

## Paleo Solution - 337

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Robb Wolf: Hey, folks. Robb Wolf here, another edition of the PaleoSolution Podcast. Super excited for today's guest, Yuri Elkaim. He is a former professional soccer player, a health and fitness expert and guru par excellence. He is also the New York Times bestselling author of the All-Day Fat Burning Diet.

Yuri, how are you doing man?

Yuri Elkaim: I'm doing great. How are you doing Robb?

Robb Wolf: Better, better. We had to pant last week's recording because I tweaked my back by doing the very heroic act of sneezing and it basically left me prone on the floor for the better part of a week and that allowed me to continue editing my book but made for podcasting a pretty good challenge. So thank you for being accommodating and shuffling your schedule around.

Yuri Elkaim: Absolutely. I think that's right up there with bending over to pick up a pencil what's going at you back.

Robb Wolf: Ate least. There's like the battle of thermophile pencil grabbing and sneezing or some of the most heroic efforts on record. So that that's how I manage to take myself out. Yuri, you have a really fascinating background and it just span so many different disciplines and different kind of perspectives on what you're doing today and you have a really significant health crisis that you went through. Give people the background and I mean you can start at ovum and sperm level and work forward that far or wherever you want to jump in on the story.

Yuri Elkaim: Sure. So it all started with my mom and dad. I would say I'll just kind of give you the abbreviated version without cutting out, without losing some of the important details. So I grew up, a single mom raised me, me and my bother. So she was pretty busy, didn't have a lot of time to make food. So we grew up on microwave dinners, a lot of processed junk. My rendition of a salad not that I made it but I just ate because my mom made. It was iceberg lettuce with tomatoes and cucumbers. So that's my memory of vegetables back in the day. I would wake up have cereal. It would usually be to the flavor of Mini-Wheats, Frosted Flakes any of those like healthy cereals and I would add another 1 to 2 tablespoons of sugar on top of that to make it more enjoyable and then for whatever

reason my stomach would be killing me so I have to lay down and pass gas just to kind of survive.

So I dealt with a lot of digestive issues. I had really bad eczema, a really asthma, a terribly low energy. I would sleep 10 hours at night, wake up in the morning feeling exhausted, falling asleep midway through the afternoon and just never really feeling like alive really. And being a young teenager--

Robb Wolf: But also not really aware that there was anything different because that was just your baseline of normal.

Yuri Elkaim: Because that's all I knew. That's kind of I knew.

Robb Wolf: Right.

Yuri Elkaim: So being an active teenager I was-- My goal from the age of 10 was to play pro soccer because I realized I was pretty good. I was like what if I could play in front all these amazing stadiums and all that stuff. So that was kind of like my big goal. I put in my 10,000 plus hours training and playing soccer at the highest level and that was a mask for what was happening with my health. So I often tell people there's a big difference between being fit and being healthy and I was the prime example of that. So I was fit but I wasn't really healthy. All these warning signs were my body's way of saying hey you should pay attention to some stuff here. I don't obviously know what's going on. So when I was 17 or just before my 17th birthday, my body said you know what maybe we need to shout at you. So what happen was one day after soccer practice I got home, hopped in the shower because I was sweaty and dirty and so forth. I started to wash my hair and as I'm rinsing my hair I kind of like rubbed the water out of my eyes, open my eyes to look at my hands and my hands were covered in hair and I was like what the hell is going here. And just to give some context, my dad's Moroccan so I had long brown hair.

Robb Wolf: You have hair like we're talking hair.

Yuri Elkaim: Yeah, not something like Neanderthal level but hair. So I'm thinking this is not good. So I jumped out of the shower. I toweled off and I looked at the towel and it's covered in hair as well. Now I'm starting to panic a little bite and being like the proud almost 17 year old I am I kind of hid the towel so my mom wouldn't find it. I went to bed. The next morning I woke up, the pillow is covered in hair. By that time, my mom kind of saw what was going on. She said like what's going on? What is this? I said I have no idea. I just noticed some kind of coin sized bald patches on my

head. So I went to the doctor. The doctor said you have this condition called alopecia. It's an autoimmune condition. I said okay cool, what can we do about it? And like most medical doctors, they're like well there's really not much we can do other than inject your head with cortisone. I was like I don't know much but I don't think that's a good idea.

Robb Wolf: Right. As much fun as that sounds like, maybe next visit.

Yuri Elkaim: Yeah, exactly. Like sign me up for a session of ten. So for the next couple of weeks, the hair kept coming out. So within about 6 weeks I lost all the hair on my head, eyebrows, eyelashes, all over and I went from looking like kind of a normal dude to looking like a person going through chemo. In my last year of high school that was kind of a really interesting transition to look at or to notice how people are looking at me. And to be very honest with you, I think I dealt with it pretty well because I had a good group of friends and I didn't really care too much about what other people thought of me but I became a lot more self-conscious when this all happened. But I also put things into perspective because I was like it's really only my hair. People are suffering with much worse.

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So it took me the next 8 years to really figure out what was going on and I kind of went through periods of like deep investigation going through, all sorts of different doctors and doing my own research. I went to school to study kinesiology. When I finished that, I played 3 years of pro soccer. I retired when I was 24 and then come back to Toronto and then threw a series of events, went to study holistic nutrition and that's when the light bulbs went off. On my first day of being exposed to what quality nutrition is and how food impacts your body, I was blown away. I asked my professors who are naturopathic doctors and kind of functional medicine practitioners and so forth. I said do you think my diet could be related to my hair loss? And they're like totally, we see this stuff all the time. I was like what? Where have you been the last 8 years?

Robb Wolf: Right.

Yuri Elkaim: It was a really encouraging because finally I had a sense of hope that I could kind of deal with this. That's pretty much what happened. I cleaned up my diet, got rid a lot of the junk. My energy went through the roof within a couple of days. My asthma and eczema disappeared. Digestive issues really rectified themselves and my hair pretty much regrew itself within about 2 months. Now that lasted for a number of years and about 4 years ago, I went back to my doctor not the same doctor but a doctor with my 1 year old son at the time just for a routine checkup and she decided that I needed a tetanus shot for whatever reason while I was

there. This is the funniest, the weirdest thing. By this point I'm like a pretty established health authority. I don't even question her. I'm like yeah okay let's just get it done. So I get this tetanus shot and within 2 weeks my hair started falling out again.

Robb Wolf: Holy smokes.

Yuri Elkaim: Yeah, it's been a very interesting journey. So kind of bring this in context. I'm kind of happy that I've gone through this because it really allowed me to pursue this amazing journey that I've been on which is really about helping a lot of people improve their health and I think my goal-- People ask me why I got into this and initially it was because I was so involved in soccer so I was big into fitness and stuff like that. But my goal really like when I dig deep it's really to end suffering because whether to end my own suffering back then or to end the suffering of family member who I've seen go through all sorts of issues to the personal clients I worked with as a trainer and nutritionist to help them lose weight or have more energy or overcome their kind of like self-limiting beliefs about their body image and stuff. That's really propelled me on a mission to help 10 million people by 2018 and improve their health and really go from suffering to vitality. And that's exciting. I'm really pumped about. I'm no longer playing pro soccer and I'm so happy that over the past 10 years we've been able to help over half a million people around the world and just to be able to get a great message out to a lot of people on a way that serves them has been tremendous. So yeah, it's been great.

Robb Wolf: That's amazing. Somewhat similar life history of health crisis and then trying to get to the root cause and then once you do find that root cause, you're kind of left with this almost a moral quandary. You know this information. You know the people around you are suffering because of a lack of this information and implementation of it so then what do you do and how do you tackle that in a way that in a way that that doesn't make you seem like a crazy person so that you can actually get some buy in. I just want to comment really quickly when I did the I Cave Man reality show for Discovery Channel a number of years ago now. I had a tetanus booster and I didn't end up with an autoimmune response specifically but I had such inflammatory response in the lymph glands of the armpit on the shoulder that I had that shot. I couldn't raise my arm overhead for 6 months.

Yuri Elkaim: Wow.

Robb Wolf: And I dug and dug and dug and tried for figure out what the heck was going on with that and then I talked to an immunology friend of mine and

he threw out the idea that in general that the way some of these vaccinations, immunizations have been getting developed lately, in general people are so sick and their immune response is so muted that they've had to kind of ramp up the adjuvants and the things that will fire up once immune response to get enough of a response to actually get a prophylactic effect on this whole thing. That if you're actually eating well and are healthy, you may actually get more of a dose or more of a response than really what you need.

Yuri Elkaim: That's crazy.

Robb Wolf: And so these things have been kind of ratcheted it up over time but it was interesting as any other medical procedure there's always a cost benefit analysis when you look at stuff like that. So I think that's important for people to keep in mind.

**[0:10:45]**

Yuri, I'm curious when you first did some nutritional alterations what exactly did you do? Like I've been pretty deep into this kind of autoimmune paleo type protocol. Did it look like that? What exactly were the things that you added, the things that you deleted like gut restoration? What exactly did that process look like?

Yuri Elkaim: It's funny because at the time I didn't really focus so much on my gut consciously so I'm sure it was benefited by some of the diet improvements I made. So specifically I look at getting a lot of the allergenic foods out of the diet so gluten, dairy, soy, definitely reducing my sugar intake were some big ones. And interestingly enough I was so open to try anything that I actually started off on a raw vegan diet and I did that for 3 or 4 months and I felt like I was floating like literally like levitating all day long. That was my first introduction to the power of plants especially more of them in the raw state and the power of alkalinity and juicy and greens. I eventually got to the point where I knew that a raw diet was not going to--

Like it was not me. It's not the way I want to live. I enjoy going out to eat and so forth. So my diet slowly transitioned to a little bit more paleo-esk so I started incorporating more meats in and even to this day I would say my diet is-- People ask me what I am and I'm like well I don't want to give myself a label but I would consider myself a healthatarian. So it's kind of like I just eat what does my body good and as for the most part is gluten and dairy light. I wouldn't say I'm 100% dairy or gluten free all the time. We got some good food in Toronto so occasionally I would go for a nice pizza and that's about it. But for the most part my diet is I'd say about

70% plant based and getting quality meats, eggs, poultry, and fish and keeping things simple. I don't enjoy--

It's funny because we create a lot of recipes and we got some great stuff on our blog but I don't really enjoy spending a lot of time in the kitchen. So everything we do from a food perspective with our websites or even in my personal life has to take less than 15 minutes, has to be allergen free, and low in sugar but it has to taste good. I'm a big foodie so I love great tasting food and I've just been able to find ways to take boring salads and bland veggies and make them a bit more interesting for myself to enjoy as well as everyone else. It's kind of like a vegan slash paleo slash real food diet whatever that cross-section would be.

Robb Wolf: Right. I'll label that generally as anti-inflammatory diet.

Yuri Elkaim: Exactly.

Robb Wolf: If we want to make it sound a little hoity-toity but not have-- You know it's like if you throw a vegan or paleo any of this stuff then you get either some segment of immediate buy in and then another segment of immediate disinterest and checkout and the person's gone so you have to keep-- It's like to a shell game. You just have to keep shuffling it around and it's like no, no, no it's really this thing when it's just basically like hey let's start with whole food approach and see how you look feel and perform, maybe check some blood work and see what actually works for you. It's a really crazy idea.

To that point though like these labels are helpful at times particularly when you have someone they literally they don't know how to boil water. They haven't eaten something that wasn't out of a box, a can, a microwave package in ages and so this kind of rigid guidelines can help people sometimes. I mean how do you bridge that gap between trying to get the people to actually go out and fish versus giving them a fish. I feel like these guidelines have like here's a paleo diet or here's Whole30 or a vegan diet. Those lane lines can be really really valuable for a while and then they definitely need to grow up and flap their wings and leave the nest and start experimenting once I get beyond that. How do you bridge that gap?

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Yuri Elkaim: That's a great point. I'm all about helping people or teach them how to fish. But in terms of building a business that is actually profitable in a way that actually serves people. I also realized how important it is to also give people a fish. Because as altruistic as we all want to be, the reality is we

all want to a magic pill like you and I want-- You want a magic pill for your back pill right?

Robb Wolf: It's called heroin in that case, but yeah.

Yuri Elkaim: Exactly. We all want to a magic pill at some level of whatever is important to us. I've realized over the years where it's like I want to help people understand because for me my life changed when I started to understand by going back to school to study nutrition and I'm like everybody needs this. But again that's my projection onto the world. Everyone doesn't want that even though they need that. so I'm kind of like a combination of I really do-- I do my part to really educate people to really understand how they can tap into their own wisdom to figure out their own path but at the same time like as you mentioned, I'm always astonished at how specific people need in terms of directions. I just did a webinar last night on probiotics and we're talking about people are like, did you say four per day or three per day?

Robb Wolf: Right.

Yuri Elkaim: It's like who cares? It doesn't really matter. But to your point, most people need that super specific guidance because they just need to follow a proven path. So with that in mind, everything that we create has do this first, do this second, follow this exact recipe/formula and as we're going through this path ideally get to the point where you can tap into your own wisdom, listen to your body and recognize I'm hungry or I'm full. Don't worry about the nitty-gritty details because they're really in the long term maybe not that important. But I think for most people, I'm totally at the level of truly understanding nutrition, health and fitness. Honestly in our best interest and best interest for them to follow something very specific.

Robb Wolf: Right. And I think that it's so fascinating like Whole30 is very very popular right now and people get lots and lots of success with it but it often times gets criticized because there are some lane lines that seems somewhat arbitrary once you've read article that's on PubMed about like a small intestinal bacterial overgrowth as it relates to thyroid issues and people get so geeked out on this. But they forget how deep that pool gets when you are brand new to a process. I do some Brazilian jiu-jitsu and it's just an infinite kind of process learning that thing. In the beginning you really notice the good instructors from the not so great instructors. The better instructors give a path through the forest but they're very clear. They're like, this isn't the only way to do it but I'm going to give you one way through this and then we'll start creating some branches here and there.

But if I throw everything at you all at once, you're going to get nothing. And so it's just interesting because even the media and academics will label a lot of these initial kind of training wheels processes as "fad diets."

Yuri Elkaim: That's true.

Robb Wolf: But then we're left with okay so we just eat everything and it completely ignores the neuro regulation of appetite. It's like I was eating everything before, I'll eat everything again and you're still stick. It's really fascinating that the one seeming prohibition that we do seem to get out of academia and the media is that any attempt at putting some lane lines on what's you're eating that's disordered eating but if you show up at work with a big gulp and a bag of Cheetos you're good to go like that's not disordered eating.

Yuri Elkaim: Totally and I think it also depends on-- I've realized this mainly through building a team of people that I work with is not everyone is like me. I'm not a detail oriented person. I'm much more intuitive. So for me it's like even with my workouts, I don't even follow a structured program anymore. I'm like you know what? My body is a little bit tired today, I don't feel like deadlifting. That's kind of the way I roll but not everyone's like that. And when it comes to my diet, I'm very liberal in terms of not measuring stuff like I have to force myself to measure stuff just to create the recipe for it. I'm just kind of like play it by year but other people are not like that. Some people are very detail oriented. They need a specific how to instruction and it's a disservice to them to not provide that. That's a big thing I realized.

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Even with soccer and tennis, tennis is kind of my second love in terms of sports. I started picking it up really seriously this summer because I took 2 months off and I was like I'm just going to do nothing but play tennis and spend time with my kids. I've always been very intuitive with tennis but I can't even teach my son how to hit a forehand properly because I can't teach it. I just know how to hit it. So getting the proper coaching to be able to break it down and kind of a granular step by step fashion has been super helpful for improving my game but also like okay that's how you would teach it. that's kind of what I'm thinking as it relates to really breaking down the process and making it a much more step by step for people to really take a bite out of and understand.

Robb Wolf: Right. And then once they get to-- You engrain some patterns and then hopefully we can help people to then take some deviations out of those patterns and just do a very honest feedback process. Like did you look, feel and perform better? Did your blood work improve or decline? And

even if you felt better and you looked better but your life was miserable maybe that's not a worthwhile return on investment. I think people often times forget to ask that question, squeaking out the final few percentage points of abs or performance or whatever if it ends up ruining your life it may not be that great. When I competed in powerlifting, I had to eat six huge meals a day to maintain my body weight and I didn't usually keep a girlfriend longer than about 2 weeks at a shot because of that.

Yuri Elkaim: You want to go for lunch, a second lunch?

Robb Wolf: Yeah, I mean it was just neurotic looking back at them like no wonder I'm lucky that they lasted 2 days let alone 2 weeks. But also I had some goals that I wanted to do and so sometimes you have to sacrifice to get those goals but it's just fascinating. So once you have people moving a bit more in the shallow end of the pool how do you then start getting them into the deeper end of the pool where they're swimming on their own, they're able to do this stuff in a more intuitive fashion? So you start from the more concrete and detail oriented granular. How do you then start shifting them out into the bigger picture and how do you still then give them a little bit of the shark buoys so that they don't end up back in the recidivism and the poor eating habits and what not which seems to be part of the problem people make some initial success then as they start adding some latitude then they end up kind of undoing that success.

Yuri Elkaim: I think it's kind of two part. Initially we ask for a lot of feedback from our audience whether it's through Facebook comments or looking at stuff that's coming through email or YouTube and really trying to answer people's questions and I sort of notice that it's the same question over and over again like you've probably experienced. So a couple of years ago, I decided to create something called super nutrition academy which was for me the idea was like it's the everyday person's nutrition school and we're going to take all the complexity and nutrition and I'm going to make it super simple based on like a deeper framework principle based understanding of health and nutrition in just 1 hour per week.

So instead of going back to school and spending 20 or 40 hours a week and thousands of bucks in tuition. In 1 hour lesson per week, you can understand the fundamentals of the macronutrients, the micronutrients, metabolism, gut health all the stuff that's important to us. Again it's a very specific type of person who's interested in that is obviously for health and fitness professionals is perfect because they can advance their knowledge but for the average consumer for us is we found it to be a relatively tough sale compared to this program is going to help you lose 10 pounds because it's a less tangible outcome.

The outcome is based in promising people as you're going to have a better understand of your health, more clarity and more confidence in what you're doing and that's like I'm not really sure if that's important to me. So it seems like it's like you have this whole this ocean of fish of people who want a specific outcome. I want less pain, I want more energy, I want to lose weight, whatever might be. And then as they start to move along that almost like the pyramid of...

Robb Wolf: Like the hierarchy of needs.

Yuri Elkaim: Yeah, exactly. Like Maslow's type of thing where you have like you the basic stuff which is I just want to lose some weight. And then people start to feel better as they're improving their health habits, their dietary habits. They start becoming more interested in some of the stuff that they're doing. For instance with super nutrition academy, what I do really well is I simplify a lot of the complexity in our world with respect to health, nutrition and fitness.

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So I give them a better understanding of like okay here's why omega 3 is important for you. And if you're having tough time choosing one, here's what you need to know about how it's converted in the body. but in a very simple to understand manner so they have a better grasp of what's happening in their body with respect to certain nutrients and foods so that when the next study comes out or when the latest media blitz comes out about fish oil or flax oil and prostate cancer, they can make decision for themselves and they are not as confused. As a prime example actually I did a live hangout this morning or this afternoon and one of the questions was we have a greens pattern that is all organic, super food based, no junk in there, id ingredients. And the individual asking the question had purchased that and then they had seen another product that was marketed in a way that positions all the bad things to avoid and that our product was almost on the complete opposite under the spectrum of this other greens product. So two greens products, one is saying you should avoid all this stuff. Ours saying that this stuff is fine. And it confuses the heck out of people.

So I think it's really important for anybody. This stuff we're never taught in taught in school. Going through school, we're never taught about health and nutrition. Gym class is pretty much the extent of that. I it's a massive disservice to the entire world's population for not understanding how our body operates, not understanding how food impacts us and I think that even if it's not as sexy for everyone, part of my mission is to really empower people to that level of knowledge to give them an

owner's manual of their body. Because most people know more about their car than they know about their body. so to give them an understanding of the inner working-here's what's happening when you do this, here's what happening when you eat these types of foods, here's why you need these types of nutrients, here's what it does inside your body. again it appeals to a smaller segment of the population but as people move up that hierarchy of needs to higher aspiration for kind of self-actualization or improvement of whatever aspect of their life, they start to become a little bit more interested in getting a little bit deeper into the learning how to fish.

I'm sure a lot of your audience too is they go from somebody who's in desperate need of losing weight to looking and feeling awesome and maybe like wow this is an amazing lifestyle and now I want to do this as a career. So they go pursue studies in it and they become like a health coach or some type of health and fitness expert based on their own journey. And I think it's a really really cool thing that is pretty unique to our space. You have people that-- Like the two of us, we have our own health issues and almost everybody in health and fitness space got into this space because of some health or some issue they had to resolve themselves. So I think it's a pretty cool transition as people move along that success path if you will.

Robb Wolf:

It's funny. You know 8 years ago or 7 years ago, 99% of the questions that I email and stuff like that that I would receive hey my situation is this, my blood work looks like this, what do you think is going on? And I would say like 70% of the questions I now receive are career questions. I'm a computer programmer I had all these problems. I went on a ketogenic diet. It saved my life. I want to do this, what do I do? Do I go to medical school? It's really fascinating because if somebody's car breaks down and they get the thing repaired, they're not usually-- Their passion is suddenly become an auto mechanic or something like that. But if you're sick and you're able to figure that stuff out and you just have this profound change in the way that you feel, you become pretty motivated to want to share that information. So it is really fascinating. Clearly as excited as I am about all this growth in the scene I feel we have mastered job security. We're barely-- What's the fable? The Little Dutch Boy or whatever. It's like we're poking some hole in the dike but we're not ready. There's still plenty of other leaks that we need another people to plug those holes.

Yuri Elkaim:

Totally. Yeah, totally.

Robb Wolf:

Yuri, I'm curious. Do you encourage folks to do any type of basic blood work testing any type of biometrics to get a baseline for where they're at

or do you use that to dig a little bit deeper if somebody's a little bit of a tough nut to crack initially?

Yuri Elkaim:

Yeah. I like to encourage to kind of tune in to their own body signs and symptoms as just like a first course, hey in 30 seconds just look in the mirror and check this out. And kind of based on that being like okay well if you want the ultimate results and the ultimate answers, you should definitely get some blood work done or like a salivary or hormone test to check your cortisol or whatever else.

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What I try to do is I try to make it very approachable for people. So I'm like listen if you think you got adrenal issues, try this simple test and if that comes back negative then maybe you want to pursue something a little bit more in depth and I think there's a lot of great-- The nice thing is with all the technology and all the cool things we have access to, now there's so many cool at home type of kits that people can use for salivary testing, blood testing and send back and get all the results on the web and I think that's a really cool luxury that we didn't have 10 or 15 years ago that is really making kind of self-quantitation if that's even a word, quantified self so much more accessible where you can figure out, okay here's my initial stuff and I'm going to make these changes to my diet and lifestyle and that I can retest in 6 months and see how things improve.

So I think especially for those who are more quantitative in thinking, more detail oriented who likes to track stuff, super super awesome to be able to look at how you're improving markers of your health as pertains to a specific blood test over time and it's very encouraging too. Because most people just think about okay I'm just going to measure my weight and that's like the major metric. But when the scale, instead of the scale you're starting to look at inflammatory markers or A1c levels or whatever might be and that is your "scale" that's pretty cool. Because when you can look at your progress and be like wow this is actually working, it's very encouraging. So I think if you have access to do that absolutely.

Robb Wolf:

That's fantastic. You know I'm working on my second book right now and I actually make the point in the book that today we can order lab work to our door that gives up a deeper understanding of what's going on from a genetic level, a microbiome level than what the best research institute in the world could've performed on you 10 years ago. We can get that to our door now. It's really incredible. I do see people get into a bit of analysis paralysis because then the question becomes what do I test and that I'm very similar to you that I really couch the bulk of this process on how do you look, how do you feel , how do you perform? And then we default to those biometrics.

If we need a little additional validation or if things just aren't quite going right like if your assumption about what we're tinkering with isn't quite work in the way that we would like and then we do some blood work to again like you said go deeper on the inflammatory markers, maybe go look at the gut microbiome or what have you. But yeah we live in a really amazing time as far as getting some quantified self but here again circling back to your point about the ubiquity of the health coaches. That's where it could be really valuable to have someone that has spent a number of years really going deep on this stuff. So that if you get 23andMe plus a promethase and you've got a little bit a basic blood work, that person can really dig in and give you some deep insights on what's going on and give you some ideas about your training, your lifestyle, your diet that could really give you some huge benefit.

Yuri Elkaim: Yeah, totally. I totally agree.

Robb Wolf: Yuri, tell people where to track you down on the interwebs, on social media? Tell them about your books so that they can check all this out and you will have all that in the show notes as well.

Yuri Elkaim: I guess the best place to kind of stay up to date with what we're up to is at my blog which is [YuriElkaim.com](http://YuriElkaim.com). So if you get the spelling for that, that's amazing. I'll just spell it out, Y-U-R-I-E-L-K-A-I-M-DOT-COM, and we're publishing daily content, videos just amazing stuff to help you make fit and healthy simple again. My specialty is really is having a lot more energy and burning fat. So I've got two books on the subject. The first one is called the All-Day Energy Diet. The second one is the All-Day Fat Burning Diet. They're both available on Amazon or wherever books are sold.

I've got a lot of stuff on YouTube. I've got like 900 videos on YouTube. If you need anything, there's a lot of stuff that I've just verbal diary it over the years. If you're a health or fitness professional or health coach and you want to start to really kind of build an online business that creates more impact, we have a new division called Healthpreneur which is at [healthpreneurgroup.com](http://healthpreneurgroup.com) and I'm basically opening up the doors and kind of pulling back the curtains to share what's worked in our business to help others achieve some of the results and it's a lot of fun. I love helping others. Because if we can help the influencers then collectively we can help a lot more people. So that's personally where I'm putting a lot of my time now.

Robb Wolf:

That's awesome. That's where it has to go. When I wrapped up my first book I kind of recognized that we had a huge dearth of practitioners or at least a way to find them and I started a website, the paleo Physicians Network and just encourage doctors kind of steeped in this paleo ancestral health scene to just post their information and I've never quite figured out a way of monetizing it. But we've got several thousand practitioners on there and apparently it gets a lot of traffic and people are able to find some good help. I mean that's really I think the challenge that we're at right now. This information is kind of out there but we really need more coaches and practitioners that are doing this and can help people day to day. I would say that that's the greatest failing in the system currently so props to you for doing that. That's fantastic.

**[0:35:51]**

Yuri Elkaim:

Well thank you. And part of the reason too is I found that it's a very as you mentioned it's very underserved. I can only think of again maybe a handful to maybe a dozen at the most who are doing this stuff. I think when you compare that to people teaching "internet marketing" it's insane. I'm very passionate about helping. I firmly believe this to my core that you, myself, every other health and fitness expert that exist has an unbelievable amount of power at their hands to change the lives of 1, 2, a million people and with that comes a responsibility to get your message out there, to help those individuals and I really believe that the more money we can make, the more impact we can have.

And there's so many amazing physicians or people who have this knowledge to help people that are stuck behind the four walls or they don't know how to get their message out there and if they only they could, if only they knew how, it could transform the lives of a lot more people. So that's why I'm passionate about really building this out to serve those individuals and really help them break through those plateaus to increase their impact. So that collectively we can end suffering, get people the knowledge that they require and get them the help that they want. So it's pretty awesome.

Robb Wolf:

It's awesome. That's pretty easy to get up in the morning and be excited about that. That probably doesn't take too many shots of coffee to get you going.

Yuri Elkaim:

No.

Robb Wolf:

That's awesome. Well Yuri, it was a huge honor having you on the show. Thank you again for being accommodating of my nearly death inducing sneeze/back injury. So I really appreciate you being accommodating on that and look forward to meeting you in real life.

Yuri Elkaim: Yeah, absolutely. Thanks a lot, Robb, for having me on.

Robb Wolf: We'll talk to you soon. Take care.

Yuri Elkaim: Yeah.

Robb Wolf: Buh-bye.

**[0:37:55] End of Audio**