



### HOW DID YOU COME UP FOR THE IDEA ABOUT THE SHOW?

 **K** Well, I kind of always wanted to be on TV. [Laughs] Seriously, I wanted to build a show – and a fan base – based on a group of people who were really excited and really passionate about transforming other people's health. I was inspired by a man named Gary Vaynerchuk, whom I met at a conference a while back. He has a company, in the wine industry, that he's built, and he's been doing a daily video show online for about two or three years. He gave me the idea to go out and create the show myself, rather than go through the media or the big television companies, who I felt would control the message that I wanted to spread. I wanted to make sure that there would be no censoring of information on my show; I wanted to be able to share at least my truth and the truth that I've learned from everyone else whom I've been around. So, I created the show to make sure that no one could tell us what we could or couldn't put on the air. This is very valuable because, now, there are no roadblocks to achieving the ultimate goal, which is to give people information that's going to transform their health.

### THIS IS AN INTERESTING POINT AND SOMETHING I WANT TO KNOW MORE ABOUT – HOW DO YOU THINK THE MEDIA INFLUENCES PEOPLE'S HEALTH CHOICES?

 **K** Let's put it this way: media, in many cases, is what has influenced people's health decisions to date. The reality is that the average person on the street, when asked, would say that he/she hasn't read any health books recently, or any at all. So, I believe they must be getting their information from mainstream media – the TV, the newspaper, online news sources, print advertisements, television commercials, and internet ads.


There is a challenge in getting unbiased information from these sources because there is a bunch of factors that influence the media – a lot of which people don't know about. For instance, I'm very well aware of the fact that information often comes to the media in the form of press releases. And, these press releases are often written by companies who have their own angle to promote. Likewise, journalists will forego reading studies carefully and interpreting them accurately so that they can print a headline that really sizzles. So, the media then puts out information that is only a half-truth.

People might also get information from family, educational institutions, or the government. But, a lot of this information is funded from interest groups as well; corporations pay money to school systems and government agencies, hugely influencing the health information that is put out to the public.

The media also knows how to manipulate internet searches, whether it's mass media or a small business advertising a product. So, when you are looking for health information online, the results of the web search will often pull up biased information from companies or people who want to put a spin on something. Getting information this way, in terms of your health, can be very dangerous.


Readers are looking at all of this information, from all of these sources, and getting really confused, never truly understanding the basics of health. People are getting confused to a point where something really needs to change, or else the situation will get much worse.

### YET, YOUR APPROACH IS TO USE THE SAME MEDIA AVENUES?

 We are media, too; that's very true. So, don't listen to us either. [Laughs] Seriously, though, I am absolutely going to use the same media avenues. However, the difference between us and a huge media conglomerate is that you see us, plain and clear. You see our faces, and you see our truth. You see what we're doing on a regular basis, and then you, the viewer, can decide if you trust the information we're giving, or not. This approach is so much more important than any other because the consumer really needs to be his/her own health advocate when it comes to health choices. People need to delve into the information and figure out what works best for them and what doesn't work at all. They don't need to know whether something works for a group of rats in a San Diego lab, or something like that, but they need to know what works for them in reality, in real life.


Also, think about what the public watches right now. Reality TV is so big. What we're doing is just reality TV on a low-budget scale. Because this is what people want, they are coming to us, looking for information. We can tell they're doing this just by looking at our numbers; we get thousands and thousands of views. So, it's a really cool and new way of providing information. It's a shifting of the power from the big money kind of thing to the general public, where now we can create our own forums and create our own soapboxes, if you will, and get out there and actually make a difference – positively influence people.

### TELL ME MORE ABOUT THE IMPORTANCE OF SOCIAL MEDIA AND WHAT YOU THINK ITS ROLE IS IN THE FUTURE.

 Social media is so important now because in online communities, like the one we have, you can get to know many more people in much greater depth than you can on the street or at actual parties. That is, people reveal so much more information and are so much more transparent during conversations in the realm of social media. If you were to approach someone on the street and talk to them face-to-face, he/she would probably reveal half of the things that you can see in his/her Facebook profile!

So, as I see it, there is going to be a shift from traditional, big media to this new media of online content creators. The public really resonates with this because the barrier of entry is so low – anyone can contribute. You don't need to have tons of overhead, hundreds of people working, huge editing teams, or any of that sort of stuff. You can create content that's just as good, if not better, than some of the programming that's on regular television. And, you can do it at such a low entry. So, the content creators who are now on the internet are really going to start to rule the roost, if you want to use that cliché.

### SO, YOU'RE NOT JUST SHARING INFORMATION BUT CREATING A SOCIAL NETWORKING FORUM IN WHICH PEOPLE CAN SHARE INFORMATION?

 Absolutely, it's a two-way street. We allow people to comment on the blog on all the posts that we have. I'm really excited about that because it allows people to get involved with the process. When you get involved with something, then you actually take ownership of it and it becomes part of you. So, we give a lot of information, but we want people to give as well so that they can become part of the community.

EXCELLENT! AND, I KNOW YOU HAVE SOMETHING CALLED THE RENEGADE HEALTH INNER CIRCLE. HOW IS THAT COMMUNITY DIFFERENT FROM THE ONE YOU'VE CREATED WITH THE RENEGADE HEALTH SHOW?



**K** The Renegade Health Show is free, and you can watch the show every day, Monday through Friday – again, for free. It's definitely a fun, exciting, and educational forum. But, if you want to take your health to the next level and you want to meet people who want to share a little bit more and be a part of a community, then you can come into The Renegade Health Inner Circle, which costs only \$9.97 per month after a free 30-day test drive. It's a separate community where we provide a whole bunch of educational materials, a whole bunch of fun, and a whole bunch of support and mentorship. There are Thursday chats, during which we get on the phone and have a little message board. People chat with us, ask us questions, and we really create a feeling like we're just hanging out with a bunch of great people. The Renegade Health Inner Circle is a place where people can find the support, motivation, and information to become a true health superhero!