

Full Episode Transcript

With Your Host

Susan A. Crockett, MD

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Welcome to *Becoming Virtuosa*, the podcast that encourages you to become your best virtuosa self. Each week Dr. Susan Crockett goes where the scalpel can't reach, exploring conversations about how to be, heal, love, give, grow, pray, and attune. For the first time ever, she's bringing the personal one on one teaching that she shares with individual patients to you on this broader platform. A weekly source of inspiration and encouragement designed to empower you.

By evolving ourselves as individuals. We influence and transform the world around us. Please help me welcome board certified OB-GYN specializing in minimally invasive GYN surgery, internationally in the top 1% of all GYN robotic surgeons, a certified life coach, and US News top doctor, your host Susan A. Crockett, MD.

Dr. Crockett: Welcome to *The Dr. Crockett Show*. I'm your host Dr. Susan Crockett. I'm a minimally invasive GYN surgeon in San Antonio, Texas, and I'm coming to you from Olliewood Studios. This is Ollie. Hello Ollie. Olliewood Studios. Today I have a very, very special guest, Starley Murray. I don't even know how to give you words. You're my mentor, my producer.

Starley: Your food sampler.

Dr. Crockett: My food sampler.

Starley: Well, I tell you what, what we do behind the scenes here on *The Dr. Crockett Show* is something special. Now I'm lucky. I sneak in. I'm really like a guest consultant, but since we do have the friend level I do clean out your fridge as well.

Dr. Crockett: Yes you do. On a regular basis, and I'm happy for you to do that because I would not cook the way I do and feel as good as I do if I didn't have friends like you to cook for. But today we're doing behind the scenes.

Starley: Yes, we are. Now I have been so excited for you to do this segment for so long because every single *Dr. Crockett Show* has a behind the scenes that's so cool that most people don't get to see.

Dr. Crockett: Right?

Starley: Right.

Dr. Crockett: We've been talking about this for at least six months.

Starley: Oh yeah.

Dr. Crockett: At least six months. Some of you have asked questions through the comments, thanks. If you have more comments or questions or want to see other stuff on the show, put them below because we read them. That's kind of fun. But this one's been a long time coming, yeah. I like layered messaging. I do. I like deep meaning.

Starley: Yes, yes. Well yeah, I'm a big fan. So I will tell you this. Three of the things that I noticed were so cool and so different and unique about your show, and I've been on over 3,000 productions.

Dr. Crockett: I know. You're like the production queen. Executive producer. You've been a national producer for *America's Most Wanted*, red carpet interviewer.

Starley: I'm blessed to be doing so many fun cool things. This one it's just like a joy. We call this secretly the tree house because we have so much fun but.

Dr. Crockett: Yeah, that's what we call it. This is actually an apartment, and we call it the tree house because we just play. It's fun.

Starley: Even though we're in the tree house, *The Dr. Crockett Show* is first and foremost branded in a cool way. Plus you have this behind the scenes you've nicknamed it the vortex, which we're going to tell everybody what that means. Then thirdly, we're going to talk about the incredible treats that you do with breaking bread with your guests.

Dr. Crockett: Which is so key to what we're doing and building and our core mission. You don't really see it on the show at all. We've hinted about it before, but I'm excited to show it to you.

Starley: I'm always like. I'm like this is so cool. I have to capture this. I love this. But. So well first and foremost, here's a lot of people that are guests on your show, and they have their cool brands, and you elevate them. You're constantly talking about them and their brands. Now me being the behind the scenes guest here, I am going to talk about your brand.

Dr. Crockett: Oh gosh.

Starley: She's trying to knock that magazine off the table. Earlier I'm like no, no, no. Pride and joy every time I see you on television or a magazine. I'm like the mom in the wings going oh yeah.

Dr. Crockett: You are. I literally call you my stage mom.

Starley: I know. I wear that title proudly by the way. So right here, the brand, we've put it on the table but usually your brand might be somewhere in the background like in your bookcase or maybe it's.

Dr. Crockett: A logo.

Starley: Yeah, a logo. It may be on a cup. Now we put a bunch of it in one place so we can make an example. But the brand, you'd be surprised. Dr. Crockett, do you know how many people don't have their brands showing in their videos or any of their messaging?

Dr. Crockett: Well, I think branding is a really tricky thing. I wouldn't be surprised because it takes time and consistency to kind of gel and bring the pieces together. It's taken me a long time. Part of it is just kind of knowing who you are, and part of it is knowing your audience and trying to figure out what you want to communicate with the audience?

Starley: Yeah. Well, you know what? So I remember even the day when the 'going deeper than the scalpel will reach' was born. I will tell you that since then, you've only layered more and more evolution of your brand. Going deeper and deeper, as opposed to going in different directions. So you're right. It does take a while to get that brand.

Dr. Crockett: It's kind of solidifying.

Starley: So you're doing awesome.

Dr. Crockett: So let's talk a little bit about the branding while we're here. So one thing that came up pretty early were the colors and the seven seeds, right? We've talked about this before. But I started the show by taking the

conversations that I have with patients in the clinic. Those one on one conversations about wellness and health.

I kept saying these things over and over again, and they really had nothing to do with the surgery. They had to do with keeping people healthy or keeping them from having to come back for more surgery. That's how this show was born. So it was born out of going where the scalpel literally doesn't reach.

So as I started thinking about in organizing my thoughts about that, we realized there were seven different categories that I teach. That's what we're together here. I'm writing a book now about that. So the seven seeds are be, heal, love, give, grow, pray, and attune. So more on that in this coming year. A whole lot more. We're going to be focusing our curriculum on that.

But the other thing I wanted to just say really quick before we move on about layering is this rose. This rose is so pretty, right?

Starley: It's beautiful.

Dr. Crockett: I love the green glass. So this rose was part of a bouquet of a dozen that is 11 days old.

Starley: Wow, this is still going strong.

Dr. Crockett: Isn't that gorgeous? It is, isn't it?

Starley: Kind of like you. Right?

Dr. Crockett: Right. Messaging, layering. So all the other roses, I've kind of trimmed back the bouquet. All the other ones have kind of like drooped. So on the show, part of what we're interested in teaching is sustainability and

longevity. So I asked the question this morning as I was kind of looking at this flower. I'm like well, how come this flower made it and the others didn't? That's a much deeper message than just looking at a pretty rose on the table.

Starley: Yeah.

Dr. Crockett: So that's kind of a little taste of where we go in our conversations on the show. We're exploring like why is there longevity on that flower? Why is it special?

Starley: So yeah, definitely. Then I'll segue off that about a little bit on just origins on brand and your audience because I'm not just a guest consultant. I'm not just a guest on the show today. I'm your patient. I started off as your patient.

Dr. Crockett: Oh, that's right. Oh yeah that.

Starley: So like a few seconds ago, you were talking about conversations that you had behind the scenes with your patients.

Dr. Crockett: We literally had those.

Starley: That's how we met.

Dr. Crockett: Yes.

Starley: That's how we met. So the conversations that Dr. Crockett was having with me went deeper than the scalpel could reach, and it went beyond what I was there for. That's what I needed. Because I always say Dr. Crockett saved my life. You're stuck with me forever. This reciprocity is like Velcro.

Dr. Crockett: I'll never get rid of her.

Starley: That's right. That's right.

Dr. Crockett: She's stuck. Stuck like glue.

Starley: Yeah, you shouldn't have cured me. Thank you. So yeah, I'm a testament to those conversations that you had, and one of the reasons why you thought of the show.

Dr. Crockett: Well, you've literally drug me along every step of the way to get here. I'm so grateful. This took years of you saying come on, come do it. Come do it. Little baby bites. Little baby bite.

Starley: You're feeding.

Dr. Crockett: I'm feeding you. Yeah, if you hadn't been so persistent with me, this wouldn't have developed. So I'm very grateful for you.

Starley: Well, this is all you, and I'm just grateful to be a part of it. I just wanted to bring this up. So speaking of some of the things behind the scenes in the show. This is your clapboard, right. So whatever is written on here, like say the titles, let me put this over here, of the show. Those come, those weren't from like weeks and months of cultivating. It's your vortex, this middle part of the behind the scenes conversation that you do with your guest.

Dr. Crockett: Yeah. So you know how most talk shows, or maybe you don't know. I don't know why I would assume everybody knows. But most of the time when you get invited to go on a podcast or show or an interview, a radio interview, they kind of give you a list of questions or list of things and you talk back and forth and prep ahead of time about what it's going look like. Sometimes it's really very, very scripted.

I did a talk for *Pacira* in the last month, and it was really fun podcast. I'll post that later. A really fun talk for them about minimally invasive surgery and same day home stuff that I love to do. But that interview was very, very prepped ahead of time. It was me talking, but it's because I had already thought through the answers and had written them out and all that. So most of the time, for example, that interview, I never met the interviewer until the Zoom call where we did the interview. I think that's how most people are.

So in our show, we invite people to come on the show that we meet because we have some interesting conversations in real life. Hopefully, you think they are too. We do a little bit of prep ahead of time. What's the topic you want to talk about? Or do you have three points, bullet points that you kind of want to hit? But the content of the show is not created until the guests get here.

This is where we're a little different. So we believe that the way we make the world a better place is by making people a better place. Part of what we do is we practice what we preach, and that is socialization, eating together, having healthy food. Mostly whole food plant based. We do that by inviting our guests in about two hours before the shoot.

Starley: Yep, yeah.

Dr. Crockett: We do this on Saturday mornings, and I get up super early, like 6:00 a.m. on Saturday morning. Sometimes I'll be prepping the meal two or three days in advance for stuff that needs to be created and put in the refrigerator or something.

So I'm having all of this time where I'm going shopping and preparing a menu and thinking about the show and the people and what we're going to try because I'm always trying new stuff with the food. I know today I'm not going talk about today. We have some of it in front of us. We'll get to that.

Starley: Well, it was amazing sushi.

Dr. Crockett: It was amazing sushi. It was really good. Some of it didn't work so well. That's okay. That's part of the trying, right? Starley still was a good sport. She's like I think the match is a little too strong. Okay. Anyway, diversion.

Starley: I digress.

Dr. Crockett: Oh, my gosh. Okay. So anyway, the vortex is where we have the guests come in early. I actually sit them down at the kitchen counter, which is a big, large island in the middle of my kitchen, on little stool. I'm cooking and preparing the food as they're not noshing usually on some food that I put out, charcuterie, fruit, and healthy stuff. I make all kinds of dips, and we have a fun time with the creativity.

But they're sitting there, and they come in and Starley's there too often. We have the conversation right there. Like in an hour or two while they're there with me cooking and getting to know me, and we're talking about their life and their conversation. So we're getting to know each other on a relationship type level. Then we choose what we're going to talk about up here, what we want to share with you, based on those conversations. Because the way this started was we were having great conversations with people, and we thought that should be on a show, right?

Starley: Oh yeah. I was dying downstairs because I was like this stuff should be on camera. It's amazing.

Dr. Crockett: Yeah. We're always trying to capture all these great conversations on. So we decided to be intentional about how we set the show. So we call the kitchen counter the vortex because there's nothing well, it is a little bit magical. I'll own that. It's magical. So the vortex is where the food and the good nutrition and that healthy energy is there.

Then the guests are coming in. They're getting relaxed. They get a little bit familiar with the format, get a little bit of tips and tricks so that they feel comfortable on camera. We have conversation downstairs, which means when we come up here, we take what's from the vortex and we set it down here.

Starley: Exactly.

Dr. Crockett: That's how we get our guests to be like so cool and fun and conversational when we just met them. We just we usually do one take, 20 minute.

Starley: Almost every time one take. Yeah, there might be a few times someone has a little tickle in their throat or something like that. But I believe I've been on every single one, which is like crazy.

Dr. Crockett: Yeah, it is crazy.

Starley: I love it. I absolutely love it. I will tell you that the ones that I'm used to being on are so different than that. This is one of the reasons why I was so excited about being a part of a behind the scenes because it is so unique. So just to give you a clue. The behind the media training or the note taking or the scripting or the prep or whatever you want to think of that, it's different here. It's absolutely different. So exactly how you were describing. A picture in my head is like the movie *Chocolat*, but this is the vortex. It's its own version.

Dr. Crockett: So, it's where the emotion is going into the food. That's very much part of what we believe is like that thought process, the preparation, all of that that starts but way before the actual show and then is shared community is so important to our mental health. Like there's so much data now about community and eating together and socialization. Yeah, the Larry and Deborah's show that we did at the very beginning, that was part

of their seven things in the data that they found was yeah socialization during meals is part of weight loss. Like keeping a healthy weight.

Starley: That's beautiful. Well on a on a personal note, as a testament, I wasn't breaking bread as often as I should because I was so, a part of the production in a way that it was difficult for me to sit and talk with everyone. I was either behind the scenes or producing or in the front holding the mic. There wasn't bread breaking time.

Dr. Crockett: For you to sit there.

Starley: You made sure it happened. You made sure that I was a part of that as well. I was like wow, it is the vortex, right?

Dr. Crockett: Yes. So we cook and then we sit down intentionally at the table, and it's not filmed.

Starley: It's not scripted.

Dr. Crockett: It's not scripted.

Starley: But it develops.

Dr. Crockett: Even some of the shows, if you go back and see the different formatting. When we have the kitchen shows, we actually bring in a crew, and these guys are so much fun. They're like late 20s, early 30s. At first they were like whole food plant based like what? Oh.

Starley: They're like oh.

Dr. Crockett: We sit down, they eat with us. They eat. So when we have those live shows, or not live show, but the kitchen cooking shows, we actually have a pretty large group of us sitting eating before we actually

film. Man, those boys will chow down. They're like come cook this for me every day, and I'll never eat meat again. So that's fun.

Starley: They look like meat and potato boys, and they're over there like can I have another plate of vegan nutballs or something? I was like wow.

Dr. Crockett: Eating me out of house and home. So it's really fun and rewarding. So there's a vision and a dream for where we want this to go. We want to continue to grow and reach our audience, continue to grow ourselves. That's part of the grow, give, grow, pray thing. Grow. So I have a dream that I'll have a real studio someday.

Starley: This is a real studio.

Dr. Crockett: I know, but you know what I mean. Like a studio.

Starley: I've seen behind the scenes. I've been a part of this from the beginning. This is a real studio. I've been on over 3,000 productions.

Dr. Crockett: It's a real studio.

Starley: I tell you this is a real studio.

Dr. Crockett: Okay, I want a.

Starley: A bigger studio? Okay.

Dr. Crockett: A bigger studio set. You're right, this is. I should be proud of them. This is pretty cool.

Starley: Yes ma'am.

Dr. Crockett: Are we going to show them? We're going to show those pictures of it?

Starley: Well, I think some behind the scenes shots maybe like towards the end or some B-roll possibly.

Dr. Crockett: Yeah, I think that would be fun.

Starley: At least in the social. Social media, yeah.

Dr. Crockett: So I want like a more a larger, more professional business type studio with a kitchen in it where I can hire a cook to come in and help me and have intentional meals where we bring in people from all over. I live like 10 minutes from the airport on purpose so that we have access to go places, but also access to bring people in and have a private place where we can cultivate meaningful conversations and give people a platform for sharing the information and the knowledge.

Starley: Yeah, now since I plan like my red carpet trips around this, can I get a plate with my name on?

Dr. Crockett: Yes.

Starley: So I can have a permanent plate at the table.

Dr. Crockett: Absolutely.

Starley: Oh my gosh.

Dr. Crockett: A permanent plate at the table.

Starley: Before we completely segue to more of *The Dr. Crockett Show*'s cooking segments. I have to say, I'm segueing from this middle part of the

vortex of messaging over here to the cooking with a really important statement.

Do what it's like to have your doctor and your show host, because I've also been a guest on the show. So I've gotten to see from a walk in their shoes, right? To be not only have the meals picked, like what are your favorite foods? Cooked by Dr. Crockett for you, your favorite foods, and then served up for you, and then you're having a casual conversation breaking bread together. Is that common? No. So I'm telling you the last 30 years, I haven't seen it a lot. I said oh, I'm really excited if we do a segment about this.

Dr. Crockett: Well yeah, thank you. This is a fun idea for that because I just kind of, I'm like yeah, yeah, What's the next thing? Who's the next guest? She's like, "No, you need to stop and kind of celebrate the uniqueness of what we're doing."

Starley: It is unique.

Dr. Crockett: It really is unique.

Starley: That's so cool. So I know that Dr. Crockett is so soft spoken about like the recipes and the food, but I mean this 1% robotic surgeon fancy pants over here is, your chef capabilities was shocking to me.

Dr. Crockett: Me too.

Starley: I'm not kidding.

Dr. Crockett: I haven't been a chef my whole life. Like ask my kids, no.

Starley: I think you said that you've done a lot of baking for them.

Dr. Crockett: Yeah, so I come from good German Scottish background. I can make some shortbread baby. I can make some bread.

Starley: But the cooking is great. It's amazing. Here's the other thing. I'm a very visual person in terms of how I learn or how I teach. So when the food is so beautiful too, and it's whole food plant based, the majority of it. It's so good for you. She does all these special things for me too because I'm lactose intolerant. I'm gluten sensitive. She's like all right, I got it. I got you.

Then it comes out. This is a something I made up. I like to say Dr. Crockett's food looks so beautiful Pinterest would be jealous. It's so pretty. So not only tastes great, and it's great for you, it's pretty. Then your doctor and show host cooks for you. Now you don't think that's unique? It took me months to get this segment.

Dr. Crockett: Well, I think it's kind of fun because I didn't cook like this. I have to credit Dr. Miloy who's a frequent guest on our show. He's a super guy. But he challenged me to start learning how to cook differently one recipe a week. When I first was contemplating going mostly whole food plant based, and I'd say mostly because I'm about 80% probably whole food plant based. It was hard. I thought am I just going to have to eat salad and broccoli?

Starley: Yeah, yeah. That's what I thought.

Dr. Crockett: That was stage one. Then stage two was okay, I'm in this thing where I have to eat whole food plant based. I'm going to start substituting for meat all the fake plant stuff, right. So I went to the grocery store, and I found the plant based meatballs and started cooking my regular meals with the fake chicken and the fake cheese in the fake, all of this.

Over time, I was like wait a minute, and I started looking at the things that are in some of those. I'm not knocking them by any means because it's cool that we have plant based options, and they're getting better and better all the time. But I found that I was just trying to substitute out instead of really delving in and enjoying all the flavors and benefits and tastes that I hadn't experienced before. I didn't like mushrooms. I grew up, I would pick them off my pizza. So.

Starley: Give them to me.

Dr. Crockett: It's one of her favorite things. But I had to get challenged to get away from the little canned sliced rubber things that I grew up with, and start challenging myself to cook with them and figure out the different flavors of the different types and how we use them and cook with them. We've done that with lots of different things. So if I didn't have the show and these people to cook for and to continue doing that, I don't cook like this every day. I do it when we have the show. It's a Saturday thing. To tell you the truth, I eat pretty crappy sometimes during the week.

Starley: Yeah, well, Dr. Crockett, that's why you've got your vitamins.

Dr. Crockett: Because sometimes I eat pretty crappy. So I need.

Starley: You've got to say that one. You have to say that one phrase about the Paleo and the thing. What was it?

Dr. Crockett: Okay.

Starley: There's different kinds of diets, right? There's a paleo and the.

Dr. Crockett: What was the third one?

Starley: There's vegan. Paleo. I think you said then Oreo.

Dr. Crockett presents Becoming Virtuosa

Dr. Crockett: No, no. What was the other one?

Starley: I can't remember. But I do.

Dr. Crockett: Keto.

Starley: Keto. That's it.

Dr. Crockett: It was are you keto? Are you paleo? Are you Oreo?

Starley: So but here's the thing, Dr. Crockett, that's what most of us have been doing is a combination of healthy and not healthy. So part of what you do when you're teaching these things is helping us to not feel guilty when we're eating however it is that we're eating, but to encourage us to feel like it's more fun when you're trying healthier things.

Dr. Crockett: Yeah.

Starley: So I was a vegetarian for like more than a decade. Then I was a hardcore vegan for like about four or five, no, almost six years. I found that I actually when I went to all of that meat that you were talking about, I was actually starting to get some gallbladder problems because I was eating a lot of excess coconut oil in the meats. Then there was I'm gluten sensitive, and there was also gluten in some of them. A lot of them are really great, but you want to pick and choose.

Dr. Crockett: So flour is vegan, right? It's a plant based product. But flour has gluten in it and refined processed foods like refined sugar and refined flour. That's why we joke about Oreos. Oreos are vegan.

Starley: They're vegan.

Dr. Crockett: That doesn't mean they're healthy. So when we talk, that's why we specifically say whole food plant based or mostly whole food plant based.

Starley: So I missed that. I missed that memo when I was being so devout for all those years. Then it was actually counterproductive in some ways with my health. So in discovering with the way that you cook, and how you put the ingredients together, so more fresh. Your whole breaking bread with your guests and your friends and creating these reasons, these beautiful reasons, has brought you and your guests and a lot of us closer together.

Dr. Crockett: A lot of joy.

Starley: Do you remember used to think that I had like some sort an eating situation?

Dr. Crockett: Yes. I thought you had an eating disorder because you would come over, and you wouldn't eat. I was your doctor. So I was kind of like oh. One day I started cooking like this, and she's like, she's literally like eating the sprouts and the stuff off the counter. I'm like I just didn't have the food right.

Starley: Yeah. So well, I mean, the freshness is really great. So I just wanted to point that out because for years I was doing the preservative or packaged based vegan. Whereas instead of having a label, I was learning through you that hey, it's just really more about the freshness.

Dr. Crockett: Yeah, yeah. So most of what we do is fresh produce the morning of the show and real nuts, seeds. Vegetables, fruits.

Starley: Yeah, some of us are real nuts.

Dr. Crockett: We're are all nuts.

Starley: We're nuts here.

Dr. Crockett: All of us here. Well, Ms. Starly, thank you so much for being on the show today.

Starley: Thank you.

Dr. Crockett: This is fun showing them behind the scenes. Let's put some little B-roll footage, let them see kind of how we built the whole show because we worked for a couple years.

Starley: Oh, it's amazing. I mean you've got behind the scenes on magazine shoots. You've got stage and your television appearance.

Dr. Crockett: Yep. That was fun.

Starley: Yes, me being a publicity mentor and mommy, I'm crying literally. I'm crying. I was so proud.

Dr. Crockett: Don't cry. Don't cry Starley.

Starley: I'm going to cry. I'm going to cry. Then seeing how your vortex that you created. Then, by the way, I'm going to end on the fact that am I going to be able to get some recipes off your website? Oh you're going to, don't hit me in the arm.

Dr. Crockett: Yes, I've been trying to get those up there for like two months. That's like me dictating my charts. I'm terrible about dictating my chart at the hospital.

Starley: I said it on camera. I said it on camera so now.

Dr. Crockett: I have to do it. I have figured out how to keep up with my dictation. So there's hope for me getting the recipes online.

Starley: Oh, namaste.

Dr. Crockett: Maybe not all of them. I think maybe some of them. We might hold back, like that lasagna one I did, which is really special. Oh y'all. Whole food plant based lasagna. It had over 30 different whole food products, like products. Whole food.

Starley: Yeah, the herbs.

Dr. Crockett: Ingredients in it.

Starley: Ingredients. Yeah.

Dr. Crockett: Yeah.

Starley: I had thirds.

Dr. Crockett: She had thirds. It was so good. That we might have to just reserve for our guests when they come.

Starley: Okay.

Dr. Crockett: Yeah, I'm not sure I want to share that one.

Starley: Am I going to be a guest in the future?

Dr. Crockett: Only if you're nice to me.

Starley: Oh, yes. Please, do the lasagna. Please Dr. Crockett.

Dr. Crockett presents Becoming Virtuosa

Dr. Crockett: Oh man, we'll see. Well, to be determined, TBD. All right, y'all. I hope you've enjoyed the show. Enjoy the little B-roll that we're going to sneak in here. Thanks always for joining us. I will see you next week. Please remember to like, subscribe, and share. Let me know what else you want us to talk about because I can talk because I can talk. Bye, y'all, have a great week.

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