



More Thoughts on Taking Never Binge Again to the Next Level

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Helen:

My initial hesitation was just I wasn't sure if I would be a good fit or if I could even learn the material so that I would be effective. Something of wondering whether I would be able to make the grade, so to speak. 'cause my concern was that I want to be effective. I don't want to simply get a certification or a title. To me, it wouldn't make any sense if I really couldn't help people. I'm still in the process of losing weight, even though a program, of course, before I started helped me to stop bingeing. That's the thing about it.

So I was thinking, well, you know, maybe I need to drop a few more pounds before I actually step into a professional grade level. But then I began talking with some other people who are also considering joining and you know, I realized that necessarily wasn't important. When I finally realized that, that was comforting. I felt the time spent would be worthwhile, so that wasn't a concern. You prioritize those things that are important to you, no matter what they are, and to me, this was important.

www.NeverBingeAgain.com

GLENN LIVINGSTON Ph.D.



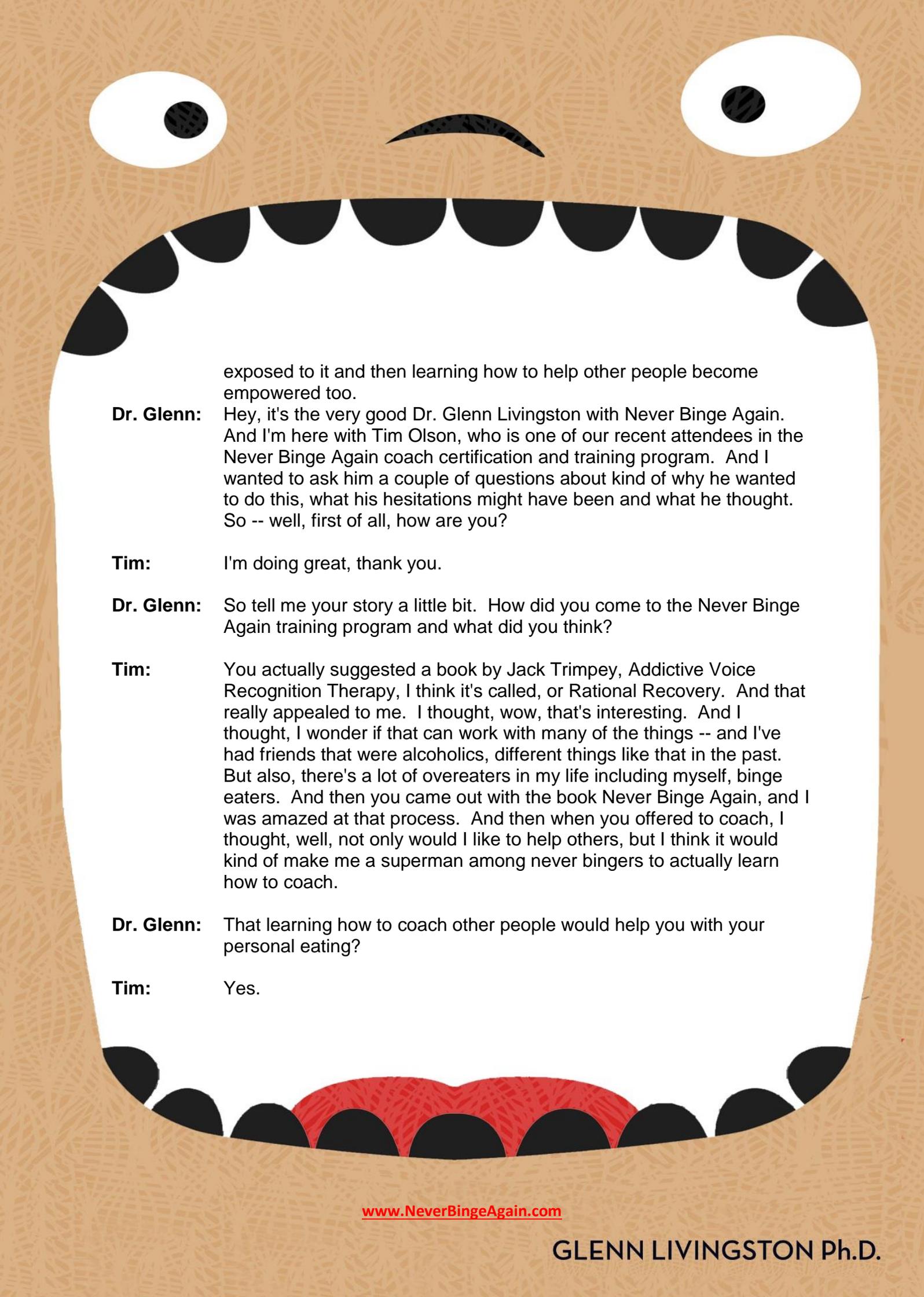
The money part, that wasn't a concern either. Having the payment plan made it manageable for me. [...]

So as I went along each week, it was very encouraging because the other people were also very supportive. We were all walking the same road, found out we all had some of the same fears, same trepidations, and so it really helped to make for a cohesive group and a great group of people to practice with. I found, as I was going along, that the process really became easier to learn and well, they're intuitive, actually.

I feel a lot more confident, that I feel that I have the tools to really begin to help people to deal with their binging and their eating problem. I like the process.

One of the things about this process is that while it addresses the issue of that other entity, if you will, that is so destructive to ourselves, it treats the client gently. I've been through some programs where it just makes you feel awful. You never feel comfort, you never feel at ease. You never feel like you're received. This program gives you the tools that you need, and yet at the same time nurtures you. You're supported while you're going through it.

As a client, actually it's just what I needed, to be able to make that separation and I felt empowered. And for the first time, Glenn, for the first time after all these decades of binging, I finally was able to get it under control. Even if I stumble for a moment, I'm able to get right back up. I can say that because of this process, I can put food in its proper place. After decades of wrestling with it and being overcome by it, I have a new life, so I appreciate as a client and as a coach being



exposed to it and then learning how to help other people become empowered too.

Dr. Glenn: Hey, it's the very good Dr. Glenn Livingston with Never Binge Again. And I'm here with Tim Olson, who is one of our recent attendees in the Never Binge Again coach certification and training program. And I wanted to ask him a couple of questions about kind of why he wanted to do this, what his hesitations might have been and what he thought. So -- well, first of all, how are you?

Tim: I'm doing great, thank you.

Dr. Glenn: So tell me your story a little bit. How did you come to the Never Binge Again training program and what did you think?

Tim: You actually suggested a book by Jack Trimpey, Addictive Voice Recognition Therapy, I think it's called, or Rational Recovery. And that really appealed to me. I thought, wow, that's interesting. And I thought, I wonder if that can work with many of the things -- and I've had friends that were alcoholics, different things like that in the past. But also, there's a lot of overeaters in my life including myself, binge eaters. And then you came out with the book Never Binge Again, and I was amazed at that process. And then when you offered to coach, I thought, well, not only would I like to help others, but I think it would kind of make me a superman among never bingers to actually learn how to coach.

Dr. Glenn: That learning how to coach other people would help you with your personal eating?

Tim: Yes.



Dr. Glenn: Yeah. You know, that's kind of an interesting point because I first was very frightened that working with all these binge eaters was going to reactivate my problem or make it worse, but I actually found the opposite to be true because I was in the position of listening with a level head to their impulses and struggles, and I could more clearly discern the rationalizations and lies that their inner food demon was telling them. And then I found that it made me stronger and stronger. So did you find that to be the case too?

Tim: Yeah, I have found that to be the case. I've even worked with some of your already ready to go master coaches, and it's just amazing to me the life change that has come. I was already kind of on the path, but to get those things worked out more and more, it just gives me such a clear mind. It's unbelievable.

Dr. Glenn: I'm really happy. So a very strong personal benefit for you. Tell me what else you thought about the program. Did you have any hesitation to join? I know it's not cheap and takes a bunch of time and effort. Did you have any hesitation?

Tim: Well, you know, I didn't really have a lot of hesitation because I've known you for a long time as a stand up guy. I mean, the hesitation might have been because of the money, but on the other hand, I've spent a lot more for a lot less. And I think what really convinced me was just all of the done for you stuff, so I mean, it's like all the email the website has done. I've never seen anything quite so comprehensive as all it is. It just seemed like a slam dunk to me and it has been.

Dr. Glenn: Just say a little bit more for people who don't understand what you're necessarily referencing. You're talking about the -- like, marketing and



business materials we give people to get started so they don't have to develop their own website, and what else are you talking about?

Tim: Well, all the support, so it's unbelievable that you can call in. It's two years of support. It's also -- for example, let's say I get a client that I have no idea what to do with, I'm not concerned about that at all because I can call in and talk to one of the master coaches within just a day or two and get that resolved, and if they can't solve it, you know, I know it's going to get pushed up the ladder to someone like yourself that's licensed. So that's one of the things. But as far as the marketing materials go, just the website and of course even the marketing support, yourself and your partner, Yoav, I mean, he's an amazing market as well, knowing that I don't know what to do, I don't know how to get clients. That's never going to be an issue because of you guys background and all the success that you've had in the past.

Dr. Glenn: Okay. So what you're talking about is that unlike a lot of other coach training programs -- the program itself is eight weeks, and that's what the curriculum is and the assignments and you can be certified in eight weeks if you want to. But we offer four separate hours a week on different days of the week and different times of day; what we call office hours. And really, those are group webinars where I'll do one, my partner Yoav will do one, and our four master coaches will rotate through the other two so that four hours a week, you can just jump on the line and talk to us about anything you're struggling with in the program, so if you're having trouble with the assignments or anything like that, you can get supervised right away.

But you can also talk about actual clients you have in the real world, you can talk about a marketing campaign that's working or not working. You can talk about prospects. You can talk about anything you want to



with regards to your coaching practice. And we package that up as two years. You get that for two years after you did a purchase. So while the program itself was only eight weeks, the supervisions are available to you; not required, but available to you for two years after. And that really makes it so that you're not alone when you're going out in the world. And besides providing access to the master coaches and master marketers, it develops a sense of community. It's kind of like going to school with a bunch of cronies, and like the old-fashioned, the way it used to be.

So that's why we package it up like that and that's what Tim is referring to. Was there anything that surprised or delighted you about the program that you weren't expecting? Was there anything that made you unhappy that you think we should change? What do you think?

Tim:

Yeah. I mean, I thought it would be comprehensive. I would go back and look at the modules, and I was surprised at just how deep it goes. So I mean, you think, well, this is talking about how we eat and how we think about eating, but it turns out that there's like, 30, almost 40 different squeals that could come up and you kind of listed them out one by one and then say, "Here's how to handle this one. That was amazing to me.

But also, I honestly bought this because I thought, you know what, this is a master marketer who has a lot of years of experience. I'm going to join this to do it, but I'm also joining it to see kind of how he does it, how it all goes. And what happened was, when I got into the weekly trainings, it was amazing to me that you can quickly see how this can apply to other things, other areas of life. So you would bring on a client and you'll help them with Never Binge Again, but if you like the client and they like you, there's other things you can help them with and they



can be an ongoing relationship. And that's not just financially, but I could see you easily becoming friends with these clients and just really having a vested interest in proving their life on an ongoing basis.

Dr. Glenn: Tim, is there anything I should have asked you about the program that I didn't ask you?

Tim: Not that I can think of right this moment.

Dr. Glenn: What do you think in terms of the value provided as compared to what we charge?

Tim: Yeah, it's way more value. Like I said, I've seen programs that people charge 10,000 or more a year to be in. This feels like one of those programs, and mainly because of the association, rubbing elbows with people that are not only binge eaters like myself, but also coaches that want to help people in a professional level, but also to rub shoulders with someone like yourself that has so much experience at the human brain and also marketing.

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