

Weird Coaching Niches: The Weird Little Market Niche Which Isn't Really So Little (*and Not So Weird!*)

Jamie Gannon, Certified Professional Coach and Glenn Livingston, Ph.D.

(This is a Transcript of a Free Full Length Audio Available for Download Below)



Glenn Livingston's companies have sold over \$30,000,000 in consulting and/or coaching services. Glenn has worked with over 1,000 coaching clients and directly supervised many coaches and psychotherapists, and his company's work and theories have appeared in dozens of major media like The New York Times, The Los Angeles Times, The Chicago Sun Times, The NY Daily News, and many more! (*He's also appeared on ABC & CBS radio, UPN TV, etc*)



Jamie Gannon was just another actor in Hollywood hustling after the next role when a brain tumor ended his career at just 30 years old. The side-effects of his cancer treatment were extensive, and left him feeling like a shadow of his former self, so he spent the next ten years researching and experimenting on himself in exercise, neuroplasticity, diet, spiritual, and energetic practices; learning from his martial arts training to “absorb what is useful, discard what is not”, long before anyone was using the term “integrative medicine”. Combining the best that Western and Eastern medicine had to offer, he managed to return to vibrant health. But it wasn't enough that he felt great again—he wanted **everyone** who has gone through the cancer experience to feel great too! So he has embarked on a journey to reach out as a personal coach, speaker, and soon—published author. His mission is to spread the word to anyone and everyone that a “Holistic” approach to health means **ALL** parts of our humanity must be cultivated, and he is sharing the most effective methods for doing that. He can be reached for private coaching or speaking engagements at <http://www.cancertreatmentrecovery.com>

TWO IMPORTANT NOTES BEFORE WE BEGIN:

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Dr. Glenn: Hey, this is the very good Dr. Glenn Livingston and I have a very special person with me today, his name is Jamie Gannon. How are you Jamie?

Jamie: Very good. Thank you for having me.

Dr. Glenn: Thanks for coming on. Jamie is someone that my wife and I met kind of early on as the coach certification alliance was starting. It's one of the first people to come through and we really were impressed with his mission and his heart and his story. I asked him if he'd come on to share and also in hopes that there might be some people he could connect with that he could help. Some people going through similar things.

Jamie, with that would you mind if I asked you a couple of questions about where you came from and where you are now and the kind of people you look to help?

Jamie: Not at all.

Dr. Glenn: Why don't we start with where you came from? Why don't we start with I know that originally you were working and becoming an actor but a very specific life event derailed you and sometimes a door closes and a window opens or I forget exactly what that saying but...

Jamie: It's very much what happens. I was 27 years old, I had been living in Los Angeles for oh for about five years and I was very, very healthy when I was suddenly diagnosed with a very large and very cancerous brain tumor in the back of my head. I had about a month to live, increasing symptoms and then by the time my wife and mother-in-law dragged me to the hospital I was about two days away from dying.

Dr. Glenn: Wow and you thought you were fine at the time right?

Jamie: I was so incredibly healthy, like if you saw me before the symptoms started I was like vibrating health. I was really, really doing great. In my mind because I was young and healthy I just could not hold it in my reality that something was wrong, so I kept putting it off and I was seeing a network chiropractor and getting adjusted and that would make it a little bit better and then finally my mother-in-law came to town for Thanksgiving and saw the shape I was in and was like, we're going to see Cedar Sinai hospital right now.

Dr. Glenn: What happened?

Jamie: They very quickly got me up to the eighth floor and put me in a suite that

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was nicer than the apartment I was living in at the time and then it was almost like a Monty Python skit. This neurosurgeon walks in with a file under his arm and said, you have a large tumor in the back of your head and I laughed right in his face.

Dr. Glenn: Did you?

Jamie: I did. It was just so absurd and he said, would you like to see your MRI's and I said, yes please. We went down the hall and at that point like every third or fourth step I took was

kind of like a drunk step and I looked at the MRI and I don't know how to read an MRI, so I pointed to this one small thing and I was like, what that? That can't be that bad.

He pointed to a very large object and said, not that. I immediately stopped all of wise guy cracks and said, okay what are we going to do? The next day I had eight and a half hours of brain surgery and it all came out.

Dr. Glenn: The very next day?

Jamie: The very next day. I said, what are we going to do? He said, we are going to take it out. I said, when? He goes, well I have to check my schedule. I said, you have to check your schedule?! He was like, well you know I have to make sure there is an OR and this and that but it was the next day.

Dr. Glenn: I didn't take you long to make the decision?

Jamie: No, there was no decision. It was about, you need to get this out of your head now.

Dr. Glenn: My goodness. Your head must have been spinning?

Jamie: It was just so surreal. I knew, my conscious mind and I knew, I was into your sign, I knew that these people were really doctors and it just wasn't a prank. The rest of my brain is going, yeah but this isn't real. I guess you could call cognate dissonance.

Dr. Glenn: Obviously this story has a happy ending because you're here and well and helping other people and I know it's a little bit painful to talk through but since there are a lot of people going through this, you might be kind of minimizing what they are going through and could really benefit from hearing the story and what you went through.

Would you mind just kind of taking us back to the time and talking us through the weeks, months, years, what your recovery was like?

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Jamie: I laugh about it now and I did try to laugh as much as possible through the process but it was definitely very difficult at times. After I finished the eight and a half hours of brain surgery they gave me, maybe a few days or a week to recover and then I started radiation. I did radiation in my brain and spine five days a week for six weeks with chemotherapy once a week concurrent and then when that ended I continued with the chemotherapy once a week for a year and a half.

I had a four drug cocktail, pretty nasty stuff. By the time I finished my treatment I was suffering from pretty severe side effects. I had dropped about 20 pounds and I didn't have a whole lot of weight to lose when I started losing it. I down to 138 pounds, my hair fell out, my gums receded, I had neuropathy in my lower limbs, I had a very bad case of chemo brain, very, very foggy.

I would often walk into a room and I would have no idea why I was there, aphasia where I would be speaking to someone and then I suddenly couldn't come up with kind of normal everyday words. The worst part was, worst and great, my wife and I were told I

might never be able to get her pregnant due to the side effects and yet very quickly after we were cleared my wife got pregnant.

Then we had to buy a house because we couldn't raise our son in an apartment in Hollywood and I had to get a real job to help pay for it all. My acting career was reduced to nothing, that was over. I had to go to work at a job that I had absolutely no passion or interest in and I was suffering from severe side effects. That was a really, really difficult time.

Dr. Glenn: I know that you had a lot of support when you were going through the chemo and the radiation and all of the treatments. I know that people really rallied around you which I think that happens with most cancer patients. Isn't that true?

Jamie: Yeah, I had amazing support. My family and friends were always calling me and e-mailing. My hometown actually held a benefit and raised \$30,000 for my medical expenses. I really – I had heart therapy and talk therapy and support on every side. During the treatments, aside from the physical discomfort and pain and what have you, it was pretty great.

I didn't have to go to work and everybody was looking out for me and I felt pretty special and that's what really surprised me when treatment was over that a lot of that just kind of dried up because all of those people, they have busy lives of their own that they have been carving time out of for

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you so they have to get back to those busy lives.

Dr. Glenn: There is something kind of wrong with that isn't there because really integrating back into the real world and if you look at some of the scientifically investigated stress scales, actually having two kids and having to go out and get a new job is almost as stressful as getting a cancer diagnosis.

I know it sounds crazy but that's not really how our society treats it. There is only something wrong with the way that things are set up that, now all of a sudden you are out on your own, like yes, your body is okay but you are out on your own. How did you deal with that?

Jamie: I didn't have a ton of awareness and consciousness, I just had a burning sense that things were not right and that I had to get back to, quote on quote, "right." The problems definitely cause discord in our marriage. We went to marriage counseling and like you mentioned, the stress, man it gets called the Holmes Rahe scale.

We told the guy everything that was going on and he said, you just reinvented the Holmes Rahe scale. My best friend vegan and very, very aware of fitness and the most current things people are talking about in health. I was having a lot of digestive problems as a result of the chemotherapy and a lot of problems in the bathroom as a result of the chemotherapy.

He was kind of saying, yeah you have to cut that out and I finally started to say, okay how can I do this and as I approached stuff I stuck with a plant based diet. These horrible side effects and symptoms and discomfort started to mitigate and go away.

Dr. Glenn: That's not something that the doctors told you in anyway?

Jamie: No. As a matter of fact, I remember asking my oncologist point blank like will I ever be back to normal in terms of my mental clarity and my physical activities and he kind of looked down at the ground for a second and then just straight up told me that most cancer patients never return to their pre-diagnosis level of activity and clarity.

Dr. Glenn: But the plant based diet and I think some type of eastern martial arts or something if I remember correctly, brought you back?

Jamie: I believe one of the reasons I am alive is I had amazing doctors at Cedar Sinia but the other big reason is that I got weekly medical Chi Gong massage from a man named Master Joe Shinglay at the

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time he was in West L.A. and Chi Gong is about 3,000 years old. It's really what Tai Chi grew out of and it's simply a method of very soft movements and specific breathing to harness the energy. Everybody has a magnetic field.

The earth is a big magnetic, it's got a metal core, spins around and we're always sort of having this going on but learning how to do these exercises you can specifically gather more and clear your blockages. Traditional Chinese medicine model is that we are this sort of skilled system of energy which should be flowing very well and through toxins or stress or other things the Chi can get blocked and the Chi can get, quote on quote, dirty.

Master Joe is incredibly powerful. He has been studying since he was 13, he is now in his 80's and I was come crawling in two or three days after chemo when the side effects really hit hard and I'd get a forty minute massage from this man. He would work on the Chi and he could extend the Chi from his body and I would walk out feeling pretty darn good. He actually made my hair grow when I was on chemotherapy.

Dr. Glenn: That's really something.

Jamie: Yeah, so I eventually studied basic what he called elementary and his intermediate. There is hundreds and hundreds of styles of Chi Gong and he invented what he felt was the best sort of series of movements. That was very, very powerful thing and if you look into integrative health there is like 25 states in the union now that have at least one integrative health center of department, like in New York the really big cancer guys, Sloan Kettering, they have an entire department for it and it's not anything that Americans really know about yet.

Specifically Chi Gong because even though there is tons of studies on it and in China all of their Western medicine hospitals, their oncology department, you know the prescription is either chemo, your radiation, whatever but also Chi Gong and they have tons and tons of studies showing how much better people, they heal faster, they have lower levels of depression, they have higher levels of strength and flexibility but a lot of

it is subjective and doesn't really fit into a Western science model because you're having to ask someone, well how do you feel? I'm here to tell you it's absolutely valid.

Dr. Glenn: Do you credit that with your physical recovery only? Is it part of your emotional recovery?

Jamie: That's the really interesting part that I couldn't see at the time as I was

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kind of climbing up back to health but now that I am really well again I can see that it's all really interconnected. It finally dawned on me like oh holistic, oh I get it because it's such a buzz word to say holistic but in reality our minds, our body, our spirit, our energetic body it's really all connected and if one is not working well it's like pulling a thread on a sweater. It's all going to be affected.

Dr. Glenn: Now you are totally healthy, you're a proud father, you're moving towards working in a career you have a lot more passion for. When you start to talk to people about the experience you had after I'm sure you get some clients who are going through cancer and they are looking for your support but when you start to talk to people who have been given the clearance like you have, could you tell me some of the things that they complain about and some of the pain they are going through and what are the problems that they are facing that are really under-noticed and really our society is not taking care of the post recovery cancer patient? How would someone recognize that they might be in the state in decent health?

Jamie: I think a big one is chemo brain. Chemo brain is a term that is now sort of accepted in medical circles and it wasn't for a long time although they kind of accept it with a caveat. They don't believe that chemo brain is purely caused by chemo and I am inclined to agree and it's basically a mental fog.

It's almost like you feel like an elderly person. You forget why you are doing things. You go to the supermarket and you can't remember four things that you meant to get. You come out and you can't remember where you parked. You're talking to people and you lose your train of thought. It's just a mental sluggishness and a fog. The general atrophy of our mental faculties.

Dr. Glenn: Is that the primary thing that people would notice if they need the kind of help that you are talking about?

Jamie: I think so because our bodies, we can kind of get numb to especially if we weren't super aware of our body before we were diagnosed but our minds, we're all so busy living in our heads that when things aren't functioning normally, we notice pretty quickly.

Dr. Glenn: What about the implications of that? Do people's relationships deteriorate, is it harder for them to work?

Jamie: A lot of people who were highly skilled let's say a professor or a psychologist or an executive in finance, they can't return to their previous levels of work because they are not as sharp. They can't hold as many

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facts in their head. They feel stupid when they are talking with their colleagues and they can't sort of keep the ball in the air with everyone. A lot of times they have to take jobs that are much, much lower in income and status and that can be very difficult on someone's self-image, as well as their pocketbook.

Dr. Glenn: How do you help these people?

Jamie: Well it has to start with assessments and even before that I really think you need to start with someone who is much more focused on getting well than avoiding discomfort because there an inertia that steps in. Not only our body is atrophy but our mind is atrophy and to get it up and moving again, it's very uncomfortable.

Dr. Glenn: How so?

Jamie: Imagine you made the tightest fist you could make and you held it that way for an entire hour and then after an hour I said, okay Glenn, open your hand. Just opening your hand would be very painful and then you probably have a lot of pins and needles, you'd have to shake it out to get it back. Well, think of that analogy for your entire mind and body over in my case a year and a half.

A year and a half you have been in that state of really tightened up. You unconsciously have been kind of protecting yourself. Your muscles have weakened.

Dr. Glenn: How would you not be with all of that poison going through your system?

Jamie: Exactly. Your body just naturally recoils and your body doesn't realize, oh this is sort of the standard of care. Your body is like we are being assaulted toxins. It has this effect of making you recoil and the atrophy comes in and getting that moving again, it's sort of like if you have ever been really out of shape and decided, okay I'm going to get in shape again.

Well, that first day back in the gym, that's not going to feel so good the next day.

Dr .Glenn: When you work with someone do you like the equivalent of a physical trainer? I know you are not a psychologist, you're a certified professional coach but are you doing physical training with, are you talking to them over the telephone? How do you actually work with someone?

Jamie: I work over the phone and Skype and if somebody is on Long Island I am

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more than happy to work with them face to face but starts with sort of assessing getting them to understand exactly where they are and communicate to me exactly where they are and from there working on mental, physical, energetic, and spiritual exercises and devising the best way for them to live because it's all completely individual.

The way you like to eat might be different from the way somebody else likes to eat but at the same time we have to modify it for the optimal nutrition because you want to get all of this physical poison out of your body and get the most accessible nutrients for your

body possible back in because things are already comprised, you want to help your body as much as possible.

Dr. Glenn: You really try to help people eat a more plant based diet and live on better nutrition and some people might think that is hokey but there is an awful lot of research behind that and it makes sense what you are saying. Could you maybe give me an example of how you would work with someone, without revealing any identifying details, just someone you might work with who came in after they have recovered, quote on quote, recovered from cancer and then maybe an example of someone that you'd work with during and why is it useful for them to have you? How is their life better with you than without you?

Jamie: Well let's say I had someone who is recovering from stage three, the colon rectal cancer and they have gone through nine sessions of chemotherapy, their doctor, their oncologist was a very good doctor but had zero bedside manner and would regularly say you have a 25% chance of relapse or some terrible statistic but then in the next breath said, but that's not you because you were healthy before you came in and really leaving the person with a sense of a fear.

Dr. Glenn: Doctors have to have like no freaking psychological training. This drives me crazy. I worked at a hospital for a long time – well not for a long time. When I was young and an intern because I had my license in psychology, they have no training. They are just not trained in the bedside manner like that.

I think part of the reason its okay for them to cut is because they detach from their emotions to a certain extent. So maybe we need them to be like that but you'll get me up on soap box, drives me crazy but so, go ahead. I'm sorry.

Jamie: You're right. When it comes to my neurosurgeon, he was apparently fantastic and he did a great job. I don't need that guy to have a bedside manner. His job is to get that tumor out of my head. I remember waking

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up and seeing him and he said, congratulations. We got it all out. He seemed very bright and positive and I said, was it cancerous and he said, yes and I started to cry a little bit and he said, why are you crying? I said, I don't want to die, oh you're not going to die, you're going to be fine! You know that was his bedside manner.

Dr. Glenn: Oh my God.

Jamie: But when it comes to your oncologist, you're working with him all of the time, you want that so you're not getting that. Now you're in this bad place to begin with. You're very much in deficit. So not only am I helping someone to figure out where are you right now because that's very hard to assess on your own.

It's a loss of control, it's a loss of awareness and you feel like things are just kind of spinning and you don't have a grip. So just getting a very clear picture of here is where I am. Even if the bad place, at least you know.

Dr. Glenn: Having that reflected back to you by someone who has been there and come through the other side.

Jamie: Yes, that I think is a huge thing that I can offer though a lot of people can't. Even some hospitals offer big amazing integrative health and they offer it for free and they have free videos, how are you going to pull all of that information together into one coherent plan for yourself when you can't even remember where you parked car at the supermarket.

I take them by the hand and say, listen, you've got me, I'm your guy and we're a team and I'm not going to let you fall off. Not only am I going to help people customize things because everything has to be in the Goldilocks area. You can't have somebody who is unable to walk around the block, suddenly start weight training but at the same time you can't flat hand them say, oh well just walk up your stairs to your bed and lay down and that is enough for today.

There has to be that just right middle ground where you're being pushed but not so far that it's detrimental and then have someone who is there to tell you, hey you're doing really great to reframe it for you because you could so easily fall back into, I'm not doing enough, I'm never going to get out of this, this is terrible. To have somebody reframe it who has been there and say, no listen, I know what it's like to make it all of the way through and I see you on this path and you're moving along and you're doing great.

[0:18:25.9] To hear that – when I was an actor I would've loved to have somebody say that. When I talk to my friends now who are still acting, that's one of the first things I say is, man you are so tough, you are doing so good and you just hear that 'ahh', like the weight comes off of their shoulders. Everybody needs that.

Dr. Glenn: Is that what you would do for example with this person who had colon rectal cancer?

Jamie: Again, once we kind of figured out where this person was it was about, okay what are you eating now specifically and it can't be like well kind of this or that. No, let's make a list of exactly what you are eating. If it comes up pre-made or in a package or a box, throw it out. In her case she had a nutribullet someone had given her but she never really used it.

I said, okay we're going to start smoothies. This is going to be your breakfast. Thank God for the internet there is endless amount of smoothie recipes and if you have a juicer, juicing fresh fruits and vegetables is also fantastic.

Dr. Glenn: What is your favorite one?

Jamie: It's pretty harsh but it incredibly powerful. It's called the lemon ginger blast.

Dr. Glenn: Okay.

Jamie: Anytime I feel a cold coming on like my daughter is five and she goes to kindergarten which is just one large petri dish for diseases you know. She brings it home on a weekly basis and as soon as I start to feel something I say, oh! Got to do the lemon ginger blast.

Dr. Glenn: What's in it? Just lemons and ginger?

Jamie: There is arugula, there is parsley, there is cilantro, lemon, ginger, apple, and originally it called for habanero but I'm not that tough. I do a good chunk of jalapeño as well as an apple or two and then you cut that with water. It's quite a bit of zing with that.

Dr. Glenn: I'm going to try that. It sounds terrific if I am certain to come down with something and obviously you're not a nutritionist or anything, you're just a guy who has studied this really hard and you have been through this and so you help this person to start smoothies and throw out the package foods and what else? How does that change how she is feeling, how does it change how she is thinking?

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Jamie: Now you're helping your body. Glenn, let's say you have a cold coming on. If you go that night and have drinks with friends chances are you're going to get sick, but if you have that cold coming on instead you make this lemon ginger blast, you go and rest, you're probably going to be fine the next day.

There is a direct correlation of what you are putting in and what's going to be coming out. You want to get all of the toxins out. So all of that juicing, all of those fresh vegetables, that's helping to clarify that toxins – to get them out of your body, to eliminate them, to help you start – in her case, elimination, valve movements and elimination was very difficult. So just kind of get that on line again.

Dr. Glenn: And did that work?

Jamie: Yes.

Dr. Glenn: That's great and then once you feel like your body is working a little better then it's like it restores hope, right? Makes you feel optimistic and motivated to look at the other areas in recovery.

Jamie: Yeah, at the same time thought there is a lot of stages to the very often it's a few steps forward and step or two back and that's when I think it's really helpful to have someone on the other end saying, no, no, no this is normal, this is expected and look at this progress you have made. Don't get distressed by just these bad things you are feeling now. You're moving through this.

Dr. Glenn: I can see where this would be really valuable. Jamie, if you could speak from the depths of your heart about what's wrong with our society in what ways are people kind of thrown to the wolves or if I could just really hear from you what motivates you to do this? More than the money and obviously you have got a personal mission but remember the movie Network where the guy the newscaster said he wants everybody to stand up by their windows and say, I am fed up and I am not going to take it anymore!

I am wondering if you think about the area in which you work and the people who are suffering, what is it that makes you really fed up and not want to take it anymore? What would you say?

Jamie: Because in our current health model which we all know is not perfect, if you're alive your oncologist has done his job and that's sort of it and everything else is just the rest of the world. Your loans, your kids, your mortgage they expect you to jump right back in without any services.

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People sort of fumble and suffer through all of this pain since there is no process and no one to help them through it, they are going to have this probably this life of pain and suffering for quite some time and it doesn't need to be that way.

Not only can they get back to health but if they do it correctly they can even have a better life than pre-diagnosis.

Dr. Glenn: You almost come to be thankful that you went through it. I know it sounds really crazy but I have talked to a lot of people who say, well like you I never would have started doing Chi Gong if I didn't go through this and not that you choose to it happen again, but you actually wind up with a better life than before you were sick.

Jamie: I'm also a speaker since I was a professional actor for a long time and I feel it's a better way to get out the message to more people and I think my talk is going to be called, Your Cancer was A Gift. In our current crazy, super-fast paced world and life there are very few things that will give you that sort of hall pass to just get off of the roller coaster for a little bit.

Cancer is one of those things where no one is ever going to give you a hard time. You play the cancer card and oh "I'm a sorry". They'll donate to your funds, they'll bring you dinner, or what have you, blah, blah, blah and to take advantage of that instead of just seeing it as, oh I have been stricken. This is so unfair. You know what, if there is a chance for you that most people never get to completely remake your life the way you want it to be.

So, provided you're willing to let go of limiting thoughts and beliefs. A lot of stuff that maybe you were just doing because that's just how it was done, not necessarily because you have any attachment to it and try new things. You literally could have your dream life.

Dr. Glenn: The thing is that it's such an epidemic. The numbers are so staggering and there are so many people that are out there and suffering. The oncologist got them through and yes you're alive but so now what and then this opportunity can go wasted.

They will have been through this and then for what? What do they go through it for? I kind of want to get everybody really motivated to say, you know what, I got through this and I am going to make something of myself now and I am going to use it as an opportunity to change and live a different life than I lived before and I think that you are the guy to really help them to do that. Maybe I'm a little prejudice because you came

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through our alliance and we trained you and everything but I really think that you have got something special in your motivation and ability to help people.

I am trying to encourage people to contact you. Jamie, the last thing I would say is that they don't have to wait until they are cleared. Obviously everything you do before and after they clear you, you are going to work with a doctor and make sure you have everybody's permission and everything like that but, they don't have to wait until they are cleared before they can talk to you, right?

It's helpful. For example, the woman you talked to wasn't necessarily cleared of colon rectal cancer by the time you started talking to her was she?

Jamie: No, no the client that we are speaking of, she was still in her sixth or seventh dose of chemo and I absolutely can help them. I think that where the rubber meets the road is maybe three or six months after their treatment ends but I'm happy to work with them from the treatment period all of the way through.

Dr. Glenn: I would encourage people to do that. I know that you really are kind of specializing working with people after they have been cleared but I want to encourage people to get in contact with you because just really knowing someone who has gone through and been to the other side and is really dedicating their life to helping people along that path, I think it might actually help people survive.

I know that we can't promise that or anything but I think that your state of mind really is everything. I think it means so much and I think it could help people survive.

Jamie: No, absolutely. This client, definitely, she hit the ground running once her treatment was over because we were already starting to change how she was looking at things. A lot of the good signs about how our perception and our reality absolutely has an effect on our healing.

Dr. Glenn: If I understand correctly you are still offering a free consultation aren't you?

Jamie: I am.

Dr. Glenn: Okay and how would people get ahold of you?

Jamie: They can go to my website which is cancertreatmentrecovery.com or they could call me directly at 646-229-7618.

Dr. Glenn: Jamie, is there anything that I should have asked you that you really wanted to say to the audience before we wind down for today?

Jamie: If people are willing to look, there is so much knowledge out there that nobody really needs to get cancer anymore and if you have it you can still take advantage of this information to get clear of it and to get the best possible life back.

Dr. Glenn: Very good. There are many, many lifestyle factors that influence cancer that are not necessarily published to the extent that they should be and isn't that just quackery? There really is scientific information out there available and Jamie could help lead you to that. Jamie, just repeat your website and your phone number one more time for me.

Jamie: www.cancertreatmentrecovery.com.

Dr. Glenn: Very good. Well thank you Jamie.

Jamie: Thank you very much.

Weird Coaching Niches: The Weird Little Market Niche Which Isn't Really So Little (*and Not So Weird!*)

Jamie Gannon, Certified Professional Coach and Glenn Livingston, Ph.D.
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Glenn Livingston's companies have sold over \$30,000,000 in consulting and/or coaching services. Glenn has worked with over 1,000 coaching clients and directly supervised many coaches and psychotherapists, and his company's work and theories have appeared in dozens of major media like The New York Times, The Los Angeles Times, The Chicago Sun Times, The NY Daily News, and many more! (*He's also appeared on ABC & CBS radio, UPN TV, etc*)



Jamie Gannon was just another actor in Hollywood hustling after the next role when a brain tumor ended his career at just 30 years old. The side-effects of his cancer treatment were extensive, and left him feeling like a shadow of his former self, so he spent the next ten years researching and experimenting on himself in exercise, neuroplasticity, diet, spiritual, and energetic practices; learning from his martial arts training to “absorb what is useful, discard what is not”, long before anyone was using the term “integrative medicine”. Combining the best that Western and Eastern medicine had to offer, he managed to return to vibrant health. But it wasn't enough that he felt great again—he wanted **everyone** who has gone through the cancer experience to feel great too! So he has embarked on a journey to reach out as a personal coach, speaker, and soon—published author. His mission is to spread the word to anyone and everyone that a “Holistic” approach to health means **ALL** parts of our humanity must be cultivated, and he is sharing the most effective methods for doing that. He can be reached for private coaching or speaking engagements at <http://www.cancertreatmentrecovery.com>

TWO IMPORTANT NOTES BEFORE WE BEGIN:

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