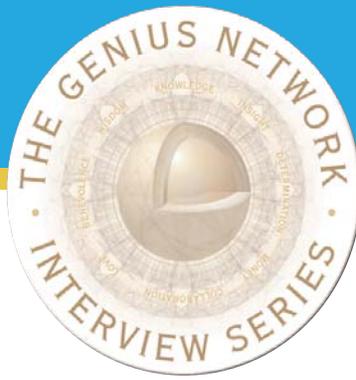


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**Genius Network Interview**

Joe Polish, President of Piranha Marketing, Interviews:

*Bill Phillips*

*Best Selling Author, Fitness and Transformation Expert*

*Transformation*

*The Mindset You Need. The Body You Want. The Life You Deserve.*



Joe Polish

Joe Polish's Tempe, Arizona office – headquarters for Piranha Marketing – is often referred to by marketing insiders as “action central” for much of the entrepreneurial world. Though he made his fortune in an almost invisible niche by telling carpet cleaners how to crush the competition and turn their small local businesses into money-churning machines, he is now among the most well-known, respected, “complete marketing geniuses” in the world.

Consulting clients from many different countries each happily pay up to \$20,000 a day just to hear his advice. His “boot camps” attract convention-sized audiences full of famous entrepreneurs and many of the “superstars” of marketing and advertising.

In a business environment bristling with false prophets and bad advice, Joe's unique mix of real-world experience and stunning financial success has earned him a spot among the most trusted experts alive. His one-of-a-kind recorded interview series, “The Genius Network” is a “Who's Who” of super-savvy marketing and advertising brilliance.

No one refuses an interview with Joe. He has the gift of gab and the insight of a business veteran who's earned his success. The “best in the biz” seek him out. He knows the good, the bad, and the ugly of what's working – and what's not working – on the Web, in infomercials, in direct response ads and direct mail, in niche marketing, in personal coaching and in every critical area of the entrepreneurial landscape.

The business world is moving faster than ever before. Staying close to the action means paying attention to Joe Polish and Piranha Marketing.



**Joe:** Hello, this is Joe Polish, president of Piranha Marketing and founder of the Genius Network Interview Series. You're about to hear one of my Genius Network interviews. I just want to thank you for taking the time to listen to this and I hope you find it very useful.

If you want to find out more information about some of the interviews and resources that can help you in your business, you can go to [www.JoePolish.com](http://www.JoePolish.com) and we have a Joe Polish Recommends section, with all kinds of resources and vendors and services and products that we recommend that could help you in your business. Also, for more useful interviews and a whole list of other people that I've interviewed, you can go to [www.GeniusNetwork.com](http://www.GeniusNetwork.com).

Thanks, and enjoy the interview.

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**Joe:** Hello, this is Joe Polish. Welcome to the Genius Network. Today, I've got a good friend of mine and a guy that's changed the lives of millions of people. His name is Bill Phillips. We're talking over the phone. How are you doing, Bill?

**Bill:** I'm doing great, Joe. Thanks for inviting me on your program.

**Joe:** Awesome. Thank you. This will be, I think, the third interview that we've done. This is about your brand new book, *Transformation*. In case someone does not know who Bill Phillips is, let me just read from your book who is Bill Phillips.

Okay. Bill Phillips has led more than a million people to improve their health with his #1 New York Times bestseller, *Body For Life*. Now, Bill is poised to transform the nation from worst to first within 10 years.

An optimist who puts action to his intentions, Bill has helped people transform for over 20 years. Bill has shared his motivating advice on the NBC Today Show, the CBS Early Show, Montel Williams, Fox



News, and CNN. His insights have appeared in *USA Today*, *Modern Maturity*, *Women's World*, and *The Los Angeles Times*, among other publications.

Aside from writing and public appearances, Bill has worked with the US Department of Health and Human Services to develop programs targeted at improving the well-being of children. Public-oriented work such as this has led to accolades as one of America's most generous business leaders.

Bill Phillips was also named an Outstanding Young American by the US Junior Chamber of Commerce, thanks to his personal commitment to practice generosity and compassion.

Bill has received the highest award from his favorite charity, *The Make-A-Wish Foundation*.

He's a self-described teacher, student, servant, and part-time comedian. Bill encourages, enlightens and endears his many readers and community followers at [Transformation.com](http://Transformation.com).

So Bill, man, we've known each other for about 15 years. You've done a tremendous amount of stuff. What else did I leave out that people should know about you, before I start hitting you?

**Bill:** All the bad stuff.

**Joe:** Oh, believe me, I'll leave that out.

**Bill:** It's flattering. Thanks for sharing that. But really, I got my start back with the health food company that I was marketing, called Metrex, back in the 90's. I think you came around when I had this magazine, *Muscle Media*, about the mid-90'. You were interested in fitness and working out, and you always have been, staying healthy and strong.

But we got together, I think, in the mid-90's, and you helped me with some things at EAS and you helped me do some fundraising for the *Make-A-Wish Foundation* way back then, and we've continued to do that ever since.



It is  
amazing,  
as is all  
of your  
writing,  
because  
you're such  
a great  
communicator.

**Joe:** Yeah, absolutely. It's been amazing to see how many people have been engaged into your physique *Transformation* contest. You definitely would be an industry transformer, because you completely transformed the entire health industry, starting with bodybuilding, then you went to mainstream America and millions of people have read your materials, your magazines, the book *Body For Life*.

Now, having transformed a whole industry, your latest book is called *Transformation*, and that's what I want to talk to you about today. Your newest book is awesome. You sent me a copy. I've read it. It is amazing, as is all of your writing, because you're such a great communicator. I want to talk about it, so that all the people listening, we can really help them do good things in their life.

You've also invited a very special guest who's on the line with us, which we'll talk to in a little bit. His name is Marty Goldman. You there, Marty?

**Marty:** I sure am, and honored to be here, too.

**Joe:** Yeah, it's great to have you here.

**Bill:** Marty's got an interesting story, because he came from your group. We talked to him a couple of years ago, and we reached him with our message, and he's going to kind of share how his life has gone since he was introduced to Bill Phillips at a Joe Polish event.

**Joe:** Yes, exactly, which is awesome.

**Marty:** You're changing lives.

**Joe:** Hey, I do my best. I do my best.

**Marty:** No, you are. You're helping a lot of people with your stuff.



We've gone  
beyond  
building  
the body,  
to building  
lives.

**Joe:** Thank you. So, let me first ask you about the new mission you're on. What is *Transformation* and what's this new book all about?

**Bill:** Well, *Transformation* is an evolution of where I was in the 90's, with building better bodies and getting the mind focused and energized.

But now, really, we've gone beyond building the body, to building lives and how you can have a beautiful, healthy, exciting, inspiring, meaningful life. There's a fitness component. There's health. We sometimes need to get our body back in condition to enjoy a really healthy, happy life.

But we've got to know how to focus our mind, and we've got to know how to get healthy in our emotional well-being, and then how to have a spiritual purpose in your life.

My context in the book, "spiritual" means the non-individual aspect of a human being. That's that part that wants to be compassionate. That spiritual nature in a human being wants to make a difference in the lives of others and the Make-A-Wish children and people out there all over America, that are suffering from depression, from overweight, from addiction.

So, this book really looks at the whole person, transforming the whole person to become healthier, happier, lighter, more energized and aware. When you make that kind of change, you're talking about a completely new way of living.

My belief is that we need that change more than ever. We look out there in America today, and there are so many people suffering so unnecessarily from these diseases. People are dying so early from heart attacks and neurovascular disease and stroke.

Again, the amount of people that are just not feeling good in this country is over 100-million, I'll tell you that.

**Joe:** You point out very effectively in *Transformation*, in the book, about the conditions that currently exist in the country, how they actually have



We just don't ever get the chance to learn how to take care of ourselves.

gotten so much worse, especially for children. Just like you teach in the book, on how to eat very nutrient-dense, I would consider this book very nutrient-dense because it's not a long book, but it's so well put-together. It's such a great plan and path.

I wanted to ask you, because of current access to food and knowledge, you'd think that we have the best resources available, especially in a wonderful country like America. Why are so many people hard on themselves and their bodies? Why do they just beat their physical bodies up?

**Bill:** That's a great point, because we really do have a complex relationship with our bodies, and even with our emotional nature. In this country, Joe, we just don't ever get the chance to learn how to take care of ourselves. You really see this in the millions out there, children, teenagers, young adults, senior citizens. We go through life without ever really getting an owner's manual for all of what we are; an owner's manual for how to have healthy emotional conditions. How to be spiritually-connected and active; how to have a good, solid productive, clear, powerful mindset; and how to get the body in shape and how to keep it in shape.

We go through life without really any information on this stuff. So, we end up kind of out of alignment, where our mind is going one way, our emotions are sometimes suffering, our physical health and our body is what really show the accumulation of this stuff.

So, I've learned, and I think anybody would who looked into this wholeheartedly for a period of 20 years, that when you see somebody out of shape and when you see somebody not feeling good physically, there's a lot of information there. We go inside, and we really get to know the person, we find that there's a lot of inner weight. The mind, the emotions, and a lot of stuff weighing on people in this country. Like you said, then they get hard on themselves and it gets worse. We learn not to be compassionate with ourselves. We learn not to be kind, forgiving and accepting.

We go through all of that in the *Transformation* book, so we can



There's  
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do it!"

really get not just a healthier body, Joe, but healthy on the inside.

**Joe:** Awesome. Awesome. Let me mention right upfront, I'm going to recommend that people pick up a copy of *Transformation*, and to share it with friends and family. I think it's one of these books that you can utilize for years, the wisdom, the advice. It's not timely, it's timeless. It's just really great, sound strategy. So, I'm going to recommend that.

I'm also going to recommend that people go to [Transformation.com](http://Transformation.com), because you've built an entire community around this. You explain that the book is really not just a book, it's part of many things that you're currently doing right now, to help people get into a much better place. That leads to my next question, which is how do you drag yourself out of a state of hopeless despair? I know a lot of people never get into exercise and eating right because they're in a state of hopelessness. Until they can see some light, they don't really change.

**Bill:** Right. I think the first thing that has to happen is that we need to become aware that there is a better way to live. A lot of times, we're surrounded by other people who aren't healthy, aren't happy, or aren't succeeding. So, our perspective isn't really such that we would say, "Hey, you know what? I want to be like Joe. I want to be like Sam or Steve. They're healthy. They've got successful businesses. They seem excited about life. I want to be like them."

Until we really have somebody around us who's making an inspiring change or living an example of a life that we would like to experience, we really kind of slumber through it. We stay asleep.

That's one of the things I share with people at [Transformation.com](http://Transformation.com) is we've got all these success story videos of real people, from all walks of life, that are experiencing the *Transformation*, mind, body and soul. Sometimes, I think that's the spark, Joe, seeing somebody else who succeeded.

It kind of sounds cliché, but it's totally true. There's that voice that goes off inside and it says, "You know what? I can do it too. That



I'd say  
through  
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or  
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yourself  
here.

person's just like me." Or "Hey, I believe this person did it. I can do it, too."

So, I think that's one of the things. What's great about this process is that people all over the country are starting to make these changes. We've had this going for about 20 years now, and we've had hundreds and hundreds of people go through the process very successfully, and they are feeling better, and they're inspiring people around them.

So, I think that one of the first things that happens, that gets people into this process, is they're inspired by somebody else. The second most common way I've seen people come into it is through desperation.

So, I'd say through inspiration or desperation, you'll find yourself here. Sometimes, when things get so bad, people are hurting so much or maybe you've had a health scare like a heart attack or the depression and addiction have reached a point where they have to make a change or die, then they sometimes find themselves here, to the *Transformation* book or the [Transformation.com](http://Transformation.com) by a recommendation from even a physician who recommends people to our exercise and nutrition guidelines, and brings people to the community.

So, by inspiration or desperation, you can find yourself here.

**Joe:** Exactly. I think this would be a good time to actually introduce Marty and have you share a little bit of your story, Marty, because you actually came into meeting Bill at a time in your life when you were – by anyone looking at it comparison – in a pretty bad state. You had lost a son. Do you mind sharing who you are, kind of how you came into Bill's world, and what going through *Transformation* and following Bill's plan and path, where it's taken you? Now, your life is inspiring thousands and soon to be millions of other people.

**Marty:** That's true. I've never felt better in my life. I can't even go back to my childhood and say that I have felt this good.

I think I was just really blessed, because I connected to your Super-Conference in October of '07. At that time, you also offered everybody



He  
congratulated  
me before  
I even  
caught  
the ball!

who was there, you talked about a *Transformation* that was coming along and then you sent an email out sometime in January of '08, that you were having a *Transformation* challenge.

But what happened on January 1<sup>st</sup>, I lost my son. He was a casualty of the Iraqi war. I was at the most desperate time of my life, and bingo, Bill Phillips again walks into my life. He starts a *Transformation* challenge, and I needed to do this *Transformation*. I just had to. I was numb, I was depressed. I was a little bit those things even before my son died. I had a lot of different issues going in my life. You don't become 270 pounds just out of nowhere. Life had already taken a toll on me, and then on top of it you combine losing a son.

You just came into my life at the most perfect time. You basically came into my life to help me. You heard about the loss of my son and you just showed up in my life and I took it from there. My life and the support I received from the community, the support that I received from you, and the support that I received from Stony.

One of the things you said, "How do you do this?" I remember something my father did when I was a kid. I played a lot of baseball and I was a shortstop. I was great at the ground balls, but I could never catch a fly ball. A fly ball would come, it gave me plenty of time to start thinking and lacking confidence in myself.

So, every time a baseball would hit, my dad, I heard him in the stands, he was always at my games, he would say, "Nice catch, Mart!" before I even caught it. I started to believe it. He congratulated me before I even caught the ball.

So, here you come into *Transformation* and you've got these people, when you start doing things and they start saying, "Way to go, Marty!" they start believing in you even before you can believe in yourself, and it carries you through, and all of a sudden you start getting results and the results start leading into more results. All of sudden, you nail it.

**Joe:** That's awesome. That's awesome. Let's talk about the actual results that



I pretty much gave up on taking care of myself, because I didn't think I could be successful in it.

you got in terms of where you were at physically, because I think a lot of people – and Bill, of course, can attest to this – a lot of times they come in because they just want to look better. What they realize through the process is this doesn't just change you physically, this changes you on all levels. I know that's what your new world has transformed into, Bill, since *Body For Life* days.

So Marty, let's talk about where you were at physically, and then maybe you can share what has happened mentally, spiritually on all levels in your life.

**Marty:** Physically, I'm 6'1" and I weighed in at the beginning of the *Transformation* Challenge, which was January of '08, I weighed in at 263 pounds. And 18 weeks later, by following the program, I followed it pretty good, pretty intently, lots of support, I ended up weighing in at 192 pounds. I lost 71 pounds in 18 weeks.

What's amazing about it, 2.5 years later I weigh about 193. But I'm stronger and I weigh 193.

**Joe:** Have you ever tried other diets and other ways to get in shape prior to this?

**Marty:** You know what? I have done the Atkins, I have done this, I have lost weight, dropped it, couldn't be able to do it. Next thing you know, 2 months later after I do something, I'm right back plus where I was before.

I even said, "I quit! I quit!" I'm not going to even bother anymore, because I got wise in my life.

One thing that I learned is that I stopped doing things that I thought I could fail in. So, I pretty much gave up on taking care of myself, because I didn't think I could be successful in it. So, I wouldn't even start a new program anymore.

**Bill:** A lot of people get to that point, Marty and Joe. Joe, as you know, the same thing we learn in business and teaching business and how to be successful and independent, and run a productive company, is that



For me,  
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matter of  
integrity.

eventually we get so much of the wrong information and the wrong guidance, and we give it our best effort, and when it doesn't work you just throw up your hands and say, "Well, it's not meant to be for me."

A lot of people are in that position today. That's why I think sharing the examples of people who really have had an honest and authentic experience with it makes a big difference.

**Joe:** One of the things that Gary Halbert used to say years ago was, "The most expensive information in the world is bad information." I've always loved that. Even if the information out there is free, if it's bad information it could take you down the worst path.

Unfortunately, when it comes to health and fitness and business advice and exercise and nutrition, there's so much bad information out there. I know that one of your goals has always been to decipher it and go through it all, and really present it at not only the information stage, but now you have the whole community.

I want to ask you, based on what you said, Marty, that you had tried numerous different things, and Bill, you've had had so many people come into your world that have tried and failed over and over again and were hopeless, and you turned them around.

So, what's the difference about what *Transformation* is compared to all the other stuff that's out there?

**Bill:** Let's let Marty answer that, because he was sharing with Atkins and many other weight loss approaches that just didn't work. What was different this time, Marty?

**Marty:** Man, I was hoping you would ask me. One of the biggest things, for me, is the accountability that you have. For me, it's also a matter of integrity. Because I have done something, Bill has been so gracious in sharing my story and setting up this wonderful community, and putting me out there, in the community. Inside myself, I feel an obligation. When I say an obligation, I don't look at it as a burden. I think obligations and burdens



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are completely different things.

I feel that I owe it to the people who have supported me, the people that have loved me, and the people that have saved me, to give back.

So, I have all this community all around me that shows up. I keep myself present in it. They send me emails. They send me messages. I get text messages. They congratulate me. They love me. I feel that I have an obligation to give it back to them. By staying present in this community, I keep myself going, because I personally refuse to be a hypocrite.

I'm not saying that works for everybody else. But by putting myself out there and holding myself accountable, by keeping myself present in the community, it keeps me accountable. The support when I was feeling down, and the "atta boy's" and the cheers, you get a lot of love, Joe. If you really care, you can't fail. You just can't. You'll be lifted up.

**Joe:** Bill's always been really good about getting lots of people that are all very like-minded, that have the goals of doing better, even if they're operating out of inspiration or desperation. He basically shows them a place to go and gives them a real legitimate, doable way that anyone that really follows it can get those results. You put it together in such a way to where it's just so well-supported. How the heck do you do that, Bill?

**Bill:** You said a key word just a minute ago. You said, "They're supported." The people that are going to do this program are supported.

We have seen, over the years, that people who have accountability and support do twice as well. In a Harvard study recently, that was published in February of 2009, it looked at 4 different types of eating plans and it looked at 800 people. It said, "Well, I wonder which one of these diets or eating programs helps people lose the weight in the best way?"

So, they studied these people for 2 years. These are really great researchers. It was a Harvard study, and it was published in *The New England Journal of Medicine*, as I said. It revealed that whether people



Now that we have the internet technology, we can bridge people all across the world.

followed a higher carbohydrate/lower protein diet or a higher protein/lower carbohydrate diet, and all the different variations of these macronutrients, as long as they reduced calories, they all lost some weight.

Then in the back of the study, it wasn't really a marquee finding for the researchers because they were looking for something else, but I noticed on the second-to-last page of the study that the people who attended support group meetings lost 225% more fat, more unhealthy weight than the people who basically tried to go it alone.

That is exactly what the *Transformation* community and any other successful support group does for people. It doubles the results you get from trying to do the program or the steps by yourself. There's a lot of reasons for that, one of which Marty talked about, which is accountability.

Joe, when you've got friendly accountability, "Hey, did you get your workout in today? How are you doing with your nutrition? Or have you had the opportunity to do assignment 6 in the program? Oh, really? How are you doing?" Answering questions, dialoguing, not going through it alone is huge.

So, as Marty pointed out, the most important and powerful thing we offer is the community. You combine the program with the community, you really, really do experience a completely different result.

Now that we have the Internet technology, we can bridge people all across the world, to connect online, have friendships, get friendly reminders, and to just share your experience and help others. You help others, and they help you in return. It's a really, really good part of the process. That's how any type of recovery really works in the long-term.

**Joe:** Absolutely. Even with 12-step groups. You explain this in the chapter called "The Community Connection." You actually explain why communities work. On page 64 of *Transformation* is where you talk about the *New England Journal of Medicine* study. You said, "On the next to last page, in pretty small print, the report revealed the study participants who attended support group sessions over the course of the study lost an



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and that's  
what  
Transformation  
is all about.

average of 20 pounds. Interestingly, the people who didn't attend the group meetings sustained an average weight loss of only 9 pounds at the end of the 2-year research project."

Here's the key line which you said: "That's a 225% difference, and it didn't matter which eating plan they followed. If they attended the support group sessions, their results more than doubled."

You're a guy that takes this information that a lot of people wouldn't even notice, because you're even saying it was in small print in the second-to-last page, and you say, "Ah, here's what I need to do: not only give people the plan and the path, but I'm going to build a whole community to make sure that people have the ability to double the results that they're going to get."

That's huge, and that's what *Transformation's* all about.

What I was going to say about recovery, here's one of my ADD moments, when I jump around.

But when people were suffering from the effects of the Vietnam War and going to doctors and not getting relief, when they would put prisoners of war in a room with other prisoners of war, they would connect with someone who had been through the suffering been through the mutual suffering, they would actually start getting better. That's how 12-step groups work, that's how breast cancer support groups work. This is how *Transformation* works. You put people with a like-minded goal, negative or positive experiences, if you at least direct them in a positive direction, people that engage get results. That's what *Transformation*, I think, is so much of what you represent here.

**Bill:** That's a big breakthrough. We never had the opportunity to do that with *Body For Life*. It wanted to become a community, but it was so fractured, because you can't really be interactive with a magazine or just a book.

People kind of formed groups in various towns and stuck with it for a while, but we didn't have that real highly-integrated community.

Here, what Marty will explain real quick, is that we have the online community, and then we also have local meetings. It's something that



*This is  
my life.  
This is life.*

really has taken on a life of its own. But the real important thing here, that you mentioned, they're like-minded. These people and myself all share one common intention, and that is a dedication to make healthy changes in our life, that make a difference in the lives of others.

So, it's really a community intention, that we want to make changes ourselves, so we can be the change. We want to help other people make that change by being who we are. Marty, you've experienced this many times over.

**Marty:** Oh, way many times over. I'm heading out to Wisconsin in a couple of weeks, where there's going to be 30 people gathering, people are running a half-marathon, and then we're going to get together and talk about the book and talk about their experiences. We're going to talk about where their strengths are, what type of support they need, so people could bond with each other and then have mutual support teams form.

This is my life. This is life. This is not about this Internet rah-rah. This is about creating lives that impact our individual life, that help us at home.

Education, from what I received here, I never thought I could be a good student. I've been going back to school and I've been learning. I've been studying. My son is a junior at the University of Illinois, and I never cared less about education. It's because of the support. It's because of each one of us making each other bigger.

To go online and just share and write and talk about who you are on there, there's always somebody there who's going to lift you up. Always. It's an incredible community, but it's life.

**Joe:** Let me ask you, and then I want to talk about exercise, meals, food, some of the ingredients needed as part of *Transformation*.

I want to ask a question for people that are listening to this. How do you undo years of unhealthy decisions and damages? On one of the videos that you have on [Transformation.com](http://Transformation.com), Bill, you talk about undoing years of unhealthy decisions and damages. I'd like you to maybe speak to



*It is incredible, what the body will do once you start treating it right.*

that. There are some people that it just sounds exciting, but they spent so many years eating wrong or not working out. What do they do?

**Bill:** Well, I think that's a really big point and one of the things I discovered. Remember, I've been looking into this stuff for so many years. The last decade, I really haven't written a book since my *Eating For Life*, back in 2003/2004, because I've been researching, introspecting, traveling, learning about the different healing methods.

Outside the United States, there's a thriving medical practice that just doesn't work exactly like our allopathic system does. So, you go out and you explore these things. You really learn how does the body heal, how does the mind heal, and what is the connection between emotions and the condition of our body.

Other cultures have a lot more reverence for this, although the Western model of medicine is fantastic for trauma, for infectious disease, and for the more acute treatments. The level of surgery and how good the Western doctors, and American doctors especially are, is stunning. None of that should have to be taken for granted.

But in terms of going upstream, how do we heal? How do we not only get it back, but how do we make it better than it's ever been?

So, when you look at this, you really begin to see how miraculous the body works. It is incredible, what the body will do once you start treating it right. I've seen people erase a decade, even 2 decades of neglect in just 18 weeks. The body renews itself that fast. I don't think most people out there listening really truly realize how close they truly are to being as healthy and as happy as they've ever been. Mary knows this can turn around for you in a period of months.

**Marty:** Months. Like 150/90 blood pressure to 118/60-something, cholesterol like 245 to 180. I abused the heck out of myself. It's amazing how much abuse the body really can take. It's just amazing, what we do to it. I'm just blessed that I turned this around the way I did. I'm 57 years old.



*You can completely erase that, when you start taking care of yourself one day at a time.*

**Bill:** The way you were going, Marty, and it's true for a lot of people out there, Joe, that heart disease is not something you're going to read about in books and magazines, see on TV, you're having it.

Anybody who's ever lost somebody close to them – a father, a relative, a good friend, a coworker – from a heart attack, it happens fast, it always seems like it's unexpected, and it's final. We can never go back from that, obviously, once you've had that. Once it's happened, you can't go back.

But if you catch it beforehand, if you can see the signs, we've got to kind of get past the denial. Marty was 70 pounds overweight. He wasn't exercising, he wasn't eating in a healthy way, and like a lot of people he was kind of stuck. He didn't know which way to go. He didn't really have a community that was there to support him. He was on his way to a heart attack.

**Marty:** Yep.

**Bill:** You can completely erase that, when you start taking care of yourself one day at a time, exercise, good nutrition. I spell out exactly how to do 3 different levels of exercise programs at [Transformation.com](http://Transformation.com). You can get started 4 days a week, half-hour a day. Anybody can experience the benefits of exercise, even if they go for a walk 3 days a week.

A study at Duke University showed that people's minds completely react by walking 30 minutes, 3 days a week. They come out of depression, they start to have better memory, they're more clear and more focused.

You mentioned ADD. A lot of the kids' attention deficit is because of the way they eat and the inactivity. So, we put them on medicine before we try behavior modification. That isn't really a trend that's going to work. It's not working. It's producing tons of addicts. I say that not in a derogatory way, but in America today, what's wrong is we're not learning how to take care of ourselves. Then, we're finding shortcuts that really aren't shortcuts at all which, with all the medicines they prescribe, we



*It's a simple process, and it's cognitively genius...*

need to go to exercise, lifestyle and mindset first.

**Marty:** One of the things that I'm thinking when I also hear the ADD and stuff, I have a tendency I could get all over the place myself. What was amazing about the process you lay out for people, it's a step-by-step process and you chart and you can write things down. It really helps people organize themselves and deal with that type of thing. It's a simple process, and it's cognitively genius, the way you can just lay things out, have your exercise planned out. It helped me tremendously in accomplishing goals and just getting through the things that I need to do on a day-to-day basis, just because I tracked it and it's laid out for one to do that.

One thing I also wanted to mention, too, was something that happened when I was in your Super Conference. An incredibly life-changing thing that happened to somebody in your team over there, that I just got an email from.

**Bill:** Oh, really?

**Marty:** When I was there, I don't really want to mention names, but when I was there, there was a gentleman who heard about my story, and afterwards I went up to him and talked to him and he was in tears. He just lost his wife. His wife left and took his kids and disappeared, and actually left. He's been separated from his kids for years.

Just recently, he reunited with them. He was depressed. His life was really, really hard. I've been in touch with him and he saw my video. This is what we're talking about, community. He's been reunited with his family, and they're communicating, and this guy is feeling like a million bucks. You talk about life-changing, guys.

I got that email the other day, and I go, "This is what this stuff is all about."

**Bill:** That's right.



Isolation really is one of the primary things that starts negative patterns.

**Joe:** Absolutely. That's the whole thing that people need more than anything, is this human connection.

In *Transformation*, you have something I highlighted. You talk about a statistic where it says, "People report more than a 37% drop in their perceived quality of life compared to a generation ago. In that period of time, rates of depression, overweight and obesity, anxiety and addiction have doubled or even tripled."

I wrote a little note next to that, that said, "Life really sucks for many people. This is a way to not have life suck for them, to just connect with other people."

It doesn't matter how much money you have, it doesn't matter how much access you have, if you're just completely disconnected. That's one of the unfortunate things with the crazy-busy world that we live in, is it's really easy to get lost in busyness and confusing real life with this fake work life that so many people live.

**Bill:** Right. You're totally on the right train of thought there. When we focus too much on work or focus too much on play, and we don't have that balance, we don't have that connection with other people who are interested in the things we're interested in, we become very isolated. They say, "An idle mind is the devil's playground." Isolation really is one of the primary things that starts the whole negative patterns.

We can even look at the weight. Gaining weight is a symptom, it's not the problem. It's secondary. It happens after something else. One of the primary things that's causing so many people to seek other sources to try to make themselves feel good or help themselves feel good is that we disconnect.

Joe, you and I both have studied this, and we're aware of how when we isolate and we don't have social connection, meaningful social connection, people that we can talk about things with and that we care about, and that care about us. Whether we're interested in business or health or relationships of all of the above, we can talk and all of a sudden our mind gets healthier.



All this stuff comes about when the brain loses what a doctor calls “bio-balance”.

When we don’t do that, I’ll tell you, we get addicted to food, we can get addicted to cigarettes, alcohol, drugs. We can get addicted to gambling, to sex.

All this stuff comes about when the brain loses what a doctor calls “bio-balance.” When it doesn’t have the right amounts of serotonin to dopamine, the brain kind of becomes uncomfortable and agitated, and it constantly craves. So, it goes about getting what it needs to satiate it.

When you get the drink or the puff or the blackjack game, and you win and all that, for a few minutes you get to feel good. Then the whole cycle starts all over again – the craving, the seeking, the satisfying. Then it starts again – the craving, the seeking.

We do that with food more than anything else in this country. I know that alcohol addiction is on the rise. It’s been with our society for a long time. Smoking is still affecting many, many people, even though the numbers are down from where they were 15 years ago. But food addiction has gone up so much, it really has to be addressed.

I don’t know that you can really resolve that without connecting to other people. It doesn’t just help on the surface, it helps heal something that is missing from the physiological brain. That is, it gets out of chemical balance.

Again, Joe, I want to say, real quick, if we do these things that are recommended in the *Transformation* book, we don’t have to start off with using artificial and sometimes very dangerous drugs to try to resolve these conditions in the mind and heart and body of a human being. We really don’t have to go to that extreme – at least not until we’ve given lifestyle modification, community, exercise, nutrition, positive mindset... Until we’ve given that stuff a try, we really don’t need to go in and start causing more problems with the side effects of these medications.

**Joe:** You do lay this out very well and explain in detail what happens with the brain, the mind, the craving brain, that sort of stuff. You talk about the effects of food and nutrition.

I underlined something in *Transformation*, where you’re talking



More than half of the heart attacks that people experience are caused by repressed or suppressed anger.

about nutrition, the chapter on right nutrition. You have a couple sentences that say, “*The effect of good nutrition on cognitive performance and neural health has become of very keen interest to me. And you’ll see that reflected in the way I eat. Today, it seems like I can conceptualize, create, discern, retain and synthesize information as well or better than at any other time in my life, which is encouraging.*”

Then you talk about incorporating neural nutrients into daily meals.

What I think is so cool about what you write about in *Transformation* is that this isn’t just making you look and feel better, your brain works better. You have less anxiety. You are a more functioning human being. That affects every area, from finances, to your relationships, to every single thing we do in life.

So, this is so much more than just exercise and eating and working out and looking good.

**Bill:** Right. We have 18 steps in the *Transformation* process right now. One is exercise, one is nutrition. We’ve got 16 more pieces of the whole puzzle that are filled in with these things that really do have a profound affect on our life.

Did you know that when we hold resentments and we hold anger inside, and we don’t process it and we don’t let go of it through things like forgiveness and amending and making it right with people, we live with this negative energy of anger inside.

Scientists say that more than half of the heart attacks that people experience are caused by repressed or suppressed anger? If we do things like forgiveness, if we learn how to really resolve conflict in our inner-personal relationships, we can live a healthier, happier life.

People aren’t looking at this stuff. We think that all heart attacks, at some level, are caused by smoking or eating French fries or just being lazy, and that’s not the case at all.

Many, many of the diseases that we see on the front page of the paper, and that we hear about and we actually know people who suffer



So, a lot of it does have to do with getting the brain back in good condition.

from these, are caused by our emotional condition and our state of mind, as you mentioned.

So much of this stuff really needs to be looked at in a practical way. The book approaches each and every one of these things in a step-by-step process. Each week, during the 18 assignments, we look at a specific thing we can do, we learn about it that week, and we have a direct experience with it that week, that we can do for the rest of our lives, to make ourselves healthier, make our minds brighter and more alive, even increase our creativity and focus in a natural way.

So, a lot of it does have to do with getting the brain back in good condition. Even my nutrition program, as you mentioned, is focused on feeding the muscles, starving the fat, and getting the mind the nutrients it needs.

We talk about the essential fatty acids, the Omega-3's and the Omega-6's that are deficient in so many people's meal plans, that when we start providing those back, the brain can actually grow by 8% in 3 months. That's not a bad thing for us over 40, you know.

**Joe:** Exactly; 8%, that's huge.

**Bill:** It really can. The brain regenerates. Just like the body, just like the heart, when we give our body what it needs and we give the mind and the brain what it needs, we recover, we heal. That's something that *Transformation* looks at. How do we heal the conditions that we're suffering from?

In this country, we talk a lot about treating symptoms. Virtually all the medications are about treating symptoms. This book looks at healing the core issue.

What is the core issue? A lot of it has to do with emotions that have been repressed and that we've fought. A lot of it has to do with undetected addiction. Addiction to food is skyrocketing in this country. If we don't consider it, what it is, again, it's an addictive habit that's very hard to break on your own, we'll never have an opportunity to solve it.

We've got to understand the problem, then we've got to find where



We need  
to make  
preventative  
medicine  
urgent.

it's originating, the primary cause, and then we've got to go in and heal that. We can treat the symptoms so well, sometimes, with these medications, that we never have to get in and do the healing.

But you'll never feel as good as you can. People really don't know how good they can feel and how healthy and happy they can be if they don't get in and do the healing.

So, the book focuses on that. Remember, Joe, I went around the world, leaning from the Eastern traditions, learning from the traditional healing methods in Native American cultures, as well as throughout Europe. Healing is a big deal in countries outside of America. It's still a very, very effective form of treatment.

In this country, I think we're going to see a revival of that. I think people are going to really look at how they can start being way upstream of these diseases. But it has to be about healing.

The tricky thing is we're busy people in this country, and we're not really motivated by something that isn't urgent. So, we need to make preventative medicine urgent. That's one of my missions.

**Joe:** Absolutely. Not only are you on a mission to provide all of the community and provide the knowledge and provide the plan and the path and all of the engagement stuff, but along the way you've done – I have to mention this, because we've collaborated on a lot of this stuff together – you've raised millions of dollars for charities. Your favorite is the *Make-A-Wish Foundation*.

So, I want to talk a little bit about that; because from this interview, the proceeds of a lot of the ways this interview will get into the hands of people, we'll be asking them to make a contribution to the *Make-A-Wish Foundation* if they find this valuable. You've been doing that for many, many years. Talk about that and why you do it.

**Bill:** First of all, I admire what you've done. You've helped support *Virgin Atlantic* and their charitable missions. Aren't you like one of the top donors in the world to that organization?



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**Joe:** Yeah, yeah. Right at this moment, it's cool. For Richard Branson's charity, *Virgin Unite*, I'm the #1 fundraiser so far.

**Bill:** I know you don't like to brag about yourself. You do that on your own. You volunteer and you say, "This is important for me. I want to be of service."

In a way, that's how you and I got started 15 years ago. You just wanted to help me. You didn't have any bill to send me or anything like that. I'm like, "What is this guy?"

Joe honestly wants to help people. He loves to share his insights. You learn and you study and you experience kind of just the same method that I do. I read the books, I go meet the people, and I indulge in the practice. I jump in and I do all the things that I'm learning, and I see if they work.

With the *Make-A-Wish Foundation*, I started with them back in 1994. I had some success in my early businesses there. I was about 28 years old, I think. I bought a car for my mom, and I was able to help her get her dream house. I set myself up with my first brand new car. I'd never had one before, and it was all comfortable. Our whole family was comfortable in the material sense.

So, Christmas came around and even at that age, Joe, like 28, I was like, "Come on, this is going to be ridiculous. What am I going to buy people, some jewelry or another thing?"

I was just kind of looking for an answer. I was reading through one of the local Denver papers, when I lived there and ran my businesses in Golden, Colorado, and I saw this story about a girl named Abbey Van Nortwig. She was 8 years old, and she had a heart transplant at Children's Hospital there in Colorado.

She had a wish, through the *Make-A-Wish Foundation*, and she wanted to go to Hawaii and swim with the dolphins. The organization grants wishes, hundreds of wishes each year for kids between the ages of 2 and 17, that have a life-threatening condition. It's a beautiful, beautiful



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organization. It's really about the same type of thing we talked about with Marty, with community.

The *Make-A-Wish Foundation* is a community. They show people that there's others out there who care. The moms and dads get to see and feel that they're not alone, and the kids get to believe in the magic of life again. If that can happen, then maybe I can get better. Maybe I can go back to school. Maybe I can be an astronaut or a football player. You've got to have those dreams. It's part of a healthy mindset. It affects our bodies, too.

So, I just love what *Make-A-Wish* does. I got to grant that first wish to Abbey Van Nortwig, and that was in '94, and it was in December. So, when Christmas Eve came around and our family shares gifts, what I did for everybody was I put a picture of Abbey there, and she had already gone to Hawaii, swam with the dolphins, and it was the cutest picture of her in the water, with the dolphins. I gave that to my family members and I said, "This is our gift this year. Instead of buying more material things, I made a donation on behalf of our family, to the *Make-A-Wish Foundation*, so they could grant Abbey's wish."

It even moves me today, Joe. I get choked up thinking about that feeling. It just changed my life. It changed my life. I never really had an experience like that. I say it's my first spiritual experience, actually, because it's an incredible feeling that what you do and what you decide can make such a difference in the lives of others.

Ever since, that was in 1994, a lot of people think that maybe I have some significance in business or helping football players get strong for Super Bowls and other things, but to me, if you ask, the most significant thing I've done is, over that time, grant 550 kids' wishes for the *Make-A-Wish Foundation* all across America. We've raised money for the international chapters, too.

So, that's the thing I think means the most to me out of all of the things I've had the opportunity to do.

**Joe:** What's cool about it is that will just continue with *Transformation*,



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because you're doing stuff with marathons and *Make-A-Wish*. Even earlier today, before this interview, I met with 2 of the key people in *Make-A-Wish*, 2 of the VP's, talking about what you've done and what we can do with *Transformation*.

Life gives to the giver and takes from the taker.

**Bill:** That is so true. We talk about that in the book. There's a section on making a difference and how altruism absolutely, positively makes your life happier and healthier.

So, when we talk about the ways that we can enjoy a better life, we oftentimes don't consider volunteering, helping to raise money or helping to donate a talent or an ability you have. Even charities need book-keepers, accountants, they need people to help organize.

Whenever we can, we get out and we help everybody participate, and then everybody gets to feel good.

So, one of the things we have is a *Make-A-Wish* program called "*Running to Grant a Child's Wish*." What we do is we go to marathons – our next event is in Denver, in October – and we each collect pledges from our family and friends, of a few bucks per mile that we run. We put it all together and we go out and run that marathon, raise money, and then we donate a check to the *Make-A-Wish Foundation*.

Last year, our *Transformation* community raised \$211,000. I'm telling you, crossing that finish line in the marathon is one thing, but I think Marty will confirm that there's no better feeling than handing that check, on behalf of all our community members, to the *Make-A-Wish Foundation*, the kids and their folks. That was just a remarkable thing.

**Joe:** Totally. Bill, you were so known way back when for bodybuilding, lifting weights, being a big, strong guy. Now you're running marathons. At what point did it go from. . . ?

**Bill:** *Transformation* means change. I never thought I would be out running marathons.



*He couldn't climb a set of stairs when I saw him at the beginning of the year.*

Marty's got an interesting story. Marty and I kind of did this first marathon challenge together, and now we've got hundreds of people running them.

But Marty, as he said, lost 71 pounds in 18 weeks. Marty had become a pretty good runner, and he was running like 5, 8 miles. I just kind of quipped one time by email, "Yeah, that's awesome. We'll do a marathon some day."

Joe, like 2 hours later, I get an email from the Denver Marathon, wanting to know if I'd like to be kind of like a star runner. I'm like, "What? I've never been invited to be in a marathon in my whole life." I was like, "Okay."

Sometimes, when you get to be this age, you can start to recognize the patterns and how the world or the universe or divinity kind of puts things out for you when you ask for them. So, I figured, "Oh boy, I asked for it, now I've got to run this marathon."

Well, we trained, and I got up to running like 10 miles. We ran a half-marathon that year. In any event, I went out and ran 13 miles, and doggone it if Marty didn't run faster than I did, Joe.

**Joe:** That's funny.

**Bill:** He couldn't climb a set of stairs when I saw him at the beginning of the year.

**Marty:** That's what I wanted to say earlier. You were talking about how it didn't take that much work. I honestly followed the program.

**Bill:** Marty, you went from 236 pounds to running a marathon in 10 months.

**Marty:** Yeah, that's right.

**Joe:** That's pretty huge. Let me ask you guys about food, because you hear this all the time, and this is something that both of you have been asked,



Joe, as you know, you get out of these kinds of things exactly what you put into them.

pretty basic stuff, but I'd like to hear your response to.

When people are like, "What's more important, diet or exercise?" I would imagine you're going to say, "Well, mindset, how you think, changing that."

So, I wanted to ask you that, because so many people still are thinking until they read *Transformation* and go through it, they may still have like this superficial understanding that really transforming is simply you eat the "right" things and you exercise.

If you had to give importance to the criteria of food and exercise, how would you place the importance of what someone needs to do?

**Bill:** I think each one is 100%. We've got to meet the standards of exercise.

The *United States Department of Health and Human Services* put out a wonderful recommendation on the amount of exercise we need to enjoy the health benefits, and that's to maintain a healthy body weight and also to overcome depression and to treat disease.

So, they have a really good awareness about this, and they've studied hundreds of the research documents to come up with these findings.

They recommend that people exercise 2 hours a week to get maximum benefits. Or, they say an hour and 15 minutes a week, at a high-intensity level. We teach interval training in our community. As you know, in *Body For Life* that was called a 20-Minute Aerobic Solution, where you sprint, walk, sprint, walk, sprint, walk.

So, it's not a lot of time. But we have to approach exercise that we're going to give it 100%. That could mean we're going to exercise every other day for 45 minutes. But we have to consider that we've got to give it our all. You've really got to put your heart and soul into this stuff.

Joe, as you know, you get out of these kinds of things exactly what you put into them. So, we give our all.

Nutrition? It's hard to be successful without good nutrition, whether your thing is business, whether it's transforming your body, whether it's sharpening your mind, or whether it's extending your life. We



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have to have good nutrition. In this country, more than ever before, our eating habits are terrible. They're killing us. We're literally killing ourselves with forks and knives by the way that we're shoveling stuff that isn't good for us into our mouths, without giving it a second thought.

So, that has to change, no matter where you are in the spectrum. Even if you don't want to do the *Transformation* program, you can learn about nutrition in the *Transformation* book, and you can get tons of ideas online, in the nutrition section of [Transformation.com](http://Transformation.com).

Now, I want to have Marty talk about the way you were eating before and the way you're eating now, and get right down to the brass tacks on it and show us how you did it real quick.

**Marty:** Okay. When I used to eat, it would not be uncommon for me to eat a whole pizza. I mean a whole, big, fat, deep-dish pizza. The whole thing. I would order extra cheese, I would put extra sausage, and I would have that maybe 3 times a week.

I was totally unconscious. I'd be eating in the car, stuffing food in my mouth. I just ate and ate and ate and ate and ate. I never knew when I was going to eat. Sometimes I wouldn't eat at all, and then I would sit down and eat a huge meal, and I would never, ever end. Then I would feel awful.

Now, what I do is I break down my meals to smaller meals, and I pretty much eat every couple hours. There's always something going in, but my portions, I eat a lot of vegetables with some meat now and then, but I eat a lot of very controlled – not controlled, but real healthy – nutrient food.

I think about what I eat. I plan my meals, because if I don't, I'm in trouble. I do it 6 times a day. I also drink lots and lots of water.

**Bill:** Yeah, the water's important.

**Joe:** That's great. What does someone need to really give up, Marty and Bill, in order to transform?



We know,  
for a fact,  
that diets  
don't work.

**Bill:** In terms of nutrition?

**Joe:** Yeah, yeah. Nutrition and just in terms of habits, too. I think a lot of people, they don't take it on. I don't mean *Transformation*, they take it on, they actually just don't even, because they feel like they can't do it. A lot of people think of deprivation.

**Bill:** That's a big key right there, that you mentioned. We know, for a fact, that diets don't work. There's no method that's going to keep a human being from consuming food or water, as long as it's available. The illusion that the solution to our overweight and obesity here in this country, and the rising number of people suffering from preventable disease, the illusion that that's going to be solved by eating less or going on a diet which almost always involves deprivation, it's ridiculous. Absolutely ridiculous.

Still, many intelligent people in this country, including doctors, still believe that. They still talk about diet all the time.

We never talk about diet in *Transformation*. The key is learning how to eat in a way that nourishes your body, that satisfies what you really need, and that's fun.

Most of our people that go through *Transformation* discover they enjoy food more than they ever did before, and they're constantly getting healthier.

So, diets don't work. It's ridiculous. The key is getting the nutrients your body needs without the calories it doesn't, which is what Marty mentioned.

**Joe:** So, how do you create a *Transformation* when you're either in or you perceive you're in an environment that does not support it?

**Bill:** I think the most important thing to do, let's say you work in a bar and you're trying to stop drinking, it's hard to do the right thing in the wrong environment. Right?



*In order to succeed we have to make changes in our life that would put us in a better environment.*

**Joe:** Right. Right.

**Bill:** A lot of times, in order to succeed we have to make changes in our life that would put us in a better environment.

Let's say when we're in our home environment and somebody's not going to make the decision to eat right or be healthy, you're in an environment, you want to get in an environment that's clean and nourishes your health and fitness, you've got to make contact with some people that are going to support you.

Without the support like Marty described earlier, it's hard to be successful. There will be people in our lives that don't want us to change. They like us the way we are, even with our dysfunctions.

When I stopped drinking, Joe, I had a lot of drinking buddies that didn't care for me at all.

**Joe:** Right. Right.

**Bill:** But when we go through life and we make changes like that, sometimes we have to get new friends.

Now, I hang out with people, and I really enjoy them, who don't need to drink to have a good time, who don't need to go out to night clubs and really push it to an extreme.

I like people who like to go hiking, surfing, skiing, and do things that really are healthy.

So, I put myself in an environment where I'm surrounded by the people that help me become healthy. Even if I have some people in my life who don't want me to be like that, I still have people that I can rely upon and reach out to, and receive a lot of support from, that want me to be this way, that want to help me become healthier and more successful, and to fulfill my calling and purpose in life.

So, that's one of the things, I think, that we can offer now, that we couldn't before. You're going to have the opportunity to meet and make



*I've known some people for over 20 years, and I still don't know what their aspirations are or what they really care about.*

friends with good people from around the country, even around the world, that care about you, that care about your success, and really care whether you're healthy or not.

**Joe:** One really interesting thing that you said in the book *Transformation*, when you're talking about community, is about people in our lives, from neighbors and people that you work with, that you really don't know what is all that important to them.

You have a line that says, *"I've known some people for over 20 years, and I still don't know what their aspirations are or what they really care about. Without something more to go on, something authentic and from the heart, there just isn't much of a significant connection. On the other hand, when we get to know each other at a deeper level, which is surprisingly easy to do, even online, the friendships are remarkably rich."*

You describe how, with the *Transformation* community, you've set it up so that people that really have never even met each other, in a matter of, in some cases, hours, can know each other and what is important to each other a deeper level than they may know a neighbor that they've seen every day for the last 20 years, and they don't even know about.

You've organized this community online, online and offline, in order to facilitate those types of relationships. I think that is pretty amazing.

**Bill:** It's absolutely true. I know you've experienced it too, where you want to sit down with people and really talk about what's going on with you, and you want to share what's in your heart and what's on your mind, and you're around people that have made the same decisions, instantly you get to know each other. Within a matter of hours, much less days and weeks, you really know what that person's about. You know where they're struggling, you know what their aspirations are, you know their strengths, you know their weaknesses.

When you have that kind of bond with somebody, when you have



Those are  
the kind of  
relationships  
that are the  
healing ones.

that information and that dialogue and that open-heartedness, you can connect with that person in an authentic way. You can become real friends; not like acquaintances, where the guard is up and I'm going to be my false self to you and you're going to be your false self to me.

It's different in a community like ours. Again, what we're talking about is healthy, meaningful, close relationships. Those are the kind of relationships that are the healing ones. Those relationships heal, and they're unconditional, Joe. As you know, they're nonjudgmental and they're unconditional, and they're based on accepting people and caring about them, because we're all one family. We're all in it together, and that's a beautiful place to be at.

Once you make that decision and you make some connections like that, you really start getting healthy in away that most people don't even know is even available to them.

**Joe:** Exactly. A lot of people listening, at first, might have thought, "Wow, listening to a conversation with Bill Phillips is going to be about how to exercise." Now they see that there's so much more to this. What do you recommend people do in order to start on a personal *Transformation* journey?

**Bill:** Marty, I'm going to let you share that. What do you tell people that are considering the *Transformation* process, that haven't really started?

**Marty:** What do I tell them about how to get started?

**Bill:** Yeah. What's one piece of advice, Joe would like to know, that you would share to somebody who's not started the process?

**Marty:** Well, the first thing that I would do is I would sit down with them and I'd talk to them, and I'd ask them to really think about what they really want in their life. I'll ask them what they want. I get them thinking about that.

I also try to get them thinking about where they're at, and get them



You set a  
timeline,  
you set a  
deadline,  
and you  
evaluate  
where you  
are now...

going in the assignments.

What I try to do is just tell them to get connected, to put it out. I tell them about the community, I tell them to go online and just look around a little bit and see if it's something that it fits for them.

Just tell them to start really thinking about what they really want in life. I let them know that it's all so obtainable, and it's something you could do. I also tell them that I'll be right there, right next to them. I'll walk with them. I'll be with them. That there's plenty more around that will do the same. I'll tell them they won't have to do it alone. I think that is an incredible, incredible amount of support for somebody.

**Bill:** Right. That always helps. Joe, I think the main thing that I'm trying to get across with the *Transformation* message is that your life can be so much better than what you're enjoying right now. You're closer to it than you might have ever imagined that you were.

When you put it all together and you have the physical fitness and the health, and you get a focused mindset and, like Marty said, you make a decision: "What do I want? Specifically, what do I want my life to be like?" You set a timeline, you set a deadline, and you evaluate where you are now, so you can map out the process to how to get from point A to point B, and you're on your way.

The *Transformation* book guides you, step-by-step, through a process of holistic change. That's the whole person, body, mind, heart and soul. We look at the whole person and how you can change that and transform that, so that your life becomes much more akin to what you have the potential to experience.

I see so many people settling, Joe. They settle for a life that wasn't what they dreamed, that wasn't what they really intended, and they give up.

What I ask people, whether they're 25, 45, 75, is to not give up on yourself, to not settle one more day, not settle one more day than you have to before you start making the decision to change your life.

This program is a proven plan and path. It will introduce people to



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new capabilities. It will give people new energy. It will solve a lot of the problems that we're suffering from in this country, individually and collectively.

I call those the preventable illnesses. We don't have to suffer from these conditions, as much diabetes, as much cancer, heart disease, depression and addiction.

When we start living our life in a healthy way, all that stuff we can do away with, and we can just move on, experience more of our potential, have a lot more fun and, most important of all, when we make those kind of changes, we can reach out and make a difference in the lives of others.

I see this becoming such a movement here in this country. We can get healthy and we can transform the nation from worst to first. We're literally the worst, the most unhealthy, modern nation in the world. I think we can be first, and I think we can do it in our lifetime, perhaps even in 10 years, if we just all take responsibility for ourselves, we make the changes that make a difference, we start living our life much more akin to how we were meant to live it at the beginning.

**Joe:** That's fantastic. On [Transformation.com](http://Transformation.com), you do have videos, you have all the support someone could ever need.

**Bill:** We have our weekly radio show, we have audio programs, we have videos. You can see Marty's success story video and 20 other people's inspiring journeys through *Transformation*, and really see what type of adversity people have overcome to make these changes.

So, we have inspiration, we have practical insight on how do we exercise, how do we eat right, and what are some of these mindset techniques like, and how do we apply them?

**Marty:** Bill and Joe? I remember these words. When you asked the question, like what you would tell them, I don't know if you remember, I'm sure you do remember, Bill, when you were over at my house and we were sitting around the table, and we were looking over pictures of my son, and we



If you put anything ahead of your physical, emotional and spiritual health, you're going to lose it.

were talking. You told me these words, and I wrote them down. I still look at them in my life.

You said to me, "I really believe, at a time like this, if you put anything ahead of your physical, emotional and spiritual health, you're going to lose it. Nothing else matters if you don't have that."

So, you don't have to lose a son to ask those questions to yourself.

**Joe:** Let me say, Marty, I'm really happy that you actually came on, and I'm really happy, in my own way, that I was able to make the connection.

**Marty:** Yeah, you sure did, Joe.

**Joe:** I'm hoping that this interview does that with many hundreds and many thousands of people, and that they connect to the book and that they share this message with other people. And by watching the videos on [Transformation.com](http://Transformation.com), I wrote down some of the things that people have said and what happened, the benefits that people got out of going through *Transformation*, from men and women. These are actual statements from what I've watched, because I do do my research and I do know your stuff very well, Bill, after working with you all these years.

One person said it saved his life, one reconciled with his father, one found her strength, one saved her marriage, got back his confidence, conquered his depression, found her happiness, found joy in her life, overcame their addictions, ran a marathon, saved his marriage, overcame his alcoholism, stopped binge eating, and it goes on and on and on and on.

So, I want to ask both of you. When someone does go through *Transformation*, what really happens to them? What happens when people change?

**Bill:** Go ahead, Marty.

**Marty:** All I can speak for myself is that I am happier and I am living a purpose. I feel that what happens is you live your life with passion and purpose and



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things.

joy and meaning.

It's unbelievable, Joe. I was heading down a dead-end street. Now, every morning I wake up and I say, "Oh, good. Where are we going to go now? Who are we going to help?"

I feel connected to God. I feel connected to the community. I feel connected to the people. I look forward to every single day. It wasn't like that. I was trying to get through the day.

**Bill:** It's an incredible change, Joe. What I see is that all of this stuff is within each and every one of us. We have these values or these virtues that want to come into being, and we have all this stuff that gets in the way.

So, what I see during the 18-week *Transformation* process is that we get to let go and chip away at all the stuff that's not really hard. The resentments, the bad habits, the negative thoughts, the limiting beliefs, and the lifestyle habits that are causing overweight and depression, we can let go of all that stuff. In the process of going through this program, we just chip away at that.

That was the example, of course, with Michelangelo and David. He was chipping away at the big block of marble and they said, "How did you create David out of this big block of marble?" and he said, "Oh, I just went in and took away everything that wasn't him."

That's what our process is. We really get the opportunity to let go of all these things. Even if they're ideas, Joe, we have a lot of limiting ideas about how successful we can be, how healthy we can be, how happy we can be. We let go of that stuff. We process it. There's a method to get that stuff out of your system and make those changes, and we go through that process in the book.

Really, you come to a point in the process, whether it's 18 weeks and sometimes people do consecutive programs, for 36 weeks or 54, but you come to a point in the process where you get to stand in front of the mirror and go, "That's me! Finally! Finally!" And you smile and you recognize it, and you go, "Son of a gun, that's me!"

All this time, we've had stuff blocking this. I'd ask anybody who



*I'm not a person who expects a quick fix realistically, or that somebody else is going to come along and fix all of my problems for me.*

really, truly can hear this message. Look at yourself, take a *before* photo, or just stand in front of a mirror and ask yourself, is that the real you? Is that your true self? Is that your authentic self?

Most people, Joe, they'll say, "Man, that's not who I am. I'm not an alcoholic. I'm not a binge eater. I'm not a lazy person. I'm not a person who expects a quick fix realistically, or that somebody else is going to come along and fix all of my problems for me.

"I'm the type of person who recognizes that I'm responsible for my health and I'm responsible for my happiness. I'm the kind of person that knows where I stand, and also the kind of person that knows where I'm going.

"I'm the kind of person that cares about other people and cares about himself or herself and wants to make a difference in the lives of others."

This is what is at the core of each and every one of us. Sometimes, we get a glimpse of that through life and we really do things. "Wow, I didn't know I was that compassionate or that strong or that smart." But it's in there. That's the true self.

What we do at *Transformation* is we get rid of all that junk, and there you are, standing there, like your own masterpiece, your own David.

**Joe:** Fantastic. Absolutely fantastic. There's one quote that you have in the chapter on intensions, lifetime intensions. It's by Howard Thurman. I highlighted this because I thought it was so awesome. In this whole chapter, you really speak to this. And it says, "*Don't worry what the world needs. Ask what makes you come alive and do that, because what the world needs are people who have come alive.*"

I think your invitation and I think the reason you put that in there is because you know what happens when people transform. They come alive at a level that they never were before. Really, the whole purpose of me doing this interview, to talking with you, to talking with Marty, is an invitation for everyone listening to come alive at a level, even if you're doing fantastic. You wouldn't even be listening to this if you didn't know



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next level.

you could even do more, that you could have more joy, more happiness, more impact, more contribution, more confidence, letting go of resentments, all of the things that become part of the *Transformation* process that Bill has put together.

**Bill:** It's an opportunity for people to go from good to great, right?

**Joe:** Yeah, absolutely.

**Marty:** If I can, I'd like to just speak to that one thing, Bill. Not that I've been doing it forever, but I've been working at it a couple of years, and then I just did another 18-week *Transformation*, and I did your assignment. It was talking about resentments.

I have to honestly say the thought of my mother would come up, and I would just kind of block it out. Bless my mother, she passed away, but I sort of like blocked my mother out of my entire life. I've even forgot that I've done that, for reasons.

But then, I went over and I did the assignment, and I looked at my mother. A big, huge person that I just said, "You didn't exist anymore." They weren't good feelings, they weren't bad feelings. It got so deep that I blocked her out. I was missing a huge part of my life.

I went ahead and I did that assignment, and I released it, and it felt really good.

The next morning, I get into my car and I turn on the radio, and I turned it onto a classical station that I don't normally even listen to, and there was that beautiful piano piece that my mom played just about every single day in my home.

Now, you ask me about my mom, I can talk about her. I don't block her off.

It's just a never-ending thing, no matter how far you go, that it transforms our lives.

**Bill:** It's a good point, Marty. No matter how good you're doing, there's still



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the next level.

Even for us, Joe, obviously for us, we've had some success in areas of our lives, but we always recognize that there's more. It's not a craving, but yet kind of a natural ascension, that there's always more work to do on ourselves, there's always more that we can contribute, there's always more that we can call success.

For us, especially with the way you're doing so many charity projects, making a difference is the new measure of success for me. How big a difference can you make in the lives of others? That's success. That's how I define it. There's always room to grow. There's always opportunity.

Some people get involved. They have to change, and they have to change now.

This program can offer the plan and the path for that.

Some people are inspired to do even better in their lives. They're succeeding in business or that are having some success in their health and fitness, and they want to take it to the next level. *Transformation* will help you do that.

**Joe:** I will say I've had some fortunate experiences, that I know very many bright people, and I've really gone to seek that out, people like you, being able to have conversations like this.

I've gone to Necker Island with Richard Branson, and do trips to raise money there. At the last trip we did at Necker, Richard swims around Necker Island. He works out. I asked him about exercise. He said, "Working out an hour a day gives you between 4 to 6 hours of productive work time per day." That was his comment, which is a lot.

You think, "Here's a billionaire. He's busy. Does he have time to exercise?" He said, "It will give you 4 to 6 hours of more productive time." That was his opinion, of course.

What you do in the book *Transformation*, is you talk about how much more energy this process does for you. If anyone out there is thinking this is going to be something you're going to have to add to your



*Energy actually expands time, in a way, because we can get so much more done, faster.*

life, trust me, this is not adding anything. This is going to make time. This is going to make you happier. This is going to reduce anxiety. You're going to sleep better.

What this does is it adds to you. It takes nothing away. The only thing that's going to get taken away are all of the negative things.

**Bill:** All the weight and stuff, exactly. All the unhealthy things.

I agree with Richard Branson on that. Absolutely.

Energy is the X factor. You could put in the same amount of hours at work and if you don't have the energy to sustain your effort or if you don't have the energy to pursue your dreams, or bring your goals to fulfillment, you're wasting a lot of time.

Energy makes time much more efficient. Energy actually expands time, in a way, because we can get so much more done, faster. We can be more active. I would say that of all of the things that we talked about, losing weight, getting a clearer mindset, having a positive belief system, what it all boils down to, you know when it's working because you can feel the energy. You wake up in the morning, like Marty said, and it's like, "Hey, I can't wait to get started on the day," versus, "Oh man, is it 6:30 am already? I'm trying to get more sleep!"

The energy is where you take it to the litmus test. If you're gaining, you're succeeding. Really, so many of the things that we do in our lives today rob us of energy. Doing that, it just wastes our time. So many people have experienced that, and they've had enough of it.

**Joe:** Yeah, totally. So this is not only a book that will help you in so many other areas of your life, I think it will give you so much more productive energy and time, and it will just add so much.

So, that's the reason I'm doing this. That's the reason I always want to share your message with everyone, Bill. Plus this is great to have had Marty on here.

I think of Genius Network, Genius Network is kind of like the marketing term; the real thing is the wisdom network. When I can



*Until I can put it to work in my own life, I really don't have the wisdom.*

deliver wisdom to people, and you have so much of it, they always want to know how people learn.

Bill, you've always been big about acknowledging mentors and influences in your life, and I wanted to ask you, before we wrap up, who are a few of the people who had an influence on your growth and your role models, because you certainly play that role for so many people as part of *Transformation*?

**Bill:** Right. I would say that the #1 source of what I've learned and what I've processed, the knowledge that I've assimilated and embodied and that I can practice is my working wisdom.

Until I can put it to work in my own life, I really don't have the wisdom. But what I have, I've gained first and foremost from people like Marty and other people who've overcome tremendous adversity in their lives and have found a way to put it back together – not put it back together as good as it was before, but better.

We seek out mentors and sage advice wherever we can; you and I have been doing that for 2 decades, Joe. These people that have been through it, that have been through the front lines of what real life is like here in America and other modern nations, those are the people that have these pearls of wisdom that they can share with me, and I process and then I share with other people.

That's really kind of my role. I synthesize this information, I find the common denominators, I cross-check it to make sure it's true with our scientific knowledge, and then I offer it up to people in a practical way.

So, these people have been my best source of wisdom.

In terms of individual mentors, it goes back to my writing style I learned from Ted Nicholas. The way I write books is kind of unique. It's very friendly, it's very conversational. I can write about pretty complicated topics in a pretty simple way, because I learned a lot from Gary Halbert and a lot from Ted Nicholas, who used to come out to Colorado and stay with me. He's such a sweet and bright guy. We practiced writing.



If you're not a very good marketer, you can't really maximize your opportunities to help people.

So, that was one place.

Of course, Dan Sullivan. He's just fantastic. So many of the methods that I learned from him in the late 90's, about planning, about short- and long-term goals, and about the mindset, he really teaches the mindset for success. Dan Sullivan is a great business coach.

**Joe:** Yeah, absolutely.

**Bill:** In terms of my spiritual esoteric stuff and the consciousness research, David Hawkins, down in Sedona, is just a brilliant person. He's also helped me learn a lot about addiction.

I believe that if we're really going to get this country healthy, we have to look at a lot of things we're doing, even the kids, with food, with sugar, as addiction. We really need to understand how we overcome that and how we move beyond that.

So, I've learned a lot from him. I've learned a lot of marketing things from you, Joe.

Marketing is not really just selling something or making money. Obama marketed himself. A campaign for president is marketing. If you're not a very good marketer, you can't really maximize your opportunities to help people.

We know the *Make-A-Wish Foundation* has a lot of success. They can have more success as they learn more about marketing and reaching and communicating with people.

So, the advice you give me on marketing has helped me reach more people and help them become healthier.

So, we're learning, in all these different areas, and I learn things from fields that aren't even related to me, about how I can better communicate my message and how I can reach more people, and how I can help more people.

**Joe:** Awesome. You know, I really look at marketing these days as storytelling, not as something you're trying to do to people. There are certain people



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like you do.*

that will use promotions and they'll hype a bunch of garbage and things that aren't really useful for people.

But the bottom line is the people doing good in the world, that are really effectively reaching people, they're simply sharing the story and they're really creating tremendous value. You've always done that.

So, thank you, because it's always great to hear that.

I'll ask both of you. We have people listening to this through many different channels, who will help grant wishes for children as a result of this interview, for the *Make-A-Wish Foundation*. We're also going to get a lot of people to be aware of the *Transformation* community at [Transformation.com](http://Transformation.com). I encourage everyone to pick up a copy of your book, *Transformation*. It's really unbelievable. I think people will find it to be one of the best books they've ever read in their life, and they'll want to share it with other people. You literally lay out everything.

So, the final suggestions, we'll start with you, Marty, and then we'll go to Bill. For people listening, what would you recommend they do at this point? The extra push over, the go and buy the book, go to *Transformation*, whatever famous last words you have to all the people listening. What would you tell them, Marty?

**Marty:** The first thing I would do, I would order the book. But while you're waiting for the book to come, I would go to [www.Transformation.com](http://www.Transformation.com), and just start reading the stories. Look around, see what's there, see what people are there, listen to the champion stories, listen to the videos there. If that doesn't inspire you, I don't know what will. That's #1.

Something that Bill said, you could do *Transformation*, you could eat right, you could do great eating, you could exercise, you could do all your stuff, and you have all this energy. Right? But then, you need to be around people who want to live like you do, who want help and who want to do things. That's what I love about the community, is that we're brought together so we can make a difference in the world.

So, I say connect. Connect somewhere. And I know [Transformation.com](http://Transformation.com) will give you the tools to help you connect in every



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health?  
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level of  
energy?

aspect of your life.

**Bill:** Right. That's good insight. What I'd say, Joe, is don't go by the book, don't go to the website, don't do any of that stuff. I'd say start by just asking yourself a few simple questions.

This might not be for you. *Transformation's* not for everyone, and that's okay. You will know yourself if you want to pursue this path of becoming healthier and happier and being able to make a bigger difference in the world by answering these questions. You just do a little introspection and say, "Do I feel like I've reached my full potential in life? Yes or no? Do I feel like I've reached my full potential?" whether you're 25 or 55, or 75. Do you honestly feel you're at the maximum or the high point or the summit of your opportunities to make a difference, to enjoy life, and to find meaning?

If you're not at the pinnacle, you might consider this path for *Transformation*.

The next thing is am I as healthy as I can be? Am I as healthy as I can be? Am I happy with my level of health? A lot of people say, "You know what? I'm working out, I'm eating healthy, I'm taking my vitamins. I'm set. I'm all good."

In that case, man, I just say, "Keep doing what you're doing." If you found a way that works for you, if you tried a fitness program and it works for you, stick with it. Don't change a thing.

But if you haven't, if you've had the type of experiences that I've had and that Marty's had and that many other people have had, where you try something, it kind of works for a while but then you slip and go back to the way you were before, you might find that there's a more complete approach, and you might find that the mindset techniques and the focusing techniques that I teach in the book will help you get on the right path and sustain it, so you can be healthy for the long-term.

But only consider that if your answer is no. Am I as healthy as I can? Am I happy with my level of health? Am I happy with my level of energy?



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Finally, what I do is I ask people, before they even consider reading *Transformation*, because that's an investment of their time, I don't want to waste their time if they're not ready for it, it's that am I making the kind of difference in the world that is meaningful and fulfilling for me? Am I making the kind of difference in the world, in the lives of others, that's meaningful and fulfilling to me?

If you are, you know what? You don't need to read *Transformation*. You don't need to go to [Transformation.com](http://Transformation.com). I'm just going to say what I say to everybody at your seminars, Joe. Keep doing what you're doing. If you find something that works, you don't need change.

We don't need to change if what we're doing is working. We only need to consider change if what we're doing is not working. There are a lot of people out there that are having success already. Stick with your path. Keep doing what you're doing, and more power to you. Good job and congratulations.

But if you're in a situation where what you're doing, the results that you're getting out of life aren't what you want, and you want to change your approach, then what I'll say is contemplate *Transformation*. Consider it for a few days. Consider it for a few days, then let it go. If it comes back to you, if the idea comes up again, look into it. That's all I'm saying. You don't need to buy anything. You don't need to join anything. Just look into it. That's the way it goes.

There's only a certain number of people that are ready for this kind of change. For them, the invitation is open. Come and join us.

**Joe:** Wow! Beautiful, Bill.

**Marty:** That's great, man.

**Bill:** No, it's true.

**Marty:** You blow me away, man. I'll tell you. I actually did all that, without



Make sure  
that it's  
for you.

thinking about it.

**Bill:** Okay. That's the same thing that's in any path, Joe, whether it's success in business or marketing or raising money for charities, or turning your life around from an addiction, or just getting as healthy as you can be.

Make sure that it's for you. Ask yourself where you are on the path, if you're happy where you are, if you're happy with the way life is going. If you can look forward 6 months and say, "Yeah, my life's going to get better," then stay on that path. If you look forward 6 months or a year or even 2 years and say, "My life's not going to get better, what is bothering me now is going to get worse in a year, it's going to be even worse in 2 years," then don't wait any longer. Make the decision to make a change. Find some way to transform your life.

I offer a proven method. You can learn about it for free. But only do that if the way that you're going isn't satisfying and isn't working for you.

**Joe:** I'll end this by saying it all reminds me of one of my favorite quotes: "Today is the last day of the way you used to be, but only if you choose it to be."

**Bill:** I love it.

**Joe:** Bill, you've done great stuff. You've helped millions of people. It's fantastic to see. People thought you had accomplished so much with *Body For Life*. I think you sold 5- or 6-million copies of that book.

You've raised all this money for *Make-A-Wish Foundation*, you've done all this stuff, and now I feel like this is just a whole other stage and you were just getting warmed up for *Transformation*. So, I think this is a whole new beginning for so many people. I know you're an extremely busy guy right now because of the book that's out.

Marty, it's just fantastic to see where you've come and what you're doing with it. Everyone that is listening has the ability to do something



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really big, if they choose.

So, on behalf of myself and everyone, through part of our Genius Network community, thank you both for taking the time to share your inspiration and your knowledge. Bill, thank you. For all of the people listening, I would encourage you to think of 5 people that would benefit from listening to this interview. You have my permission and Bill's permission to share it, reproduce it, get it out to people that you know, because I think it's really important.

If you want to change the world, you do that by helping to change other people and doing good stuff. So, share the message. Get engaged, get involved, and visit [Transformation.com](http://Transformation.com). I encourage you to just take it on, because your life will never be the same.

So, thank you both.

**Bill:** Good advice. I'd like to thank you, Joe, not just for today, but for all the years that you've supported me and all the great ideas you've given me. I think that you maybe take the time and look at all of the people you've helped and all the differences you're making. Feel good about yourself, because you've earned it, my friend. If anybody can feel good about themselves today, right now, with the condition that they're in and the changes they've made and the impact they've had in making a difference in other people's lives, it's you.

So, keep up the good work and thanks for letting me be a part of the Genius Network.

**Joe:** Absolutely. Thank you, Bill. Thank you, Marty.

**Marty:** Thanks a lot, Joe.

**Bill:** Thanks, Joe.

**Joe:** Hello, this is Joe Polish. I want to thank you for taking the time to listen to this interview. I hope you found it very useful. Please give me your



*Eat  
Your  
Competition  
Alive!*

feedback on all of the interviews that you listen to. I love to hear your feedback, so we can always deliver a great program for you.

Our website is [www.JoePolish.com](http://www.JoePolish.com). We also have a Joe Polish Recommends section, so you can take a lot of the ideas and concepts that you hear on my Genius Network Interview Series and apply them to your business and find vendors and resources. You can go to [JoePolish.com](http://JoePolish.com) to find that information, and click on the Joe Polish Recommends section.

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