

Tara Clancy: [00:00:00] Train yourself to exclusively nose breathe even during exercise because you will see a dramatic increase in your performance.

Peter Margaritis: [00:00:18] Welcome to Change Your Mindset Podcast, formerly known as Improv is No Joke, where it's all about believing that strong communication skills are the best way in delivering your technical accounting knowledge and growing your business. An effective way of building stronger communication skills is by embracing the principles of applied improvisation.

Peter Margaritis: [00:00:38] Your host is Peter Margaritis, CPA, a.k.a The Accidental Accountant. And he will interview financial professionals and business leaders to find their secret in building stronger relationships with their clients, customers, associates and peers, all the while growing their businesses. So, let's start the show.

Peter Margaritis: [00:01:02] Welcome to Episode 40. And my guest today is Tara Clancy, who's a speaker, author, and a sleep expert. Her upcoming book, *Is Your Sleep Making You Tired?*, will be available on Amazon in the spring of 2020. Tara is, also, a member of the National Speakers Association and currently serves as the President of the Connecticut Chapter. This episode is a must-listen to all CPAs and accountants who work in public accounting and in business and industry because of the upcoming increase in our demands as we enter 2020.

Peter Margaritis: [00:01:33] Tara has a lot of great tips and advice for us to think about during our day as it relates to our daytime and our nighttime breathing in order to get a good night's sleep. She discusses the long-term ramifications of nighttime breathing issues and the effect it has on our bodies and on our brains. As you'll hear during our conversation, Tara has guides, articles, and quizzes for you and your family to read and to take. You can find these resources on her website at O2tara.org. Go visit her website and read her guides and articles and take a quiz to see if you need to take additional steps to eliminate your nighttime breathing issues. I took one of these quizzes, and it appears that I have some nighttime breathing issues that I need to address.

Peter Margaritis: [00:02:22] Now, she does have an interesting article titled Sleep Apnea Victim: The Wicked Witch of the West, which is an interesting article seen at the movie, The Wizard of Oz, is playing during the upcoming holiday season. Tara talks about how you can tell that the Wicked Witch of the West had nighttime breathing issues based upon the shape of her face.

Peter Margaritis: [00:02:45] Before we get to the interview, Change Your Mindset is part of the C-suite family radio of podcasts. It's an honor and a privilege to be amongst some of the more prevalent business podcasts, such as The Human Factor with Jeffrey Hayzlett, Amazing Business Radio with Shep Hyken, Keep Leading with Eddie Turner. You can find Change Your Mindset and many other outstanding business podcasts on C-Suite Radio by going to www.c-suiteradio.com. And you can find his podcast now on iHeart Radio.

Announcer: [00:03:14] This podcast is part of the C-Suite Radio Network: turning the volume up on business.

Peter Margaritis: [00:03:21] And now, word about the upcoming Santa Speedo Dash here in Central Ohio.

Cathy: [00:03:27] Hey, Anthony, what's with the bells?

Anthony: [00:03:29] Hey, Cathy, I'm putting my outfit together for the Santa Speedo Dash.

Cathy: [00:03:33] Love of the red leggings too. So you're going to run in the Santa Speedo Dash on Saturday, December 14th to support Camp Hamwi?

Anthony: [00:03:39] You betcha. Will you be there?

Cathy: [00:03:41] Of course. It's the only day each year I'm allowed to wear a bathing suit to work.

Anthony: [00:03:45] Help us give kids with diabetes the experience of a lifetime. Proceeds from the Santa Speedo Dash support Camp Hamwi. Register or donate today at www.santaspeedodash.org.

Peter Margaritis: [00:03:59] And now, a word from our sponsor.

Sponsor: [00:04:01] This episode is sponsored by Peter A. Margaritis LLC, a.k.a. The Accidental Accountant. Are you looking for a high content and engaging speaker for your next conference? Do you want to deliver a story to stakeholders that will transform data dumping to engaging business conversations? Do you want to feel that the value a speaker provides your audience far exceeds the dollar value on their invoice? Then, book Peter for your next conference management retreat or workshop. Contact Peter at peter@petermargaritis.com and visit his website at www.petermargaritis.com By the way, one of his Fortune 50 clients actually made the comment about the value he brings to your audience.

Peter Margaritis: [00:04:49] Now, let's get to the interview with Tara Clancy.

Peter Margaritis: [00:04:56] Excuse me. Welcome back, everybody. I apologize. I didn't get home till late last night from a speaking engagement. And I didn't—I'm sorry. I didn't get enough sleep. And seriously, I am not saying that, but, luckily, my guest today, Tara Clancy, is a sleep expert. And she is going to talk to us about how to get better sleep, how to get the right sleep, how sleep is important in our daily lives. And if you think you can sleep when you're dead, because I say that all the time, "I can sleep when I'm dead," I think after listening to this episode, I already might be dead. So, first and foremost, Tara, thank you so very much for taking time out of your busy schedule to keep me awake and our audience awake as well.

Tara Clancy: [00:05:45] Thank you very much, Peter. I'm excited to be talking with you today.

Peter Margaritis: [00:05:49] So, how did you become the sleep expert?

Tara Clancy: [00:05:52] Well, you know how sometimes we have a happy accident. It turns out I realized that I had been dealing with a sleep problem for my whole life. And it was one of those, "Oh, my God. You've got to be kidding me," moments. And then, it was also one of those, "Oh, my God. I'm so happy to get this information right now." Sort of, I had a succession of trouble my whole life. There was always some new little thing that I was dealing with that just was either, you know, like a little health problems. I had sinus infections. And then next thing, I had asthma. And then, I had skin problems. And then, it was gut issues. And it was just this building of things that were kind of taking away my health and wellness.

Tara Clancy: [00:06:36] And then, after just by chance, I find out that it's actually all related to a nighttime breathing problem. And so, it's like, "Whoa, you know, not breathing at night, that's pretty substantial." And then—but then, the flip side of it was like, "Wow, if I—if that is the case, then maybe there is one problem here and not this multitude of little problems. And if it's one problem, maybe I can actually really solve it." And that is really how I got to here today. I'm a breathing specialist. And so, I was able to combine that work with a few other things to help me really get to the point of having the right kind of sleep.

Peter Margaritis: [00:07:20] You have some type—you have medical in your background. So, it wasn't like you're an engineer and went, "Okay, wait, you know, I can go down this path." I mean, you do have that in your background, right?

Tara Clancy: [00:07:30] Well, so, I'm actually an educator. I'm a certified educator, diagnostician. And the reason I got the breathing specialty is for my own health originally to manage the asthma. So, it was just sort of by chance that I got—went and got this training for it. And I honestly, Peter, never connected the dots between the daytime breathing problems that I was having and the fact that I was just waking up exhausted all the time and feeling exhausted. And like I said, having this succession of small problems come my way.

Tara Clancy: [00:08:03] But what I realized is, is that it really is all about connecting the dots. And, you know, I loved the title of your podcast - it's Change Your Mindset -

because I think what happens is we have busy , right? We're all—you know, we're working, we're developing our careers, we have unbelievable responsibilities coming our way, and sometimes ridiculous deadlines at work at different times of the year. And so, we get in these habits, and we feel less than we should, but we just chalk it up to the demands of life. And really, if we can change your mindsets and say, "You know what, it's not just that we're busy trying to live our lives," but to say, "Maybe there's something else driving all of this," that's when you can really start to get a better—to feel better if you start to look at it in a new way and start to say, "Maybe there's something else going on here. Maybe it's my sleep."

Peter Margaritis: [00:08:58] So, how would I assess that? It's my sleep that might be getting in the way because I might begin getting—well, I'm getting seven to eight hours of sleep at night. That should be suffice. And you mentioned about daytime breathing. How do I know if my breathing—I'm still alive. I'm still walking. So, I must be breathing fine. But apparently, I'm not. So, what kind of tips and hints that you can give my audience to—on these sides that you maybe need to look a little bit deeper?

Tara Clancy: [00:09:23] Yeah. So, I'm glad you mentioned the idea of getting seven to eight hours of sleep of night—at night and feeling like, "Okay, I can check sleep off the list," because, you know, we're all aware of sleep hygiene now largely, and we say, "As long as I'm getting the right amount, then I'm good." But I was getting eight hours of sleep at night, and I was still waking up feeling tired, having to reach for that cup of coffee, to get the caffeine I was needing. I see you reaching for your cup of coffee. I needed a nap. I was the queen of the power nap. You know, I thought, "As long as I had that, I was good for the rest of the afternoon."—

Tara Clancy: [00:10:06] And then, quite frankly, my adrenaline need kept increasing to the point that I took up rock climbing and needed the adrenaline of rock climbing to get going. And what I realized in hindsight is that so many of us, when is it, somewhere in our 30s and early 40s, how many people do you know that have—are training for a triathlon, or how many people have just finished their first Tough Mudder, you know? Why are we doing these sort of extreme sports? Really, if we step and look—step back and look at it, in many cases, it's because we are really seeking the adrenaline that we

need to keep us going because we're not getting to sleep at night. So, any of those kinds of things could be a sort of red flag to say, "Let me look and see if maybe my sleep is not doing what it's supposed to be doing for me."

Tara Clancy: [00:10:55] Other things would include waking up in the middle of the night. Sometimes, especially if you think about for your audience, maybe the beginning of the year would be a particularly stressful time because they have so many increased demands for them.

Peter Margaritis: [00:11:11] Right.

Tara Clancy: [00:11:11] So, let's say they fall asleep, and then they wake up at 2 o'clock in the morning, and their mind is racing, "Okay, what do I have for corporate tomorrow? What do I have for this account? What do I need to get done?" That waking up in the middle of the night, that's another type of insomnia. And that is actually—research shows that that is often correlated with a nighttime breathing problem because, basically, what happens is new body knows that the brain is not getting a sufficient amount of oxygen when you're sleeping. And so, it wakes you up and basically saying, "Hey, That sleep thing you were just doing was dangerous. Don't do that again." And that's why you wake up, and then cannot fall asleep. So those are other signs too.

Tara Clancy: [00:11:53] Or if you wake up in the middle of the night to use the bathroom, that's another sign as well, because your brain has to do its repairs at night, and it goes into a really deep phase to do that. When it does that, it sends out a chemical to the bladder to say, "Hey, you know, we're not open for business. Don't send me a signal that you're full." So, if you are indeed in what we call the deep, deep sleep, that chemical gets sent out, and you will not signal—you know, you will not get the signal that you need to go to sleep. If you are getting that signal, and you are having to get up to go to sleep—excuse me, to go to the bathroom, that means you're not getting into that deep phase of sleep where your brain can do its repairs.

Peter Margaritis: [00:12:40] Well, I'll check those two on my boxes because yes, I do wake up at 2:00 - 3:00 in the morning at time and go, "My God, my head's full. I got to get this stuff done." And yes, I do get up a lot of times in the middle of the night to go to the restroom and come back." But in my case, when I wake up, and I have two dogs that tend to wake me up around 5:00 in the morning because they're hungry, I can't go back to sleep. Once I wake up on, my motor starts.

Tara Clancy: [00:13:07] Right. Well, to go—to shift to the breathing side of things, there is a breathing exercise that you can do that helps your body get out of the fight-or-flight mode because that's when you've woken up, when you haven't gotten enough sleep, and you wake up, you're usually more in that fight-or-flight nervous system load. So, there's a breathing exercise. I, actually, have it available on a download—as a download on my website. But this breathing exercise can help you go from fight-or-flight nervous system into rest-or-digest nervous system. In fact, I recommend doing this breathing exercise before you even go to sleep because it gets you into that rest-or-digest nervous system, and it gives you the best chance of having a really restful night of sleep, you know, to get to where you want to be.

Peter Margaritis: [00:13:58] So, you said this is a download on your website. Could you give the audience the URL for your website?

Tara Clancy: [00:14:03] It's o2tara.org/talk. And that has a download that will tell you some of the common signs that you see because believe it or not, Peter, your facial shape is even a huge determinant in whether you're going to sleep well at night. That's a really involved conversation that we would have. We would need a much longer program to get into that. But there is information about that in the download for people that are wondering. And it also has the breathing exercises, as I mentioned. And it has a couple of diagnostic tools for some of the medical professionals that I work with. So, it could really give people a good sense of whether or not they may be showing the signs of a nighttime breathing problem.

Peter Margaritis: [00:14:47] So, before we started recording, we were talking, and this episode is being broadcast on October 28, just before Halloween. And you said that you recently wrote an article about the Wicked Witch of the West.

Tara Clancy: [00:15:01] Yes.

Peter Margaritis: [00:15:02] And she had some breathing issues. So, could you share that with everybody?

Tara Clancy: [00:15:05] Yeah. Yes. So, because what I'm trying to do is help people see that these nonmedical signs of a nighttime breathing problem and the Wicked Witch of the West, the actress who played her, with the name of Margaret Hamilton, if you look at her face, you can see all the signs of someone with a nighttime breathing problem. And it's right on the—on my website. It walks you through the different signs. And the thing is, when you look at it—she has passed away, but if you look at how she died, it says that she had a heart attack in her sleep. And so, at first glance, you think, you know, maybe that's not a bad way to go.

Peter Margaritis: [00:15:46] Yeah.

Tara Clancy: [00:15:47] But then, you realize she had actually developed Alzheimer's disease years before. And we know now that Alzheimer's disease and nighttime breathing problems go hand-in-hand. We used to think of it as people with Alzheimer's disease and other other cognitive impairments develop sleep apnea but we, now, all the researchers really bearing out that it's the reverse, that you have the nighttime breathing problems, and then you end up developing the cognitive impairment and the Alzheimer's disease.

Tara Clancy: [00:16:20] So, when I'm doing a talk, Peter, inevitably, at this point, somebody will say, "Why? Why is that?" And here's the reason. Because at night, when you get into that deep phase of sleep that we were talking about before, your brain literally shrinks down in size. And the reason it shrinks down in size is that it should be flushed out. There's is cerebrospinal fluid that literally flushes out every nook and cranny

in your brain. And so, if you are not getting into that deep phase of sleep, you never get those repairs. You know, you never get the housekeeping done. And what is the basis of cognitive impairment and Alzheimer's disease? The little plaques, the proteins that builds up there. And so, we—if you don't get that deep phase of sleep, well, your brain can get flushed out, you end up developing—you set the stage for developing cognitive impairment, Alzheimer's disease later on.

Peter Margaritis: [00:17:15] Well, if you could see my face right now, it's just, "Oh, my God," or "Holy cow." Never—that's—so, if somebody—I have a friend who was diagnosed with, I guess, like a sleep apnea, and he had the CPAP. Am I using the right words?

Tara Clancy: [00:17:36] Yes, you are. Yes, absolutely.

Peter Margaritis: [00:17:39] And he told me, he goes, "You know, I never realized how poor sleep I was getting until I wore my CPAP machine, and I got the best night's sleep I've ever had."

Tara Clancy: [00:17:48] Yeah, that's a very common sentiment. You don't realize how worn down you've gotten because it's been such a slow process. You know, our bodies are masterful at compensating. But at some point, you're going to have to pay the piper. So, years, and years, and years go by and you—eventually, your body can't compensate anymore. And it really gets at the idea, you know, you mentioned sleep apnea. Let's just talk a little bit more broadly about that.

Tara Clancy: [00:18:18] So, when I talk about what they call in the literature sleep disorder breathing, I call it nighttime breathing problems, because that's, you know, a much more non-medical, user friendly name. So, what does that mean? You're having problems breathing at night, right? And sleep apnea would be the king of that nighttime breathing problem range because you actually stop breathing for certain amount of times, the number of times an hour, and then you get that diagnosis of sleep apnea. But there are other, you know, lesser forms of nighttime breathing problems that still are highly problematic.

Tara Clancy: [00:18:52] So, there's something called upper airway resistance syndrome. Even basic snoring is a problem because you are—you have a disruption in air flow to the brain. And what's the one thing your brain needs to continue functioning? Oxygen.

Peter Margaritis: [00:19:09] Oxygen.

Tara Clancy: [00:19:09] Right?

Peter Margaritis: [00:19:09] Right.

Tara Clancy: [00:19:09] And so, as soon as you have that disruption, you are stressing your brain in a way that you don't want it to be stressed. And the problem, so you end up seeing that we don't—we haven't effectively connected the dots for the general public yet, but if you snore, and you—ultimately, we know now that anybody who snores will, at some point, down the line, ends up with sleep apnea. So-

Peter Margaritis: [00:19:37] Okay.

Tara Clancy: [00:19:37] ... what I would like to do is say, "How about if we get this awareness now? If you are snoring, or if you're just waking up, and you're feeling tired, look at sleep and breathing during sleep as the possible problems because, then, you can, first of all, start to feel great again if you can backslide a problem. And then, also save yourself from ending up with sleep apnea down the road."

Peter Margaritis: [00:20:02] Okay. So, let's take a—go back to when you were talking about the download and this breathing exercise. Can you demonstrate via audio what this would entail? Just a piece of it. Just so the audience has an idea of what you're—you know, when you're talking about this breathing exercise?

Tara Clancy: [00:20:21] Sure, yeah. So, let me just step up—step back for a second and say why we have so many problems because that will explain why the breathing

exercise work so much. So, the reason that so many of us have so many problems is because these nighttime breathing problems really get their start during the day, right? If you think about it, if you're breathing for two-thirds of the day in a less than optimal way, it's going to follow you into night because that's your breathing pattern. But the reason it becomes more noticeable at night is because when you go to sleep, your muscles relax. And so, that, now, we call it the airway, any of the place where the air is getting in from your nose down into the lungs, if your airway is impacted in any way because of poor deep daytime breathing habits, when it relaxes at night, as it does when you're sleeping, your problem is going to be magnified.

Tara Clancy: [00:21:16] So, let's just—let me tell you first that the number one thing that people are doing that creates problems, mouth breathing, right? So, first of all, right now, you and I are mouth breathing as we're talking. We all do it, right, because we have to. It would be odd to try to take in a breath through our nose when we're speaking because, then, we'd sound all halted and all strange. But as soon as we start mouth breathing, we throw off the ratio of the gases in the blood. If you can just look at your nostrils compared to the size of your nose, I'm sorry, compared with your mouth to see how much more air you can take in through your mouth than you can in through your nose. So, once you start using your mouth for breathing, everything gets thrown off.

Tara Clancy: [00:22:02] You also end up getting inflammation when you mouth breathe because your nose does different things like filtering the air, warming the air, cleaning the air, all things like that, moistening the air. Our mouth can't do that. So, we end up with inflammation at the back of our throat. And so, then, if you have inflammation, that means the airway is now going to be smaller. And then, when you go to sleep, muscles relax. You get that disrupted air flow.

Tara Clancy: [00:22:32] So, the goal of the breathing exercise is to undo some of that breathing, we call over breathing when you breathe through your mouth. So, the breathing exercise I call LILO breathing. And the LILO stands for less in, less often. So, if you spent your whole day over breathing, then you want to set yourself up at night by taking less in, less often, so that it compensates for what was happening all day. And again, it's all described in there but, basically, you're just taking in a smaller breath than

you normally would. And then, you are waiting an extra moment before you take in that smaller breath. So, you take a little less in, and you do it a little less often. By doing that, you get yourself into the right nervous system mode, the rest or digests. And it also helps to rebalance the gases in the blood.

Tara Clancy: [00:23:30] There's a really odd thing also about mouth breathing is the body senses that the air is escaping, not coming into the nose, and so it says, "Whoa! Whoa! Something's going on," and it actually creates mucus in the nose to block up this perceived loss of air. And how does increased mucus in the nose affect? It's a stuffy nose. Then, you can't breathe through your nose. So, you have to breathe through your mouth. So, it's kind of like this catch 22. So, you know, I'm sure a lot of your listeners have to give presentations, and they have to speak to people all day. So, if they can get in the habit of countering that over breathing by doing this LILO breathing, they will feel a big difference. And especially if you do it right before you go to bed, you really set yourself up for a great night's sleep as well.

Peter Margaritis: [00:24:24] So, we're taking less in, less often, but we're taking less into through our nose, and the exhales coming out of our mouth, right?

Tara Clancy: [00:24:32] No, no.

Peter Margaritis: [00:24:32] Oh, no.

Tara Clancy: [00:24:33] It's always nose, yeah.

Peter Margaritis: [00:24:34] It's always those. Okay.

Tara Clancy: [00:24:35] Yes. In yogic breathing, they often talk about inhalation to the nose and exhalation through the mouth. And my take on that is if you are a healthy breather, and you are breathing optimally, then that's probably fine. But if you are over breathing, and a lot of it is just because of lifestyle for us. Like I said, you're talking to people all day through your work. If you end up over breathing, then you don't want to

use your mouth, you know, for breathing any more than you absolutely have to. So, into the nose, out through the nose.

Peter Margaritis: [00:25:10] Well, as a speaker, as we both are both members of the National Speaker's Association, then we should take note, all through the nose, nothing through the mouth because it's how we make our living.

Tara Clancy: [00:25:21] As Speakers, you're right. We do end up having to—we throw off our breathing all the time. We have to breathe through our mouths. And so, I do have that same breathing exercise where I refer to it as the speaker reset. So, any of your listeners, and I'm sure many of them have to speak to clients all the time, and they would want to do that too.

Tara Clancy: [00:25:42] Another thing, Peter, about mouth breathing, sometimes we're just doing it by habit. We just keep our mouths open. So, we want to catch that. But even if you're not, we have other times that we end up breathing through the mouth that really is not beneficial to us. And the biggest one is during exercise. You may have some of your listeners to get to the gym, and get on that treadmill, or they get out for a run, and you're going along. You start feeling a little winded. So, your first thought is, "Let me breathe through my mouth." But it's actually the worst thing that actually can do. Train yourself to exclusively nose breathe even during exercise, because you will see a dramatic increase in your performance.

Tara Clancy: [00:26:21] I, actually, have a dentist that I interviewed for my book. He's an airway dentist. I interviewed him for my book. And we were talking about breathing. He told me that he was a marathon—has been a marathon runner for 26 years. And for the first 16 years, he had no idea about the nasal breathing versus mouth breathing, and he would mouth breathe as he ran. Then, he found out about it and shifted to exclusive nasal breathing. And he said his marathon times have come out better in all these 10 years since finding out than any before, even though he was a much younger guy then. So, it really does make a difference.

Peter Margaritis: [00:26:57] Somebody did tell me that because I used to run, and my knees gave and said no more, but I bike. And when I bike, something hit me in the back of the head one day and said, "You need to breathe more through your nose than through your mouth." So, every time I get on my bike, whether I'm doing 10, or 20 miles, whatever, I try to focus on breathing only through my nose. And it's weird at first. It's almost like, I'm about to throw myself all over the handlebars or something. But after you get into the habit of it, it becomes much more natural, but it's strange, really strange, at first.

Tara Clancy: [00:27:30] Right, right. But it's it's great. I'm so glad to hear you say that because that's exactly it. And then, some people say too, like, there's definitely an adjustment period. And people will say, "I can't. I'm not getting enough air. So, I have to breathe through my mouth." And that is the short-term tradeoff. In the beginning, when you are switching to nose breathing exclusively, you will have to pull back a little bit.

Peter Margaritis: [00:27:52] Yeah.

Tara Clancy: [00:27:53] But then you'll see a dramatic increase in what you can do. Here's the reason why it makes sense to people. We often think of carbon dioxide in the body as a waste gas, right? It's just something we exhale when we've—after we breathe in. But we actually know now that it isn't. Carbon dioxide serves a really important feature. Think of it like a debit card. You know, if you go to a bank, and you have, you know, \$25,000 in there, and you want to get something out, if you don't have your—you know, you go to the ATM machine, right? If you don't have your debit card, you can have all the money in the world in that bank, but you can't get it out because you need the card to allow you to do that transaction.

Peter Margaritis: [00:28:38] Right, right.

Tara Clancy: [00:28:38] Well, carbon dioxide is the same way. We have all this oxygen in the blood that we're taking in as we breathe. It is the carbon dioxide that allows the oxygen to be released into the muscles where we need it when we're exercising. So, if we are breathing into our mouths, we are getting less carbon dioxide builds up, and we

cannot release that oxygen into the muscles. So, it's a real catch 22. You're breathing into the mouth because you feel like you need more, but it's actually not allowing you to access what you're taking in. So, again, it's a tough transition period at first, and you'll need to pull back, and maybe run a little slower, or bite a little slower just to stay at the point where you can exclusively breathe through the nose, but then you will adjust, and you will feel the increased benefits. So, I definitely recommend it.

Peter Margaritis: [00:29:32] Oh, my God. I've got some work to do on my end. And as we begin to wrap up, you mentioned something, and you can just let it out there, but you didn't—you've got a book coming out. You said you've interviewed this dentist for your book. So, tell us about your book and when you expect it to be out.

Tara Clancy: [00:29:48] Sure, yeah. My book is called *Is Your Sleep Making You Tired?* And I don't—it does get people laughing, but it's like we said before, people don't think of sleep as the problem because we're like, "You know, sleep hygiene is good. Check that off." And what it really does is walk you through all the things that may be impacting your sleep from the angle of nighttime breathing problems because, believe it or not, I think we mentioned this, 50% of men and 25% of women are affected by nighttime breathing problems. And of course, if you happen to be a woman who's sleeping next to a man who is affected, well, then you have a nighttime breathing problem by location. So, a lot of people are not getting the sleep that they need.

Tara Clancy: [00:30:32] So, my book is meant to really help get this on people's radars, to get them to really change their mindset and say, "Hey, maybe this isn't just lifestyle. Maybe there's a problem here that I can actually fix, and really feel the way that I want to have the health and wellness that I'm hoping to have at this point." And then, I have a quiz in there. I have a quiz on my website too actually if you want to look at that. And then, I also have treatment plans because you'll come out in different places on that nighttime breathing problem scale. And so, I have different treatment plans according to where you might come out. And that's really the book. And it's scheduled for April—sorry, spring of 2020.

Peter Margaritis: [00:31:15] Okay. So, spring of 2020, her book will hopefully be out, and it will be available on Amazon.

Tara Clancy: [00:31:20] Correct.

Peter Margaritis: [00:31:21] And if you can send me some information when it does come out, I'll make sure to create it. We'll create a little commercial to help promote it because I think it's something that I'm going to pick up, I'm going to read. I think it's something everybody should read. And before we let you go, give everybody the website again and how they can contact you.

Tara Clancy: [00:31:43] Sure. It's o2tara.org. And on all social media, I am @02taraclancy.

Peter Margaritis: [00:31:51] Great. So, go visit her Web site. I've been through a website. I'm going back and downloading the breathing tips and how to do that nighttime breathing because I wasn't kidding, I didn't get in till late last night, and this morning, I am pretty tired. It's ironic that, you know, I get Tara as my guest today. But she's opened my eyes, and I hope she's opened all of your eyes. And thank you very much, Tara, for taking time out of your schedule. I look forward to our paths crossing, hopefully, very soon.

Tara Clancy: [00:32:18] Me too. Thank you so much, Peter.

Peter Margaritis: [00:32:22] I hope you enjoyed Tara's interview and that you visit our website and learn more about nighttime sleeping issues. This is a very important issue to explore, and I plan on having Tara back on my podcast once her book comes out. Thank you for listening. And if you're enjoying this podcast, please subscribe and share this episode with a friend. Make today your best day.

Announcer: [00:32:49] Like what you just heard? Because it's c-suiteradio.com. C-Suite Radio: turning the volume up on business.