



Taking Never Binge Again to the Next Level *(Part One)*

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Dr. Glenn; Hey, it's the very good Dr. Glenn Livingston with Never Binge Again. And I'm here with my partner and my friend, Yoav Ezer. How are you, Yoav?

Yoav: I'm doing very well. Thank you, Glenn.

Dr. Glenn; Hey, did we make an official announcement that we made you the CEO of the company.

Yoav: I'm not sure. No.

Dr. Glenn; Yoav is really one of my best friends, long-term business partner, and he used to run a company himself, very successful company, was a sergeant in the Israeli military. He's a very kindhearted person who has embraced Never Binge Again for his own personal weight loss and

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GLENN LIVINGSTON Ph.D.



health, and couldn't have someone better at the helm. So welcome, Yoav.

Yoav: Thank you, buddy.

Dr. Glenn; What we want to talk about today is how people can turn their passion for Never Binge Again and the mindset that it creates into a lucrative, rewarding and fun career. You might not have thought about this before, but you can actually use this method to attract high paying clients by tapping into my credibility and the Never Binge Again brand and help those clients stop overeating and stop obsessing about food so they can achieve all their health and fitness goals. That's what we're going to be talking about today, is the opportunity to become a Never Binge Again certified professional coach. Do you want to add anything to that, Yoav?

Yoav: I think that if you're looking for something to do with your extra time, if you're retired or that you already treat people professionally, or that you just have access to people in any capacity that you see need your help, and that you know that you can help with Never Binge Again. I think this is a very good idea.

Dr. Glenn; It's not something you have to do full-time. It's not something where you have to say, "Well, I'm going to quit my job and I'm going to spend 40 hours a week just coaching people on the Never Binge Again mindset." You take on a couple of clients, you could try it out. There are a lot of ways to go about it.

Yoav: Yeah. And I think that's how we started, Glenn. We started when you first came up with the Never Binge Again and you told me about it and we then said, "Let's turn it into a book so we can help others." We



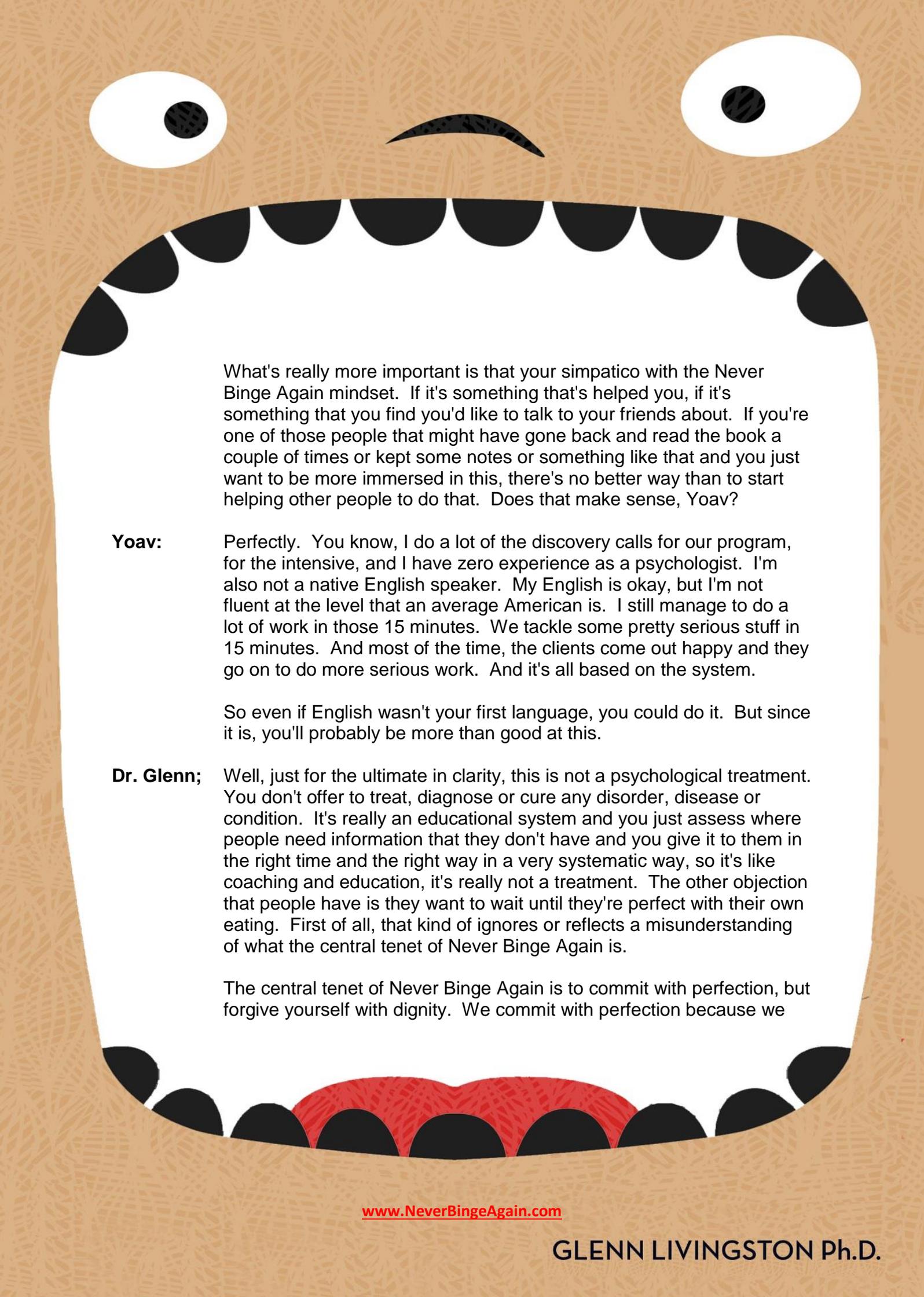
didn't initially think about creating a big business and treating hundreds of customers, and it evolved into that. So our initial motivation is pretty much what we're talking about here today is just starting from a place where you want to help people that you see suffering.

Dr. Glenn; It's so interesting, you know, most businesses I would start because I have a background in marketing and research and I would have spent six months to a year researching and planning and writing a business plan, but this was just something we said, "Let's see if this helps anybody." And then before you know it, it's got almost a half a million downloads and thousands of people saying that it's helping them lose weight, and it's been the number one book or hovered around the number one book for weight loss and eating disorders, and I forgot what other category, on Amazon for a long time.

Yoav: Eating disorders, yeah.

Dr. Glenn; Yeah. Over a thousand reviews, it's crazy. So there are a lot of things when people here this as a possibility that they kind of jump in and say, "Well, no, I don't think I could do this because X, Y or Z." Some people are already therapists or coaches or counselors and it's just a perfect fit. It's really kind of a no-brainer because if you can help them to bring clients into their business, if you can give them something that they can actually help their clients lose weight or stop bingeing very quickly, then it's kind of a no-brainer because their clients are happier, they make more, they get referrals, blah, blah, blah.

You don't really have to have previous experience. You don't have to be a licensed psychologist or social worker or counselor to do this. As a matter of fact, in some ways, there are some things that the mental health professionals have to unlearn in order to make this happen.



What's really more important is that your simpatico with the Never Binge Again mindset. If it's something that's helped you, if it's something that you find you'd like to talk to your friends about. If you're one of those people that might have gone back and read the book a couple of times or kept some notes or something like that and you just want to be more immersed in this, there's no better way than to start helping other people to do that. Does that make sense, Yoav?

Yoav: Perfectly. You know, I do a lot of the discovery calls for our program, for the intensive, and I have zero experience as a psychologist. I'm also not a native English speaker. My English is okay, but I'm not fluent at the level that an average American is. I still manage to do a lot of work in those 15 minutes. We tackle some pretty serious stuff in 15 minutes. And most of the time, the clients come out happy and they go on to do more serious work. And it's all based on the system.

So even if English wasn't your first language, you could do it. But since it is, you'll probably be more than good at this.

Dr. Glenn; Well, just for the ultimate in clarity, this is not a psychological treatment. You don't offer to treat, diagnose or cure any disorder, disease or condition. It's really an educational system and you just assess where people need information that they don't have and you give it to them in the right time and the right way in a very systematic way, so it's like coaching and education, it's really not a treatment. The other objection that people have is they want to wait until they're perfect with their own eating. First of all, that kind of ignores or reflects a misunderstanding of what the central tenet of Never Binge Again is.

The central tenet of Never Binge Again is to commit with perfection, but forgive yourself with dignity. We commit with perfection because we



know that if you're an archer and you're shooting at the bull's-eye, if you allow all of those doubts and distractions to come through your mind, they're going to drain your energy and make it more difficult to hit the bull's-eye. So when you're aiming at the bull's-eye, you actually want to visualize the arrow going into the bull's-eye and feel the arrow going into the bull's-eye with the totality of your being before you let go of the arrow.

When you're climbing a mountain, you visualize yourself on top before you go. You'd do all the packing and planning and everything you need to do to make sure that that's going to happen, but you don't want to be distracted by doubts about maybe you're going to make it and maybe you're not the whole time. If you don't make it, if you miss the bull's-eye, if you don't shoot the rest of the arrows into the audience or up in the air, you analyze what went wrong with dignity. You did not account for air resistance? Did you not pull back on the arrow long long enough? If you were hiking, did you not take enough water, did you not take enough food, did you not study the trail long enough, whatever it is, and then you get up and you aim again.

And because of the way that we're set up as neurological learning machines, as long as you don't quit, as long as you don't let that inner destructive voice inside of you tell you that you're no good, you're pathetic, this is hopeless and you just keep gathering evidence of your success, you'll become more successful, you'll get closer and closer to the bull's-eye. You commit with perfection and forgive yourself with dignity. So that's one way to kind of help overcome the, "Well, I can't help anybody else until I'm perfect" squeal.

The other thing to remember though is that there are various levels of expertise, like the Professional Speaking Organization, they recognize I



think six different levels of expertise. The best way I could explain it is like this, I didn't wait until I was a Ph.D. professor -- I'm not a university professor, but I didn't wait until I had a Ph.D. to start teaching people. When I was in college, I figured out that if I gathered the people who were scared of passing the test, I wasn't a professor, I wasn't even a teaching assistant. I was just another student. But if I gathered all the people who were scared of failing the exam and I could teach them how to pass, I'd wind up getting an A -- 'cause I was just a little ahead of them, I was just enough ahead of them, and I was the guy that was willing to organize the information and present it with passion and take on the challenge of teaching and helping them. And I made a difference to those people, they passed. Most of them got Bs and Cs, and I got an A.

Waiting until you're perfect, it's a mistake. It's a mistake both for your own personal development 'cause you won't have the experience of gathering and organizing and presenting the information which makes your Never Binge Again program even stronger, but it's actually a mistake that prevents other people from learning and improving in the way that they would. The same thing goes for being perfectly thin. It's kind of a weird secret, but one of the coaches that I chose to hire, who gets phenomenal results with the clients, like almost as good as I do, she is not thin. She's thinner than she was. She reversed her diabetes, but she's probably got 60 pounds left to lose. She's a teacher and she's got an interesting background and she's got a whole bunch of good metaphors, and she was good at explaining some Never Binge Again concepts to me in ways that I haven't thought of before. And you will be too. Everybody has got their own unique, creative way of interpreting and understanding and making use of this stuff.



She is fantastic. She didn't have to wait until she was a supermodel, which she'll never be. She just had to be willing to stand up and say, "I'm here to help and I'm committed to the principles, I'm committed to help, I'm going to show up, I'm not going to abandon you, I'm going to keep studying, keep figuring out what's in your way," and she doesn't have to be perfect. And as a result, there are a lot of other people that are eating better in the world and she continues to get better and better and lose more and more weight. So you don't have to be perfect with your own eating. What do you think about that, Mr. Ezer, Sergeant?

Yoav:

I have another point. When we started working on Never Binge Again, my turning point was when I understood that this is going to be a major part of my life, and that I was going to be helping people lose weight and more importantly, stop bingeing and overeating. Losing weight is just a function of that because once you stop bingeing, you can commit to a food plan and then when you follow it, you start losing weight. But when I really internalized that this is going to be my life, the realization that I cannot be very fat daunted me. I can't be very fat, I can't be bingeing because I will be a major partner in this company. And this became part of my big why.

I have all the other reasons why I want to look good and I want to feel good and my health needs to be good and I want to be there for my kids, all the regular reasons. But then I call it the model big why 'cause when you're a professional model, you can't be really, really fat, right? So you have to be thin. It's part of your job. When it became part of my job to eat well and be presentable, it added a very important part to my motivation. Now, if you become a weight loss mindset coach, that's what would happen to you too. It happened to a bunch of our coaches. Just from the last supervision, I think two coaches mentioned that, that being a coach really integrated into their own motivation. And I'm not



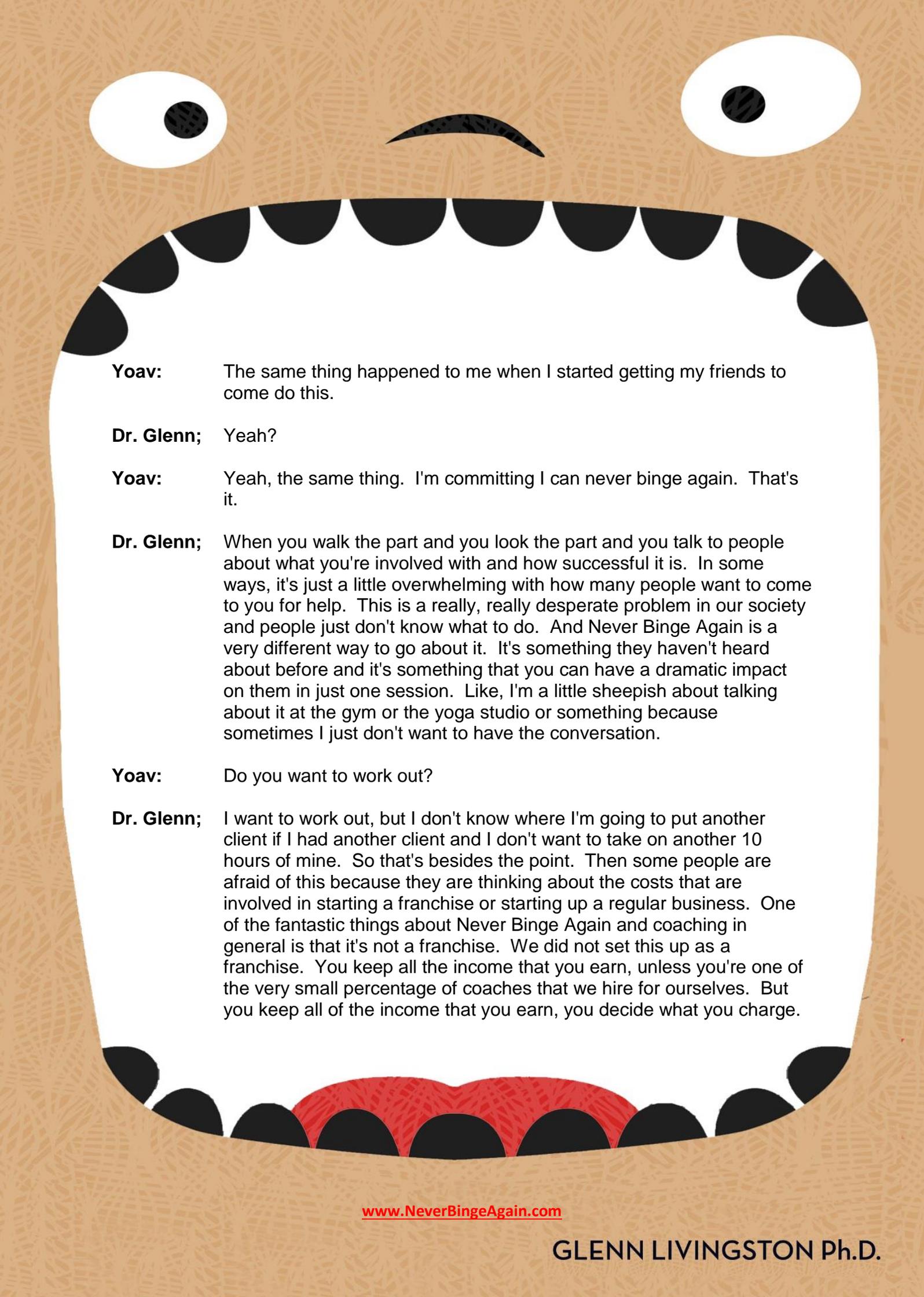
saying you have to become a certified coach to really work the Never Binge Again system. Most of the people don't, but it really helps. It really does.

Dr. Glenn; Because first of all, you wind up eating your own dog food. There are things that you will tell your clients which hadn't occurred to you to apply to yourself yet, 'cause in the process of having the objective perspective of listening to other people and all the irrational reasons that their inner pig gives for breaking their own rules, you will get stronger and stronger as a Never Binge Again person yourself. And then, Yoav, I think what you're saying is that if you define yourself as a coach because you want to be a person of integrity, that shapes your behavior, it shapes your thinking, it keeps moving you in the direction of thinking like a permanently thing person. It's part of the character that you're developing with Never Binge Again.

And I certainly find that to be the case also. I feel like the publishing of the book -- and I thought about this before I pushed the publish button. I didn't think about it so much as I was writing it. And then as I was pushing the button to pay CreateSpace to put this online, I thought to myself, wow, I can't really binge anymore.

Yoav: Yeah.

Dr. Glenn; Not that I didn't make any mistakes after that. It's like I stepped into a different role in the world and I became a different person and I didn't look back. And I knew I wasn't going to be able to look back and my pig was terrified of that and I was really, really, really excited. And I decided to let my pig be terrified and step into that world, I haven't looked back, it's been really happy.



Yoav: The same thing happened to me when I started getting my friends to come do this.

Dr. Glenn; Yeah?

Yoav: Yeah, the same thing. I'm committing I can never binge again. That's it.

Dr. Glenn; When you walk the part and you look the part and you talk to people about what you're involved with and how successful it is. In some ways, it's just a little overwhelming with how many people want to come to you for help. This is a really, really desperate problem in our society and people just don't know what to do. And Never Binge Again is a very different way to go about it. It's something they haven't heard about before and it's something that you can have a dramatic impact on them in just one session. Like, I'm a little sheepish about talking about it at the gym or the yoga studio or something because sometimes I just don't want to have the conversation.

Yoav: Do you want to work out?

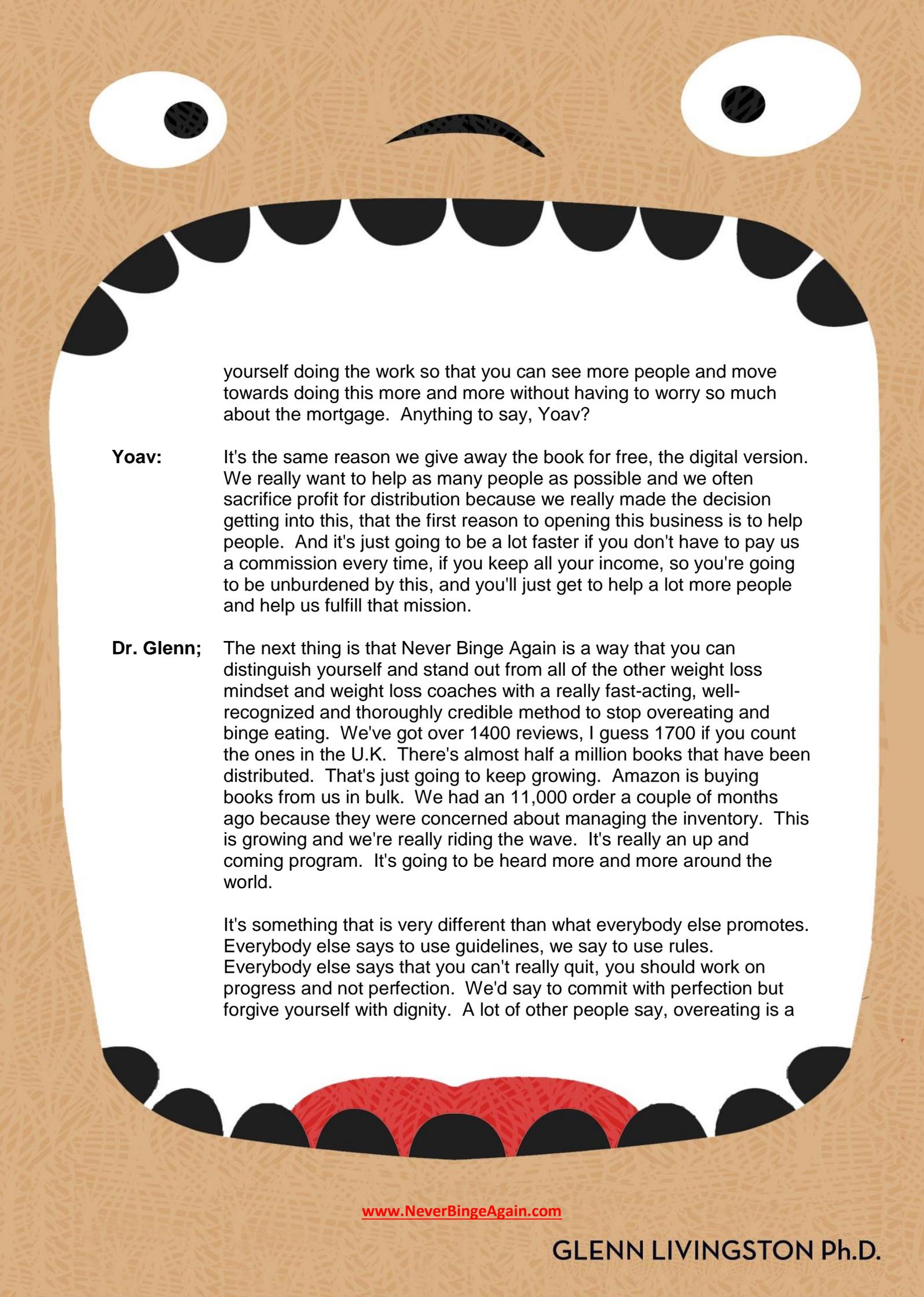
Dr. Glenn; I want to work out, but I don't know where I'm going to put another client if I had another client and I don't want to take on another 10 hours of mine. So that's besides the point. Then some people are afraid of this because they are thinking about the costs that are involved in starting a franchise or starting up a regular business. One of the fantastic things about Never Binge Again and coaching in general is that it's not a franchise. We did not set this up as a franchise. You keep all the income that you earn, unless you're one of the very small percentage of coaches that we hire for ourselves. But you keep all of the income that you earn, you decide what you charge.



This is an educational and supervisory program with a lot of support. We offer two years of sessions. You don't have to come to them, but they're available to you. It takes eight weeks to get certified, but you're not left on your own after that. You can come to any of four supervision sessions per week.

So that's another point, but we're talking about the franchise fees and the start up cost that's really very low. You'll need some place to see clients or you can do it via Skype or telephone, which a lot of people do. You'll need a telephone or you'll need Skype or you'll need a computer or something like that. If you want to work in person, a lot of the professionals typically don't use all of their office time. So chiropractors and massage therapists and other psychotherapists or coaches, they're often renting offices, but there are several days per week or evenings per week that they're not using them, and you can just offer to pay them a portion of the session fee, you pay them per evening and you don't have to take on the whole infrastructure and that whole cost. So it's a very, very low startup cost.

We don't have any ongoing fees because it's not a franchise. It's not a continuity program of any type. You've got your tuition and that's it. There's no cost of maintaining your credentials. There's no cost of maintaining the trademark and license use agreement to use the name. Once you're approved, you're approved, and you're on your own. So we're doing it this way on purpose because we want you to be financially successful. The reason we want you to be financially successful is because we have a mission to help a million binge eaters per year and we don't want to go through all the effort and we don't want you to go through all the effort of getting trained then have an economic burden on your plate. We want you to get out there and actually be doing the work and feeling like you can begin to support



yourself doing the work so that you can see more people and move towards doing this more and more without having to worry so much about the mortgage. Anything to say, Yoav?

Yoav: It's the same reason we give away the book for free, the digital version. We really want to help as many people as possible and we often sacrifice profit for distribution because we really made the decision getting into this, that the first reason to opening this business is to help people. And it's just going to be a lot faster if you don't have to pay us a commission every time, if you keep all your income, so you're going to be unburdened by this, and you'll just get to help a lot more people and help us fulfill that mission.

Dr. Glenn; The next thing is that Never Binge Again is a way that you can distinguish yourself and stand out from all of the other weight loss mindset and weight loss coaches with a really fast-acting, well-recognized and thoroughly credible method to stop overeating and binge eating. We've got over 1400 reviews, I guess 1700 if you count the ones in the U.K. There's almost half a million books that have been distributed. That's just going to keep growing. Amazon is buying books from us in bulk. We had an 11,000 order a couple of months ago because they were concerned about managing the inventory. This is growing and we're really riding the wave. It's really an up and coming program. It's going to be heard more and more around the world.

It's something that is very different than what everybody else promotes. Everybody else says to use guidelines, we say to use rules. Everybody else says that you can't really quit, you should work on progress and not perfection. We'd say to commit with perfection but forgive yourself with dignity. A lot of other people say, overeating is a



disease and it's a result of a complex set of circumstances in your upbringing and you have to figure that all out before you can stop overeating. We say that overeating is the result of a healthy appetite that's corrupted by industry, hijacking your survival drive with hyper-palatable concentrations of starch and salt and fat and sugar and oil and all types of other things to create these food-like substances and advertise them with billions of dollars of well-funded research to create messaging that you can't resist.

And that rather than being ashamed and walking around, telling everyone that you have a disease, that you should be angry. You should be standing up, doing the necessary work to make your food decisions beforehand because that's the solution to make decisions about your trouble spots. But let go of the shame. Turn it into anger, which is a very empowering message. We stand up and say the emperor has no clothes, and it's a tremendous relief to people.

So it's very, very meaningful, very different work. It makes a difference in just one session. It's designed to make a tremendous difference in just one session, and we make a real difference in people's lives. Like even when people don't lose weight, if they can get back into control, if they can stop walking around feeling like there's this mysterious force that causes them to empty all these bags and boxes and containers into their stomach, when they stop looking for love at the bottom of all those bags and boxes and containers and they just stop bingeing and they stop gaining weight, that's a tremendous service for so many people and they feel a sense of hope and enthusiasm and power, and they eventually get around to say, "Well, now that I'm not bingeing, if I get less of this or less of that and more whole natural foods, then I'd start to lose weight," and they can eventually do that.



It's very, very meaningful work. It gives people a sense of presence. When we talk to people about why they want to do this, they invariably say that it has something to do with wanting to connect with others again as opposed to setting it home with those bags and boxes and containers, to feel proud of themselves. For a lot of people, it's life-saving; for a lot of people that are facing diabetes and cancer and cardiovascular disease and crippling, life-disabling, miserable existences particularly as they age, which our population is definitely aging. It's incredibly, incredibly meaningful work that can really turn people's lives around very quickly. Yoav?

Yoav:

So I had a meeting with my doctor last week, and we've been talking about Never Binge Again and he's so excited about it because he says that this is the missing link. Like, he works with a dietician and he's a medical doctor, so he's really -- how should I put it? Full of himself. He thinks very highly of himself. But he really understood what Never Binge Again is, which is the technique that allows people to actually stick to a diet. Because diets are commodities. Diets are everywhere. Everybody that's overweight knows how to diet. Like, they know what they need to eat. They know how many meals they need to eat a day, they know how much of each food they need to eat. They know it by heart, but actually sticking to it, playing the mindset game that allows them to stick to it, that's the big deal. And when you explain that, you stand out immediately. That's one point.

The other point is that while we've got a lot of proof and there's a lot of reviews for the book and a lot of success that you can quote, for the system, it's really not very widespread yet. So we currently have 20 licensed coaches. And if you compare that to the amount of dieticians in the United States, it's like less than 1/10th of 1 percent, maybe even less. So you'll have the whole market open wide in front of you if you



become a licensed Never Binge Again coach, but you need to do it soon because at one point, it might take years, but at one point, it will become a commodity like diets.

We're not licensing anyone. We're just certifying them and it's a certification that allows you to use the copyright and the company name and some of our materials, like we're not licensing you to practice any special profession.

Dr. Glenn; Yeah. Well, the other cool thing about being a coach is you really can work from anywhere and set your own schedule, as long as you've got a quiet space and a computer or a cell phone. You can work from anywhere, you can work with people all over the world, so you don't have to be limited to your local audience. The last thing I want to talk about today is for existing service professionals. So if you're already a coach or a psychologist or a counselor or therapist, personal trainer, nutritionist, if you're working with clients in any way, then this dynamic weight loss technique can be added to your bank of tools to help your clients get faster, deeper and longer lasting results, so they'll stop sabotaging all of your hard work.

When you see how little we charge for as compared to what else you can earn and how you can bring new clients into the business with it, I think you're going to find that it's just a no-brainer. So you can multiply your existing results and profits. That's what I'm trying to say.

Yoav: Glenn, you know an interesting point I learned when we certified the last group of trainees, it doesn't have to be a health professional, a wellness professional. We have an accountant and a bookkeeper, and the bookkeeper, what she says is that she's working with her clients because she's got a lot of clients coming for the door, and she



develops a personal relationship with them, and they see her in how she's doing with food and they talk about food. And then since almost 40 percent of the population is obese and probably obsessed with food in one way or the other, then 40 percent of people coming through the door are potential clients for her and she's working the extreme of clients to get referrals into our Never Binge Again system.

Dr. Glenn; I didn't actually know that. That's pretty interesting. So it's really anywhere you have personal relationships where people give you a little bit of respect and authority and they find out what you're doing and they figure, why not?

Yoav: Yeah. I was surprised as well, but it's very interesting.

Dr. Glenn; That's really interesting. Okay. Well, why don't we stop there? If you would like to find out more about how to build a thriving practice from your interest and experience with the Never Binge Again mindset, then please visit becomeaweightlosscoach.com.

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