

**Glenn Livingston, Ph.D.  
And Yoav Ezer**

***Earning Extra Income Helping  
Others Never Binge Again Too***

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fix your food problem fast please visit  
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**Dr. Glenn:** Hey, this is the very good Dr. Glenn Livingston with Never Binge Again and I am here with the CEO of our company, Mr. Yoav Ezer, my partner and my friend. How are you, Yoav?

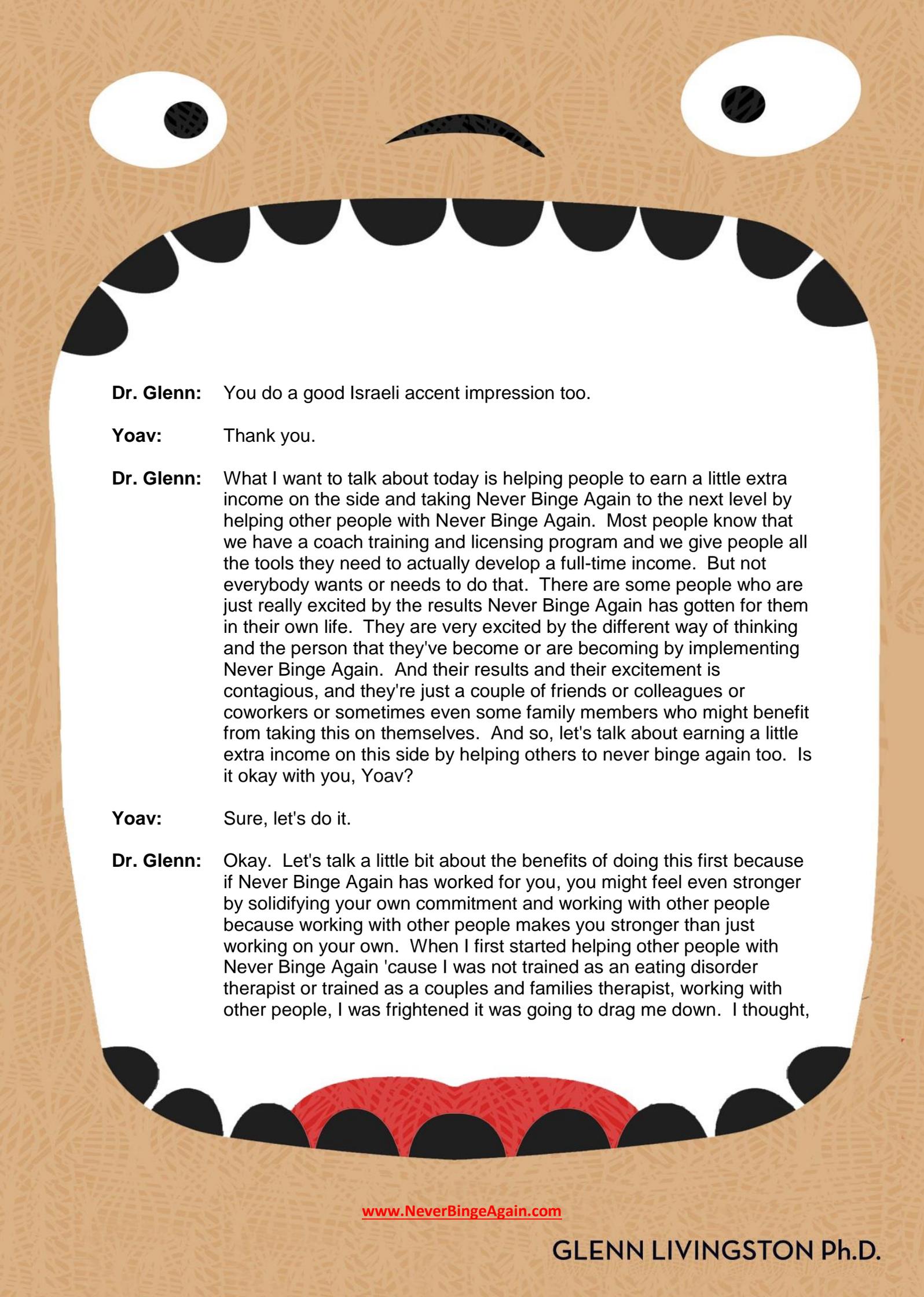
**Yoav:** I'm doing great, Glenn. Thank you.

**Dr. Glenn:** It's always fun to do this with you. We should do more of these. People like to hear your funny accent.

**Yoav:** There's this show on TV with an Israeli, he says, "My name is Ran Morag." It cracks me up every time. He does a really good Israeli accent impression. So funny.

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GLENN LIVINGSTON Ph.D.



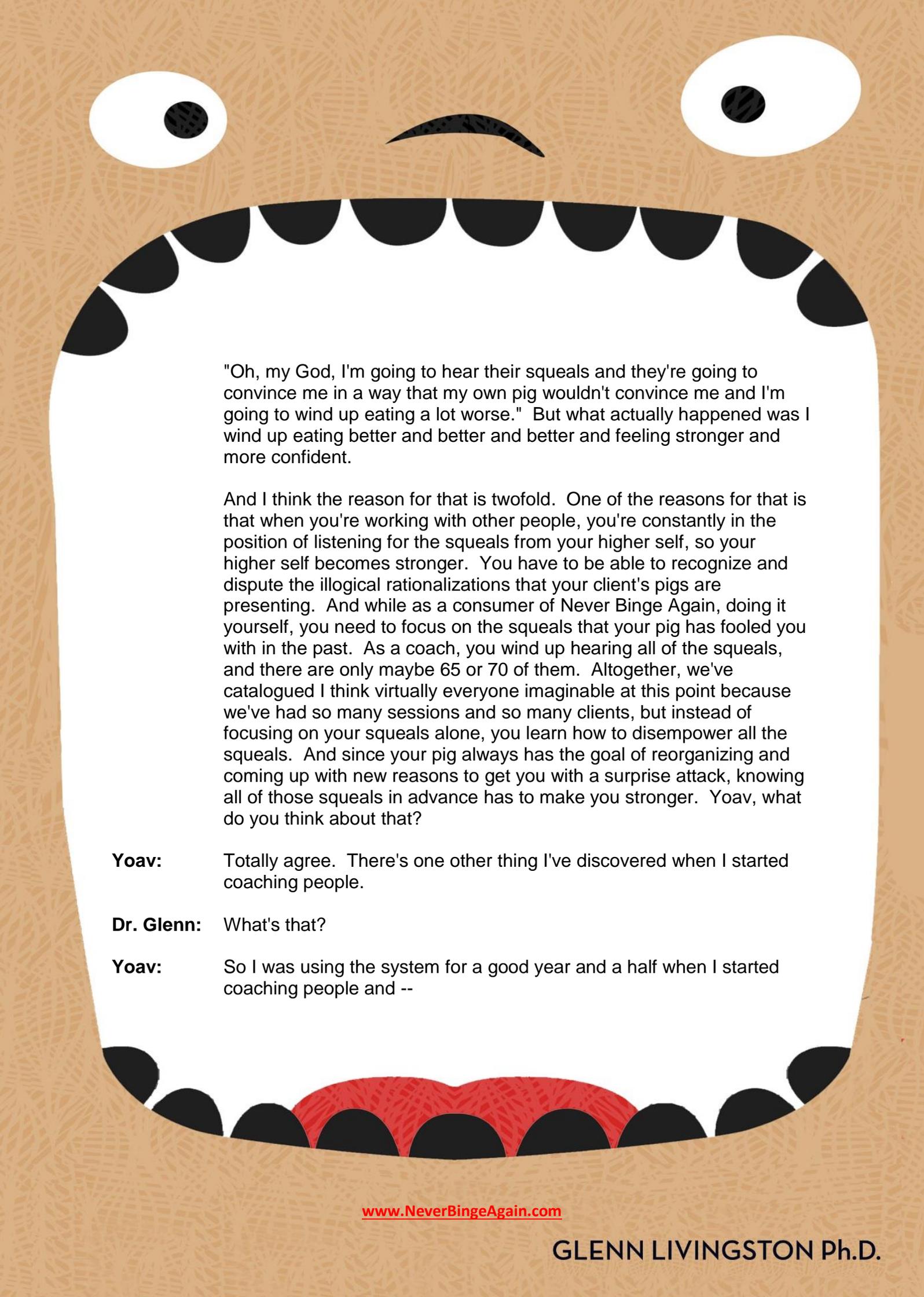
**Dr. Glenn:** You do a good Israeli accent impression too.

**Yoav:** Thank you.

**Dr. Glenn:** What I want to talk about today is helping people to earn a little extra income on the side and taking Never Binge Again to the next level by helping other people with Never Binge Again. Most people know that we have a coach training and licensing program and we give people all the tools they need to actually develop a full-time income. But not everybody wants or needs to do that. There are some people who are just really excited by the results Never Binge Again has gotten for them in their own life. They are very excited by the different way of thinking and the person that they've become or are becoming by implementing Never Binge Again. And their results and their excitement is contagious, and they're just a couple of friends or colleagues or coworkers or sometimes even some family members who might benefit from taking this on themselves. And so, let's talk about earning a little extra income on this side by helping others to never binge again too. Is it okay with you, Yoav?

**Yoav:** Sure, let's do it.

**Dr. Glenn:** Okay. Let's talk a little bit about the benefits of doing this first because if Never Binge Again has worked for you, you might feel even stronger by solidifying your own commitment and working with other people because working with other people makes you stronger than just working on your own. When I first started helping other people with Never Binge Again 'cause I was not trained as an eating disorder therapist or trained as a couples and families therapist, working with other people, I was frightened it was going to drag me down. I thought,



"Oh, my God, I'm going to hear their squeals and they're going to convince me in a way that my own pig wouldn't convince me and I'm going to wind up eating a lot worse." But what actually happened was I wind up eating better and better and better and feeling stronger and more confident.

And I think the reason for that is twofold. One of the reasons for that is that when you're working with other people, you're constantly in the position of listening for the squeals from your higher self, so your higher self becomes stronger. You have to be able to recognize and dispute the illogical rationalizations that your client's pigs are presenting. And while as a consumer of Never Binge Again, doing it yourself, you need to focus on the squeals that your pig has fooled you with in the past. As a coach, you wind up hearing all of the squeals, and there are only maybe 65 or 70 of them. Altogether, we've catalogued I think virtually everyone imaginable at this point because we've had so many sessions and so many clients, but instead of focusing on your squeals alone, you learn how to disempower all the squeals. And since your pig always has the goal of reorganizing and coming up with new reasons to get you with a surprise attack, knowing all of those squeals in advance has to make you stronger. Yoav, what do you think about that?

**Yoav:** Totally agree. There's one other thing I've discovered when I started coaching people.

**Dr. Glenn:** What's that?

**Yoav:** So I was using the system for a good year and a half when I started coaching people and --



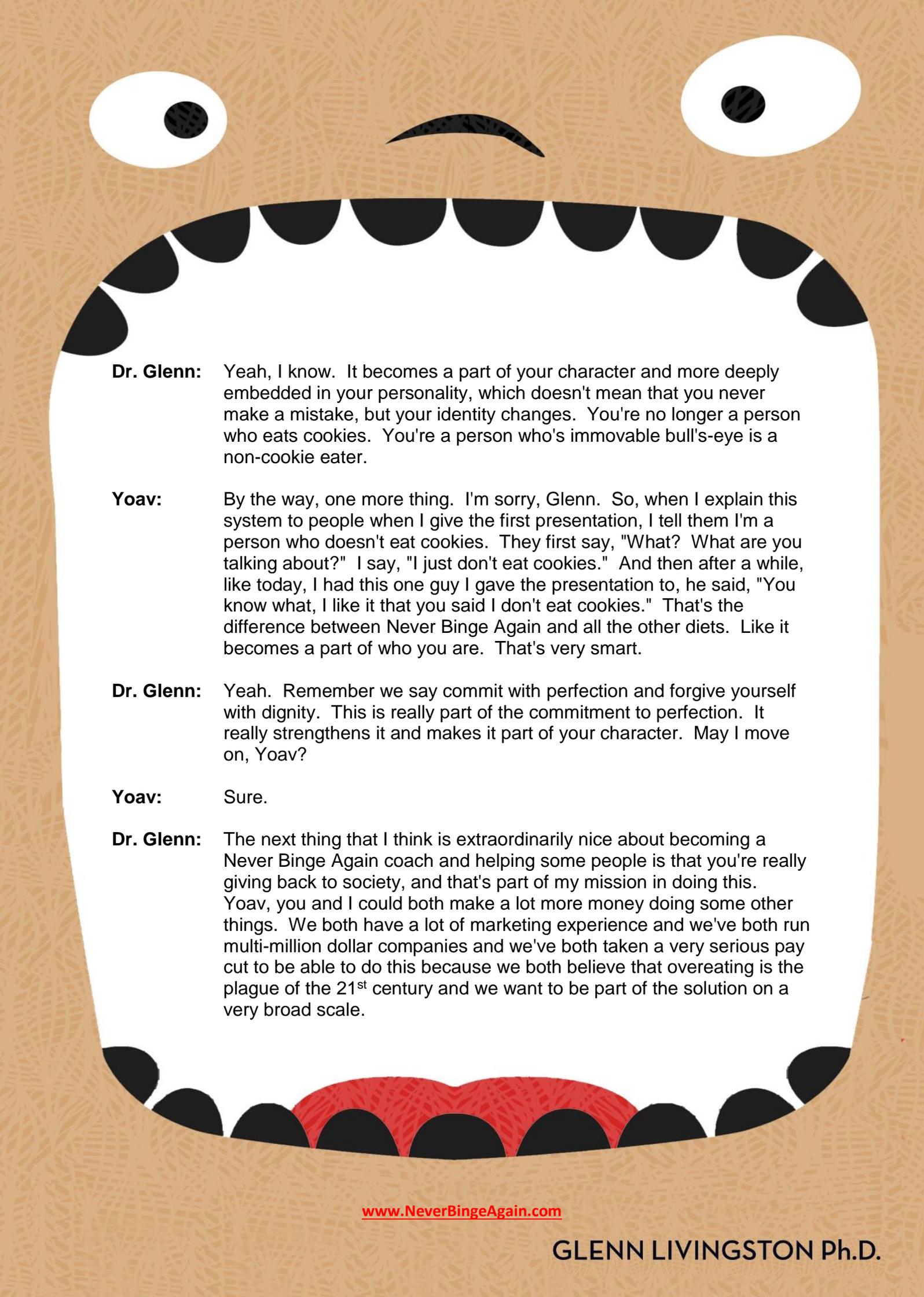
**Dr. Glenn:** You're down 70 pounds, right?

**Dr. Glenn:** I'm actually 80. 80 pounds.

**Dr. Glenn:** Wow.

**Yoav:** But once I started coaching other people, I found that I was abiding by my own rules a lot more religiously. And when I looked at it, I'd like to ask myself why I was doing that. And I think the reason was -- I know the reason was is that, I as a coach, I felt like I had to embody the system. I had to be a perfect example of how people should use the system. And because I was now accountable to my clients as well as to myself, it was much more important for me to be precise with my rules. So when you become a coach, and I've talked to a bunch of other coaches, they said that the same thing happened to them. They realized if they want to become coaches, they can't just use the system as a sort of a diet for a few months to lose a few pounds and then get back to bingeing. They had to make it a true part of who they are.

And that means that their own rules had to become a pilot of their personality. So if they had a rule to not eat cookies, then instead of saying, "No, I'm not eating cookies now," they started saying, "I'm a person that doesn't eat cookies. I'm sorry, I don't eat cookies," which is really the point where you win. Because when the rules become a part of who you are, you win. The system becomes pervasive in all of your life and whatever you do, you never eat cookies or whatever your rules are, you abide by them fully. So maybe becoming a coach changes the way you internalize the rules and the way you handle this is I think that's what happened.



**Dr. Glenn:** Yeah, I know. It becomes a part of your character and more deeply embedded in your personality, which doesn't mean that you never make a mistake, but your identity changes. You're no longer a person who eats cookies. You're a person who's immovable bull's-eye is a non-cookie eater.

**Yoav:** By the way, one more thing. I'm sorry, Glenn. So, when I explain this system to people when I give the first presentation, I tell them I'm a person who doesn't eat cookies. They first say, "What? What are you talking about?" I say, "I just don't eat cookies." And then after a while, like today, I had this one guy I gave the presentation to, he said, "You know what, I like it that you said I don't eat cookies." That's the difference between Never Binge Again and all the other diets. Like it becomes a part of who you are. That's very smart.

**Dr. Glenn:** Yeah. Remember we say commit with perfection and forgive yourself with dignity. This is really part of the commitment to perfection. It really strengthens it and makes it part of your character. May I move on, Yoav?

**Yoav:** Sure.

**Dr. Glenn:** The next thing that I think is extraordinarily nice about becoming a Never Binge Again coach and helping some people is that you're really giving back to society, and that's part of my mission in doing this. Yoav, you and I could both make a lot more money doing some other things. We both have a lot of marketing experience and we've both run multi-million dollar companies and we've both taken a very serious pay cut to be able to do this because we both believe that overeating is the plague of the 21<sup>st</sup> century and we want to be part of the solution on a very broad scale.



We want to spread the word and make the world a healthier place, and there are four billion obese people in the world. And diabetes and heart disease and cancer are rampant and a lot of it is diet reversible or diet preventable, and it's really a way of giving back. And I want you to think about this in a certain way. Most people figure, well, something is going to get them and they're going to get sick when they get older, etcetera, etcetera, etcetera. But the research suggests that it doesn't have to be until you're fairly old. You could be active until your 90's before you really start to decline.

And what that means is more memories that you create for your kids to hug you and play with you and go walk in nature with you and more time running around with your dogs outside and more time being an active person with your spouse, more intimacy, more sexuality, more memories throughout your life of really enjoying life and being present for it rather than being at war with food. So the level of change that you integrate for someone when you implement this method with them, it's almost unfathomable. You all know what it's like to be in control of your food versus overtaken by the mental obsession and the weight and the necessity of recovering from pig slop. You all know what that's like and how it's almost like not having a life and we give people their life back so you can really give back to society. Yoav?

**Yoav:**

You're absolutely correct. I just have a couple of examples. I have a friend who is not feeling very well. She's sick. And it's a very complicated kind of health condition and she's going to million doctors and therapists and nutritionist and all sorts of people. And because I've been doing this for so long -- and nutrition has a lot to do with the problem she's having, and because I've been doing this for so long, my ability to help her navigate this mess of health professionals is



unparallel. The other day, she met with this doctor who told her complete nonsense. I won't say his name, but it was complete nonsense.

So I told her, "Listen, call him back. Tell him that you want the research he based his claims on." Just ask him to point you to the research. She called him back. He got up straight because he doesn't have the research. Because I know he doesn't have the research. And then he said, "If you don't trust me, then don't work with me." So I told her, "Don't work with him. Go to a doctor." Like, don't listen to me. I'm not a licensed doctor, I'm not a licensed nutritionist, I just have an awful lot of knowledge in this area. But if the doctor can't show you the research he bases his recommendations on, then go to a doctor who can.

**Dr. Glenn:** Yeah.

**Yoav:** And that's before we even started changing her food plan and modifying her eating habits because that would go a very, very long way to making her feel better. And another example I can give you is I sent a friend of mine, he had some medical issues. I sent him to a nutritionist. The nutritionist was a very, very good nutritionist. The only problem with the food plan he gave my friend was that it was very, very, very strict. It was like a million percent change from what he was eating before. And because what we teach coaches to do is to work with the client to modify their behavior, to find rules that the client can live with, I was able to locate the bridge between how my friend eats now and what the nutritionist wants him to eat. So we actually did it in two steps.

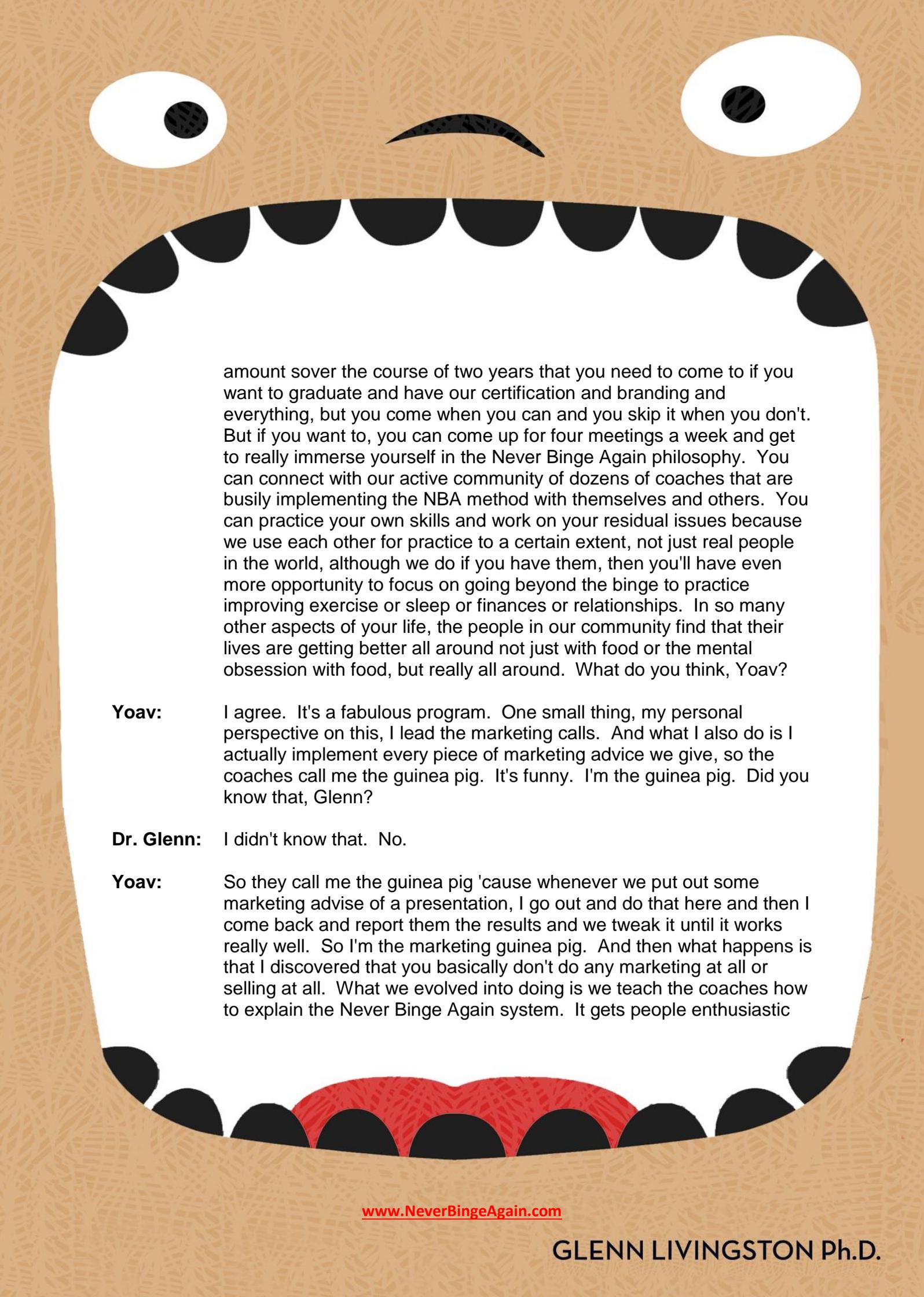


So he told him, "You have to drink water." That's the first thing 'cause he was drinking sugary beverages like orange juice and stuff like that, and he really couldn't. It was killing him. So the nutritionist told him, "Listen, you have to think only water from now on," but my friend doesn't drink water. Like that's not a thing he does. So I told him, "Listen, could we start with water with a bit of juice in it, like flavored water? Could we do that?" And he said, "Yes, I just need a little bit of flavor." So we made a rule around him not drinking juices, but drinking flavored water. And then after a couple of weeks, he said, "You know what, let's go to water. Like, I don't need the sugar." The nutritionist would have failed. He did fail because he gave him something he couldn't do. So you have the tool as a coach to change people's behaviors in a way that can totally help them.

**Dr. Glenn:** Because of our focus on leveraging people's sense of autonomy and independence as they tackle the mountain of advice that they're getting from their doctors and nutritionist, and we can't countermand our doctor's advice in any way. We don't have a license to do that. But we do have a specialty in identifying the reasons why people don't comply and we have a methodology for helping them to do that. And so, nutritionist and doctors and personal trainers and even massage therapist that are trying to get people to be naturopaths, trying to get people to integrate healthier behaviors into their life, you're going to be the person who overcomes all the frustration. Can we move on?

**Yoav:** Sure.

**Dr. Glenn:** Okay. The next benefit I think is that the way that we train, we have a very active community. We have meetings four times a week. You obviously don't have to come to all of them. You don't have to come to any of them if you don't want to. They're all optional. There are certain



amount over the course of two years that you need to come to if you want to graduate and have our certification and branding and everything, but you come when you can and you skip it when you don't. But if you want to, you can come up for four meetings a week and get to really immerse yourself in the Never Binge Again philosophy. You can connect with our active community of dozens of coaches that are busily implementing the NBA method with themselves and others. You can practice your own skills and work on your residual issues because we use each other for practice to a certain extent, not just real people in the world, although we do if you have them, then you'll have even more opportunity to focus on going beyond the binge to practice improving exercise or sleep or finances or relationships. In so many other aspects of your life, the people in our community find that their lives are getting better all around not just with food or the mental obsession with food, but really all around. What do you think, Yoav?

**Yoav:** I agree. It's a fabulous program. One small thing, my personal perspective on this, I lead the marketing calls. And what I also do is I actually implement every piece of marketing advice we give, so the coaches call me the guinea pig. It's funny. I'm the guinea pig. Did you know that, Glenn?

**Dr. Glenn:** I didn't know that. No.

**Yoav:** So they call me the guinea pig 'cause whenever we put out some marketing advice of a presentation, I go out and do that here and then I come back and report them the results and we tweak it until it works really well. So I'm the marketing guinea pig. And then what happens is that I discovered that you basically don't do any marketing at all or selling at all. What we evolved into doing is we teach the coaches how to explain the Never Binge Again system. It gets people enthusiastic



about it. And then the selling part is maybe three percent of the whole process. So to get clients, what you need to do is you need to meet people, talk to people, and explain about the Never Binge Again system to people who want to hear about it. That's it. You don't actually do almost any selling at all.

**Dr. Glenn:** Well, it's such a desperate problem that if you're an example of the results and you're willing to be conversational and public about it, then people are naturally curious because they have to find a solution. A lot of the nutritionists that I've talked to say their biggest marketing problem is that they can't go up to someone and say, "Hey, fatty, you could use my help." Right? That's not how you're supposed to do it. And if you have a way, which Yoav does, of gently inviting the conversation and being a leader by example, then the people who are open to this way of thinking will gravitate towards you.

**Yoav:** Yeah.

**Dr. Glenn:** So with all of this, I think it's probably implicit, but this turns you into the best role model you could be or really helps maximize your potential and helps you to commit to being the healthiest person you can be. So when you're surrounded by other professionals with the level of commitment that we're talking about who want to learn more about diet and exercise and meditation and living healthy and leading by example, you can't help but become a role model that almost effortlessly changes how your family, friends and loved ones are eating and caring for themselves too. Does that make sense, Yoav?

**Yoav:** I don't know who said that originally, but I've heard a lot of people say that you're an average of your five closest friends, and this is just a perfect example of that. So when you surround yourself with people



who are so very focused on being caring and compassionate and healthy and changing other people's lives, you can't help but adopt this into your own life. It's funny we've had a mini competition who's more passionate about Never Binge Again in one of the calls? So I said, "I'm very passionate. I want to help a million people." And the coach too started saying, "But I'm more passionate than you are." So it's almost like a contest of who's more passionate and who's going to help more people. It's a very, very positive environment to be in.

**Dr. Glenn:** It's a good contest to have.

**Yoav:** Yeah.

**Dr. Glenn:** You'll get to work more closely with me and with Yoav too, so you'll have an additional two years of weekly meetings, you can attend the other three weekly meetings with our master coaches, and you're never more than a couple of days away from talking to people who are professionally implementing Never Binge Again. Of course, that means you're among the first to hear new developments and insights as we develop them, and there are some really strong things in the hopper. I'll have to say we're not at liberty to disclose them, but some really strong enhancements in the hopper very soon. Yoav, anything about that?

**Yoav:** No.

**Dr. Glenn:** You'll also save money for your friends, family, colleagues and loved ones. And, Yoav, why don't you explain this 'cause you've brought this up to me?



**Yoav:** Yeah. So, we started talking about this earlier, but when someone wants to lose weight, there's a million ways to do it. And when someone wants to become more healthy, there's a million ways to do it. And just to navigate the sea of advice is frustrating, it's time-consuming, and most of all it's very costly. I had a friend who went to a doctor who charged her 800 bucks for a visit. And at the end of the visit, if you loses 20 pounds and cut sugar from her diet, it's going to solve all of her problems and then he charged her 800 bucks.

**Dr. Glenn:** Wow.

**Yoav:** When we talked about that I thought that, of course, I actually told you that for free. The big thing here is not that you need to lose 20 pounds and cut sugar before we do that, it's is how to lose 20 pounds and to cut sugar from your diet, and that's where you coming. So instead of going again and again to the doctors and say, "Yes, you need to go on a diet," or the dieticians will give you a menu until you eat like this, you can actually help your friend and customers get on their diet and be successful and make it a part of their life. And the most important part of what we are doing is that if you're passionate about turning Never Binge Again into something you can use to help other people, then the coaching program will actually show you how to make some extra income while you do that for the people you love.

Not only will we teach you how to coach, which is what most program do, we also teach you how to make a bit of extra money, we actually teach you how to make a lot of money if you wish to, but if you just want to make a little bit of extra income, that's going to be fairly easy and we'll give you all the tools to do that. I just want to make one little point and that it only takes around eight customer's talks to earn back your tuition even if you charge really, really low rates, so it might take



you half a year, eight months to get your tuition back, but then you get a training that can help you help your friends, family, your community for life. So, I think it's a very smart move to make.

**Dr. Glenn:** Very good. Well, thank you, Yoav, for your time and your energy on this. Hope we see everybody in the program. That's at [BecomeAWeightLossCoach.com](http://BecomeAWeightLossCoach.com). [BecomeAWeightLossCoach.com](http://BecomeAWeightLossCoach.com). You can learn more about that. And we're starting another one soon, so come on in. Thanks.

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