



## Glenn Livingston, Ph.D. Private Transformation

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**Dr. Glenn:** Hey this is the very good Dr. Glenn Livingston and I am here with Master Sergeant Yoav Ezer, my business partner, my good buddy and my confidant. How are you buddy?

**Yoav:** I am doing okay, Sir.

**Dr. Glenn:** Good.

**Yoav:** Whenever somebody calls me Master Sergeant I will revert to sir.

**Dr. Glenn:** Sir, yes, sir!

**Yoav:** Yes, sir.

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GLENN LIVINGSTON Ph.D.



**Dr. Glenn:** It's funny because I think of you as an equal now, but I know that the history of our relationship I was guru or whatnot. But that was a long time ago

**Yoav:** Sir, yes, sir.

**Dr. Glenn:** We wanted to talk a little bit today about a different kind of program that we offer over and above the intensive group coaching program. And the program itself is pretty straight forward. It's like a rehab alternative where you talk to us every single day six days a week over the course of about two months. There are options to extend that if you really want to. We try to make you independent by then.

So it's kind of like a rehab alternative. We don't really believe in the word rehab, because we don't believe that overeating is a disease. We think that it's a healthy appetite that's corrupted by industry and an exceptionally bad, exceptionally well reinforced habit. Kind of like habitual stupidity with food, right?

**Yoav:** Yes. I think of it more as like habits. Some people have just one, but a lot of the time binge eaters have multiple binge eating habits.

**Dr. Glenn:** But the bottom line is that our intensive program is largely group focused. So there's a tremendous amount of support for not that much money. There's five days a week of live group sessions where you can get support. There's email accountability. There are educational lectures. There's a step-by-step Mastery Challenge.

Maybe the best way to think of that would be we set up a really good gym with a lot of really great classes. And you're going in all the time and you can come and talk to other people there. There's always good trainers available. You can talk to them.



You're sharing with the group and not everybody wants to share with the group. Some people are more private than that. Frankly, some people do better with a one on one trainer. Some people really want to talk to us directly one on one and have that confidential very intense time with both of us. So after a lot of hesitation because we were really trying to make the group program everything, we said, well some people really want to work with us directly like that.

**Yoav:** And we had a lot of people who kept telling us they were lurking on the calls because they couldn't muster the courage to speak. We are very supportive on the calls and the coaches are very supportive. But some people just prefer the private setting.

**Dr. Glenn:** Yes. And so we're making that available now. And I have to say there are a lot of parameters we have to hold to with that. It's nowhere near as affordable as the group program because we don't have everybody else subsidizing our time. My mortgage banker doesn't say, "Glenn, you're a really good guy and you help a lot of people so you don't have to pay your mortgage this month." It's a funny way of saying we have to pay the bills too.

But if you're interested in that we have that available. So I wanted to talk a little bit about why you might be interested in that and what the benefits are separate and apart from the group intensive program. And then Yoav, you can act as an advocate for the audience and vice versa if you have any questions or concerns or anything like that.

We have a few active people in the pilot program and it's working really well. It's working really, really well overall. With maybe a very small exception. From our side, when we get to work this intensively with the same person over and over every day, we see the patterns in their day-to-day pig squeals much, much faster and more vividly than we do seeing them occasionally in the groups and talking to our coaches



about them. Yoav and I are thinking about that person everyday. We talk behind the scenes and try to figure out how we can help through each other and what we did and what we said. You're getting a tremendous amount of brain power and heart power focused on you in particular with the two most experienced people in the company. So there's that.

The other thing is that everybody loves our mantras. "I always use the present moment to be healthy"... "One bite is a tragedy"... "The future is an infinite string of Nows." All of those types of things are very general mantras but what people don't realize is that you can develop individual mantras also.

So when you go through the process of separating, identifying the squeal and then logically refuting the squeals so that what the pig says doesn't have power over you anymore, you can actually come up with a power statement that summarizes those things so you can hold onto them at the moment of impulse.

Working intensively like this, people tend to be bothered by similar squeals over and over again. So we're finding that we develop custom mantras for them to get them through those moments of impulse, them in particular. Do you want to say anything else about that, Yoav?

**Yoav:** About the two last points you mentioned. The first one about the constant daily contact with the client. So right now in the intensive group coaching we have daily contact with the clients through our coaches. That's inner contact. So there's one exchange and we rely heavily on the client thinking through and understanding the question and communicating it well to the coach. Sometimes it takes a bit of time because the client isn't really aware of what's going on to hone in on the problem.



But with real time calls we get dozens of interactions every day. I get to, you get to, we get to ask the client questions every day. We can zoom in on the problem really, really quickly. We do that immediately in the beginning so the initial difficulty the client is having is being solved really fast.

But also as they are going through the process of caging the pig, and then stopping binging and starting to lose weight, all different things come up when you go through the process. And because of those daily calls and because you and me are the most experienced people in the company, things are just accelerated a lot.

It is more expensive, but if you can afford it, it's faster and it's a bit safer. Because we catch things like today, where I had a call with one of the clients. It usually takes us a few days to catch a problem, but she started doing something natural, not wise, and we caught it three hours later because I had a call with her. That might take a few days or a couple of days in the intensive group coaching.

**Dr. Glenn:** Assuming that the person goes back-and-forth and keeps communicating about it.

**Yoav:** Of course that's another benefit, actually. Because when you're in contact with us you might see it as a disadvantage, but there's nowhere to hide.

**Dr. Glenn:** Your pig has nowhere to hide. That's true.

**Yoav:** Your pig has nowhere to hide. So if it's an email, the pig can convince you to avoid writing the email or to just be very superficial in your communication. But when you're talking to us we are gently -- you more than I am, I am a bit less gentle -- but we gently coax the problem out.

**Dr. Glenn:** Like an iron fist in a velvet glove.



**Yoav:** Exactly.

**Dr. Glenn:** Yoav is the iron fist and I am the velvet glove.

**Yoav:** So yes, it's more accurate and it's even more intensive. Because again, the level of interaction is different and we can afford to do that because the program is highly priced.

**Dr. Glenn:** Something people don't think about is, "Oh my gosh I'm hopeless! I have to go to a rehab!" or something like that. The problem with rehabs is that it's an artificial environment. It's a benefit that you're totally out of your natural environment and you can be immersed and focused 100% on your recovery and make that the most important thing in your life. But it's a real drawback also because there's a culture shock when you go back into your real life.

And you haven't really mastered the cues and stimuli and day to day interactions that are causing your problems in the first place. When you work with us intensively like this you're staying in your home environment or your business environment so that you've got a built in level of independence and confidence that's developing in your day-to-day life as it is right now. So it's not as infantilizing as going to live in a rehab for a month or two might be.

I can think of reasons why people might want to do the rehab but I think this is a much better compromise. The other thing is you don't really need a chainsaw to slice a watermelon. Sometimes you just need a really good knife. Sometimes a chainsaw can do a lot more damage than a really good precision knife applied in the right way. So I think of this type of one on one daily contact as a really good knife applied in the right way

**Yoav:** Can I tell you the story of how I stopped smoking?



**Dr. Glenn:** Sure!

**Yoav:** I started smoking very stupidly when I joined the army. So I avoided smoking up until the age of 18. And then I joined the army and there was boot camp and more training and everybody smoked. It was the macho thing to do and I stupidly started smoking. And 15 years, 12 years later, that kind of hit my health really bad and I went to this kind of rehab for a week where I didn't smoke at all. No cigarettes.

It was helpful in one way and problematic in another way. It was helpful because it proved to me that I can stop smoking. Up until that point I didn't think I could stop. So the fact that I completely stopped smoking after that was great. But then what happened is that I was thrust back into life and started getting all the different cues and all the different things to smoke: there was coffee again, there was food again, there were other kinds of activities again...and I started smoking.

**Dr. Glenn:** What other kinds of activities?

**Yoav:** That's not safe for work. Imagine an activity that ends in smoking.

**Dr. Glenn:** Okay, I got you.

**Yoav:** And then I started smoking again. Then I thought that I will never be able to kick the habit because even though I started once, returning to real life made me realize that I haven't dealt with reality. And it took a while for me to stop smoking after that. I did that by exactly what we're going to do with you on this program. I took one habit at a time and I decoupled the smoking habit from the habit. Coffee and cigarettes: I realized I don't have to smoke when I drink coffee.

**Dr. Glenn:** I love it. The rehab environment is very regressive. When I was a kid my parents used to run this group psychotherapy marathons on the weekends. Maybe



one weekend a month. And I would love those group psychotherapy marathons and this really intense contact with people. There would be some crying, some screaming and a lot of cathartic activity. It just felt very human and soulful and connected. And then I would go home to my boring life and get really depressed and I wouldn't know how to handle myself.

When I became a psychologist initially I realized that there was a problem with that. As much as I wanted to run those type of in-depth immersions, I realized other people did much better with the regular support. That's why the intensive is set up like it is, to the extent that we can, to have regular groups in the week. That's why we called this the Private Client Transformation Program. That's why it's set up the way it is.

When you leave us, which the default program is two months and then you stop working with us individually, we have our master coaches give you email accountability for four months so you have intensive contact for six months all together one on one. You can also buy sessions with us at a discount if you really want to thereafter. But our goal is that you don't need that. The goal is that we instill an independent sense of function and confidence and mastery over the pig so that you can conduct yourself on your own from there. Anything else buddy?

**Yoav:** I just want to point out again that if you really require anonymity, if you feel like you can't share your deepest concerns and problems in a group setting, this might be the alternative for you. Because we do try our best to serve everyone in the intensive, but because it's a group type of product, you have to share in front of other people.

**Dr. Glenn:** The intensive groups are recorded and distributed amongst our clients so that recording can live on forever. Most people are careful about what they do share there. Whereas these calls are not recorded so you have total anonymity. Unless of



a court orders us and tells us someone's life is in danger or someone is in danger of eminent harm, that's the only situation in which we would have to reveal anything. And that's never happened to me in the course of working with thousands of people over 30 years. Just kind of a legal thing you have to say.

If you would like to inquire about this, this is not something where you can just go sign up online. It's a very intense commitment. We can only take two or three people new every month or two because we have a very limited amount of time available to work with this.

What you want to do if you think this might apply to you is write to [support@neverbingeagain.com](mailto:support@neverbingeagain.com). Tell them you heard Yoav and I talking about the Private Client Transformation group and tell us why you think this might work for you. Don't be afraid to be detailed. Tell us. I will see this first and foremost after Kim forwards it to me. Tell us why this sounds good to you. Why you think you might be someone who benefits more from this than the general group coaching program.

We'll go back-and-forth a little bit via email and if it makes sense, we'll set up an exploratory call with no obligation. We'll talk for 15 or 20 minutes and just make sure that it's a good fit. To know that we get along and that we are able to be helpful because we don't want to take people that aren't helpful. We'll get you signed up and get you going if that makes sense. I think that's it.

**Yoav:** It is. Thanks buddy.

**Dr. Glenn:** Thank you.

Thanks for your time and attention. If you 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,

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