



# THE 11 PRINCIPLES TO SUCCESS ON A RAW VEGAN DIET

written by Ronnie Smith

**Disclaimer:** Please understand that none of the information in this booklet is intended as medical advice. Nor is it intended to be taken in place of medical advice. If you are experiencing the symptoms of illness please seek out professional medical help as this is the only way to properly diagnose illness.

The content of this booklet is aimed at those who are interested in changing to a healthier diet and lifestyle. The diet which is promoted in this booklet is a raw vegan diet based on fruit. Please be aware that a raw vegan diet is not the diet that is recommended by mainstream dieticians or nutritionists. Should you wish to seek mainstream advice please contact your local doctor or hospital. The raw vegan diet has had very little scientific study and there are very few people that have maintained a raw vegan diet long term in order to truly study it's effects.

**Caution:** Please also be aware that the number one lifestyle factor leading to disease, disability and death is your diet (Global Burden of Disease Study). The standard diet in the western world has been found to be connected to the current epidemic of heart disease, cancer, diabetes, obesity and other potentially fatal conditions. Modern science shows us conclusively that the standard diet leads to disease. Universally fruits and vegetables are hailed as being one of the few food groups that protect us against disease.

# Contents

## **i) Introduction**

## **ii) The 11 Fundamental Principles Of Long Term Raw Vegan Success**

- 1) Don't be scared of fruit!**
- 2) Pick a staple fruit for your diet**
- 3) Embrace Variety Throughout the Year**
- 4) Eat Simply, Eat Mono Meals**
- 5) Keep The Diet Low In Fat**
- 6) Eat A Big Salad Everyday**
- 7) Avoid Short Term Thinking And The Binge Purge Cycle**
- 8) Stay Away From Gimmicks, Fads and Superfoods**
- 9) Commit to Education**
- 10) Finding A Community Or Support Network Of Other Raw Vegans**
- 11) Share The Information With Others And Help Others Go Raw**

## **iii) Information On UK Fruitfest**

## **iv) Information on Coaching with Ronnie Smith**

# Introduction



Doesn't this phrase paint a vivid picture of the importance of health for your life?

- Without our health, we are unable to do the things that we really want to do.
- Without our health we are unable to contribute back to our friends, our family and our community.
- Without our health, our dreams, our visions and goals have to be placed to the sidelines.

When we lose our health we have to give up all of our time, all of our energy and sometimes all of our resources to recover that one thing that is most precious to us.

We can all say things like “your health is your greatest wealth” and “you should be grateful as long as you've got your health” but how many people can truly say that their actions are in alignment with those principles? How many people can truly say that they are taking action to maintain a good level of health?

Taking action on the right information will help you to make incredible changes to your life. I want to welcome you warmly to a new journey, a new challenge and an adventure that could take you towards a way of living and feeling that you may have never have dreamt of.

Before we start with the 11 Fundamental Principles of A Raw Vegan Diet, the first question is why do we want to change to a healthier diet? Why do we want to go raw, eat more fruits and vegetables, exercise and all of these things? Why would you want to do that? In short:

## **Why should you try to get healthy?**

It is my belief that health is really the foundation of your life. It is the essence of life itself. Without it, we have no life.

When we lose our health, we have to give up all our energy and time, and sometimes all of our money to try and get it back desperately. Often, when a person loses their health, there is nothing they can do. They can not find any solution. They can not find any answer even though there is an abundance of information out there.

So I really believe that it is important to make a change because very few of us are brought up with a good diet, with the best health or with the best conditions. If you want the best life, if you want to get the best out of yourself you need to really spend some time focussing on your health. It is fundamentally important to everything.

### **My definition of health is not the dictionary definition.**

The dictionary definition is, "**The absence of disease or illness.**" That is not how I define health. I've been taught to view health as a positive, not as a negative and I have been taught to see it as an abundance and not as an absence.



## **Health Is About Abundance**

Health to me is about abundance, it's about freedom, it's about being able to really live out your best life and enjoy your life to the fullest. If we can do that, if we can really take care of our health, we will have a strong foundation of energy and power to be able to do whatever we want.

Perhaps you have not made significant changes to a healthier lifestyle because you are scared of

what you will miss out on? If that is the case then you are more motivated more by a fear of loss than by what you could gain.

I would say that someone that is health-conscious has looked at it the other way around. A health seeker is more scared of the idea of eating an unhealthy diet that leads to disease, disability, and death. They are far more scared of those things than they are of the idea of not being able to eat pizza, steak or fries.

They also have the knowledge that once they have given up those foods and started a new habit, it becomes relatively easy to keep that habit going. In short, they know that it is possible to change and do not see it as something so difficult it should not be attempted.

To move in the direction of health we must change our view point. Think of what we lose by remaining unhealthy rather than what we lose by changing out diet.

You should now be clear on the idea that being healthy is important for everything in your life. You should be starting to see the positive sides of being healthy rather than thinking of the things that you will miss out on.

It is time to look through the principles for long term success on a raw vegan diet.



# The 11 Fundamental Principles To Long Term Raw Vegan Success

## 1. Don't Be Scared Of Fruit!



**"I get a lot of people coming to see me, the healthiest people I ever meet are the fruitarians" - Dr Garth Davis**

The most important thing when it comes to a raw vegan diet: do not be scared of fruit. Having spent time with a lot of long-term raw vegans I believe that one of the main fundamental things that is similar with all of them is not being scared of fruit.

On the flip side, when I met people that had fears around fruit, I knew that they would not succeed long term on a raw vegan diet.

There is a lot of people that are scared of eating too much fruit for a whole number of reasons. Most of those reasons are not accurate, not scientific and almost always not something to worry about. But when people start to be scared of fruit and start to want to limit their fruit, and start to be worried about how much fruit they are eating, inevitably, they are going to struggle to be on a long-term raw vegan diet.

Fruit is the absolute best staple food for human beings. Clearly for a raw food diet it is hands down the best food. It is the best staple food because your body requires the nutrients in fruit in the proportion that fruit provides it. It is really the food that you are designed to consume.

It is the food that your digestive system is designed to consume. It is the food that digests the easiest. It is the food that is most beautiful to our eyes. It smells the best and it is the food that tastes the best in its completely natural state.

Fruit is the absolute pinnacle of food for human beings. It does not get any better than that. We can not create something new and better. We have not yet, at least, done anything in a lab to improve on fruit.

It is also a food that we can actually live on because it has enough calories to sustain us. Foods like vegetables are very healthy also but we can not get enough calories from vegetables to meet our calorie needs.

### **The Importance of Carbohydrates**

Our body is best fuelled on a diet of carbohydrates, regardless of cooked or uncooked food. The best fuel is carbohydrates. People that get scared of fruit struggle on a raw vegan diet because they do not eat enough fruit to meet their carbohydrate needs or even to meet their need for calories. They start eating more fat. Though we require healthy fats of course, we can get those healthy fats without eating foods that are predominantly made from fat.

The people that I have met that have been long-term raw vegans, for 10 years and 20 years and over, are people that have focussed on fruit, that weren't scared of fruit, were often the biggest fruit-lovers you could ever met. Principle number one, **don't be scared of fruit.**

## **2. Pick A Staple Fruit For Your Diet**

This is a fundamental principle, throughout all diets. That is, that every culture that has a consistent diet and every diet has a consistent staple food. Whether you go to the Japanese and the Chinese eating rice, or you go to the South Americans with corn or in Europe, where oats and wheat were eaten, each culture had a staple food. Staple foods tends to be carbohydrates and those carbohydrates are acquired from plant food sources.

As raw foodists, we want a raw form of carbohydrate rather than cooked, and there is a number of reasons that we want raw food over cooked food. For a start, often the foods that are cooked cannot be eaten in their raw state. That means that these foods are not in an ideal form for our body to digest unless they are damaged with cooking. It is almost like naturally we have a safeguard stopping us from eating those foods because they are not ideal. They are often not attractive to us in their raw state either.

When we cook them, we damage nutrients, which is something that we have known for many, many years. Depending on the type of cooking, we can create carcinogenic compounds both in the food and in the gas emitted from the food during cooking.

Cooked food tends to be more addictive than raw food and this can lead to weight gain and other problems coming from eating to excess.

For our staple fruit, we want it to be something that we can get a lot of, we want it to be very accessible to us and the best staple food, I believe, in a raw vegan diet is bananas. Bananas are the best because they are so abundant, they are available throughout the year, they are cheap, they are inexpensive compared to other fruits, they are calorie-dense. They are high in carbohydrate they are very versatile as well, so you can blend them up, you can make them into an ice-cream, you can do all sorts of things with bananas. You can dry them in a dehydrator if you like, make banana cinnamon rolls.



I know they are not everyone's favourite and they are not my favourite either! But I have come to a point where I accept that bananas are a fantastic staple food for the diet. You do not have to eat just bananas, but they are a fantastic staple food. There are other choices like mangoes, but they are not as consistent throughout the year in the UK. If you are somewhere where you get mangoes all the time, then fantastic.

There are other fruits like apples and pears that are actually very high in calories. We never really talk about those as being calorie-dense foods that could potentially be a staple. In the tropics, there are other tropical fruits like Jackfruit and Durian that are higher in calories that can be a staple, so there are some different options there. As we get into the winter, persimmon is often a fruit that people go to as their staple food on a raw vegan diet, especially in the UK.

These are staple food options you can try. If you are not happy with those you might think about oranges or fresh-pressed orange juice but you would have to drink quite a lot of orange juice to match how many bananas you would need. These are different options that I have seen people use and generally, bananas tend to be the one that wins out. I believe even though they do not taste the most exciting they do make you feel fantastic. I do not know exactly why that is. People talk about tryptophan and other things in bananas but we do not have to look at it too deeply.

That is our second principle. Have a consistent staple food. For many people that will be bananas.

### **Should you worry about potassium poisoning?**

Absolutely not! However this idea is prevalent. My dentist said to me, "If you eat eight bananas you're going to die." I'd eaten 12 bananas before I got there, so I didn't really respond or worry about what he was saying. No, potassium poisoning is not an issue as it is simply not possible from eating fruit.

Bananas are not a particularly high source of potassium. This idea seems to have been burned into people's minds from a long forgotten advertising scheme.



**"There is strong evidence that the nutrients in fruit do not reduce the risk of cancer when they are taken as supplements."**

**- Cancer Research UK**

### **3. Embrace Variety Throughout The Year**

The third fundamental principle of a raw vegan diet is embracing variety throughout the year. On top of your staple food, throughout the year you want to get variety. You want to try all sorts of different fruits and different vegetables. You want to embrace these fruits, you want to broaden your palate. You want to eat more seasonally.

To get the best quality food embrace variety throughout the year. If you embrace that variety, you get the most delicious food because different foods come into season at different times. You have to start learning the flows and the rhythms of nature, and the natural world, and when you go to your supermarket you need to really know that certain foods are coming at certain times of year and they will be best at certain moment.

People often say that the fruit in the supermarket all tastes terrible but this is because they are eating unripe fruit or they are eating fruit out of season.

Broaden your palate. There may be many fruits and vegetables that you do not like yet. Keep on experimenting with them anyway. I have personally found my tastes for many fruits has changed over the course of the last few years and I now eat more variety of fruits than ever.

This allows you to really feel that you are getting a real variety of flavours, textures and nutrients. Our third principle is **Embrace Variety Throughout The Year!**



**"Become a connoisseur of fruit, and, as the old saying goes, "eat no fruit before its time."  
- DR DOUG GRAHAM**

#### **4. Eat Simply, Eat “Mono Meals”**

The fourth principle is to eat simply. Long term, successful raw vegans often eat most of their meals as “mono meals”. A mono meal is when you eat one type of fruit for an entire meal. That could be a meal of just eating bananas or it could be a meal of just eating mangoes. For a lot of people starting off, their instinct is to have a big mixed fruit salad but as we progress with this diet we actually find that we start to enjoy mono meals more. We start to enjoy the simplicity of it and the easy digestion it brings.

Though this might seem like a strange idea at first if you think about it, it really mimics nature's design. If we come across food in nature, for example a fruit tree, we will eat from that tree until we are full, and the tree would just have one type of fruit on it.

All animals appear to eat one type of food at a time. In human culture, we have learned to mix various foods together to provide us with a complete meal and a variety of flavours and textures. Often this has been developed because, when we moved away from our natural fruit based diet, eating just one food was inadequate for our nutritional needs. Also those foods lacked flavour so we learned to mix them together to create flavour.

Fruits have delicious complex flavours and each fruit is a little different even to other fruits of the same variety.

Learn to **Eat Simple, Eat Mono Meals!**

## 5. Keep The Diet Low In Fat

The fifth principle is an important one to stress: keep your diet low fat. That means limit nuts and seeds, and severely limit (or be abstinent of) any form of oil. Although these things are all technically raw and vegan, long term successful raw vegans do not eat these foods in large amounts.

For humans, eating a diet high in fat is not ideal. As we increase the amount of fat in our diet, our ability to transport various nutrients to our cells, for example sugar and oxygen, becomes compromised. Bradley Wiggins, a former winner of the Tour de France, said that during the race he drank fruit juice with sugar added to it. Now, we probably wouldn't want to add sugar to our fruit juice but this was literally what he consumed to keep his body performing at the highest level.

This is because if they increase the amount of fat in their diet their performance will go down, especially if we're going to eat oils or consume oils. You may think this does not apply to you as you are not a high level athlete but the principle is the same. Whatever you wish to perform well at, whether it be sport, work or intellectual thought your best performance is supported by maximising the sugar and oxygen you can get to your cells.

### What is the problem with oils?

Oils are a processed, refined food in which all of the nutrients and fibre have been removed from the original whole food, leaving the pure oil behind. When we add oil to our diet, we vastly increase the calories without adding very much nutrition to it. We already have a problem in our society with weight gain issues and a lot of those issues would go away if we moved away from eating very highly dense calorie dense foods like oil that are added to so many foods.

Nuts and seeds have many health benefits but I would also suggest that these are kept to a minimum in the diet. The reason for that is that it is very easy to over eat on these foods. Nuts in the supermarket have been dried and like many dried foods they become very easy to over eat.

A small handful of nuts a day is good, but it is so easy to eat the whole bag (especially if you are under eating on fruit). Our body has to process all of that fat which slows down the movement of our cells through our bloodstream.

Keeping the diet low fat is better for your performance, you get better nutrition because you're eating a higher quantity of carbohydrates and fruit You are getting the correct amount of nutrients from those foods, rather than getting a very high amount of calories from nuts and seeds, and from oils.

Keeping the diet low fat for optimal health is also in line with the studies called the Blues Zone Studies. The concept of the Blues Zone Studies is that they looked for the healthiest populations of people in the world. What they found when they looked at these groups is that they had many things in common. One of those things was was a vegetarian, or semi vegetarian diet that was very high in carbohydrates. All of the Blue Zones averaged 75% to 80% carbohydrates for most of those communities.

Principle number five is **Keep The Diet Low Fat!**

## 6. Have A Big Salad Everyday

Principle number five is something which most long term raw vegans embrace which is having a big salad every single day. I will admit, I have met some people that have not focused so much on vegetables but this tends to be the exception. For beginners especially, a big salad each day can help you to feel full and satisfied each day.

Some people when they get onto a raw vegan diet can struggle if they just focus on fruit because they miss the way that they used to feel “full after a meal”. Something that helps with that is having as much fruit as you like, but also having a really big salad meal, and learning to eat really big salads because that can be very satisfying.

Not only does it give you that savoury flavour that you may miss from cooked food, but it really fills you up, it really leaves you feeling very full and it gives you a lot of extra nutrition as well. I believe that a salad meal is something that helps a lot of people. If you wish to focus on fruits you can still have a savoury salad of fruit which would consist of peppers, tomatoes, cucumbers, avocados and other savoury fruits.

But the majority of long-term raw fooders make a salad a daily habit and they really enjoy a big salad. There are so many different salad dressings you can experiment with. Let me share with you one of my simple favourites:

**My simple daily salad recipe:** For me, I'm very consistent right now in that my salad is almost the same every single day. It's two heads of iceberg lettuce chopped up finely. My dressing is usually a combination of two handfuls of plum or cherry tomatoes with a half an avocado. I sometimes add mango to that, or a few dates for sweetness. It's a fantastic and simple dressing, give it a go!

I pour that over the lettuce then I chop up the rest of the avocado and throw that in. Simple! It takes me no time to make. It's cheap and delicious.

You can get the UK Fruitfest recipe book for free at <http://www.fruitfest.co.uk> for more raw vegan recipes.

“The Global Burden Of Disease Study determined that our biggest killer was our diet.

Number one on their list of the most important dietary risks was not eating enough fruit”

- Dr Michael Greger



## 7. Avoid Short Term Thinking And The Binge Purge Cycle

Principle number seven is to stick to a diet that works long term and avoid the binge-purge cycle. What do I mean by the binge-purge cycle? A lot of people get into a raw vegan diet because they want to cleanse or detox from whatever diet they are usually eating. They want to clean the body up and get healthy as soon as possible, as fast as they can, so they start doing things like fasting, juice cleansing and dry fasting. They do colonics, they do enemas, they do all sorts of weird things in the hope to cleanse and detoxify.

However, so often, after their period of fasting or cleansing they will go back to eating junk foods again or other less than ideal foods. This is because their cleanse or fast was not a diet they could live on long term. Often when people do these things they end up under eating massively leading their body to seek out calories in any form.

This often leads to people bingeing again on less than ideal foods which results in them feeling very bad. Their reaction is to perform another fast or another cleanse.

A big mistake people make is they say, "I'm going to fast and then I'm going to go raw." It doesn't work like that. When you finish a fast and you start eating again all of your previous food addictions and food habits will come back. I've known so many people have done long term fasts and went right back to eating the way that they previously did, that they were trying to get away from. I've seen that many, many, many times. Fasting is not the way to start a raw vegan diet, neither is a juice cleanse.

Long-term exposure to the right diet is what is going to help with healing. Healing does not happen overnight. Healing takes time. You must be prepared to allow the body to heal. If you've exposed your body to some negative foods for 10 years, 20 years, 30 years, 40 years, you've got to give it a little bit of time to heal from that exposure.

This is all connected with people not eating enough fruit. Under eating on fruit on a raw diet inevitably leads us to giving in to multiple temptations for other foods. The cycle will continue until you learn to eat enough and therefore learn to eat a diet that will work for you long term.

You need to break that cycle by going back to the principles that I've outlined. You must eat enough fruit to fulfil your caloric needs.

Often people have a mindset of wanting to achieve things quickly and easily. Unfortunately, you will not always get the results you want quickly. Hopefully, you will feel tremendous benefits in no time but health must come in small steps taken over time.

What we need is commitment to a consistent healthy lifestyle over time. A commitment to consistency will lead to stability, emotional stability and stability in your health. That's a very important thing for long term success with this lifestyle.

## 8. Stay Away From Gimmicks, Fads and Super Foods

Stay away from the idea that you need gimmicks like superfoods, supplements, herbs and specially designed “cleanses” and “flushes” to be successful on a raw vegan diet. The raw food community has often been taken over by salesmen looking to sell people potions, pills and elixirs rather than providing them with the education to help them go raw successfully. The issue underlying this is often that this person has not themselves worked out how to go raw long term successfully themselves. They have come to the conclusion that there must be something missing or wrong with a raw diet.

The sales pitch is very old and has been successful over and over. “The nutrition in our food today is inadequate, we are surrounded by toxins, the powers that be are evil and are filling the food supply with poisons, we have an epidemic of ill health, people are getting sicker than ever before”. They will go on like this for a bit and then provide their supplement or superfood as the solution. Often it comes from an exotic sounding place where a tribe has had magical healing benefits from taking the product.

You cannot speed up the process. You must submit to the laws of nature. You must submit to the laws of health discovered through the study of the science of human health know as “hygiene”. The body alone heals. The body is always healing. It’s always detoxing, it’s always cleansing. It’s always keeping you as clean as it possibly can. All it needs is for you to get out of the way.

When you get out of the way, you cannot assume that it will happen overnight. For some people it does. For some people they get great results even overnight, but you must be prepared for a long-term commitment towards trying to reverse any symptoms or conditions that you come up with.

It is years of being on a good diet that allow the body to continue to heal. Any kind of gimmicks that you add into your diet, these are all short-term things. It’s not the right mindset. You need to develop a long-term mindset.

Our number 8 principle is **Develop A Long Term Approach, Avoid Short Term Fads, Gimmicks and Superfoods**

## 9. Commit To Education

Education is one of the biggest factors in helping a person stay raw long-term. This was discovered in a study from a university in the USA. They found that when people are exposed to raw food information at an institute, the people that are most likely to continue on a raw food diet were people that already had a good education with raw foods and with health and nutrition.

There is a lot of education out there, but it’s hard to find really good information. There are certain sources that are providing really good information. We can look at some of the books that really work for people. The way that you find out is to look at people who have had long-term success on this lifestyle.

Try to find teachers whose message has not just worked for them but has worked for their students and for their students' students. This is why Dr. Doug Graham, for example, is a respected teacher of raw vegan information for a lot of people because he has been able to transfer success to a lot of other people. A lot of the other raw food leaders do not have many students that we can look to that have had long term success

When we commit to education on health and nutrition it strengthens our commitment to a raw vegan diet as we are continually shown the benefits of eating fruits and vegetables. Commit to educating yourself continually and this will help you stay raw long term.



## 10. Finding A Community Or Support Network Of Other Raw Vegans

Principle number 10 is to be part of a community or network of other raw vegans. One of the things that long-term raw vegans have done is found a community so they can be around other people who have an interest in a raw vegan diet. Maybe they have found a raw vegan group where they live or they went to festivals and other events or retreats. Some of them went out to live in places like Thailand where there are quite a lot of raw vegans.

There is a principle that is you are the average of the five people you spend most time with. Well, if you spend time always with people who are completely against what you're doing and aren't raw vegan, it's not really going to help encourage you. We really do well when we're surrounded by a community.

People that are all motivated to do the same thing and going the same direction. Of course, that's what we've created in the UK, Fruitfest with other fruit festivals. There's nothing quite like a fruit festival. There's nothing quite like that kind of community that we get at the fruit festival, but was a couple more people waiting to join. Where does alcohol figure at all? People get to that. We get to a few questions.

For you to really have success in a raw vegan diet, you need to commit long-term to the idea that you are re going to do this. You need to be committed to this. It is the people that commit to it, that will have ultimately the success. They make a decision in their minds.



They decide that this is for them and they want optimal health and the best health possible, and regardless of how hard it is going to be, they will commit long-term. Getting around people like that inspires you to raise your standards and take a further step forward on your health journey.

You can learn more about Fruitfest and book your ticket at <http://www.fruitfest.co.uk/registration> (use the code RONSTER for a 10% discount on your ticket)

## **11. Share The Information With Others And Help Others Go Raw!**

The people that have really long-term success get passionate about it and they want to help other people out, and they start contributing in some way to the community. They either get involved in events, write their own books or put out videos online. They may simply go to local groups and share their story. That really helps as well. When you are an example to other people that will give you more inspiration as well for you to stick to what you are doing.

I hope you have enjoyed the 11 principles I have shared here. Please feel free to provide me with any feedback that you wish to impart. You can email me at [info@fruitfest.co.uk](mailto:info@fruitfest.co.uk).

Of course, many people struggle with going raw regardless of how much information they get, how many teachers they meet or how many events that they attend. There is something important missing that stops them from achieving the success they wish to achieve.

This is why I now offer 1-on-1 coaching with people who are serious about making a big leap forward with their health by adopting a raw vegan diet. If you would like some further information on the UK Fruitfest and my coaching programmes please read on.

### **iii) Information On The UK Fruitfest**

The UK Fruitfest is a festival that aims to help celebrate the raw vegan lifestyle. It aims to provide the highest level of education possible to our attendees as well as providing entertainment and time to relax and connect with new friends on the same path.

We bring in the best speakers and teachers from around the world to provide the education and workshops focused around the raw vegan diet and healthy living. If you have any questions about the raw vegan lifestyle this is THE place to get those questions answered.

Your ticket covers full access to all classes and workshops at the event and also all of your food. The food provided is 100% raw vegan, and based on a low fat 80/10/10 style approach. It is prepared by a professional chef and all the fruits and vegetables are picked by seasonality and flavour.

There are a number of accommodation options including camping, cabins and chalets. You can also choose to bring a camper van or to stay in a hotel nearby.

Unlike many events, our speakers are not inaccessible to you and only appearing on a distant stage. You will have the chance to sit with them at dinner, ask them questions and literally get hands on support to help you with your health journey.

Last year our event attracted over 200 attendees from all over the world. A truly unique mix of people come to the event. Our attendees often tell us they had the best week of their life at the event.

To learn more about UK Fruitfest, visit: [\*\*http://www.fruitfest.co.uk\*\*](http://www.fruitfest.co.uk)



#### **iv) Information On Coaching With Ronnie**



**“Let me help you live your healthiest and happiest life with a raw vegan diet”**

If you want to experience the life changing benefits of a raw vegan diet this may be the most important message you have read all year. Please take the time to relax, sit back and take in every word. Read each word with care and attention, for this could be a defining moment in your life!

**I ask for your attention for just a brief moment of your life. But I hope, as brief as this moment may be, that it can impact the rest of the precious moments of your life. Allow me to begin with a story....**

Once upon a time there were two young men. They were equal in age and as children had lived on the same street, in the same neighbourhood, in the same town. Their lives had virtually been the same in almost every way. You could say that they were almost tied at the hip from birth. As they got older they naturally parted ways as jobs, marriages, children and the other responsibilities of life got in the way.

But they always thought of each other and when they were around retirement age they by chance happened to meet each other again when they had both returned home for the funeral of a mutual friend. Each was struck by the difference in the other.

One, despite being in his 60s, was fresh faced, lean, strong and with energy in his step. He had the aura of an athlete and you got the feeling that he was ready to get going and do anything. The other was over weight, wheezed a little when he breathed, slumped while standing and his eyes and face looked old and wrinkled. They looked like men from two different generations. You would never think they were the same age.

## **What was the difference?**

The one thing that made the difference was that the first man had stumbled by chance upon an inspirational mentor that had shown him how to take his health to the highest level. The other had never had that fortune and had ended up passing through life carrying the heavy burden of all of the addictions and bad habits that he formed in his early years. He had smoked like a chimney, drank like a fish and feasted at fine restaurants all throughout his life. He had enjoyed himself, to some extent, but had always faced consequences.

In his profession he was a leading light when he was younger, but never reached the true heights of success. He had taken time off due to illness and as he got older had lost the energy and vigour that seemed to flow abundantly when he was younger. He found himself tired and unable to focus at times and this put a stall on his ambitions.

The other had retained that youthful sense of dynamism. He had taken on the world and achieved more than he had dreamed of. Every challenge was met with a new energy and vibrancy. Problems and hurdles were embraced and defeated. He was famous in his work for seeming to be able to always go the extra distance and push further, longer and harder than others. This had helped him to reach the heights of his career.

One had been open to change, and was ready. As they say in ancient wisdom, “when the student is ready, the teacher appears” and his mentor turned up. This story illustrates a harsh lesson:

**We either change our habits in life or we suffer the consequences of those habits.**

**We either gain control of our health and our life...or we are at**

## **the mercy of whatever habits and addictions we have picked up on our journey through life.**

It was not easy to make changes, but his mentor showed him a clear direction and gave him the steps to follow. His mentor gave him an example to follow and an insight into the mindset of someone that takes care of his health at the highest level. Perhaps most importantly he kept him accountable for his actions and set a high standard for him to follow.

## **All of this creates the right environment to help the student learn, change and grow.**

Too often we hope that making changes will be easy. We like to think we can go it alone with little guidance. This can lead to us inadvertently wasting lots of time and money heading in the wrong direction. In reality the best way to achieve something is to find someone who has already been there and follow the path that they followed.

The top athletes, business people and celebrities in the world all use multiple coaches to help them with different aspects of their performance. When it comes to making changes to our diet and health programme help is not only necessary it is absolutely essential.

Too often, we think we are doing one thing when in reality we are doing another. We end up treading water wondering why we are not getting any further forward.

Imagine jumping in a swimming pool and thrashing away at the water and getting nowhere...then imagine doing that for years on end and wondering why you aren't getting anywhere.

This is exactly what many people do with their life. They don't have the humility to ask for help or they are scared of getting feedback to tell them they are wrong.

## **The amount of people who try to change their diet and fail is huge.**

We all know people that make attempts to change and end up going right back to what they were doing before. Why does this happen?

A common statistic is that 95% of people fail when they try to commit to a diet. The other statistic, taken from Huffington Post, states that only 8% of people are able to stick to their New Years Resolutions.

This is a huge failure rate in the range of between 92 to 95%.

This failure happens because people underestimate how hard it is to make a change. Even the smallest change in habit is hard to successfully implement. Here are some reasons why:

- Often they did not have the right information. They fell into traps and mistakes that they didn't see coming. Or they had experiences and challenges that they could not find a solution for. Hurdles came up and they were unable to negotiate their way through the puzzle.

- On top of this they didn't have someone to show them a clear path and help to guide them and motivate them to keep going. Change takes time and the person must be realistic with their goals and realistic with the time it will take to achieve them.

- A coach can help in all of these areas and be an invaluable source of knowledge, inspiration and support. The value of a good coach outweighs the price paid by a huge factor as the value of helping a person to create change in their life continues on and on as they continue to reap the rewards in the future.

## **Why is it so hard for us to make a change?**

The reason for this is surprising. It turns out that we are really programmed not to change. If you think about it, all the choices you have made to life up to now have kept you alive and got you to where you are today. Other choices could have led to you dying or being severely injured or a whole lot of other unfortunate events.

In our past, if we changed our habits this could make us fall out of line with the tribe we lived in and without that tribe we would have surely perished in the wild on our own. So we have internal systems set up within us preventing us from changing.

On top of this, when it comes to food we add on another system. Our brain constantly rewards us for finding and eating food. We feel good. However now we have connected this system to unhealthy junk food that over time destroys our health and quality of life.

## **But many people don't value their health enough to seek coaching. Why is this?**

Generally people do not know the danger they put themselves under when they follow the standard diet and lifestyle. The diet that has become prevalent in the modern western world leads to the diseases that are killing most people. But not only does a bad diet contribute to towards a persons early death (and take away precious years of their life) a bad diet and lifestyle gradually saps away a persons joy, motivation and functionality in their later years.

Many people don't realise they have huge potential inside them: not just for greater energy and fitness, but for getting rid of aches and pains, genuinely adding years onto their life while feeling years younger.

## **Of course weight loss is another main motivation in wanting to change diet and lifestyle habits.**

Walking around with extra weight literally and figuratively brings you down. Carrying pounds of fat that you don't need is a huge risk to your health but also affects a person's comfort and happiness within their own body. They lose self esteem and don't feel as attractive as they once were.

Yet despite people being highly motivated to lose weight, most people fail....over and over. If you have tried and failed on your own many times it is time to get help.

People also struggle with the addictive behaviour they feel around food. They literally feel powerless around certain foods and cannot stop themselves from eating them. Good coaching can help a person to look deeply at the connections they have with food and help them to break the ties

that make them keep eating the foods that are getting them results that they do not want.

## **The value from coaching will continue on for years, decades or even and entire lifetime after you have finished the coaching experience.**

Imagine everyday you passed a box on your way about your day. That magic box promised that if you donated a little money every day that in return it would provide you with health, your perfect weight, steady high levels of energy throughout the day and a more positive attitude. What would you contribute to that box. 1 penny a day, 1 dollar or pound or euro, or 5? There are many people that would contribute more than that to ensure their health and happiness.

But lets say you are conservative in your spending and only wish to pay £1 per day. Of course in a year that ends up at £365, and in a decade of course this would be ten times as much. If you have another 40 years of life you end up investing £14,600 to maintain your health and happiness. And that is for a conservative spender; those who truly value the gift of health may spend 2, 3 or even 5 times as much making the investment over time total over £70,000!

In reality of course our health, youthfulness and vitality are worth so much more. I remember reading the autobiography of Felix Dennis, who was a publishing tycoon from the UK. He was worth many hundreds of millions of dollars but in his later life as he became ill said he would give it up in a heartbeat to regain his failing health.

Hundreds of millions of dollars of course is not the amount any reasonable person would pay for health coaching but it starts to give us a good idea of how the value can be different for many people and the resulting benefit can be enormous.

## **It has taken me a long time to offer coaching.**

I have seen many people start coaching very soon after making their own changes, before they had really been consistent with their own lifestyle. But they felt such a calling to help people that they knew they had to share the message.

Personally, I have been cautious. Maybe over cautious. Also I was still experiencing challenges and had questions that I wasn't sure that I could answer. I continued to research, read, interview and meet experts in the raw vegan world. Gradually and eventually I got to the point where I was confident that I could significantly help a lot of people with my advice and made the decision to offer coaching.

You are here because you are curious about what I am offering and you are looking for some help. I believe I can offer you that help and want to give you a little more information on why I think I can help you.

## **Here is a little about me:**

My name is Ronnie Smith and for the last 5 years I have successfully run one of the best raw vegan events in the world, UK Fruitfest and help to start a similar event in Canada called the Canada Fruitfest. I have been a vegan since Sept 2011 and raw vegan since August 2012.

I have always been on a health conscious path. I never smoked cigarettes or took drugs and can

virtually count the number of times I drank alcohol on the one hand.

As I got to my teens and early twenties I realised my health was in decline and I did not have the energy, happiness or fitness that I once had. After much reflection I realised that the changes had to come from within.

I began to experiment with diet and gave up sugar, closely followed by all forms of caffeine, then later on made transitions towards vegetarian then vegan diets. These changes were not easy. Some of them took years of struggle and experiment, others were changes made overnight. I learned a lot from all of these experiences about how to successfully give up harmful foods and transition to a better diet.

Each one of these changes was huge and had me encounter emotional and physical symptoms of detox but I knew I was heading in the right direction and grew in confidence with my ability to make the changes I needed to make to.

When I heard about the raw vegan diet it immediately made sense to me. I started to experiment with it straight away but had no idea what I was doing. I became obsessed with learning about the raw vegan lifestyle and would watch hundreds of hours or videos of speakers and teachers online. I ended up travelling to over 5 different countries spanning 3 continents to attend events, festivals and retreats that allowed me to sit at the table with the best teachers and gurus in the raw vegan community and ask them questions face to face.

Many of these people became trusted friends which led to me creating the UK Fruitfest, the first festival in the UK that promoted a 100% low fat raw vegan lifestyle.

In those 5 years I truly feel I have acquired a lifetime of experience and I truly believe I have many essential bits of information and knowledge that will help people to transition to this lifestyle in the quickest and most effective way.

I strive to provide as much of that information as I can on my Youtube channel which now has nearly 2000 subscribers

Believe me, changing to this lifestyle can be hard. You can spend the hundreds of hours I spent, easily over £10,000 in traveling and event fees, or you can book some coaching with me and get all of my best advice immediately and without leaving the comfort of your home.

## **Why don't I coach for free? Surely, I could be a service to more people if I removed the price?**

The truth is that I have offered so much free advice over the years but eventually I realised an essential truth of life. No one values anything they get for free.

In fact, they often have very little respect for the information provided by someone who gives it out for free regardless of how accurate that is.

And when we offer things for free we attract people who are merely curious but not truly committed to getting the advice. Too many times I have done my best to fill peoples heads and hearts with life changing information only to find that they had no intention of using that information. They simply were not ready or committed to change.



I have realised in myself, that when I wanted something, I had no problem with paying. In fact, I would have felt bad to have received a service or a product without exchanging something in return. For years, of course, I tried to work everything out myself and thought this was the best way. In truth, I realised quickly that although I could work it out in the end, If I had simply went to a coach to ask those questions I would have made changes easier, faster and with more confidence. It also would have worked out a lot cheaper for me.

## **You may still wonder why it is worth paying for coaching. Is it really worth it?**

**Why pay for advice when there is an abundance of free information out there? In fact there is more information than ever before available at our finger tips.**

But it is not information that we need. We are drowning in information. We need clarity. We need direction. We need answers RIGHT NOW!

Do you really have 5, 10 or 15 years to learn all of this information yourself...to piece it all together?

**And if you do, how valuable is your time to you?** Even if you only pay yourself a minimum wage of £7 per hour.....you could end up spending an amount of time equivalent to £10,000 looking for the right information. For those who value their time at 5, 10 or 100 times that amount per hour we can see that the value of that lost time can be enormous.

## **But even once we have the right information and have clarity and direction, we need more than that. It is the implementation and taking action where most people fail.**

This is what prevents people from pushing forward and changing. Taking action can be scary, especially taking new actions.

It can feel like we are changing our entire world, inside and out. It can be a little scary to do and this is the first barrier that stops people taking action. Change takes tremendous courage and to have that courage we must have confidence that the change we are making will take us in the right direction.

A coach can not only help you clarify the destination but also put together the roadmap and the strategy to get there. They can also break that journey down into the daily and weekly steps and then keep you accountable to keep going.

As we proceed with changes, it is natural to feel an ebb and flow of different emotions. Initial excitement, followed by a complete loss of enthusiasm, followed by trying to find various reasons why changing would be a bad idea...and on and on. We talk our self out of our own success sometimes purely because we have a natural inclination not to change.

A coach can help you keep on the right track when your cravings, habits and addictions are making it a real struggle. You have probably gave into your cravings many times before. A coach can be the best ally to help you fight them and get to the results you want.

# What Do Health Coaches Charge For Their Services?

Here are some examples of what other health coaches are charging their clients:

15 Minute Question and Answer Skype/Facebook call.

\$25.00 | Buy Now

30 Minute Skype/Facebook call for specific coaching or for questions and answers.

\$50.00 | Buy Now

60 Minute Health/Turpentine coaching session.

\$100.00 | Buy Now

In order to serve everyone regardless of their financial situation I offer 3 types of consultations;

**Donation based consultations:** includes a 1 hour skype / phone call with a qna style format to help you find your weakest links, plus one follow up email.

**1 Month Raw Lifestyle Coaching Package :** Includes two 1.5 hour Skype / Phone calls per month, up to 1 email per day, my recipe ebooks ( [REDACTED]

[REDACTED] helpful handouts, a full holistic overview + fine tuning your lifestyle with Goal Setting and meal plans. \$250.00 usd

**3 Month Raw Lifestyle Coaching Package:** Includes two 1.5 hour Skype / Phone calls per month, up to 1 email per day, all of my recipe ebooks, helpful handouts, a full holistic overview + fine tuning your lifestyle with Goal Setting and meal planing.

\$600.00 usd

## Transition Coaching (1 Hour)

★★★★★ (3 customer reviews)

From: \$60.00

I now offer one-on-one personalized coaching online via Skype for raw, vegan, and fruitarian-based lifestyles.

Each session is one (1) hour long and focuses on YOUR individual needs.

**Add 4 Sessions to your cart for only \$200. That's \$40 OFF!**

## Hourly

My counseling fee is \$150 per hour, with a sliding scale. All counseling can be done via Skype/phone or email. Answers below.

CONSULTATIONS: In order to schedule a one hour consultation with me please deposit \$234 into PayPal using \*friends and family\* along with your phone number or Skype name for international calls and I'll text you or send a Skype request to set up an appointment.

## 1 Hour Personal Coaching Session with [REDACTED]

\$125.00 Rectangular Snip

ADD TO CART

## Private Coaching with [REDACTED]

I have seen all sorts of offers over the years of coaching. I know people that offer coaching purely by donation and the client pays what they want or perhaps doesn't pay at all. I have also heard of health coaches who literally charged \$50,000 for a month of coaching....the catch was the person could get the money back if they stuck to the programme!

The value of health coaching will be different for different people. If you are a professional athlete looking to take your performance and career to another level it is no wonder their coaches earn hundreds of thousands of pounds per year.

For someone looking for the answer to just one question that level of compensation wouldn't make sense. For me, I think that charging tens of thousands of pounds is pretty ridiculous when it comes to this information. However I do see a great deal of value in the combination of consultation and coaching together.

However, the reason I am doing this now is not entirely financial. I do like getting paid for my time, especially if I get a result for someone but really what I am seeing now is that I have to start getting my experience out there.

I am seeing too many people heading in the wrong direction under the advice of less qualified coaches with poor and confusing information.

So I am looking to make this affordable to as many people as possible while still charging an amount that I believe is fair and accurate for the value of the advice and help given. In fact, for the amount of time I will put in to helping you, my return could very easily end up being less than the minimum wage on an hourly basis.

## **Mostly, I see Health Coaches charge from £45 -£120 for an hour of their time answering their clients questions one on one.**

A package of 10 or 20 sessions with a typical health coach could be from £400 to £1200. If you keep booking an individual session every 2 weeks you could end up spending £1176 to £3120+ over the course of a year without really realising it. For weekly sessions this could be £2340 to £6240 pounds in a year.

This may be worth it, if it gets you results. But for many people it turns into just a talking session. Sometimes the subject wanders and you can easily lose focus on what the session is supposed to be about and you start to question what is the value of the call.

Meanwhile, the coach is lying in the sun in Thailand, happy in the knowledge that your coaching money is paying for another few months rent for them to blissfully do nothing. An easy life! Great for them...not so great for you.

For me, I think that charging thousands of pounds for conversations that lead nowhere seems like a waste of time AND money.

## **This is why I have decided to structure things a little differently...**

- I have created a programme that combines consultation and ongoing daily coaching with a strong aspect of measurement and monitoring of results to create accountability.
- We will work together on a daily basis on creating specific actions you can take that will help you lead towards your goals.
- Results will be measured by yourself and monitored by both of us to ensure the best chance of reaching your goals. We can then adjust those actions on a daily basis to make sure you are on the right track.
- Materials will be provided to give you information to refer to and study.

**I want to make sure you get the results you are looking for.** Of course, this is in part because I want to help you but the benefit to me is that if you get great results you are likely to tell others who will then become my clients also.

This will allow me to reach more people and save the time and money I might put into advertising or promoting my services via social media.

For me, the reason I am doing this now is not entirely financial. I do like getting paid for my time, especially if I get a result for someone but really what I am seeing now is that I have to start getting my experience out there.

I am seeing too many people heading in the wrong direction under the advice of less qualified coaches with poor and confusing information.

So I am looking to make this affordable to as many people as possible while still charging an amount that I believe is fair and accurate for the value of the advice and help given.

And the money I get?

Most of this will go back into promoting this information to more people and investing in new ways to reach more people. Ultimately, the goal is turn the whole planet towards eating this way. To do that will take time, work and some money to help. You can be safe in the knowledge that any money you give me is going towards creating a healthier and better vegan world.

## What support is offered?

I offer consultation and support on the following topics:

**1. Changing to a raw vegan diet** and succeeding on it long term to achieve the best levels of health possible. There is more to this than simply eating fruits and vegetables. A lot of changes must be made and a lot of new ideas must be embraced. New habits of eating must be implemented. Over the years I have had thousands of hours of conversations with the leading experts in the raw vegan field...this has led me to make a number of conclusions upon the best way to do this diet. I can share all of this with you in a way that makes sense to your life and lifestyle/

**2. Overcoming addictions to foods that are causing you problems.** This is a lot more complicated than it may sound. Addiction to harmful habits is the number one thing that ruins people's health. Most people fail to get rid of their addictions. Whether you wish to give up sugar, coffee, cheese, milk, meat, or all cooked food in general I have been through these experiences many times and know I can help.

**3. Weight loss, helping you overcome all of the challenges to losing weight.** This will include breaking addictions and creating new habits of eating healthier foods but it also includes putting together a programme of tracking your weight, and monitoring your eating and activity to make sure you are making progress towards weight loss. I am very passionate about helping people with this as I know it is one of the biggest risk factors towards chronic disease.

## Who Can I Not Help?

**Those seeking medical advice** - Up front, I want to be absolutely clear that I am not offering medical advice. I will not be analysing your blood tests and stool samples and will not be recommending medications or supplementation. For me, this kind of information falls into the category of medicine and should only be given out by a qualified medical practitioner that knows

your full background history. I only coach on the principles of health creation through adopting diet and lifestyle habits that put our selves in the best position for healing to occur naturally.

**Those looking for a miracle or magic** – The raw vegan diet is not a pathway to immortality nor will it cure all of the problems of your life overnight. Healing takes time and sometimes there are limitations. We can not neglect our health for 40 years then expect it to come back to us in a weekend. If you are looking for fast results, you may get them, but you may also have to commit long term. I do not coach those looking to experiment with breathairianism, urine therapy, herbalism or other things that I believe have no value.

**Those looking to fast-** I have little experience in this area and would always suggest any fast is taken place under supervision and preferably with medical supervision. Please be wary of anyone suggesting you fast without knowing your health history. There are many situations in which fasting is not recommended.

**Those from eating disorder backgrounds-** it could be argued that we all come from an eating disorder background as we have been brought up on an unhealthy diet. Specifically thought, I believe that eating disorder issues must be dealt with by trained professionals in that area to help a person untangle the mental and emotional traumas that have led them to this place. If you suffer from such a condition such as anorexia or bulimia, I can potentially refer you to some people that can provide you with some help.

**Those looking to improve their fitness-** I am happy to help athletes and fit people but I do not offer advice on building fitness or strength apart from the very basics if requested. This is not an area of expertise for me. I am happy to create a dietary programme and coaching for athletes or can refer you to someone with more specific athletic experience if requested.

**Those who wish to juice cleanse/juice fast/master cleanse etc** – For me, the greatest changes in our health come from long term improvements to our habits. Cleanses and fasts are short term approaches that yield short term results. So often, I have seen people dramatically lose weight on a juice cleanse, only to put the weight back on later. This binge/purge cycle is what a lot of people are caught in and it only produces stress and further problems long term. I want to show you how to eat and live every day, so that you never feel like you need to fast or cleanse.

**Those looking for a quick fix** – change takes time. There is not easy answer or simple solution to regaining your health. If you are looking for a quick solution I am yet to find it.

## **What Does My Health Coaching Programme Offer?**

Essentially, there are two parts to my health coaching programmes; consultation and ongoing coaching. The consultation will allow you to ask me all of the questions you have about this diet and lifestyle. I would suggest that you come to the initial consultation session prepared with questions to get the maximum value from it.

The consultation process also helps us to work together to find out where you are and where you want to go. Usually, I put together a plan from their, with your input, on the best way for you to move forward towards your goals.

The second part to this is ongoing coaching. This is where on an ongoing basis further information is provided, questions are answered and encouragement, advice and motivation are

offered. Guidance on simple things like where to shop, how to pick the ripest and best fruits, when and how much to eat are all essential to making this lifestyle easier.

Although medical advice is not offered, if you are experiencing any negative issues I will provide recommendations on where to go to seek further help or advice if I can not offer it.

## **What Does Consultation With Me Involve?**

Before any commitment is made we will have a brief 15 minute chat either online or via phone to determine if this is right for you. Once we are happy to both work together we will set up a 1hr 30minute consultation meeting to go through in detail what process of change you want to go through.

We will go through a multiple choice questionnaire that I have designed to determine the best path for you to follow. This will help us to design your coaching pathway and get specific on where you are right now and where you want to go.

We will then come up with achievable goals and targets, that will be specific and measurable and realistic for you to achieve. We will break these goals down in to daily actions and forecast the weekly and monthly results that should come from this.

I will challenge you to go a little farther than you may find comfortable, but only if I believe you are setting your goals too low.

## **What does Ongoing Coaching Involve?**

Once we have created this clear road map to your success, you will then track your performance each day on a document we will create so that I will be able to help monitor your progress on a daily basis.

Each week we will reconvene for a 30minute meeting (by phone or skype) to go over how the week went, at the end of each month this will be a 1hr session to make any readjustments that need to be made.

## **Along with the consultation process and the ongoing support you will receive the following extras:**

- a full recipe plan of recipes that fit in line with your tastes and specific desires
- full information on the nutritional content of almost all raw foods to allow you to easily make sure you are eating and getting enough
- a day plan guide with a specific guide on what to eat in a day
- a guide to buying fruit and other raw foods and getting the best prices and quality
- a recommended reading guide for books and websites you may wish to read for further encouragement. A recommended video guide for videos you may wish to watch.
- over 200 recipes to help you find inspiration on making raw food delicious

## **Other Added bonuses**

**Free Access To The UK Fruitfest Archive** – a precious archive of over 50 hours of lectures from some of the best teachers and most influential leaders in the raw food movement. A gold mine of information that you will use for a lifetime.

**25% Discount to any UK Fruitfest event** – Get a 25% discount to any Fruitfest event. This applies to you only but you can use it for 3 events. This could lead to a total saving of over £400.

## **Health Coaching Programme Options**

### **Rapid Success Programme: (90 days)**

**For those ready to make the fastest change. This programme is for those who are prepared to make changes now and are happy to be pushed a little outside of their comfort zone to achieve rapid success.**

My programmes start from a minimum of 3 months (90 days) of support and consultation. I offer this as I only wish to attract the truly committed who are looking to make a lifelong change. I also believe this is the only duration of time that makes sense for helping someone to implement changes. If you are ready to do this please read on.

#### **What does this programme consist of:**

**Consultation-** An initial 90 minute meeting in which I will answer all of your questions about this process and about this diet and lifestyle. Please be fully prepared with your questions. I will also go through fully what this process will involve, the challenges you may face and how to overcome those challenges. For the last 15 minutes of the session we will set up your ongoing coaching and support programme.

**Ongoing Coaching and Support-** Firstly, we will set up a Google Sheet that we both have access to. I can show you how to do this easily. On this we will create a calendar for the next 90 days and we will agree upon targets and daily, weekly and monthly goals. This is important to create focus on what the intended outcomes are.

We will set up certain targets to follow each day. We will track, your food consumption and activity on a daily basis and each week we will reflect on your experience of that week.

Each week we will have a 30 minute call by phone/skype/facebook call etc to go over your progress



for the week and provide further advice. At the end of each month a longer 90 minute call will be scheduled to go over any tweaks or changes that should be made.

**Daily Access** – Between coaching calls you will have access to receive answers on a daily basis from me either via email, text message or Whatsapp. Answers will come daily but not instantly.

**Price-** £1995.00 when paid in advance and in full. Alternatively this can be paid in 3 installments of £695.

## **Gentle and Easy Transition Programme: 180 Days (6 months) (Most Recommended)**

I recommend this as the best option for most people. Realistically, it can take around 6 months to properly transition to a raw vegan diet for many people. For those looking to overcome a food addiction or lose weight this is also my recommended amount of time for fully getting your new lifetime habits implemented. This time frame is also for people who may be struggling still with the idea of giving up their previous habits and would like a gentler, easier transition that gives them full time to adapt to change.

**Consultation-** An initial 90 minute meeting in which I will answer all of your questions about this process and about this diet and lifestyle. Please be fully prepared with your questions. I will also go through fully what this process will involve, the challenges you may face and how to overcome those challenges. For the last 15 minutes of the session we will set up your ongoing coaching and support programme.

**Ongoing Coaching and Support-** Firstly, we will set up a Google Sheet that we both have access to. I can show you how to do this easily. On this we will create a calendar for the next 90 days and we will agree upon targets and daily, weekly and monthly goals. This is important to create focus on what the intended outcomes are.

We will set up certain targets to follow each day. We will track, your food consumption and activity on a daily basis and each week we will reflect on your experience of that week.

Each week we will have a 30 minute call by phone/skype/facebook call etc to go over your progress for the week and provide further advice. At the end of each month a longer 90 minute call will be scheduled to go over any tweaks or changes that should be made.

**Daily Access** – Between coaching calls you will have access to receive answers on a daily basis from me either via email, text message or Whatsapp. Answers will come daily but not instantly.

**Price** – £3450.00 when paid in advance or 3 payments of £1195.

## **Cruising To Raw - 1 Year Programme**

Similar to the above programme but with an additional 6 months of extra ongoing coaching. It will be designed for a year long transition giving you ample time to make your change. Occasional breaks will be taken in contact to account for holidays and travel.

**Price-** £6250 paid in full in advance or 3 payments of £2150

## **The Tortoise Defeats The Hare - 2 Year Programme**

Similar to the above but with an additional 18 months of extra ongoing coaching. Designed for a very slow transition that will allow you to go at your own pace but also to allow you to see and feel incremental and steady progress.

**Price** - £8750 paid in full in advance or up to 6 payments of £1535

## **In Home Coaching Programme – One Month Intensive**

Some people find that they need the presence of an individual that can help them to make the changes they want to make. They want the full time and attention of someone that can do everything for them in their home.

This would include

- creating a home environment that maximises your chance of success
- helping to communicate with your family or friends exactly what you are hoping to do
- sourcing and shopping for the food you will eat
- preparing meals for you each evening and preparing food for your day (I can bring kitchen tools to help)
- daily discussions and advice
- easy to moderate exercise

If this is for you then arrangement must be made in advance. My availability for doing a one month intensive is fairly limited. This must be planned well in advance.

Price- Travel, accommodation and food costs covered in full plus one months fee of £5995.00

## **Refund Policy**

In order to make sure these programmes are effective and worth their value in full, we will set firm goals in advance to work towards. If these goals are met or exceeded then no refund is available.

If you choose to stop following the programme no refund is available. If you follow the programme in full and turn up for all sessions agreed to AND you do not get any of the agreed upon results you will receive your money back in full with no questions asked.

Please make sure you are ready to make the changes necessary to make the programme completely worth your while.

## **How Do I Get Started?**

Please be aware that I do not take on any or all clients. I am in a position in which I am lucky to be able to choose who I wish to work with. Before we start I will first take you through a questionnaire to work out if this is right for you and if this can be of value to you.

To schedule this meeting please email me at [info@fruitfest.co.uk](mailto:info@fruitfest.co.uk). Please put “COACHING” in the subject line of your email address.

## **What Others Have Said About Ronnie**



"I have known Ronnie Smith since 2012. Over the past six years, Ronnie has attended many Fruit Festivals around the world; as well as organising the annual UK Fruit Fest. Ronnie's dedication, commitment, and management skills have been reflected in the growth, each year, of the UK event.

During the time I have known him, Ronnie has shown consistency in his dietary and lifestyle advice, whilst at the same time remaining open to new developments and ideas.

Ronnie has devoted many hours to researching and learning about raw vegan diets, and the factors that influence the successful adoption and maintenance of fruit-based diets.

Ronnie's thorough studies on the raw plant diet are reflected in his comprehensive knowledge and insight in this area. In addition, there is a sound scientific basis to Ronnie's coaching.

Effective communication skills are vital for successful mentoring, and Ronnie shares and educates in a clear and comprehensible manner. Ronnie also possesses genuine compassion and really wants people to reach their maximum potential.

Qualities that, I believe, qualify Ronnie as an effective coach and mentor, include his genuine concern for the personal development of others; and Ronnie's ability to help and inspire people to be the best they can by proficiently sharing his own knowledge and experience.

Because of his warm human qualities and also his sound scientific experience and knowledge, I would highly recommend Ronnie as a wonderful coach for people of all ages and backgrounds."

**- Anne Osborne, author of "Fruitarianism The Path To Paradise"**



“When you learn how to swim , the first thing you do is to take swimming lessons. When you learn how to read, you go to school. Everybody knows how to eat you might think, but if you take a look around you, you will see that it is far from true. As we enhance our ability to adapt our needs to modern lifestyle with technology and progress we loose touch with our instinctive way of living.

If you want to learn how to skydive, for sure you will look for a teacher before throwing yourself into the clouds. So when you want to learn how to eat in a natural way, the most natural thing in the world, would be to get a coach that will teach you the basic guidelines of this simple, truly healthy lifestyle, without having to drown yourself in physiology, nutrition and anatomy books for years.

We did that for you and Ronnie Smith is one of the most brilliant teachers within the raw vegan movement. I would definitely throw myself into the clouds of this delicious raw vegan diet with him as a teacher without hesitation.”

**- Harriet Kjaer, Denmark's Top Ultra Runner**



“Ronnie Smith is both a leader and a pioneer in the art of healthy living. Through his deeper purpose of influencing others to make healthier choices, Ronnie has pursued his passion for healthy eating and become a master in the art. His commitment to continued learning and personal development is impressive, and has culminated in organizing very successful healthy lifestyle festivals as well as building community.

Ronnie is a talented communicator and compassionate, insightful individual who brings out the best in others. Ronnie's coaching and mentoring skills are high calibre. His style of communicating concepts with simplicity, elegance and common sense leaves a lasting impression on others that I believe is a great factor in why he is such a successful coach and great influencer. I highly recommend Ronnie's offerings and services.”

**- Grant Campbell, Raw Vegan Pioneer and Ultra Marathon Runner**



“My name is Roger King I am a personal counsellor and author. I have known Ronnie for 5 years. Ronnie is a dedicated Raw Vegan. He has organised a highly successful UK FruitFest for 5 years. Which now attracts hundreds of souls each year. Ronnie gave up his civil service career two years ago, to go full-time into inspiring and teaching people to go raw vegan.

Over the last 5 years Ronnie has travelled to many fruit festivals and attracted hundreds of people to rethink their diet, which in turn has helped each person to make positive changes in their personal and work lives. Ronnie lives what he teaches. Ronnie is easy to approach and will listen and respond to anyone thinking of living a raw vegan lifestyle. Ronnie is well read and always researching the latest news on being a raw vegan. If you are thinking of a personal coach/mentor to help you change and keep a raw vegan life, then I highly recommend Ronnie to you. “

**- Roger King, author of Warrior Love**



“I always look forward to working with Ronnie. His compassion and drive to help people find freedom with fruit and veggies is needed in this world. I look forward to his fruit festivals and appreciate his hard work and willingness to go the extra mile to help.

He knows his stuff and anyone with questions shouldn't hesitate to reach out to him. Not only is he a great teacher, leader and friend, he is a talented musician and wonderful comedian. Definitely highly recommend him if you are looking for guidance when choosing a raw vegan diet!”

- **Melissa Raimondi, author and founder of Raw Food Romance**

## About The Author



Ronnie Smith started to learn about a raw vegan lifestyle in September 2011 after coming home from a holiday in New York, a place he thought he would never visit again. He started to experiment with a raw vegan diet after accidentally finding out about it while researching how to get enough protein on a vegan diet.

Despite experiencing incredible benefits on the diet he struggled to make it work long term. This led him on a quest to work out if this diet was truly right for him and if it really offered the amazing benefits many people spoke of.

After spending hundreds of hours reading and researching online he finally committed to attending the Woodstock Fruit Festival, in upstate New York to learn directly from legendary long term teachers of the raw vegan diet.

This proved to be a life changing experience and one that made him commit to going 100% raw for life. He was also blown away by the character and quality of the people there. It seemed like the event has attracted a beautiful community of loving, happy people who were focused on trying to improve their selves and the planet at the same time.

He felt so good being around this community that he started to go to raw vegan festivals all over the world in places like Thailand, Spain, Denmark and Slovenia. He realised that wherever he went he would meet people from the UK but there was no event like this in the UK.

This led to him putting on a weekend event for a small group of friends. This went so well that the idea for putting on a festival was hatched and UK Fruitfest was born. In 2019 UK Fruitfest will happen for the 6<sup>th</sup> time. Ronnie is committed to growing this event and allow it to become a platform to help accelerate the planet's adoption of a fruit based diet.





**DON'T WAIT TIL YOU ARE READY. YOU WILL  
WAIT FOREVER. IT'S TIME TO JUMP!**