



## The Power of the Never Binge Again System

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

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**Dr. Glenn:** Hey, it's the very good Dr. Glenn Livingston with Never Binge Again and I'm here with Yoav Ezer, who is the CEO of Never Binge Again, and also my partner and my friend. Yoav, how are you today?

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

**Dr. Glenn:** Today, we're going to talk about the Never Binge Again system of coaching and why it's so important that it's a system. Essentially, the take away I want you to walk away with is that because it's a system that's proven to get results, that's proven to help people to stop overeating, and maybe even more importantly, stop the mental obsession that people have with food so they can live free of the binge obsession, it's a system that does that. It overcomes a lot of concerns that people have about their previous experience or background about,

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GLENN LIVINGSTON Ph.D.



gee, do I have to look like a supermodel to do this? Is it okay if I make mistakes myself? Results are where the rubber meets the road, and if you have a system that works even when you're not necessarily perfect, then you can be a successful coach. As a matter of fact, working this system continues to make you better and better with overeating. Yoav, do you want to say anything about that?

**Yoav:** I have two things to say about that. One is that, it's like being a sports coach, like a basketball coach or a baseball coach. You don't have to be 6 feet 10 and the best player on the court to coach a team, what you need to do is to be able to get that team to win and that's exactly what we're doing here. We are teaching you how to get others to stop binge eating. Now you said it correctly and it's been our experience with everybody who's gone through this that by teaching others, we actually become a lot better at it yourself. And our coaches report that they are a lot more committed and a lot more forgiving to themselves when it comes to implementing the system and they're doing it a lot better, that's the first thing.

The second thing is, you mentioned not needing to look like a supermodel to be an NBA coach, a Never Binge Again coach. Well, at least a lot of people I talked to have some kind of mistrust to extremely thin-looking people trying to help them lose weight.

**Dr. Glenn:** Like, hey, you, skinny bitch, what do you know?

**Yoav:** Exactly. You've been skinny all your life, you don't know what I've gone through, and at least communicating that you have the same experience and that you come from the same place is really helpful when you're trying to help people overcome binge eating.



**Dr. Glenn:** Yeah. People want to know that you have been and or are one of them and that you've got something to offer. You really don't have to be perfect. Everything people worry about is that, how was anybody going to want to work with me because I don't really have any credibility? Like, I don't have the Ph.D. after my name and I haven't been famous for doing this or anything like that, but the way we've set it up, you can actually leverage my credibility. And the more than a thousand reviews, it's actually it's more than 1,500 reviews now, the client testimonials and millions of dollars of free publicity that I received because what you're selling is a system, you're not really selling yourself, but you're selling yourself as the purveyor of this system.

There are all sorts of testimonies you can see on the site, [BecomeAWeightLossCoach.com](http://BecomeAWeightLossCoach.com) or [Amazon.com](http://Amazon.com) and you will be part of that, so you've got that credibility to leverage. What do you think, Yoav?

**Yoav:** On top of that, once you finish the certification process, you already have coached at least eight different people for the process because that's how we build the certification process, so you are coming out of the training with quite a lot of experience with the coaching. So you'll A, have the experience, B, you'll also have a few testimonials from the people you've coached, and C, you'll have the system and the credibility of the business, of Never Binge Again, and Glenn's credibility that you can harness to sell yourself, so I wouldn't worry at all about that.

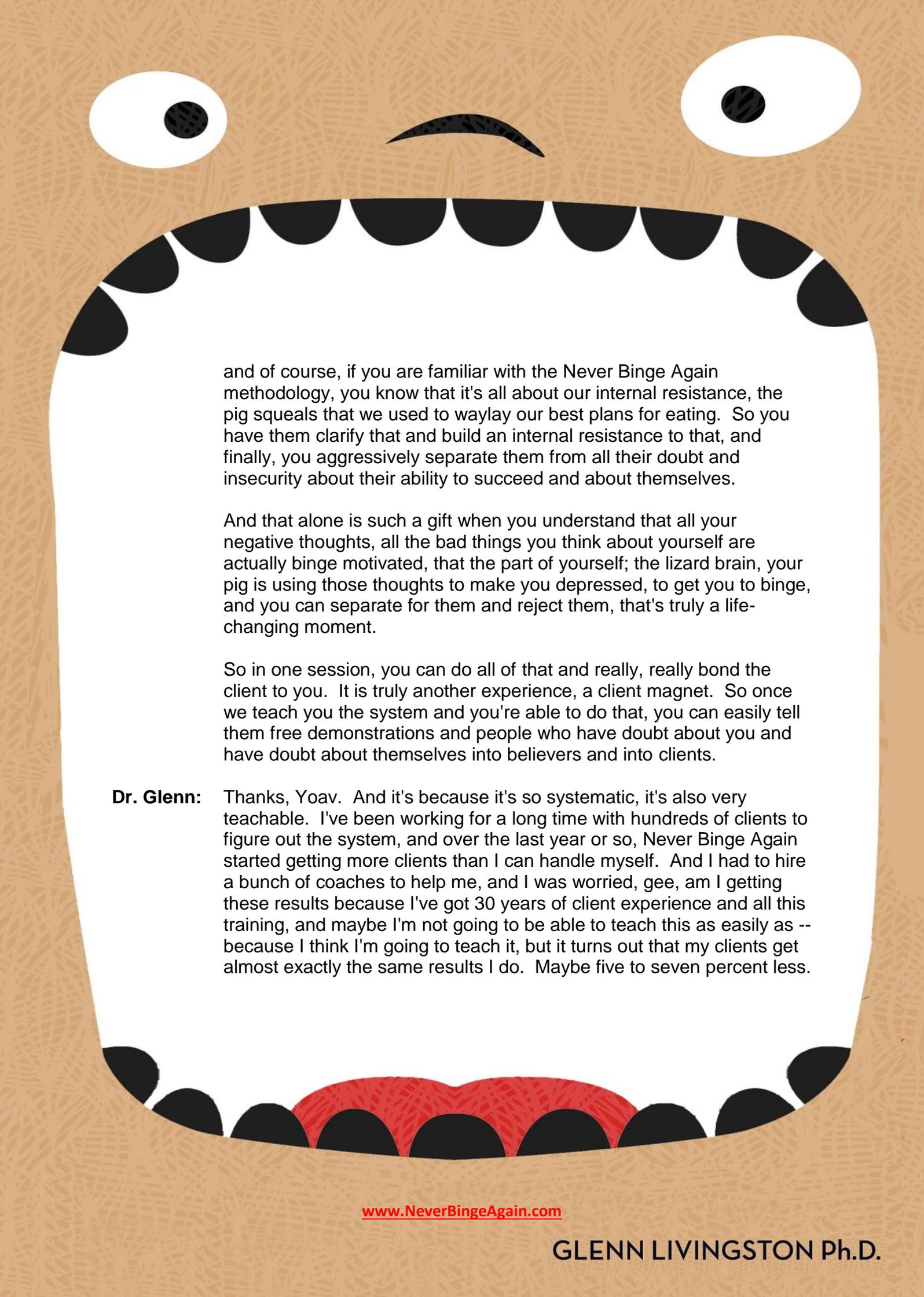
I think that because Never Binge Again can dramatically improve the confidence, hope and enthusiasm of your clients in just one session, you can quickly turn three demonstrations into high-paying clients. Which means that, if you just take someone who's heard of the system



either through a referral or through you giving a speech or a lecture and you give them a free session, that free session is extremely effective and very fast, and very, very different from everything the clients have known before. But before they've known diets where they have to exercise a lot of willpower and a lot of consideration and really focused their entire life on just maintaining the diet and sticking to it, and once they stop doing that, they really have to regain most of the weight back in most of the cases.

With Never Binge Again, you shift their thinking in such a way that they now have control over how they eat and what they eat after just one single session and that really bonds the clients to you. You introduce them to a new way of thinking, you show them a completely different way to control the food impulses in a way they've never considered before, you give them autonomy, you show them that you and the system, of course, 100 percent respect their wishes, their taste, their preferences when it comes to food, you're not forcing them to eat in a specific way, you're not depriving them of the things they love the most, you're giving them a system that works with them and not against them, you're showing them how to tap into their genuine motivational, their deepest emotional level.

So the reasons they are having the test for losing weight, which were very important to them. They felt like they had an important reason to stop overeating, to stop binge eating. What you do if you lift the veil and you show them the exact reason with immense clarity. And when you feel through motivation in that level of clarity, it really, really, really pushes you to implement the system. And, again, with all the things we talked about before and for the couple of things I've mentioned, now, it creates a very strong sense of accomplishment in them. You help them clarify their existence to going forward in exquisite detail,



and of course, if you are familiar with the Never Binge Again methodology, you know that it's all about our internal resistance, the pig squeals that we used to waylay our best plans for eating. So you have them clarify that and build an internal resistance to that, and finally, you aggressively separate them from all their doubt and insecurity about their ability to succeed and about themselves.

And that alone is such a gift when you understand that all your negative thoughts, all the bad things you think about yourself are actually binge motivated, that the part of yourself; the lizard brain, your pig is using those thoughts to make you depressed, to get you to binge, and you can separate for them and reject them, that's truly a life-changing moment.

So in one session, you can do all of that and really, really bond the client to you. It is truly another experience, a client magnet. So once we teach you the system and you're able to do that, you can easily tell them free demonstrations and people who have doubt about you and have doubt about themselves into believers and into clients.

**Dr. Glenn:** Thanks, Yoav. And it's because it's so systematic, it's also very teachable. I've been working for a long time with hundreds of clients to figure out the system, and over the last year or so, Never Binge Again started getting more clients than I can handle myself. And I had to hire a bunch of coaches to help me, and I was worried, gee, am I getting these results because I've got 30 years of client experience and all this training, and maybe I'm not going to be able to teach this as easily as -- because I think I'm going to teach it, but it turns out that my clients get almost exactly the same results I do. Maybe five to seven percent less.



Because it's all logical and systematic and hangs together, it turns out that it's very possible to learn it in a short period of time and start implementing it, which is wonderful because I got the stated mission. We have the stated mission of helping a million people a year to stop bingeing and we can't do that by ourselves, so we are really happy to introduce the Never Binge Again coach training, where we can teach you the entire system. And just in case you're wondering, I am not at all new to training coaches, I built and ran an entire coach training organization with hundreds of coaches to be previously, so I've got quite some experience in parting knowledge and the things that new coaches go through, the things that existing coaches go through.

I've got a lot of experience helping psychologists, and counselors, and people who are already seeing clients to think in different ways and enhance client value and figure out how to charge more and all that kind of thing also, so this kind of all came together as the pinnacle of my personal career, like, really the next thing that I should be doing. I didn't just wake up one day and say, gee, maybe I should train some Never Binge Again coaches.

**Yoav:** So, Glenn, in the next recording, we should talk about, well, you can find thin clients, but for now, how should people find more details about the certification?

**Dr. Glenn:** Well, I think you know that. Why don't you tell them? Why it's always my job to tell them where it is?

**Yoav:** No, I love hearing you say the URL, so ---

**Dr. Glenn:** [BecomeAWeightLossCoach.com](http://BecomeAWeightLossCoach.com). It's at [BecomeAWeightLossCoach.com](http://BecomeAWeightLossCoach.com), that's where you can find out



everything you need to know about the program.  
[BecomeAWeightLossCoach.com](http://BecomeAWeightLossCoach.com).

**Yoav:** Is it [BecomeAWeightLossCoach.com](http://BecomeAWeightLossCoach.com)?

**Dr. Glenn:** Hold on a second, I'll check. Hold on, I'm looking. Yeah, it's [BecomeAWeightLossCoach.com](http://BecomeAWeightLossCoach.com).

**Yoav:** Brilliant.

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