



# THE 7 SECRETS TO RAW FOOD SUCCESS

THE MUST-KNOW STRATEGIES  
FOR SUCCEEDING ON A FRUIT  
BASED, RAW VEGAN DIET.

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BY TED CARR

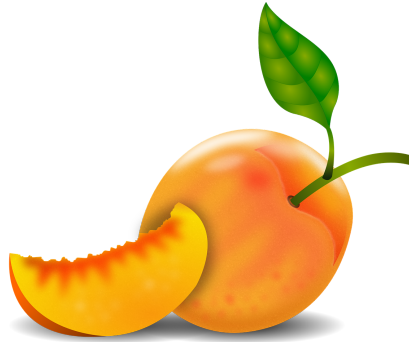


# **The 7 Secrets to Raw Food Success**

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# Introduction



When asked “What changes have you seen since adopting a fruit based, raw vegan diet?” most people will say “everything.”

That’s because raw veganism is not a diet. It’s a lifestyle.

The 7 secrets in this book are the strategies that only the long term raw fooders know to work best for staying on track. Most newbies just don’t know these things, which is why I consider them secrets.

This book was intentionally written in an easy to understand manner. I made sure you’ll be able to get through with ease.

## **Excuses for eating unhealthy foods, are they valid?**

Many people make excuses for why they can’t do a fully raw diet. But in life, if we want something strongly enough, we always find a way to make it happen.

The next time you see anyone eating unhealthy food, just know that it’s because they want to be eating that food. Whatever they’re eating is just a symptom of where they’re at in their journey.

If they didn’t want to be eating it, I assure you they wouldn’t be.

And by the same token, anyone you know who is eating a fully raw diet is doing so because they want to. They’re inspired to be eating clean and they probably feel great eating it

So what kind of food you want to be eating? Which direction in life do you want to be heading?

This book is dedicated to those who want to find a way to succeed with raw.

I'm going to help put you on the fast track to success with these tips.

## **The purpose of this book.**

My goal with this book is to inspire readers to use these practical, time tested, strategies to avoid the major pitfalls associated with a raw food diet so they can succeed long term and become leaders in this ever growing raw food movement.

I often hear or see people are talking about their struggles or reasons why they can't do raw, and it's always the same issues that keep arising time and time again.

So it's a few mistakes made by many that prompted me to write this book. I've highlighted the 7 main mistakes at the start of each chapter, but then I go into detail with ample solutions for all of them, so you'll have a lot of content to work with.

I'm confident that anyone who reads these pages and takes the messages to heart, will not have to experience the same setbacks I did, but instead experience the success I am now experiencing, much sooner it took me to.

## **What about slip ups?**

If you ever find yourself slipping up and falling back to old ways of eating after, or during the reading of this book, just identify which mistake you've made and gently correct course with your newfound awareness.

Never beat yourself up if you make a mistake going forward.

Mistakes are VITAL for your learning. You had to make over 500 mistakes before you ever learned to walk. And you may need to make a few hundred more mistakes with your diet before you get it dialed, too.

## **Onward**

Alright, so now that you know what you're about to read, let me just say that these mistakes are in no particular order, except for the first one. The first one is the golden ticket. If you apply the lessons learned in Mistake #1 to any area of life, success will be yours.

Let's go.



# Secret #1:

Giving your attention to what you want will put you on the fast track for getting it.



Many people come into this raw food game via the internet.

They watch a YouTube video or two, get inspired, jump on board, do the whole ‘HURRAW!’ thing, then fall off the wagon 2 weeks later and say “the raw food diet didn’t work for me.”

Don’t be that person, please.

If you want success with eating raw foods, you’ve got to focus on the fruit.

Here’s my list of the top 16 best raw foods to focus on and eat a lot of:

<https://www.youtube.com/watch?v=dDIJfo4y-mY>

If you want to be a raw foodist, you’ve got to learn from other raw foodists.

I spent years watching and listening to hundreds of interviews with raw fooders until I became the person I am today. Now after 8 years of doing this diet, I no longer watch YouTube videos about raw, but you can bet your sweet candy jack-o-lantern I did when I was just getting into this lifestyle.

One of my favourite interviews which I’ve listened to more than a dozen times is with Mike Arnstein, founder of the Woodstock Fruit Festival. You can listen to it here:

<https://www.youtube.com/watch?v=CM4gbVVgSks>

Look, we don't live in a raw world anymore, we got smoked out of that one when pangea started splitting up some years ago. Sure, a few groups of people were lucky enough to stay in the tropics like the Hawaiians and Mexicans, and the Balinese, but the rest of us slowly floated up north and there's nothing we can do about it besides book a flight somewhere warm for the winter.

I'm writing this book in Canada right now with the fire turned on. I'm wearing 3 layers of clothes just to keep warm! I accept that we live in a cooked world, and I want you to accept that staying raw in this cooked world is going to require a deliberate decision to focus on the fruit when it comes time to eat.

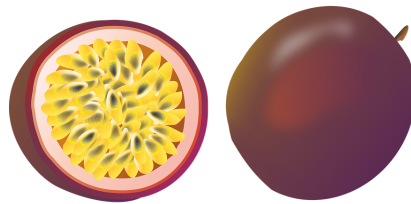
Listen, your focus on what you want in life is the golden ticket for success. Apply that focus to diet, apply it to relationships, apply to sport, business, whatever you want, but apply it deliberately rather than just going through life like a [zombie on auto pilot](#).

To fully immerse ourselves in this lifestyle, I feel it's essential that we hang around other people who are doing it, too.

Every year I attend The Woodstock Fruit Festival in New York because I understand that by being around other people, the focus is going to be effortless and the inspiration I get from everyone there will carry me into the year and make me want to improve myself even more.

## Secret #2

Buying ‘more than enough’ of your favourite fruit will allow you to stay stocked up at all times.



The second mistake I see a lot of newcomers make is they just don't stock up enough on raw food.

When I'm travelling to new places around the world, and staying in new hostels, hotels or apartments, the first thing I do before I even put my bags down in my room, is go to the grocery store and buy \$20-\$30 worth of fruit to make sure I have enough to last me at least till the next day.

Then, the next day, I load the F\* up!

I know when I'm stocked up, no temptations can get to me. Being surrounded by an abundance of fresh fruit feels too good to slip up.

But newcomers to the raw food game often don't stock up on enough on ripe fruit.

They don't stock up enough on unripe fruit.

They don't even stock up on enough frozen food and fridge fruit.

They don't stock up on enough dried food.

And they wonder why, when hunger comes, they find themselves going for the cooked food which is clearly in sight.

Look, you'll only eat amazing raw food if you have amazing raw food in the house.



So please for the love of Jehovah, or God or Denzel Washington, or whoever you look up to, stock up!

Unless you're about to fly away for a week or more, you should always, and I mean always, have more than enough fruit in your house. This is the most practical tip in the whole book, take it or leave it.

There are 5 types of food you need to stay stocked up on at all times.

- 1) Fresh ripe fruit. Fresh ripe fruit should make up 90%+ of all your calories.
- 2) Fresh unripe fruit. Your unripe fruit will be ripe by the time you finish eating all of your ripe fruits. Your unripe fruits are like cannons just waiting to be re-loaded. Make sure you keep replacing them.
- 3) Dried fruit. Dried food is also known as apocalyptic food, because they can be eaten at any time - even if [armageddon](#) comes a knockin'.
- 4) Frozen fruit. Use the freezer for things like frozen berries, extremely ripe bananas, and super soft, ripe avocados. The avocados can be thawed out and put into sauces at a later time.
- 5) Fridge fruit. If your ripe fruit gets too ripe, you can put them in the fridge. Your fridge is also great for orange juice, berries, and vegetables.

I should be able to come over to your house, eat a big meal, and not have you freaking out about not having enough fruit.

I always make sure to buy enough fruit to feed my friends when they come over.

I buy enough in case some fruit doesn't ripen up properly.

I buy enough so in case some tastes bad I'm not left dependant on eating it.

I buy enough for the squirrels and birds who might occasionally come by for a visit if I leave my door open in the summer time like that one time we thought we had a new pet.

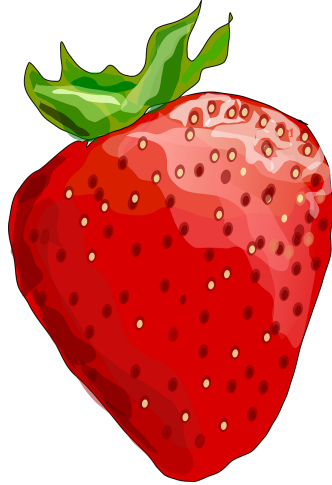
And It's not hard to do. Just go to the market or grocery store, spend some money, and bring it all back home. Do this 2-3x a week and I'm good.

You good?

\*F = Fruit.

## Secret #3

Eating so much fruit that you can't imagine eating any more food will keep cravings at bay.



The third mistake most newcomers to the raw food game make is they don't eat enough calories, and as a result, they end up getting so hungry that they start craving cooked food.

And once a cooked food craving comes on, good luck getting rid of it. Those things can stay in you like a parasite. So best to just stay full of fruit at all times to avoid them coming on.

### **How much should you eat?**

Eat enough. How much is enough? Well, if you can close your eyes, and you can visualize yourself peeling a banana and eating it and enjoying it, get up and go eat that banana!

You should be so full you aren't even thinking about food.

One reason I think noobies might under eat on raw food is because, when you're new at least, your stomach capacity just isn't big enough to fit in all that volume which is required for getting in enough calories. The stomach doesn't need to expand too much when eating cooked food. But raw food is different.

Yesterday I was sitting down with my friend after the gym, and we were eating purple dragon fruits. I knocked back five dragon fruits and I was pretty darn full after that. My fingers and half my face were covered in purple too.

My friend, however, who is even more muscular and taller than me, could only have two dragon fruits before he announced that he was stuffed!

And it's not because he had had plenty of calories from 2 dragon fruits, it was because his stomach could not accommodate anymore high volume food. He was physically full.

The only reason my stomach could fit in 5 dragonfruit is because I've stretched it over the years! I've adapted. He hadn't.

Now this dragonfruit story might sound cute and romantic, but I've had this same scenario play out dozens of times with various cooked fooders around the world who sit down for a meal with the old fruitarian.

Like one time I made a huge lunch for my new neighbors.

They came over for raw sushi.

And like I said I made a huge lunch, because I was expecting us to eat a lot.

So we made our first roll together. I knocked mine back pretty quickly as I normally do with food, and they chewed theirs like giraffes, slow and steady.

Politely, I waited before making my next roll with them.

After the second roll had gone down the hatch, my appetite was kicking in. I was ready for 10 more rolls.

But after their second roll, they said they were too full for a 3rd one. Too full? I was just getting warmed up!

Now I didn't want to be rude and eat another 10 rolls in front of them, but I definitely ate at least 3 more in that sitting before they excused themselves from the table and went home to leave me in peace to finish my meal alone.

But your stomach can stretch, you can adapt.

Just like a ballerina who's extremely flexible from stretching her muscles year in and year out, you too can stretch of your stomach to accommodate wondrous amounts of fruit.

**Some tips to succeed early on, even with a small stomach:**

Eating denser foods when you're starting out on your transition to a fully raw food diet is a good idea. Foods like dates, bananas and avocados should be a staple for newcomers, or anyone who's been craving cooked foods.

You can also blend up a lot of dried fruit to fill up if you want. Dried bananas, dried apricots, and dried raisins blend well too when rehydrated.

As time goes on, and I mean months and months, you can slowly incorporate more and more juicy fruit into your diet, but start with the denser foods, the ones that more closely mimic cooked foods with regards to calories per bite.

## **What about fat?**

Some people might fear eating too much fat. But I don't fear the fat in the slightest if it's coming from fruit.

Have a lot of avocados. Heck, I eat up to 6 a day when I feel like it.

It doesn't matter if you're eating a lot of fat on raw if it's coming from fruit. Just be sure to never eat too much, and never mix it with sugar.

Too much fat is when you feel sick. Don't do that. Just eat enough fats so that you feel good, you feel solid, and you feel ready to take on the day.

This is a huge tip for preventing cravings. Go buy yourself some avocados.

The reason for not wanting to mixing fat with sugar is because it can lead to high blood sugar issues.

Sugar likes to go into the blood and effortlessly exit our bloodstream to get absorbed by our cells.

But if our cells and sugar uptake sites in our blood are covered in oil, which is the case for many hours when we eat fat, then the sugar cannot easily exit the blood vessels to do its job of fueling the cells. The sugar has to then float around the blood stream waiting hours for the fat to break down.

This waiting around in the bloodstream as sugar continues to pile up results in what we call high blood sugar.

In the long run, high blood sugar can lead to all sorts of issues, with diabetes being arguably the worst of them.

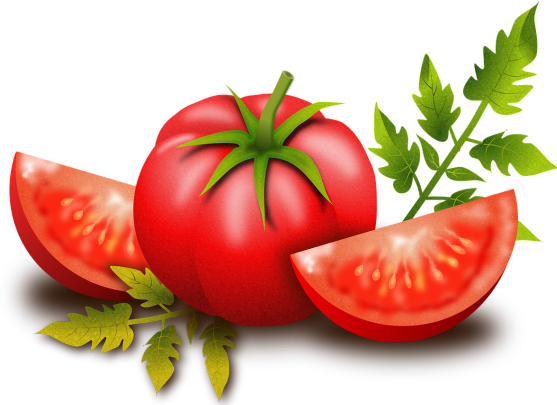
### **What about no fat?**

If you don't want any fat that's totally fine as well, I understand if you have your reasons, but if you get hungry just eating juicy fruit, try some denser fruits like dates, bananas.

If you're looking for a great source of Omega 3 fatty acids, eat a bunch of mangoes. They a great source if you want to be low fat, while still getting in your healthy fats.

# Secret #4

Rehydrating your dried fruit and then blending it up is the best way to consume it.



Dried fruit should be eaten extremely sparingly. Dried food can wreak havoc on your teeth, it can dehydrate you, and it can just leave you feeling pretty blah because it's so dense and requires a lot of energy to break down compared to it's juicier counterparts.

99% of the time I eat dried fruit, it's in it's rehydrated form.

I soak my dates, my raisins, and my dried apricots for at least 24 hours before I blend them into my smoothies or sauces.

I just leave them soaking for days in the fridge if I don't use them all. Sometimes they'll even soak for months in the fridge just fine.

I would encourage you to soak your dried food first and may blend into a smoothie, and then drink it.

I would only eat dried fruit in times of emergency if fasting wasn't an option.

**Pro tip:** The water that's used to soak your dried fruit becomes extremely sweet and can be used in your smoothies. Don't pour it down the drain, either drink it or add it to your smoothies. Enjoy!

## Secret #5

Taking oral hygiene seriously is essential. Brushing and flossing twice a day and rinsing with water between meals is a must.



Pretty much everyone in our modern society has cavities.

Now I'm not saying having cavities is OK, what I'm saying is that cavities are common for people who don't even eat a lot of raw food.

People who eat mostly cooked food are still getting cavities. In other words, raw food isn't the cause of cavities.

What is the cause of cavities?

Acid, from the bacteria that live in our mouth.

Certain bacteria which live in our mouth eat the food that we leave on our teeth. After they eat it, they poop it out. And unfortunately for us, their poop is acidic.

And it's this acid that can cause cavities if not cleaned off quickly or well enough.

So to prevent cavities from occurring, you've got to take your dental hygiene seriously. This is no joke.

You've got to keep your teeth clean from foods and acids! You've got to keep your mouth alkaline.

Some people might say, “I don't need to look after my teeth because animals in nature don't brush their teeth, and I want to be natural like them.”

While it's true that animals in nature don't brush their teeth, it's also true that most animals in nature have really crappy teeth looking after just a few years. Most animals don't live as long as we do, so they needn't care about their oral hygiene like us.

If you want to have crappy looking teeth like them, go ahead. Don't brush your teeth, don't floss, and don't rinse between meals. You'll get cavities guaranteed.

But if you want to have great teeth, brush, floss and rinse multiple times a day.

I like to spend 2 minutes brushing. I set a timer. I mean, you can't just brush for 30 seconds and expect 23 hours of eating to get erased. Put some TLC into your oral hygiene routine and enjoy it.

I have a friend named Joe. He's a dentist from Australia. And he carries around a pack of floss with him wherever he goes. He flosses 4-5x a day. Dude has never had a cavity. He looks after his teeth.

But neglecting oral hygiene is a common mistake a lot of raw food noobs make. They don't even go to dentists for a simple harmless check up to see how they're doing. I would strongly suggest a yearly check up, no matter what diet you're eating.

Don't think just because you eat this way you're absolutely invincible! You're not gonna get any cavities or anything... That's a big mistake raw food noobs make I don't want you to make the same mistake.

So brush, floss and rinse after every single meal.

**Why brush?** Brush to get rid of food and plaque. To spread around the toothpaste to 'kill' the bacteria in there so they don't spread. Your teeth need to be clean to avoid cavities. Brushing helps keep them clean better than anything.

**Why floss?** To get in between the teeth, where the toothbrush can't get in. Most cavities begin between the teeth because most people don't floss. So be sure to spend at least 30 seconds flossing between all of your teeth, and do it twice a day. Once after lunch, and once before bed. If you practice the technique in the mirror, you can floss in a way that scrapes the sides of the teeth to remove plaque, especially behind the molars. Just look at your string of floss after scraping the teeth to see what's on it.



**Why rinse?** Rinse after fruit meals to neutralize the acids that can come from the fruit itself. When fruit is picked unripe, it contains acids, and these acids don't go away once the fruit ripens up. They remain. So it's vital to rinse with water to temporarily neutralize these acids before you go and brush and floss.

**Pro tip:** Never brush right after eating citrus. If you have any citrus in your meal, wait at least 30 minutes before brushing. And when you do brush, I'd use this toothpaste: <http://amzn.to/2xU0kqK> and this toothbrush: <http://amzn.to/2xg164p> for best results.

## Secret #6

Eating soft foods that rub into your skin and adhering to basic food combination guidelines will work wonders for your digestive system.



If you do it right, one of the biggest benefits you'll get from eating a raw food diet is ease of digestion.

Our digestion should be perfect on a raw vegan diet.

And it can be.

But if we're eating hard to digest foods, or improperly combining foods, digestion can be an issue.

Symptoms of indigestion are: gas, bloating, fatigue, acne, body odor, etc.

### Rub it in

The first rule for optimizing your digestion is: You must eat foods that rub into your skin.

If you're eating foods that don't rub into your skin, you're gonna have gas. You have indigestion. You can have something some bloating. You're gonna have painful stools, you're gonna have some body odour, you're gonna have some acne.

But as soon as you start getting food that's like baby foods, that step right into your skin, you're gonna eliminate all those things.

Your digestion is gonna be smooth, your gas is gonna be non-existent or scentless. Your body odour won't even be there.

## **Baby Food**

It just makes sense to eat foods that you feed a baby because you essentially are a baby, just a grown up version of a baby.

Your digestive system isn't ten thousand times stronger now, just because you're an adult.

If anything your digestive system is a bit worn out from all those years eating crap.

You gotta be gentle with yourself. Be as gentle with your digestive tract, like you would be with a baby.

What are the foods we feed babies? Avocados, bananas, mangos, papayas, coconut water, orange juice. All these fruits rub right into the skin.

## **What about vegetables?**

If you're gonna have vegetables, you're better off juicing them.

Go ahead, have your vegetables, but I would encourage you to juice the hard stuff. And if you're gonna have a nice salad have some iceberg lettuce, have some baby spinach, have some really soft romaine lettuce, and then mash in some avocado.

If a food can't rub into your skin, juice it. Juice your carrots, your broccoli, and your cauliflower.

But don't think that by eating vegetables, you're getting some magical nutrient that you can't get from fruit. Every vitamin, mineral, and fatty acid that we need can be found in fruit.

## **Food combinations.**

The second rule for optimizing your digestion is: You gotta eat in accordance with proper food combination rules.

What are the rules for proper food combining?

The first and most important rule for proper food combining is: Eat the fastest to digest foods first.

What are fast foods? Fast foods are foods that are highest in water content. Just ask yourself: "Would I eat this if I was super thirsty to hydrate myself?" Or, "If I put it through a juicer, would a lot of juice come out?"

Example #1:

Eat grapes first, then eat bananas.

Why? Grapes have way more water in them than bananas do.

Example #2:

Eat watermelons first, then dates.

Why? Watermelon has way more water in it than dates.

For good measure, it's best to wait 5-10 min before mixing the high water content fruit and the lower water content fruit.

Think of a running race. The fastest runners always go first. If the slow runners went first, the fast runners would literally run into them and it would cause issues.

Same goes for putting food down the hatch. Always out the fast foods first so they can get in and get out of the way before causing a pile up.

And when it comes to mixing the slower foods together, like bananas, dates and avocados, it's best to always eat the sugar rich foods first.

So eat your dates and bananas, and then eat your avocado after.

Avocado is mostly fat - and you should always eat the fat at the end of your meal, not the start.

If unsure what to eat first with the dense foods, remember this:

Sugar to start, fat to finish.

Example: Dates first, then avocado.

Example #2: Raisins first, then olives.

Example #3: Bananas first, then coconut meat.

Example #4: Watermelon first, then durian.

Always have the fattiest foods at the end of the meal.

And again for best results it's ideal to wait at least 5-10 minutes before eating a fattier food after a sugary food.

Oh, and just a helpful side note: Leafy greens like lettuce and spinach can be eaten alongside anything, no water how high or low in water content it is.

**Pro tip:** If you're still eating cooked foods, I strongly suggest taking a digestive enzyme before the meal to help with digestion. Enzymes help break down the food, but when you cook a food, you kill all of the naturally occurring enzymes. I would suggest this vegan, GMO-free brand of enzymes: <http://amzn.to/2xhs8bi>

# Secret #7

Weaning off old foods slowly is the best way to transition to fully raw - don't go 100% cold turkey.



If you were addicted to coffee, cigarettes, cocaine and meth, what do you think would happen if you had to come off all of these drugs at once?

Well, you'd freak out. And you'd likely slip back onto a few of them for comfort.

Well, coming off 100's of different cooked food items is no different! Each food has a different effect on your body. Just think about how the way you feel after eating a bowl of fresh fruit is very different than how you feel after eating a peanut butter and jelly tofurkey sandwich.

Give your body time to come off one food at a time when transitioning to raw.

## **Your body's relationship with cooked food**

Think about this: Every cell in your body is made up of the food you've eaten and the air you've breathed.

So, unless you've been eating raw food for 7+ years, your body is probably made up cells that have developed with cooked food.

And if every cell in your body is made up of cooked food, then all of a sudden you stop eating cooked food, your body is going to go into stress and think 'where the hell is my cooked food?'

“Where is that food that we grew up with? Where is the food that we know so well? Where's the food that has made me who I am?”

Sure, your body knows what to do with fruit, and it feels that it's healthy, but it's kind of like taking a power washer hose to the inside of a house that's never been cleaned and still has a ton of old furniture inside.

There's going to be a bit of a fuss.

It's a major shift for your body to go through when you all of a sudden stop eating cooked food. So be patient and go slowly with it.

Realize too that even if you're coming from a fully cooked or mostly cooked background, you're still making huge progress even when you're mostly raw.

Anytime you cut out one cooked food and introduce more raw foods, your body goes to work healing right away.

But you will never see changes in your growth or detox if you're constantly looking for signs.

It's kind of like... can you stare at a blade of grass and see it grow? No, you can't. But you know it's growing, right?

Well, what if you sat there for a week and kept staring at it? Still no! You still couldn't see it grow, even after a week!

And why not? Because the grass grows too slowly for your eyes to see the growth occur.

So even though you know it's happening, you couldn't see it if you're constantly staring at it waiting for it to grow.

But what if you took note of the grasses height, then went away for a week and measured it again when you got back?

Well you wouldn't even have to measure it to see that it had grown.

It would be obvious and clear to you that a change had occurred in the grasses height.

So you see, it's only in taking a step back, turning away with confidence that the right things are happening, and then looking back days later that you'll see any results.

Why not take this same approach with your health?

Instead of staring and looking for signs of improvement everyday, just do what you know to be the best thing for your health, then come back a week or two later and see the changes.

You're gonna feel great after every fruit meal. Let your feelings be your guide.

Give yourself time to transition as well don't just think 'i'm just gonna eliminate all cooked food all at once! I'm never gonna have addiction ever again'.

It takes time to detox. Takes time to unravel these layers that you've wrapped around yourself over the years that you were eating cooked food.

So, allow yourself to detox, and allow yourself to eat whatever cooked food you want, just eat it with the awareness that one day you'll be 100% raw.

## **Cooked food Ceremonies**

When it comes to getting off cooked food, I think it's helpful to quit one food at a time using a ceremonial ritual.

For example, when you feel like you're ready to move on and stop eating a particular food, say, yams, you might say, 'Alright this is the last meal of yams. But I'm still allowing myself to have some brown rice, quinoa, buckwheat, squash, etc'.

And then you eat your heart out with yams that night. Eat so many yams, without any guilt, in the knowing that this is the last time for you, and knowing that you can still eat all the other cooked food on that list of yours.

Next on your list might be brown rice. So allow yourself as much brown rice as you want, until you're ready to have your ceremony with it. Then move on. One food at a time.

And while you shouldn't expect overnight results with this diet, you'll probably feel better emotionally right away. Even after just the first meal or first bite of fresh sweet juicy nectarine.

**Free PDF:** Here is a list of some of the benefits you can expect to experience on a raw food diet if you do it for any substantial amount of time: <http://bit.ly/rawfoodbenefits>



# Closing words



Congratulations on making it through this book.

If you want help with staying raw for at least 30 days, consider signing up for my 30 Day Raw Food Challenge.

I run the course at various times throughout the year. You can sign up here if you're interested: <http://www.The30DayRawFoodChallenge.com>

And if you want more guidance with what to eat exactly, I've put together a recipe book which you can get here: <https://goo.gl/WHf4ST>

I also hope to see you at the Woodstock Fruit Festival in the future. If you'd like to come, use the code '**COMEFRUITYOURSELF**' to save \$100. <http://TheWoodstockFruitFestival.com>

**Written by** Ted Carr



@fruitarian on **Instagram**  
@tedcarr on **Snapchat**