunity.

Shawn: Mm-hmm. That's cool man. I'm really moving it to the present age. I never

heard that of anybody using Skype to train before. And the fact that you

been using it and you have clients. You know and you're getting clients.

And you're able to help people do better.

You know you said like, focus here in the privacy of their own home.

That's really cool man. That's excellent.

I have to admit you kind of giving me some. You know some ideas man,

you know.



Jay Jones: Aye you'd be a fool not to do it. I'm telling you Shawn, this is the way for

the future brother

Shawn: (laughs) you right man. You right.

Jay Jones: Yes sir.

Shawn: I'm on it man.

Jay Jones: Yes sir.

Shawn: So I want to ask you also what is new on the horizon for Jay Jones at this

moment? What's going on with you right now?

Jay Jones: At this very moment my dear brother I am so grateful to say that we have

a brand new book coming out.

Shawn: Wow.

Jay Jones: We're designing the cover and all the finishing touches on it. The name of

the book is "A Little bit of Something Beats a Whole Lot of Nothing -

Your 30 day guide to a new healthy habit".

Shawn:

Jay Jones: And we gon' walk you through a lot of the same things that we talk about

in our actual online live sessions with. We put them in a book. It's actually

a workbook



Shawn: Okay.

Jay Jones: So you get to exercise every day; know how much is a little bit of

something beats a lot of nothing. Because that's what most people do – a

whole lot of nothing. You know; so

Shawn: Mmm

Jay Jones: If you just do a little bit of something every day to develop the life you

desire and deserve. Just you know walk in 5 minutes out 5 minutes back

in your neighborhood that's a 10 minute walk that's better than a no

minute walk. Get what I'm saying?

Shawn: Excellent

Jay Jones: Doing 10 pushups; you know 6 squats; whatever you can do to move your

body in the direction that you want to have it then that's better than doing

nothing.

Shawn: Mmm.

Jay Jones: So the book galvanizes that we give you 30 days of exercise. We give you

quotes to help motivate you and then what we do that's very unique is we

offer what's call a Fitness Footnote.

Shawn: Mm-hmm.



Jay Jones: And the *Fitness Footnote* is something that I do in all my live and online

sessions. It's almost like our little mini-sermon

Shawn: Okay

Jay Jones: After every workout. And to help galvanizes your mind-body connection

you know. So that at the end of every little exercise we give you a Fitness

Footnote. And then there's a part of the book where you journey your

journal. Where you get to write down; we ask you some questions and sort

of help you put the paper to pen or put the pen to paper.

Shawn: Mm-hmm.

Jay Jones: Because we feel like if it's not written it's not real.

Shawn: Mm-hmm.

Jay Jones: You know our mouth can say anything.

Shawn: True; true.

Jay Jones: You know; but when you start writing your goals down and you're able to

go back and then affirm what you've written and you've promised yourself;

Shawn: Right.

Jay Jones: Then you'll be getting hold yourself more accountable.



Shawn: Very true.

Jay Jones: So the book will be out man by September.

Shawn: Okay.

Jay Jones: On my 43rd birthday, September 24th, the book will launch.

Shawn: Cool

Jay Jones: And of course I'll have online copies. You can buy the eBook you can

download the eBook. There'll be physical copies. And of course we're

going to continue speak as often as we can. You know I'm working as a

presenter with the American Diabetes Association.

Shawn: Right okay; uh-huh

Jay Jones: We do a lot of work in churches. We do a lot of work in community centers

at different health fares. So in August in San Diego California there's a

huge maybe 3 or 4 churches have come together to put together; which I

think is extremely vanguard - A Fitness and Faith Symposium.

Shawn: Oh wow!

Jay Jones: Yes sir. Which I think is tremendous.

Shawn: Mm-hmm



Jay Jones: So this is a part of; something that we'll be a part of in August of this year.

So the book is coming out in September; this big Faith and Fitness

symposium in San Diego will be in August. And of course we're still

working on cultivating as many new people as we can get on Skype every

day.

Shawn: Excellent; excellent. I hope anybody who listens to this hears what Jay is

doing. Of course you know you hear about the book you know. And what

he's putting into that. And you just hear bout; hopefully you hear the

passion that is in this like the true vision you know to bring the church,

bring the community into better health and just living better overall.

Jay Jones: That's right.

Shawn: You know I mean this is excellent man. This is so good. This is really,

really good stuff man.

Jay Jones: Thank you bro.

Shawn: And so okay you say the book comes out in September. Where is it going

to be available? Is it going to be available on your website?

Jay Jones: Absolutely. We're going to have it on Amazon. It'll be in your; you know all

the online channels. But you can certainly go to Jay Jones Fitness and it

will be at my website.



You know we gonna do a little launch thing so may even have a little video attached to it to help promote it prior to the book coming out.

Shawn: Okay

Jay Jones: That would also be at Jay Jones Fitness which is the hub for Jay Jones.

Everything Jay Jones you can kind of go right to Jay Jones Fitness

although we do have a Facebook page Jay Jones Fitness. And of course

Twitter is - Jay Jones INI.

Shawn: Mm-hmm

Jay Jones: And the Instagram which we put a lot of energy into because we're kind of

visual with it. So the Instagram is At the Fitness Minister

Shawn: Okay. Great, great, great. Okay and so y'all gonna have to make sure I

get those because I want to; with this interview I want to have those links

so that everybody can find them. Whoever comes can see exactly where

to find you

Jay Jones: Absolutely, appreciate that.

Shawn: So after we're finish this interview I'm gonna get those and write them

down so I can remember myself and everything.

Jay Jones: Beautiful. Thank you Shawn



Shawn: So yeah man anyway; I guess that would conclude our interview man. I

really, really appreciate it. Like I seriously appreciate the time. Like you

said that the honor was yours but I feel like the honor really is mine.

Jay Jones: Bless you brother.

Shawn: because you know I mean even with us talking for this short time here like

you help me to; 'cause sometimes when you're trying to encourage people

Jay Jones: Yeah

Shawn: It feels like people may not really hear the message that you're trying to

convey. And sometimes trying to get your message together is a task. But

seeing what you've done and the kind of life you lead and encouraging

others that way it like that's' something worth aiming at man.

Jay Jones: Bless you brother; well I appreciate it man

Shawn: I really appreciate you time. I will be in touch with you. You know because

I consider you definitely a role model. And this will all be on the; on my

blog you know.

Jay Jones: Beautiful.

Shawn: And I encourage everybody who listens to this contact Jay. Look at the

links that will be in the blog post. And look him up you know. You know I



even encourage you to train with him you know. Because he is; he is the real deal.

And I'm sure if you look on; as a matter of fact you have testimonies on your website right?

Jay Jones: That's right.

Shawn: So don't take my word for it; don't take his word for it; take their word for it.

Jay Jones: That's right; that's right

Shawn: But anyway man; like I said.

Jay Jones: I want to encourage; I want to encourage everybody to absolutely

subscribe to Shawn's blog. It is exactly what you need to get inspired and

to be educated about how to get into a healthier frame of mind and a

healthier body

Shawn: Mm.

Jay Jones: It's very important to support this brother because this brother is a

vanguard. You're the tip of the spear good sir.

Shawn: Hey I appreciate that.

Jay Jones: And I'm telling you man the people in your community are blessed to have

you there. They're blessed to have you there. So I'm absolutely looking



forward to continue cross-pollinating with you because the future's only gon' be brighter for you and I when we work together good brother. And I trust that

Shawn: Amen, man. Amen... I really appreciate that man. That's good stuff man.

Jay Jones: Oh yes sir. Because I'm a subscriber. I subscribe to Shawn's blog as well.

Shawn: Yeah. Appreciate ya doc... man. You know see what I'm saying. That's real. He's the stuff y'all. So God bless you man. That's awesome. That's

really awesome.

Jay Jones: That's right.

Shawn: Alright man. Well that' all I have for you man. Again I appreciate you. I

hope you and your family you know enjoy your time in Atlanta and

everything. And oh can you kind of just briefly mention something about

your wife so that people can kind of understand how God is blessing you

guys.

Jay Jones: Man I would be remiss. My wife is also my business partner. Her name is

April Parker-Jones; April Jones. Her stage name is April Parker-Jones.

Shawn: Mm-hmm



Jay Jones: But God bless her. She is now on season 2 of her television show. The

name of the show is, "If Love You Is Wrong"

Shawn: Right

Jay Jones: It comes on the OWN network. It's a Tyler Perry production and she plays

the role of Natalie on "If Loving You is Wrong". So by all means check

your local listings. It's on the OWN network. Please support Natalie –

what's the brother's name? I just; Tyler. Please support Tyler and support

Oprah.

Shawn: Yeah.

Jay Jones: And of course what's important you'll be supporting me and my family as

well. (chuckles)

Shawn: (chuckles) Amen man. Cool, cool, amen. That is. This is good stuff. I just

really pray; I sincerely pray that God continues to bless you

Jay Jones: Thank you

Shawn: Your wife, you know your whole family as you know you guys you know

help people and do your thing man. It's just a beautiful thing to see man.

Like seriously. So



Jay Jones: it's a blessing for me again brother. I'm telling you I can't; I can't express

my gratitude to you enough. And I'm proud of you and your family. Y'all

continue and I pray nothing but blessings and peace upon you and yours

my dear brother

Shawn: Appreciate you man. Appreciate you. Have a good one man I'll be talking

to you.

Jay Jones: Excellent. And I'll forward that information for you so you have it in your

email.

Shawn: Okay sounds good; sounds like a plan I look for it sir.

Jay Jones: Alright thank you so much Shawn. You be blessed good sir.

Shawn: Bless you man. Alright.

Jay Jones: Alright brother