

Glenn Livingston, Ph.D. and Yoav Ezer About Life Mission

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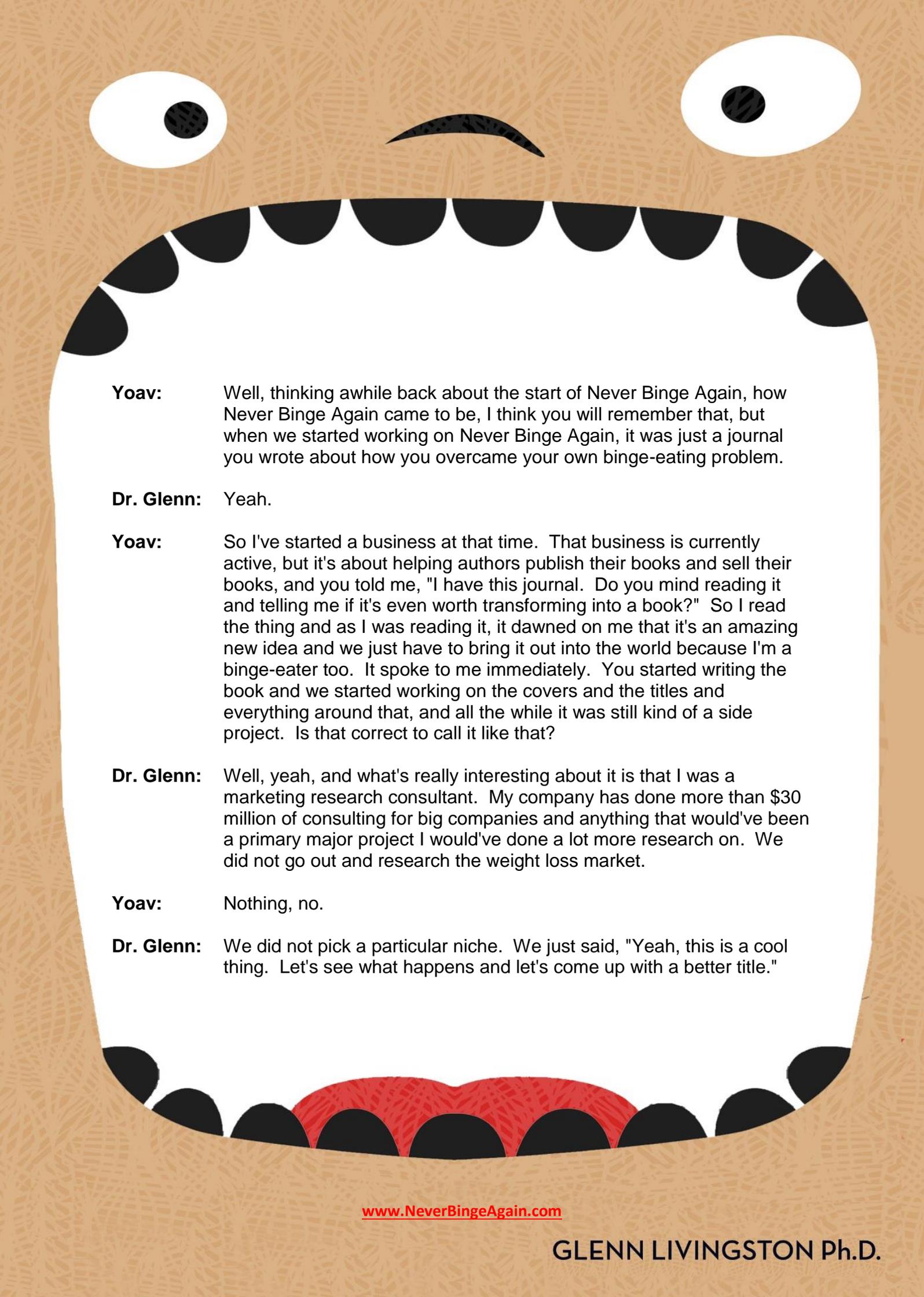
Dr. Glenn: Hey! It's the very good Dr. Glenn Livingston with Never Binge Again and I'm here with my partner and my friend, Yoav Ezer. How are you, Yoav?

Yoav: I'm doing great, Glenn. I'm happy to be here.

Dr. Glenn: Doing great. I'm happy to be here too and you know what? I'm happy to have you here because I would like people to know more about you. You're kind of the behind-the-scenes guy, but they don't know all that much about what you do and how you make things happen here, so it's really nice to have you here.

What we want to talk about today is how Never Binge Again can help you to find your true calling. I know that's kind of a big promise and it sounds a little bit grandiose or crazy, but we believe that Never Binge Again has not only helped us find our true calling, but that it can help you find it as well, help you go beyond fixing your own personal eating to making a real difference in the world.

Yoav, maybe you can say a little more about that and what got you thinking we should do this call.



Yoav: Well, thinking awhile back about the start of Never Binge Again, how Never Binge Again came to be, I think you will remember that, but when we started working on Never Binge Again, it was just a journal you wrote about how you overcame your own binge-eating problem.

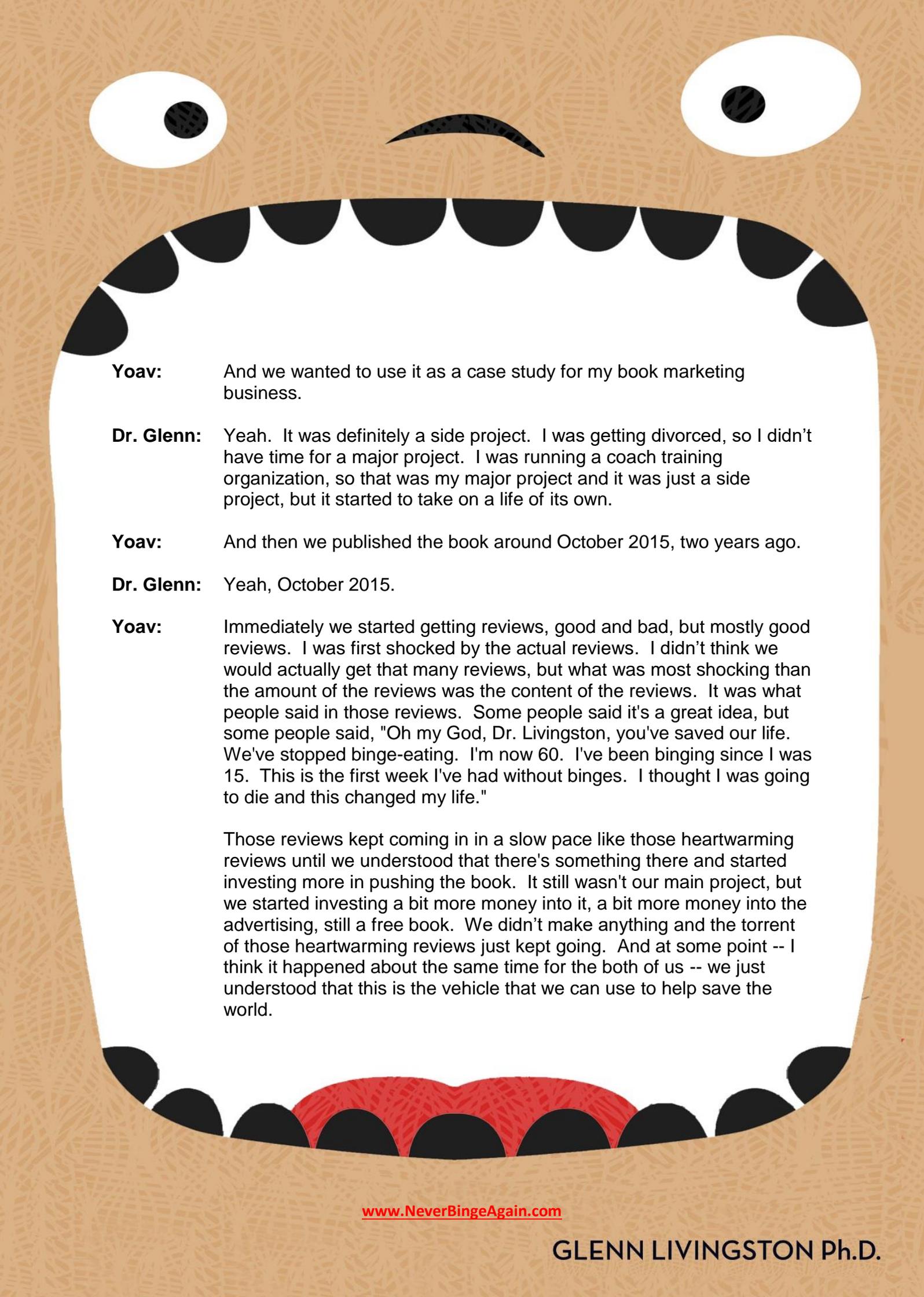
Dr. Glenn: Yeah.

Yoav: So I've started a business at that time. That business is currently active, but it's about helping authors publish their books and sell their books, and you told me, "I have this journal. Do you mind reading it and telling me if it's even worth transforming into a book?" So I read the thing and as I was reading it, it dawned on me that it's an amazing new idea and we just have to bring it out into the world because I'm a binge-eater too. It spoke to me immediately. You started writing the book and we started working on the covers and the titles and everything around that, and all the while it was still kind of a side project. Is that correct to call it like that?

Dr. Glenn: Well, yeah, and what's really interesting about it is that I was a marketing research consultant. My company has done more than \$30 million of consulting for big companies and anything that would've been a primary major project I would've done a lot more research on. We did not go out and research the weight loss market.

Yoav: Nothing, no.

Dr. Glenn: We did not pick a particular niche. We just said, "Yeah, this is a cool thing. Let's see what happens and let's come up with a better title."



Yoav: And we wanted to use it as a case study for my book marketing business.

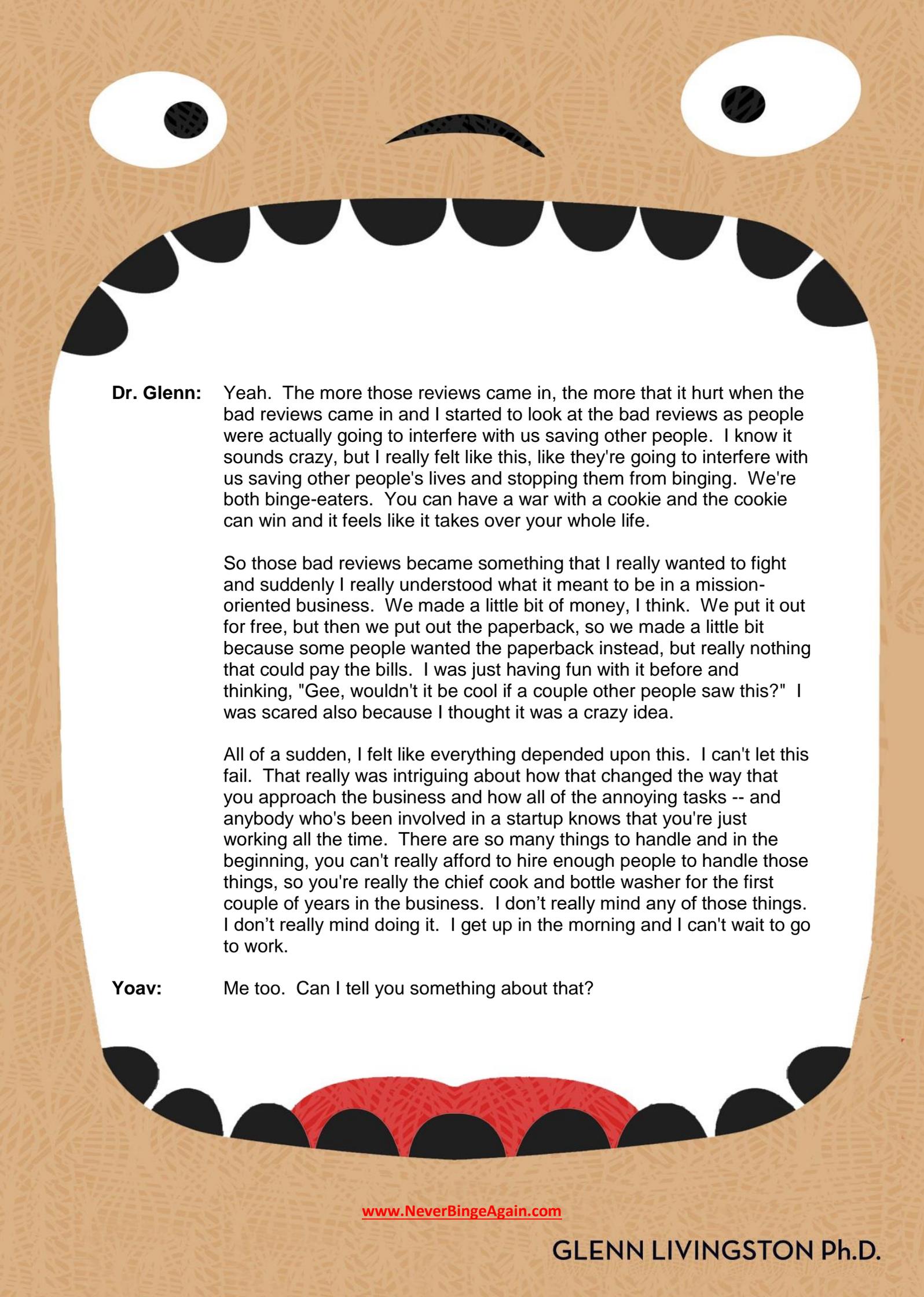
Dr. Glenn: Yeah. It was definitely a side project. I was getting divorced, so I didn't have time for a major project. I was running a coach training organization, so that was my major project and it was just a side project, but it started to take on a life of its own.

Yoav: And then we published the book around October 2015, two years ago.

Dr. Glenn: Yeah, October 2015.

Yoav: Immediately we started getting reviews, good and bad, but mostly good reviews. I was first shocked by the actual reviews. I didn't think we would actually get that many reviews, but what was most shocking than the amount of the reviews was the content of the reviews. It was what people said in those reviews. Some people said it's a great idea, but some people said, "Oh my God, Dr. Livingston, you've saved our life. We've stopped binge-eating. I'm now 60. I've been bingeing since I was 15. This is the first week I've had without binges. I thought I was going to die and this changed my life."

Those reviews kept coming in in a slow pace like those heartwarming reviews until we understood that there's something there and started investing more in pushing the book. It still wasn't our main project, but we started investing a bit more money into it, a bit more money into the advertising, still a free book. We didn't make anything and the torrent of those heartwarming reviews just kept going. And at some point -- I think it happened about the same time for the both of us -- we just understood that this is the vehicle that we can use to help save the world.



Dr. Glenn: Yeah. The more those reviews came in, the more that it hurt when the bad reviews came in and I started to look at the bad reviews as people were actually going to interfere with us saving other people. I know it sounds crazy, but I really felt like this, like they're going to interfere with us saving other people's lives and stopping them from bingeing. We're both binge-eaters. You can have a war with a cookie and the cookie can win and it feels like it takes over your whole life.

So those bad reviews became something that I really wanted to fight and suddenly I really understood what it meant to be in a mission-oriented business. We made a little bit of money, I think. We put it out for free, but then we put out the paperback, so we made a little bit because some people wanted the paperback instead, but really nothing that could pay the bills. I was just having fun with it before and thinking, "Gee, wouldn't it be cool if a couple other people saw this?" I was scared also because I thought it was a crazy idea.

All of a sudden, I felt like everything depended upon this. I can't let this fail. That really was intriguing about how that changed the way that you approach the business and how all of the annoying tasks -- and anybody who's been involved in a startup knows that you're just working all the time. There are so many things to handle and in the beginning, you can't really afford to hire enough people to handle those things, so you're really the chief cook and bottle washer for the first couple of years in the business. I don't really mind any of those things. I don't really mind doing it. I get up in the morning and I can't wait to go to work.

Yoav: Me too. Can I tell you something about that?



Dr. Glenn: Yeah.

Yoav: I'm a pretty hard worker and I work from home. I'm an entrepreneur. I sell stuff over the internet, but I used to have this routine where I would work a few hours and then I would earn the time to do other stuff like stuff I really wanted to do instead of working.

Dr. Glenn: Such as what?

Yoav: I have to admit, I had a very serious YouTube videos or TV shows addiction.

Dr. Glenn: I see.

Yoav: I work a couple of hours and I stop for half an hour, watch something, maybe half an episode or a YouTube video, and then hopefully came back to work, but it wasn't always half an hour. That disappeared.

The purpose I have now and the amount of fulfillment I have from working on the business even when we get tough problems and things are not working and the shopping cart is overexploding, even then I prefer working on the business than watching a video or a TV show. I just lost interest. Sometimes I sit with my wife at night after we're finished working because I don't want to work all the time. She deserves to have time with me. We're watching this thing and I'm not even seeing what's on the screen like it's not interesting anymore.

Dr. Glenn: You can't wait to get back to the mission.

Yoav: I want to get back to work, yeah.



Dr. Glenn: I want to say something about how that integrates with the pig because one of the most interesting squeals and most difficult to understand and hard to beat for some people is when the pig says, "Life is too boring without pig slop," but what people don't understand is that behind the boredom, if you can sit with boredom long enough, you begin to find your purpose. And when you find your purpose, pig slop just pales in comparison. There's no way that pig slop can be as alluring or entertaining or exciting as pursuing your true purpose.

The other thing that I found as I started to spread Never Binge Again was that it became easier and easier to never binge again, so a little bit of recursive logic, but that definitely occurred for me also. I would rather work on promoting the message and spreading the word about Never Binge Again than sitting in a hammock and eating burritos and watching a football game.

Yoav: Agreed.

Dr. Glenn: I'm not a football fan anyway. I don't know why I said that, but you know what I mean.

Yoav: You know, sitting in a hammock and maybe watching the river can be a cool thing. I'd rather go to a networking event and spread the word about Never Binge Again. We've got a great sea here, great beaches, white sand, lots of people, beautiful people going by. I'd rather stay at home and work. I kid you not.

Dr. Glenn: Yeah, I know. I feel the same way.

Yoav: There's one other thing I wanted to discuss and that's the issue of marketing. We're both marketers and it's relatively easy for us to sell,



but I don't enjoy selling in person. I'd much rather sell through sales pages and ads since I'm good at that, I like that, but I found lately -- and that's happened over the last maybe two months. I found that if I go to a networking event and people ask me what I do or if I go give a lecture about Never Binge Again then I don't even think about it as marketing anymore.

The idea of saving people has so taken control over me that when I explain what I do, I feel like I'm saving people at that time, so I'm happy to do marketing. I'm happy to do sales. It's not sales. I'm trying to get people to embrace this idea because I know it can save lives.

Dr. Glenn: Yeah, I totally agree. The other thing that happens is that in business, there are inevitably difficult financial times. People think, "Well, this guy sold \$30 million of stuff. He must have millions of dollars in the bank," but that was over a lot of years and I've been divorced since then and they don't know about the business failures that I had along the way. They don't really understand the financial hit that I'm taking to focus on Never Binge Again instead of continuing to teach marketing and supervise people in business. I could make \$300 a session as a psychoanalyst if I really wanted to. I could've been pursuing that.

Yoav: Easily, yeah.

Dr. Glenn: Yeah. I'm 53 years old. I've been at this for 30 years and I've got all kinds of connections and if that's what I wanted to do, I could do that, but I'm choosing to take a financial hit and there have been some hard months. There've been some months where we can barely take a salary. There've been some months where we had to put money into the business and it doesn't really bother me because I'm looking at the long-term picture and I'm so motivated by purpose that I can push



through those hard parts, and I always wondered when you look at the people who build big businesses like how do they get through that initial stage, and now I really understand when you have that vision and you're willing to do anything because it doesn't even feel like work.

Yoav: I agree. Just to clarify this, there have been a couple of months I think where we both got paid less than the lowest paid employee in the company.

Dr. Glenn: Oh yeah. There were months were I probably worked 250 hours. We got paid like \$3,000, so how much is that per hour for a doctor?

Yoav: I think you're exaggerating. We didn't get paid \$3,000. \$3,000 is a lot. I think we got paid something like five bucks an hour.

Dr. Glenn: Yeah.

Yoav: And just to put that in perspective, we decided to close another business we had together that we got paid \$250 an hour because we wanted to focus on Never Binge Again.

Dr. Glenn: Yes. We're going to be okay financially.

Yoav: Glenn, listen, I just took the family a trip to London, the entire family, and we didn't stay in fleabag hotels. We went to the Harry Potter studios, museums. You saw the pictures from the tea time at the The Orangery, but everything there cost money. We're okay now, but the work for more than a couple of months were "tough" because they weren't really tough. We know where we're going. We know it's going to be a huge business. We know we're going to save a lot of people



and we both know that we're going to work as hard as it takes to get there.

Dr. Glenn: Yup. We're going to cross the Sahara Desert together because we know what's on the other side.

Yoav: Exactly, and what's on the other side is not money. It's saving people's lives. That's what's on the other side.

Dr. Glenn: Yeah, and there's money too, but I would cross it even if there weren't money at this point.

Yoav: Okay. I think that the key to living a purposeful life at least for me as I see it after these two years is to find the career that rewards you financially, but at the same time, allows you to really help people who suffer, to really help saves people's lives. A multimillion dollar business selling software to accountants was nice, I enjoyed it, but it no way comes near to the level of excitement that I have about Never Binge Again. It's unbelievable.

Dr. Glenn: Agreed, absolutely agreed. I've done meaningful things in my life. I've worked with suicidal people in the past. I had a couples and family practice. I've done some meaningful things in my life, but this is quicker. It's more powerful. In a way, it's more structured. It doesn't cost people nearly as much money to make it happen. There's a lot of information where you can save people for free. You can just put out the information and people get it and they apply it even without ever contacting you. So this to me seems like the most meaningful thing that I've ever done.



Yoav: Agreed. So the reason we're having this little conversation is that we found a way for you to join us on our journey and to share the same purpose and the same excitement about your life and about your business as we have and that way is for you to become Never Binge Again coaches.

That means that we will train you on how to become a Never Binge Again coach so you can help other people, first off, stop suffering. Stop living a life where they chase food and food controls their days and they're obsessive about what they're going to eat and they're ashamed and in pain just because of the way they eat. At the same time, when you're saving those people's lives, you can earn a very decent income.

What we have now is a very unique opportunity because if you join the Never Binge Again Coaching Certification then you'll be one of the very first independent Never Binge Again coaches and not only will you be instrumental in helping us ushering this change and solving the bingeing and the obesity problem in the United States and beyond, but you'll also be setting yourself up as one of the leading experts on the topic of Never Binge Again in your country or state which can allow you to create a very successful, profitable business.

Dr. Glenn: I just want to make one or two more points here before we wind down for today.

Yoav: Sure.

Dr. Glenn: So if you listen to the Never Binge Again podcast with all of the demonstration sessions, one of the things that you will hear if you read behind the lines is that there's a structure to what I'm doing. This isn't



clinical psychology. This isn't something that requires nine years of schooling to be able to do. There's a very specific six-step process by which you root out the person's motivation and specific irrational thinking that is supporting the bingeing where you clarify their food plan and you separate them from their destructive thoughts so that they can hear the rationalizations and move forward without listening to them.

It's a very, very structured process. It's very teachable, transferable. I know that for certain because I have now trained three internal Never Binge Again coaches over the course of the last few months who are successfully seeing clients for me. When I opened up the coaching program by the way, within just a few months ahead, more than a hundred clients and there was no way I was going to be able to continue to do this myself and it's not consistent with the mission because our mission is to help at least a million people a year to stop binge-eating, to save them from the clutches of obesity.

It became clear that I had to figure out how to train people and I did systematically. Now it's clear that we're not going to be able to help a million people stop binge-eating all on our own. We really need to train independent coaches and that's one of the several reasons we are launching a training in just a month or two. I'm very excited about the independent coach training program. I will probably seek to hire our internal people from the pool of the best independent people that we've trained. I can't ask you to buy the training for that purpose because that will only ever be a small percentage of the people that we train, but that is where I will look.

You know, Yoav, there are a couple more things I want to say. The worldwide obesity market is gigantic and it's only growing. There are more than 50 million Americans that go on a diet each year, but only



five percent manage to keep their weight off and many are regaining it and winding up heavier than before; 67.9 percent according to the World Health Organization of adults overweight in the US alone, two out of three people. Worldwide obesity has tripled since 1975. There are more than 1.9 billion -- that's billion with a B -- who are overweight and 650 million that are obese.

Diabetes has increased by 80 percent and diabetics live with doubled risk of heart attack and stroke and seriously increased risk of blindness and kidney failure. Cardiovascular disease is responsible for 31 percent of global deaths and 30 to 50 percent of cancers could be prevented with dietary modification. Dietary modification is an important approach to cancer control.

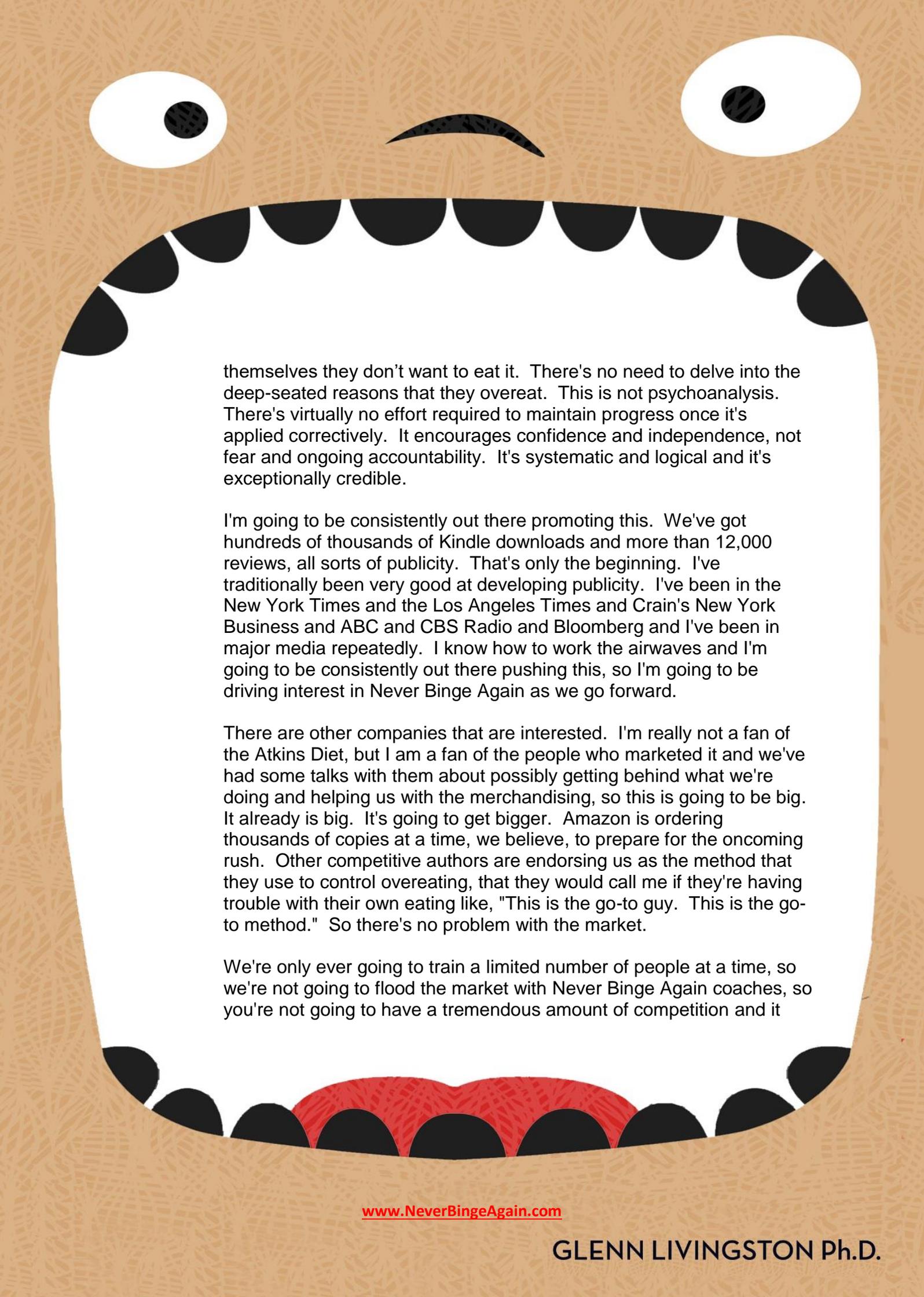
So the market is gigantic. The need is desperate. People can't go on like they are. Their doctors are pushing them and pushing them and pushing them, so there's no shortage of people in the market.

Yoav: And they are unable to help. That's the problem. The doctors are unable to help.

Dr. Glenn: Yeah, because you can specify any diet and tell the client to do it, but if they don't know how to control their own thoughts and stick to the diet then what good is that, right?

Yoav: Right.

Dr. Glenn: Never Binge Again is very different because it often provides tremendous relief and confidence and the ability to stick to our diet in the very first session. The client can eat anything they want to. We don't force them to eliminate any particular food unless they decide for



themselves they don't want to eat it. There's no need to delve into the deep-seated reasons that they overeat. This is not psychoanalysis. There's virtually no effort required to maintain progress once it's applied correctively. It encourages confidence and independence, not fear and ongoing accountability. It's systematic and logical and it's exceptionally credible.

I'm going to be consistently out there promoting this. We've got hundreds of thousands of Kindle downloads and more than 12,000 reviews, all sorts of publicity. That's only the beginning. I've traditionally been very good at developing publicity. I've been in the New York Times and the Los Angeles Times and Crain's New York Business and ABC and CBS Radio and Bloomberg and I've been in major media repeatedly. I know how to work the airwaves and I'm going to be consistently out there pushing this, so I'm going to be driving interest in Never Binge Again as we go forward.

There are other companies that are interested. I'm really not a fan of the Atkins Diet, but I am a fan of the people who marketed it and we've had some talks with them about possibly getting behind what we're doing and helping us with the merchandising, so this is going to be big. It already is big. It's going to get bigger. Amazon is ordering thousands of copies at a time, we believe, to prepare for the oncoming rush. Other competitive authors are endorsing us as the method that they use to control overeating, that they would call me if they're having trouble with their own eating like, "This is the go-to guy. This is the go-to method." So there's no problem with the market.

We're only ever going to train a limited number of people at a time, so we're not going to flood the market with Never Binge Again coaches, so you're not going to have a tremendous amount of competition and it



works. So there is most definitely a market for this. We're going to give you all sorts of tools. We're going to give you ready-made presentations that you can give. We're going to give you networking scripts. We're going to tell you how to connect with other people on Facebook. We're going to create videos for you that you can put on your website so you don't have to explain the concept. Let me explain the concept for you and then drive people directly to you.

So we're going to do as much of the work for you as we possibly can. We really want to help spreading the message. That's why we're doing this. And if we get you guys out there working on this with us then we're only going to be that much bigger and more people are going to get saved, so that's why we're doing this.

Yoav: And it's important for us that you make a very, very good living doing this, so we're going to give you the system to do that as well. It's important.

Dr. Glenn: Yeah.

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