

## Glenn Livingston, Ph.D. and Bobbi Jo Success Story

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**Dr. Glenn:** Hey, it's the very good Dr. Glenn Livingston with Never Binge Again. I'm here with a kindhearted woman named Bobbi Jo who has agreed to let me record this so that you can all benefit from her experience, strength, wisdom, hope, and observations as well as her trials, stumbles, falls, and recovery. Bobbi Jo, how are you?

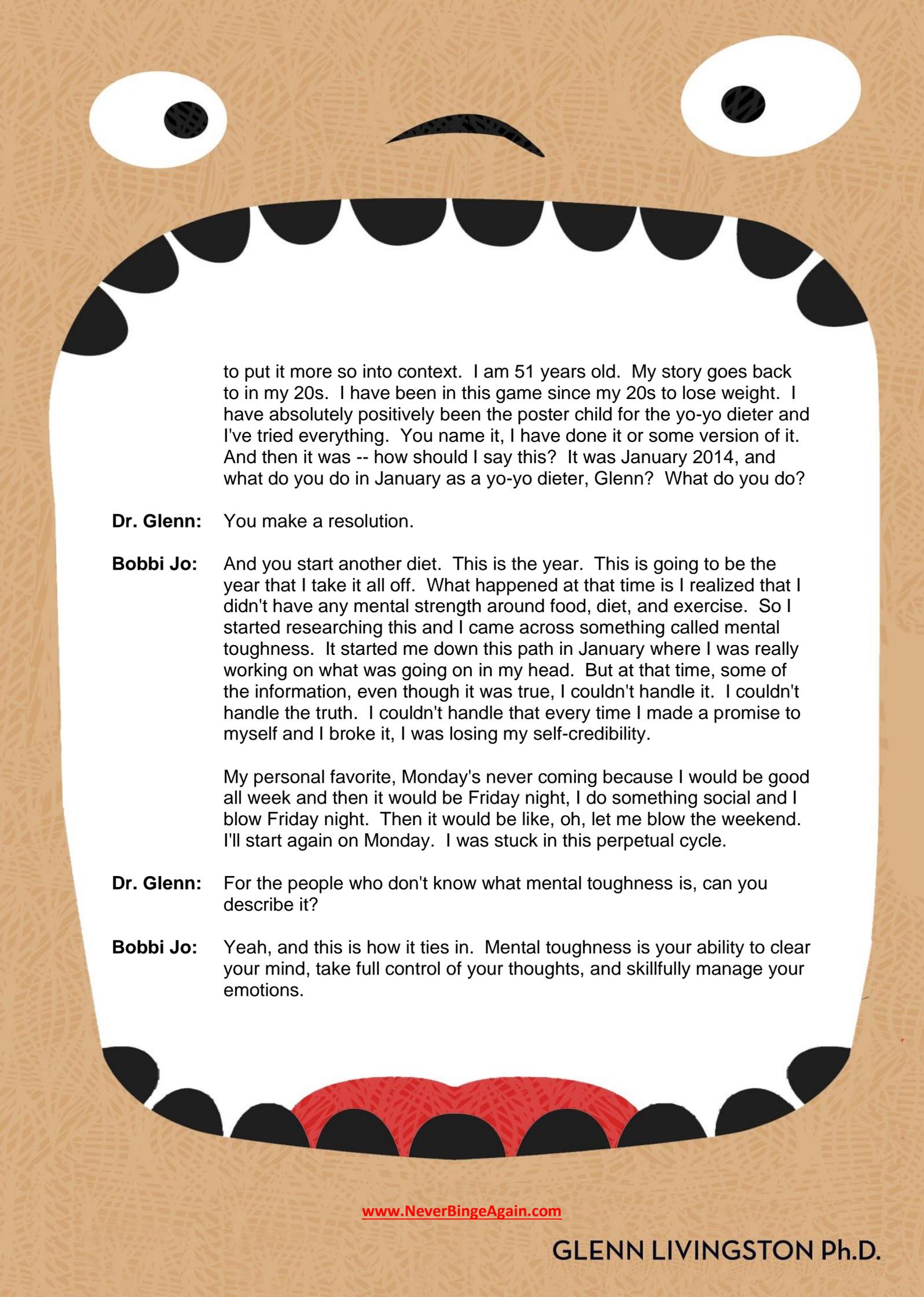
**Bobbi Jo:** I am excellent. Thank you for having me.

**Dr. Glenn:** Good. Well, can you tell me a little bit about your food story before you came to Never Binge Again?

**Bobbi Jo:** Okay. It has been a really long endeavor. Let me say that one of my most favorite quotations from you that I learned from the coaching was when you said the name of the game is to stay in the game until you win the game.

**Dr. Glenn:** That's true.

**Bobbi Jo:** Yes, and I can absolutely confirm that I have been staying in the game until I win the game. I don't mind sharing my age and my past history



to put it more so into context. I am 51 years old. My story goes back to in my 20s. I have been in this game since my 20s to lose weight. I have absolutely positively been the poster child for the yo-yo dieter and I've tried everything. You name it, I have done it or some version of it. And then it was -- how should I say this? It was January 2014, and what do you do in January as a yo-yo dieter, Glenn? What do you do?

**Dr. Glenn:** You make a resolution.

**Bobbi Jo:** And you start another diet. This is the year. This is going to be the year that I take it all off. What happened at that time is I realized that I didn't have any mental strength around food, diet, and exercise. So I started researching this and I came across something called mental toughness. It started me down this path in January where I was really working on what was going on in my head. But at that time, some of the information, even though it was true, I couldn't handle it. I couldn't handle the truth. I couldn't handle that every time I made a promise to myself and I broke it, I was losing my self-credibility.

My personal favorite, Monday's never coming because I would be good all week and then it would be Friday night, I do something social and I blow Friday night. Then it would be like, oh, let me blow the weekend. I'll start again on Monday. I was stuck in this perpetual cycle.

**Dr. Glenn:** For the people who don't know what mental toughness is, can you describe it?

**Bobbi Jo:** Yeah, and this is how it ties in. Mental toughness is your ability to clear your mind, take full control of your thoughts, and skillfully manage your emotions.



**Dr. Glenn:** Gotcha. Well said.

**Bobbi Jo:** Thank you. I put all that away because I couldn't handle the truth. I was living in denial. I was living in delusion. Six months go by and now it's June, and I weigh six more pounds. I'm at a weight I swore I'd never ever get back to. At that moment, I just hit rock bottom because now it's bikini season. I said, "That's it, Bobbi Jo. You're done. I'm not listening to you anymore. Whatever the mental toughness material says, you are going to do." I got really serious about it and I did just whatever the mental toughness material told me to do and I had great results. That was 2014 and that was such a turning point for me that wow, all I've got to do is be aware of what I'm thinking, change what I'm thinking and I can change anything in my life.

It became so much so that I became a coach. I became a corporate coach in mindset and mental toughness. I was working in big Fortune 100 organizations and corporations like Vanguard. I have clients in UnitedHealth Group, DuPont, Chemours, and then business owners as well, entrepreneurial business owners with their own companies. I had a really, really strong, great coaching practice. I had lost all the weight I wanted to lose. I call it permanent weight loss and I was doing outstanding, and I thought I had this all dialed in.

Time goes on and what happened then is I entered menopause. Forty-nine going into fifty, I entered menopause. This was 2018 that I entered menopause and I was at my lowest weight, 133 lbs, which was a really good weight for me and my body frame. But then what happened is I started menopause and I got into a relationship. I was always a social eater. This was summer 2018. I'm at 133. I'm looking great. I'm feeling great. I'm single. It's me and my two sons. My business is rocking because I'm coaching all this, too, so I'm keeping



on top of me, but then things changed. Long story short here, I blamed it on menopause. I blamed it on my relationship with my new partner. He and I ended up having a serious relationship. We got a home together and everything, so that became a long-term relationship, but he ate differently. He loved to drink wine. He was a foodie and I wanted to keep up with him. When you're on in that cloud nine, building a relationship, I want to impress him, and I put on 15 lbs.

So when I came to you in September 2020, I was at 150 lbs from a low of 133 where I had done all that work to get from 210. My top weight was 212. It took me all of that time to get down to 133, and now here I was putting it back on and putting it back on. I was struggling. I was like, what's going on with me here? I'm the mental toughness coach. I coach corporate people all the time.

**Dr. Glenn:** You get paid a lot of money to do that stuff.

**Bobbi Jo:** Yeah. I wasn't dealing with any imposter syndrome or feeling like a fake because I've dealt with that stuff a long time ago. I just knew that I was missing something. I had received lots of fantastic, great information over the years. I had tried all these different diets. I knew what worked for my body. I just knew that I was still missing something. Glenn, that's where you came in, you and Yoav and the Never Binge Again process you gave me, which were the missing pieces.

**Dr. Glenn:** How so?

**Bobbi Jo:** The food plan, my own personal food plan, and the RTR, the Real Time Refutation. The Real Time Refutation, the RTR, was the big game-changer. To put this all in perspective, I was 150 when I started



the coaching in September 2020. Today, I weighed in this morning at 137.2.

**Dr. Glenn:** Okay. That sounds like good progress.

**Bobbi Jo:** Right, five pounds to go back to my 133. So what was missing for me was the key piece. You call it the pig. I call it the bully. Oh, let me say how I found you also. I started having awareness that I was bingeing. I knew how to eat for my body. That wasn't anything I had to figure out. I knew exactly what I needed to eat for me, but then I would binge and I recognized that I was bingeing. So that brought me back online, doing a search on bingeing, and that of course led me on Amazon to you and the Never Binge Again books. That's where I started. I started reading your material late June 2020 and then I signed up for your coaching in September.

**Dr. Glenn:** What was it about the Real Time Refutation that was a game-changer for you and how do you know that this is just not Mental Toughness 2.0?

**Bobbi Jo:** It's very much in alignment. You could call it Mental Toughness 2.0, but it was a piece of mental toughness that I was unaware of. I knew about the amygdala, but I did not understand scientifically how the amygdala, that lizard brain that really only knows four things. It doesn't know language. It only looks at something and says, "Do I eat it? Do I mate with it? Do I kill it or do I run away?" It's an overactive survival protective mechanism. Now, I knew about that, but I didn't know that that was what was controlling me. I was in the camp that I thought it was an inner wounded child aspect that I needed to give it love. I didn't realize that I needed to shut it down. That was the game-changer right there.



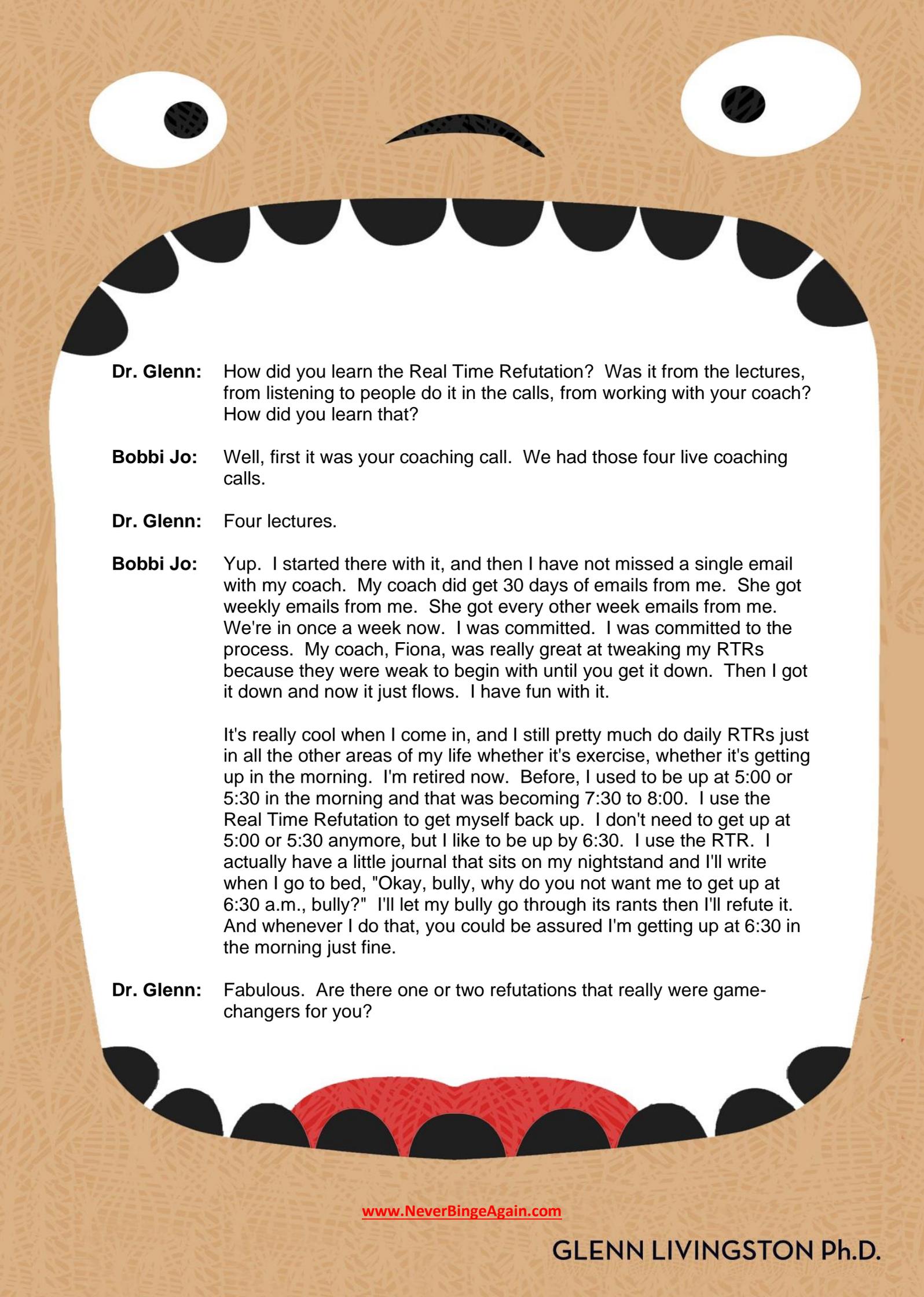
**Dr. Glenn:** Without recognizing that you had to shut it down, it could keep fooling you into thinking that you really have to reintegrate those thoughts and give them credence. I see what you're saying.

**Bobbi Jo:** Absolutely, and that was it. So really, what I can honestly say is that the Never Binge Again process, it has been very easy for me. As far as the tool on what to do after you binge if you do have a slip, I never got to that tool because I haven't binged since I started working with you.

**Dr. Glenn:** That's great.

**Bobbi Jo:** Yeah, but that's only because I came into this game with so much pre-work already done over the last three decades, so the food plan was really easy for me. Creating my food rules was really easy for me and they were very simple because I had already done all of that groundwork. I had the background, the basis, mindset and mental toughness. So when I was introduced to the RTR tool, the Real Time Refutation, I saw it immediately.

I will admit that there was a part of me that was having a hard time initially with the idea that this is a part that you have to cage. You need to shut it down. You're not nice to it. You don't give it any quarter. I was like, well, that's so mean and nasty. That was against me, at least who I thought I was at that time. So it took me a little bit of a hump to get over that mentally in my head, but once I started really getting into the flow of the Real Time Refutation tool, into the RTR, man, it's changed everything.



**Dr. Glenn:** How did you learn the Real Time Refutation? Was it from the lectures, from listening to people do it in the calls, from working with your coach? How did you learn that?

**Bobbi Jo:** Well, first it was your coaching call. We had those four live coaching calls.

**Dr. Glenn:** Four lectures.

**Bobbi Jo:** Yup. I started there with it, and then I have not missed a single email with my coach. My coach did get 30 days of emails from me. She got weekly emails from me. She got every other week emails from me. We're in once a week now. I was committed. I was committed to the process. My coach, Fiona, was really great at tweaking my RTRs because they were weak to begin with until you get it down. Then I got it down and now it just flows. I have fun with it.

It's really cool when I come in, and I still pretty much do daily RTRs just in all the other areas of my life whether it's exercise, whether it's getting up in the morning. I'm retired now. Before, I used to be up at 5:00 or 5:30 in the morning and that was becoming 7:30 to 8:00. I use the Real Time Refutation to get myself back up. I don't need to get up at 5:00 or 5:30 anymore, but I like to be up by 6:30. I use the RTR. I actually have a little journal that sits on my nightstand and I'll write when I go to bed, "Okay, bully, why do you not want me to get up at 6:30 a.m., bully?" I'll let my bully go through its rants then I'll refute it. And whenever I do that, you could be assured I'm getting up at 6:30 in the morning just fine.

**Dr. Glenn:** Fabulous. Are there one or two refutations that really were game-changers for you?



**Bobbi Jo:** For me, it was more exercise. I really started using the Real Time Refutation for getting myself to be consistent in my exercise. It's an ongoing process. I've been in this coaching now for five months and I've had absolutely fantastic results. I feel that I have the missing piece. All the puzzle pieces have now come together, and yet I still learn something. My email to Fiona last weekend was I became aware that I had a limiting belief that I don't believe I'm going to get to 133 and maintain it. I might hit it for a day, but then I'm going to blow it all up. I can't permanently be 133 or even 130, which is an even bigger goal for me.

**Dr. Glenn:** That's what your bully says.

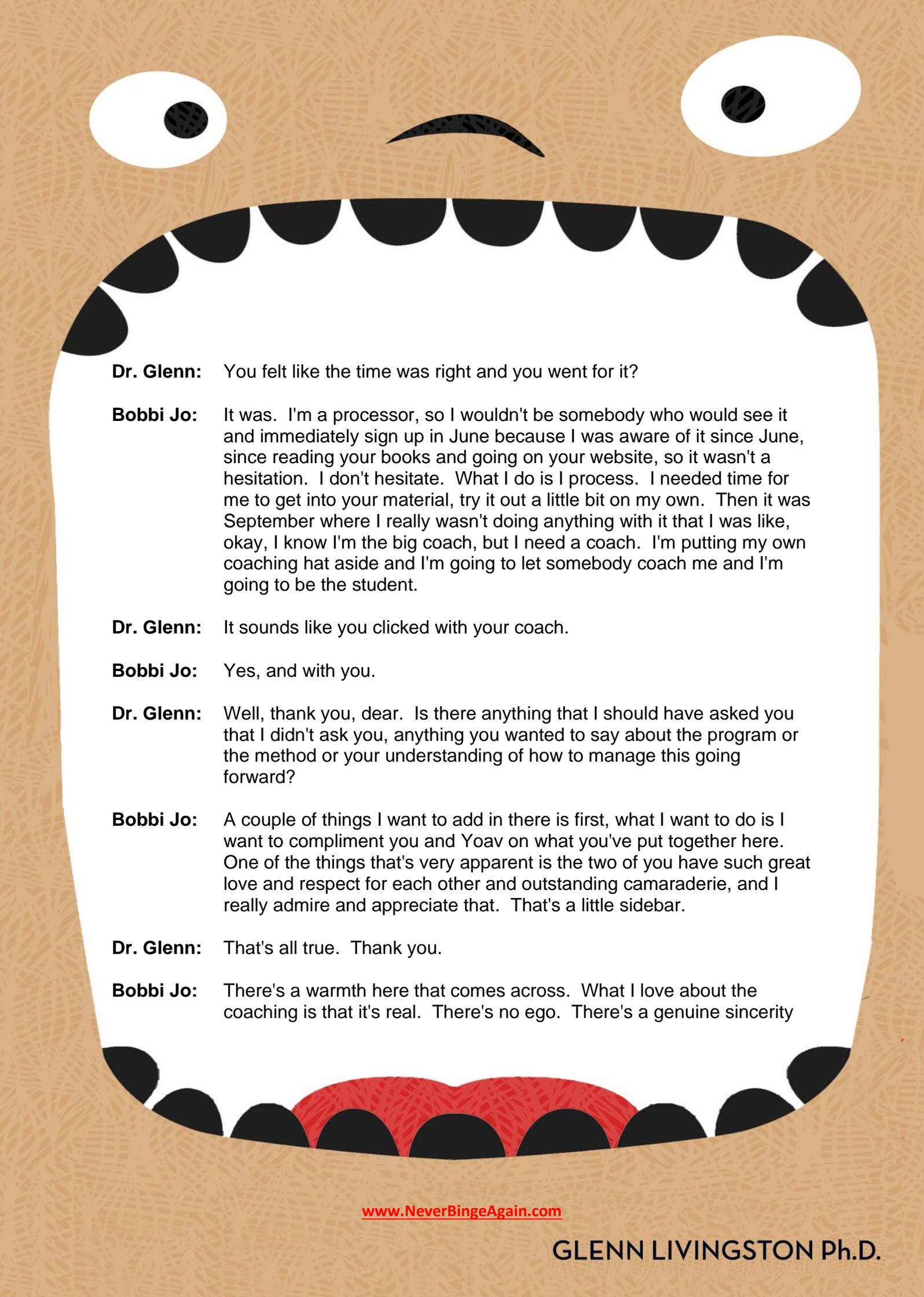
**Bobbi Jo:** Yeah, that's what my bully says and that I just figured out just in the last two weeks, so I've been refuting that one. Wow, that's nonsense.

**Dr. Glenn:** Why is that nonsense?

**Bobbi Jo:** Because I can get to 133. I've been changing that belief because of the Real Time Refutation. I've just been noticing that it's only the bully, amygdala, survival, protectiveness, and part of the brain. It's not who I really truly am. Who Bobbi Jo really, truly is is 133 lbs. I can get there and I can keep it off now. Now that I've uncovered that, I look at that, it's like, well, that's silly. That doesn't make any logical sense whatsoever.

**Dr. Glenn:** Bobbi Jo, did you have any hesitation to take the program before you took the program?

**Bobbi Jo:** No.



**Dr. Glenn:** You felt like the time was right and you went for it?

**Bobbi Jo:** It was. I'm a processor, so I wouldn't be somebody who would see it and immediately sign up in June because I was aware of it since June, since reading your books and going on your website, so it wasn't a hesitation. I don't hesitate. What I do is I process. I needed time for me to get into your material, try it out a little bit on my own. Then it was September where I really wasn't doing anything with it that I was like, okay, I know I'm the big coach, but I need a coach. I'm putting my own coaching hat aside and I'm going to let somebody coach me and I'm going to be the student.

**Dr. Glenn:** It sounds like you clicked with your coach.

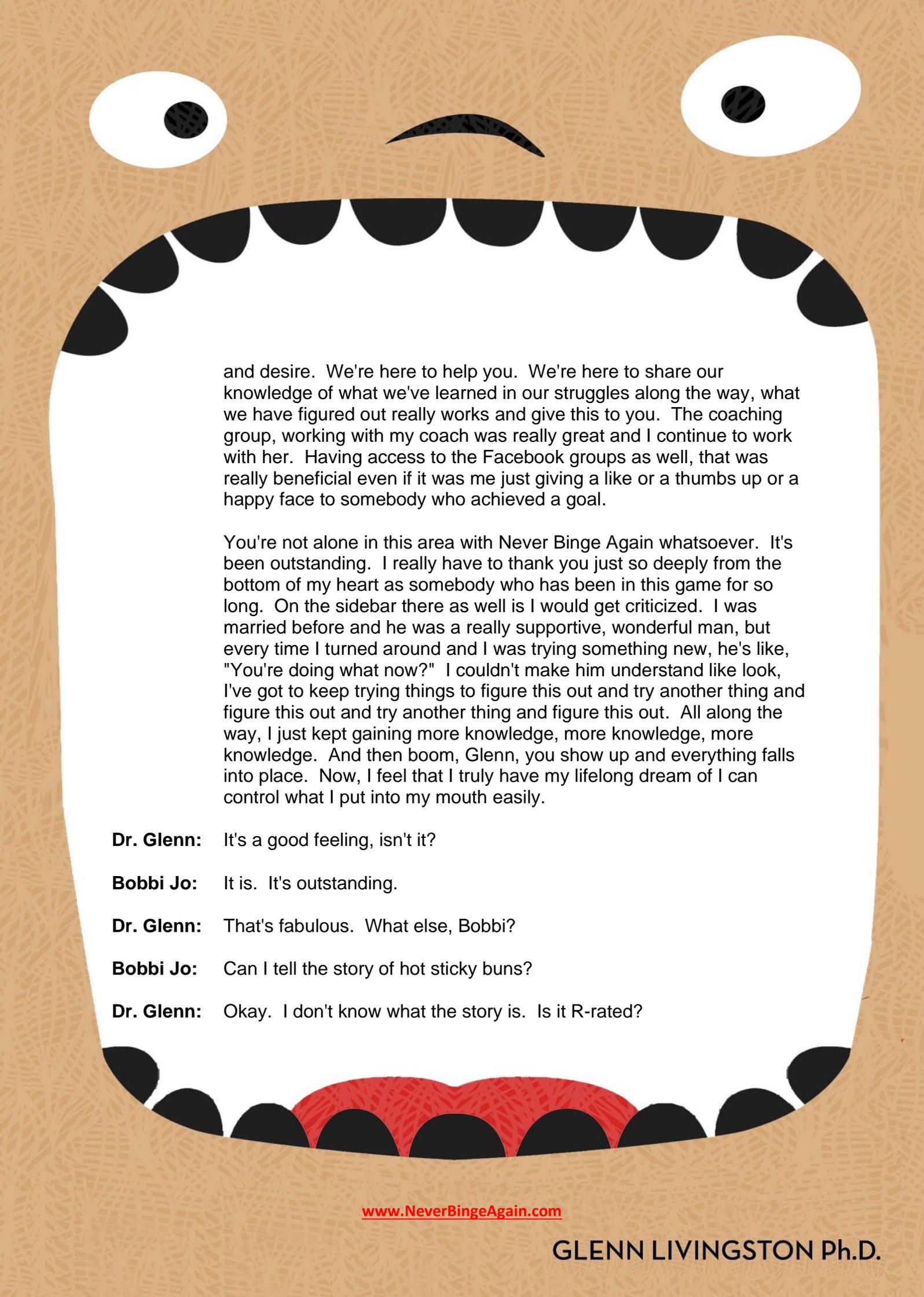
**Bobbi Jo:** Yes, and with you.

**Dr. Glenn:** Well, thank you, dear. Is there anything that I should have asked you that I didn't ask you, anything you wanted to say about the program or the method or your understanding of how to manage this going forward?

**Bobbi Jo:** A couple of things I want to add in there is first, what I want to do is I want to compliment you and Yoav on what you've put together here. One of the things that's very apparent is the two of you have such great love and respect for each other and outstanding camaraderie, and I really admire and appreciate that. That's a little sidebar.

**Dr. Glenn:** That's all true. Thank you.

**Bobbi Jo:** There's a warmth here that comes across. What I love about the coaching is that it's real. There's no ego. There's a genuine sincerity



and desire. We're here to help you. We're here to share our knowledge of what we've learned in our struggles along the way, what we have figured out really works and give this to you. The coaching group, working with my coach was really great and I continue to work with her. Having access to the Facebook groups as well, that was really beneficial even if it was me just giving a like or a thumbs up or a happy face to somebody who achieved a goal.

You're not alone in this area with Never Binge Again whatsoever. It's been outstanding. I really have to thank you just so deeply from the bottom of my heart as somebody who has been in this game for so long. On the sidebar there as well is I would get criticized. I was married before and he was a really supportive, wonderful man, but every time I turned around and I was trying something new, he's like, "You're doing what now?" I couldn't make him understand like look, I've got to keep trying things to figure this out and try another thing and figure this out and try another thing and figure this out. All along the way, I just kept gaining more knowledge, more knowledge, more knowledge. And then boom, Glenn, you show up and everything falls into place. Now, I feel that I truly have my lifelong dream of I can control what I put into my mouth easily.

**Dr. Glenn:** It's a good feeling, isn't it?

**Bobbi Jo:** It is. It's outstanding.

**Dr. Glenn:** That's fabulous. What else, Bobbi?

**Bobbi Jo:** Can I tell the story of hot sticky buns?

**Dr. Glenn:** Okay. I don't know what the story is. Is it R-rated?



**Bobbi Jo:** I consider it to be my ultimate test, the power of the Real Time Refutation. My sweetheart and I, we are out in Scottsdale, Arizona, one of our favorite places, in October or November. We were out for a week's vacation. We're at this restaurant that he likes, my first time there. Instead of bringing out bread -- I have no issues with any bread that gets brought out to the table anymore. I'm so past that. They don't bring out bread. They bring out hot, fresh, homemade sticky buns. Oh my God. Those are for dessert, so my pig, my bully, is having a fix.

This is the power of the Real Time Refutation because here I am in a restaurant. I can't just pull out my journal and start writing. I'm doing all of this in my head. That's a small table for two, so they're sitting right there in front of me and I can smell them. There's the part of me that loves fresh, hot, homemade sticky buns. The pig in my mind is throwing everything at me and I just launched right into the RTR, right into the Real Time Refutation. "Okay. Why do you want me to eat the hot, warm, fresh, homemade sticky buns, bully?" "You're on vacation. You deserve a treat. You never ever, ever get hot sticky buns at a restaurant" then it's shifting gears. It's like, "Okay. I'm not going to get her to eat a whole one. Maybe I can get her to have a bite."

It's throwing everything it has at me and I let it have its rant and I move in to part two. Okay. Why is the bully wrong? How's it lying to me? I run through everything I want. I start refuting it. Look, I have certain goals and I want to achieve those goals. Yes, I'm sure it tastes delicious, but short-term pleasure when I want long-term results. Why would I feel a better, happier person for shutting the bully down? It's because I want to go home from this vacation having maintained my weight or lost weight since the day I left for Arizona, and I did. I shut it down completely in the restaurant and it was amazing because then for



the rest of the meal, I was totally fine. I had no interest in the sticky buns whatsoever. I came home from Arizona and I actually lost weight, first time ever on a vacation that I came home at half a pound less.

**Dr. Glenn:** Isn't that fantastic?

**Bobbi Jo:** It's outstanding.

**Dr. Glenn:** Isn't that great?

**Bobbi Jo:** One thing that came to mind that I absolutely positively wanted to share with others is this. Perhaps the greatest insight I've received from the Never Binge Again process is patience. I'm going to reach my goal, but there's no date anymore and that's a beautiful thing. There's this confidence and just internal knowing that I'm going to get there and I'm going to keep it there now whereas in the past, it was always this rush, this big rush to lose weight and all my tracking. If I wasn't losing at least a pound a week, I was beating myself up. What do I need to change? What do I need to tweak? All of that is gone.

It's just this beautiful simplicity of I'm going to stick to my food plan and I'm going to stick to my RTRs. I'm going to keep myself exercising and eating right. I've got all the tools to do that and the weight is coming off at its own rate. I've always known that weight loss is a nonlinear process and I know that, but now there's no deadline. I'm not under the pressure that I'm putting on myself of a deadline. I'm just letting it happen and it's a beautiful place to be.

**Dr. Glenn:** Bobbi Jo, is there any way I can help you?



**Bobbi Jo:** Thank you for that very generous question. No. Thank you again. Really, from the bottom of my heart, you and Yoav, you gave me what I was missing. I can't thank you enough.

**Dr. Glenn:** I'm so glad. Thanks, Bobbi Jo. Have a good night.

**Bobbi Jo:** You, too. Take care.

**Dr. Glenn:** Bye-bye.

**Bobbi Jo:** Bye.

**Dr. Glenn:** Thanks for your time and attention. If you'd like to find out more about how to fix your food problem fast using our new coaching format that includes daily email accountability, a 45-day mastery challenge and live support groups four times per week, all completely optional, of course. You don't have to come four times a week. They're just there if you need it. Please visit [FixYourFoodProblem.com](http://FixYourFoodProblem.com). That's [FixYourFoodProblem.com](http://FixYourFoodProblem.com). If you'd like to walk yourself through the coaching process and do it yourself, please visit [NeverBingeAgainWorkbook.com](http://NeverBingeAgainWorkbook.com). [NeverBingeAgainWorkbook.com](http://NeverBingeAgainWorkbook.com). For live coaching, daily email accountability four times a week, group support, and a 45-day mastery challenge, please visit [FixYourFoodProblem.com](http://FixYourFoodProblem.com), or to do it yourself, please visit [NeverBingeAgainWorkbook.com](http://NeverBingeAgainWorkbook.com). [NeverBingeAgainWorkbook.com](http://NeverBingeAgainWorkbook.com). Thanks.

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