

The Purpose of Diet Doctor (Vail 2016)

Here is the clinic where I worked for nine years.

And I saw patients, one person at a time.

But what if you believe that it's possible that you can help 10 people in that time?

Or maybe 100 people or maybe in the future 1000 people? Who knows?

Can you still do it?

I sort of felt like if I believed in that myself, I had to quit
and focus all my attention on these other things.

So I did a year ago, I quit this job, which I did love,
for something I love even more, which is this American English site.

And of course I also know that one person can't really change much in the world.

It's just too much, you know.

But perhaps you can start an organization that can grow and really make a difference.

So that's what I wanted to do.

And if you want to build an organization, you want to hire people,
pay them fair wages - you need revenue, right?

I don't want to have ads...

I hate ads.

We don't sell any products, actually I don't really like that either.

And the most important thing,
we take no money from the food industry or pharmaceutical industry.

That's like the fastest way to get corrupted.

So what we decided to do is we give away everything people need for free, but then we have like a membership section with extra stuff.

If people are interested or if they just want to support this...

And even that is free for a month... Test it.

So we started that a bit more than one year ago with like interviews, presentations, movies, video courses, stuff like that.

A lot of people said, "This is never going to work,

"because everything has to be free all the time on the Internet.

Nobody's ever going to pay for anything there."

But we tested it anyway - free for one month,

\$9 if you want to stay after that per month.

Like Netflix... I love Netflix.

So what happened?

Actually the people that thought that nobody would ever sign up were wrong, because we hit 14,000 now.

And you can do the math, it's quite a lot of revenue.

So what you do with that?

Well, we use all of it to reach our goal, which is to help people.

So we are now six people working full-time, one working part-time and many, many people, freelancers...

So, Simon is a full-time employee, for example,

Max and Isabella are freelancers,

coming here and recording stuff.

And a cool thing I think is that we are only funded by the people.

So our only interest, our alignment is to help people completely independent, which is important, growing exponentially, more than doubling in size every year.

So it's getting exciting.

Finally, to end this presentation, a short video...

And two of the people in it are actually here today,

Maureen Brunner and Dessie Miller...

This video is why we exist.

I will just kind of start with the beginning.

I've always struggled with weight.

I just need to tell people I have been on a number of diets.

By this time I was on two different diabetic medications.

I used to really feel like the weight was like some kind of moral failing.

It's hard... You know, it's hard because people are saying,

"It's not good for you, you shouldn't do that."

I had tried everything by the book.

Here is another doctor, he's going to tell me

I need to eat 800 calories and exercise an hour a day.

Every diet I've been on, they always tell me, "Lower your fat."

I came across the low-carb high-fat thing.

I tried it for two weeks.

So what happened?

Then the weight started to come down and in a year I lost 64 pounds.

And that is where I lost the most weight without being hungry.

2 ½ years later I went from 374 pounds to 139 pounds.

-No surgery.

-That's incredible!

No surgery-- it is.

It's a miracle.

My blood sugar all of a sudden was just rock-bottom.

Clicking my belt on the airplane...

It's totally different, totally different.

It's fantastic, the energy and then the other thing

which is why I'm so sure I won't be on antidepressants again...

It's the mental clarity I've gained.

I think for me the biggest benefit more than the weight
is the mental clarity, the calmness.

I don't feel so impulsive, I feel like work wise,
I can be more focused on projects, I get through projects better.

It's very hard I think to convince people, until they can prove it to themselves.

I don't think of it as a diet anymore. It's a lifestyle.

People are amazed at what I've done.

So what we want to do is to make these journeys simpler.
To make low-carb simple, to empower people everywhere,
to revolutionize their health.

And you can be a part of that too.

Thank you very much.