



Rawkathon Interview with Matt Monarch

Kevin: Welcome my name is Kevin Gianni, host and creator of the Rawkathon which can be found at www.rawkathon.com. That's r-a-w-k-a-t-h-o-n.com. I'm going to be your host for this incredible Rawkathon interview. Each one of these interviews is special to me, because I feel the experts and I really broke down the impersonal walls of being on stage or in public, and we got to their true essence. I can promise that the content you find in these talks are not what you'll find anywhere else unless you actually sat down with the experts themselves, one on one, and asked them your questions. So please grab a pen and piece of paper, get a filtered glass of water, and be prepared to experience the Rawkathon firsthand. Please enjoy the show.

[music]

Kevin: So, Matt. I want to welcome you to this program.

Matt: Thank you for having me I appreciate it.

Kevin: So, we've done a lot of interviews. So I want to make this one a little bit different.

Matt: Oh, great.

Kevin: So, let's first start, we always have to give an introduction for those people who don't know who you are let's give a quick introduction.

Matt: My name is Matt Monarch, I am author of a couple of raw food books, "Raw Spirit" and "Raw Success." I've been on a 100% raw food diet for nine years, now. My fiancée is Angela Stokes. Many people know of her. She used to be 300 pounds, and now she's less than half of that. Can't give away her weight or I'll get in trouble. I'm 33, feeling great, doing good.

Kevin: Great. What got you into raw. What was the...

Matt: I didn't even know a raw food diet existed. Someone handed me a book called, "Become Younger," by Dr. Norman Walker. And, this book actually educated me what certain foods were doing to my body and actually how it damaged me. And I didn't even know that that was happening. So just the realization of that, there was no doubt in my mind, I just went 100% raw, the next day after I closed that book.

Kevin: And then the process from point A to point B now. I mean it, it's been nine years.

Matt: It's been nine years.

Kevin: Explain that.

Matt: What it's been like to just be raw for nine years? Wow. When I went 100% raw, I read a lot books.

And I didn't know what was going to happen to me. I started realizing I had digestive issues. I wasn't used to that full feeling anymore, it was an empty stomach. And something huge happened to me also, which was a very positive thing. This spiritual vibration just started down-pouring on me and that was just the most amazing thing. And that's like the number one reason why I stayed raw. There's no variation, varying from that.

Kevin: Right. You had mentioned to me before that you were president of your fraternity.

Matt: I was president of my fraternity, yeah.

Kevin: And probably a partier.

Matt: Yeah, definitely a partier.

Kevin: What did your friends think.

Matt: My friends thought I was absolutely nuts, obviously.

Kevin: Did they think you were nuts before?

Matt: Well, I was always the guy who was extreme and went to the group table of girls and started talking, and they would follow. I just would do crazy things like that. I've always been an extremist. So they probably just thought, oh god.

Kevin: Just like, he's doing it again. Although you've stuck with it for nine years.

Matt: Yes, nine years.

Kevin: So, probably longer than some of the other things you've stuck with.

Matt: Yeah, definitely. And at the beginning my family and friends they kind of drifted apart from me. And that was pretty hard, I didn't realize how harsh that was on me, until I was explaining it in a lecture one time and a tear started coming down my eye. It was pretty intense. And I was like, whoa. You know, for four years I didn't really have a life. I just went and got my own place in Ojai. I worked on the computer non-stop and I created a successful business. I did a lot of meditating at that time. It was pretty crazy.

Kevin: How did you reconnect?

Matt: Well, my friends are always there. A lot of people, they look up to me, and I try to help them. But a lot of people aren't willing to do that. My family's just accepting, and I think they're pretty impressed. I mean, my mom and my close family, they have complete 100% faith in me. But, for example, you know how 20/20 just came out with this TV show where they kind of made raw foods look really bad.

Kevin: You want to explain that a little, because we haven't talked about that at all.

Matt: Sure. 20/20 had this thing where they made it look like raw food eaters had eating disorders. And they took some really insane cases of people that weren't doing well on this type diet and they just made it look really bad. And my family actually, not my close family, but people that knew me, kind of looked at this as like, oh my God, this is an opportunity to worry about Matt. I heard a

lot about that. You could seriously, in any film or any TV show make anything look really good or really badly.

They were actually filming me for this show at the Yoga Expo. That's where it was filmed. With Viktora Kulvinskas and everything. And I was really on that weekend. I was saying some really good things. I don't think they used it, because of this reason. So...it's just amazing.

Kevin: And so, back to the family though, how did you reconnect?

Matt: Sure. My family, they just accepted. And, you know I'm not there, often, anymore. So it's kind of like it's really cool to see me when I come home. But it's not...I mean it's the same, in the sense that there's that bond, but it's not like every day... And then my friends. I'll always have those friends, but we're completely different. A lot of them are still doing drugs and drinking alcohol a lot, and it's just not my thing. And now I have a beautiful fiancée now, I've got all new friends. There's so much exciting things happening. I'm successful. Successful friends. It's really cool.

Kevin: Now, those first four years, when you were kind of holed up. What was your purpose? What was the passion to sit in front of a computer and build a business based around raw? It's pretty intense. What was the goal?

Matt: At the time I was very introverted, and I didn't really, I seriously was alone for probably the first four or five years when I went raw. I didn't even really date women that much because I was just in my house doing this, taking walks around the block or whatever. I didn't know what I was doing. Once I wrote my first book, not even wrote it, when I first saw it, I began to see the other possibilities. I wasn't ever trying to become a guru or becoming famous. I always thought I knew the information was valid in what I was saying but I wasn't interested in taking it to that next level. And to be honest with you, at the beginning, I just wanted to be successful in the business and I wanted money. I'm not so crazy about that anymore. But, that was a big drive of mine too.

Kevin: But it was a passion for spreading the word, obviously, otherwise why would you stick behind it.

Matt: Definitely.

Kevin: All right. So let's talk about detoxification a little bit.

Matt: Sure.

Kevin: And talk about some of the detox symptoms and some of the things you've seen. Because you see a lot of people while you're touring. What's the difference between detox and, what do you think is the difference between detox and regular, maybe sickness.?

Matt: OK. I feel like all disease is the same, which is this waste building up in the body and then it tries to leave in certain areas. For example someone who has psoriasis it's trying to come through the skin, someone with acne it comes through the face, cold sores, all these different things. And what people do is they take antibiotics, suppress it, and then it is roaring in the system and it comes out in a worse form later in the future, and it could be a serious degenerative disease such as some sort of cancer or something, God willing, hopefully not. So the key is to like get this stuff out.

I feel like detoxification is the most misunderstood concept in the entire health food movement. The more you leave out of your diet, the more food you eliminate, the more damaging food you

eliminate from your diet, the more you're going to cleanse on a cellular level. For example, the most cleansing thing that anybody can do is go on a water fast. Because you're eliminating everything from your diet except for water and you're going to cleanse and cleanse and cleanse. Now when you go on a 100% raw food diet, you're eliminating everything from your diet but the most water rich foods that are not damaging to you and are not that harsh on the digestive system or the body. And in this light you can consider the 100% raw food diet like going on a life-long fast. And the confusion lies here that you're going to detox the rest of your life in my opinion.

What happens is a lot of people that I know who are in the raw foods movement or at the festivals we go to, they are aspiring to be raw. They are not 100% raw. One of the reasons that I feel like this is they don't understand it. It's almost like a heroin addict. Have you even seen them when they throw them in the hospital and they are forced to abstain from their drug and they go absolutely crazy? It's kind of a similar thing. It's like detoxification. It is not so extreme, but it is detoxification of these foods. What happens is the confusion sets in because when people start to eat the old foods they used to eat when they are trying to aspire to be raw or something, it actually stops the harsh, harsh detoxification and they feel great. Not only that, those foods not only stop the detoxification but it actually stimulates them. So it is euphoria and they think the raw diet is not right and they are feeling extremely good on this. Don't get me wrong. You are going to detoxify in my opinion for the rest of your life, but you have ups, really high ups and, you know, you have downs.

I have found the best way to aid this detoxification is do a cleansing of the colon, colon hydrotherapy with enemas or whatever. Nothing is as powerful as detoxing the body as that. There's not one thing you can do, in my opinion.

Kevin: And you've gotten that from Bernard Jensen, from Fred Bisci, that principle, the colon cleansing.

Matt: Yes, and from my own experience, I could sense it. I have seen where people--where Fred introduced them just to a very--he slightly improved their diet, and they were willing to do the colon hydrotherapy on a periodic basis and they healed from degenerative disease just based off of that. That's how powerful it is. Some people, they refuse to do it. Some guy might be overweight and he goes on a raw food diet, feels great, has all of this energy, loses 50 pounds. But, as the year goes, they are going three times a day, but they are clogged on a cellular level with the gases. What happens is their faces, they start to lose that energy, and their faces start to grow older. For someone like this I would rather either see them cleanse the colon and take it to the next level or get off the cleansing, cleansing, raw food diet.

Kevin: Oh, OK. Interesting. Fred Bisci talks about intermediary diet.

Matt: Sure.

Kevin: Do you feel the same way about that?

Matt: Definitely. You don't have to be 100% raw to be healthy. You can be very healthy without taking it to such an extreme. I could go into the whole, what you leave out of the diet...

Kevin: Let's do it.

Matt: There are a lot of diets out there today. I am sure you have heard of many of them. There is the Zone Diet, the Macrobiotics Diet, the South Beach Diet. All these diets--the people that do them, who put them together--they claim that they all get results. You know, a lot of time they actually

do get results. There is one common denominator on why they all succeed. They all eliminate certain foods from their diets completely without any exception whatsoever.

The reason why the raw diet is the best diet on the planet is because you are eliminating everything from your diet and only keeping in the good stuff. It's actually more important what you don't eat than what you actually eat. You know, there is this big superfoods craze going in the raw foods movement which is cool and has its place, but you can eat all the superfoods and raw foods until you are blue in the face, you are not going to get better unless you eliminate the cause which is certain foods. Should I get into that?

Kevin: Let's do it.

Matt: All right, let's do it. I like to break down the foods into the following food groups. We've got refined sugar, processed starches, dairy, animal protein and raw foods. So, if we understand that what you leave out of your diet completely is the way to ultimate health, then we want to leave out the foods that are most damaging to the body. From a scientific standpoint, the two most damaging foods are the refined sugars and processed starches. From a moral standpoint we want to eliminate the meat, but from a scientific standpoint it is not as damaging to the body.

In this intermediate diet that Fred uses to help heal people from degenerative diseases who don't want to go 100% raw, he eliminates the red meat. He has a little chicken, fish, turkey; maybe, four to six ounces every other day, and you can't mix them with the starches which are wheat and gluten-free starches in this diet, such as brown rice, quinoa, millet. There is something called Tinkyada pasta which is a wheat and gluten-free pasta. Steamed vegetables, there's a lot in that. The foods are actually in my book, "Raw Spirit." He let me put that in there, but it doesn't really say--his normal diet will tell you when to eat what. Cow's milk products are one of the most mucus-forming foods you can do, but raw goat's milk products in moderate quantities are pretty good.

Kevin: Do you want to go into the difference between goat's, dairy and...? I guess it's considered dairy. Is it or no?

Matt: Yeah, I would say so. Well, a cow has a lot of casein in it, and that's the by-product of that pasteurized cow's milk that is really mucus-forming and damaging to the body. Cow's milk is actually supposed to take this little baby calf to this huge two ton cow. Then, when you have a little goat it's just more our size and it's raw and it's more beneficial to our bodies.

Kevin: You're a big fan of durian.

Matt: I am a big fan of durian.

Kevin: I am not very familiar with it. I've tried it a couple of times. I've tried the little freeze dried ones that you have. It's pretty good. It tastes like really healthy Honey-Nut Cheerios. What's the appeal, and what's the health benefit?

Matt: It's just the taste. I've read all of these good beneficial things about it. It is a superfood, but it's best if I don't eat it. It's a trigger food. I don't know if you know what trigger foods are. Angela talks about them in her books. There are certain foods that if you eat you just can't stop, and those are the ones you want to stay away from. When I smell it, I'm just... Most people are disgusted by it. It's just like candy to me, and I just can't stop eating it.

- Kevin: OK.
- Matt: I just can't. It's awesome. I have gone through two durians. I can be mature about it sometimes, but it's not easy.
- Kevin: Very difficult.
- Matt: Yeah.
- Kevin: When you were talking before about foods going in, how important is the digestive system of some of this? Eating these raw foods, how can someone get that system to work smoothly if it is probably impaired from past experience?
- Matt: In my opinion the best thing you can do is cleanse the colon.
- Kevin: OK.
- Matt: It just aids the process of moving the stuff out, the detoxification. It is not even the solid waste that we want to go after when we are doing colonics.
- Kevin: OK.
- Matt: For example, I was hanging out in the city for months, polluted air, and then I flew to Iceland which is pristine, clean water, everything. Because I left pollution out of my diet, I didn't change my diet at all but I started to detox. I would wake up with a runny nose. I would have sleep in my eyes. It was from the pollution, and this waste coming in the system wasn't solid waste. It was gases from just what I've done to my body through breathing polluted air.
- Another example is the heroin addict when they start going through withdrawals and detoxifying that stuff. That's not solid waste coming to their system. It's just more particles and gases and stuff like that. Another example is someone who goes on a 30-day fast. I mean, they are eliminating toxins on a cellular level. If they were eliminating solid material, they would be turning into the stay puff monster, the marshmallow man. It's gases that we are trying to get out. When you do a colonic and you get to those bubbles that you see, that's when you can get the whole entire colon, that's why colonics are so much better than enemas if you can get those gases. That is key for taking it to the next level.
- Kevin: I have heard people say--I don't know if you know the answer to this--but I am just going to ask and throw it out there.
- Matt: Sure.
- Kevin: The white in--as you are doing a colonic and you are watching the little white particles. Is that really Candida?
- Matt: You know what? I don't know.
- Kevin: OK.
- Matt: Candida is a by-product of a toxic system. All disease is the same. Eighty percent of the people I talk to think they have Candida.

- Kevin: Right.
- Matt: Whether they truly do, I don't know. You can just do the appropriate things. Everything will just balance out, no matter what.
- Kevin: So, it's not an issue of wondering exactly what that is. What about enzymes?
- Matt: Enzymes? I think it is the best supplement that anybody can take. They are just a God send.
- Kevin: Really? That powerful?
- Matt: Yes. And the reason why I tell people to take them is not usually for digesting food like everybody else says. Any type of enzyme has helped with expediting the process of healing from degenerative diseases. When you take enzymes on an empty stomach, they go into the metabolic processes of the body and one of the processes is healing damage done to the body. So when you eat food and you put enzymes in there, these catalysts, they're just little powder, they make chemical reactions happen and they help digest the food. Now, when you don't have that food there, this powder goes in and all they do, they're proteins that create positive chemical reactions that would either happen later in life or they never happen at all. So they make all these things happen, just this powdered dust, and they just go to work through your body.
- You could take any type of enzyme and do this. The therapeutic ones such as the Dr. Fred Bisci's enzymes we have, which are the best in my opinion - I've seen miraculous things happen with them - they're comparable to vitalzym and wobenzym or the other way around, those are comparable to Fred Bisci's enzymes. So, I take this stuff, I'm an extremist so you don't need to take it this much, but I take a teaspoon on an empty stomach two to three times a day. And when I go to an iridologist, he looks into my eyes and they just can't believe what they see. They've actually shown where they coupled radioactive particles with the enzymes, and it actually shows it going into the metabolic processes of the body. So, it's actually proven that this exists.
- Kevin: Wow.
- Matt: Yeah.
- Kevin: Wow, and it just creates all, the importance of enzymes in those chemical reactions is that they trigger everything.
- Matt: Yes, they just make things happen. Positive chemical reactions. Put this molecule with that molecule to heal that, and this and that, and they just keep going and going and going till they're no longer there.
- Kevin: And what's the difference between systemic and digestive?
- Matt: Systemic and digestive? Metabolic systemic and digestive?
- Kevin: Mm-hmm.
- Matt: OK. They're just more powerful than certain ones like nattokinase and serapeptase which are generally in all three of those therapeutic enzymes I mentioned earlier. Those two enzymes are in there. They're very powerful. They help with inflammation and they have the potential to dissolve

cancerous tumors. All enzymes can do this on an empty stomach, but not like these. These are just miraculous. The recommended dosage, just for maintenance, is maybe half a teaspoon on an empty stomach a couple times a day. But there have been some serious patients of Fred's where five tablespoons on an empty stomach a day were recommended.

Kevin: Wow.

Matt: There was this one case where someone had multiple myeloma, which is cancer of the blood, which is supposedly incurable. And it was at the very beginning stages, yes. So what happened was Fred put this man on his intermediate diet and gave him massive enzymes. Two weeks later he went back to the doctor, and they were like, "Whoa! We diagnosed you wrong." His multiple myeloma had regressed to the earlier stages, which is impossible, so think they diagnosed him wrong.

There was this one woman, a college friend of mine, she was looking how to heal from PCOS, which is Polycystic Ovarian...something. I forgot what it was, but she had a cluster of little, itty-bitty tumors all over her ovaries, and she couldn't get pregnant anymore. So, she came to me for advice because she trusted me from our old school days. And I threw her on Fred's intermediate diet, gave her a massive amount of enzymes, she was willing to do the colon hydrotherapy and juice everyday, and she just had her baby. This happened over a year ago. She went back to the hospital after a few months of doing this, and they took an X-ray of her. Instead of a galaxy of stars of little cysts, it was maybe just maybe ten total. It was just amazing.

Kevin: Only over a year!

Matt: Less than that. Much less than that. And I feel like the enzymes have a big role in that. I mean, of course with everything else, the colon hydrotherapy is key.

Kevin: So, it's not just the enzymes?

Matt: Right.

Kevin: Enzymes are just a portion of that.

Matt: I feel like it expedites the process.

Kevin: OK, OK. Cool. All right. So, let's talk a little bit about...I kind of want to get a little more personal. How about that?

Matt: Sure.

Kevin: We'll talk a little bit more personal. I've talked to you before about what books you've read before, but what are you diving into now? What's interesting you now and why?

Matt: "The Anastasia Series."

Kevin: Oh yeah? Tell me about that because I have not read any of them, and I know a lot of people haven't, but some people have too. So, what's the deal?

Matt: "The Anastasia Series" is nine books, and it's about this woman named Anastasia who lives in the forest, untouched to society in Russia, in the Tiga. And there's this man Vladimir, who's a typical

guy, like me when I was a partier. He went from port to port, big businessman, partying, selling things here, buying things there. And he just happened to run into this woman. They're complete opposites, but there was something there. And he's the author of these books. So, she knew the purpose, I mean, not that they only fell in love or something, the purpose was to bring this out to the world. And this woman, Anastasia, from being untouched by everything else, is one of the fastest thinkers, has special abilities, some things that sound profound. You could sense the truth in it. After you learn about her and her abilities, she presents...puts forth how humanity can go back to a place of the pristine environment, happiness, and everything like that. She explains how it used to be in history, the true history that wasn't hidden by the priests and changed over the years in history books.

A lot of it has to do with growing your own food, getting your own land, and it's just this whole entire idea that transformed into a movement. And many people are following this. And it's making a lot of change on the planet. That's just a brief, brief summary, there's so much. It's just very rewarding as you read it because you learn a lot about spiritual growth and stuff like that.

For example, she explains how the ray of love, she has this ability to heal people just by sending love and then she gives examples. There's this one man who didn't die because people were helping him just through love, and their rays, that are not as bright as hers, were aiding in his progress. It just made me always want to be in that state, and always try to heal people on an energetic level.

Kevin: And that's what you've taken the most from it?

Matt: Yeah. When I was...before I went 100% raw, I didn't even know a spiritual lifestyle existed. I didn't know a path was possible. The 100% raw diet threw me into spirituality. I mean, I didn't care. It happened automatically. I wasn't trying to meditate or anything I just did the raw diet, and I've always talked about how I did the psyllium bentonite cleanse and my third eye opened and the vibration just started pouring on me, and I started getting into meditation. I didn't do anything different, all I did was eat raw and cleanse the colon. Those two things together are extremely important to receive that energy. A lot of yogis recommend cleansing the colon with the raw food diet as a mandatory thing to do because of this.

So, ever since then, the growth has been extreme, and I started opening up to things, like learning about what they do to animals, it's just one aspect. The environment, I couldn't even handle it anymore, I became so sensitive. Just secretive things. When your consciousness just opens like that, I learned more in three years than I learned in my entire lifetime before that. It just opened me up to truth. And it's just...yeah. And it's kind of sad when I look at everybody else, and I see all this stuff that's happening. I'm just like, "That's what I used to be."

Kevin: You talked about getting your own plot of land, planting your own fruits and vegetables. Is that something you're moving towards? Are you moving towards the Anastasia lifestyle? Or is it all 100% possible to do that? Where are the difficulties and what are the challenges?

Matt: Well, it takes people like us to do that. It's definitely 100% possible for anybody to do that. Yeah, I'm going to do it. In terms of growing my own food, I've always been the type of guy who doesn't want to get into the ground and all these other things. I like to just go to my local farmers, get the best food in California, and I'm happy. I just make the best vegetable juice. Angela, my fiancée, is really into wanting to grow her own food. I've never been taught so much these truth things more than through Angela, it's pretty crazy.

But my main key thing is getting to this land and having a child. This is where the beauty of this all comes into play. Vladamir and Anastasia had a child, and since there's no society and nothing like that craziness they teach you how to raise children in a sense. And what happens is, they become more brilliant. They have these special abilities. My goal in all this is for my child to be the Supreme Being, better than me and just to change the planet. I have a feeling my child is going to have such of an effect, that's what my gift is, my child, I feel like. And I could just sense everything that I am doing right now is towards that and watching this blossom happen. It's just going to be amazing like nothing that anybody has ever seen. I want to bring it to that state of as natural as possible so let's see what happens.

Kevin: And do it just completely natural.

Matt: Yeah.

Kevin: What's the plan?

Matt: Well, of course intuition comes into play. Let me give you an example of what happens in the Anastasia book. You give a kid a plastic toy and this creation was developed by factories and stuff like that. This effects their thought process. If they are playing with other toys such as a squirrel and they learn communication with the bugs and all these other things that happen they become this brilliant being. It's like just staying in nature and when I see my child I don't want to be like, no you can't do that, you can't do that. I want to bow down to my child like you are my teacher. You are pure. Please help me. That is the attitude I want to have.

Kevin: Just one child.

Matt: [laughs] To start. One healthy child and then I will move on from there.

Kevin: [laughter] And is there anything inside of you that says maybe not 100% raw food?

Matt: Yes. I don't thing Angela would have it and she has probably more to say into this factor. There are a lot of factors for this. OK. I don't want anyone to refuse medical attention. I am going to put a disclaimer there. I am not a doctor. I am not a medical professional. I recommend you seeing one. Anaphylactic to pharmaceutical intravenous drugs. If a doctor sees this if I get into a car accident, they are not going to stick morphine in me hopefully if they see this. I feel like I will die because of how toxic that is. I have been on a raw food diet for almost a decade now and I am very pure.

There is this woman that I know, she's a lawyer, she has this stack of papers of cases of people that have died from intravenous drugs and other things like that and they hide it. And so the cleaner someone is, the more at risk they are. And for myself, I know how clean I am. Dr. Fred Bisci, he has been on the raw food diet for 50 years, he probably had decades of doing this, he went to the dentist and they put a Novocain mask on him. His heart started beating really fast. He just got his hand up in time and they took it off. But he thinks he wouldn't have made it if they continued. It was pretty intense.

If you have a child who has been on a raw food diet for the first ten years of their life, they are extreme clean. If they get into a car accident and they are given morphine, they might not make it. Or if they are ten years old and they are given a hamburger they have to be well educated about this sort of thing. The probably wouldn't want it but that can cause some problems. There is a lot of confusing stuff. I go around the entire world and I see a lot of raw children. A lot of them

are not doing well. They have teeth issues and stuff like that. I kind of see what is going on. I want to give a couple of examples here.

Kevin: Please.

Matt: One is about breast milk but I want to talk this other one. The parents in my opinion have to be really emotionally detached from foods to some extent and have a balanced diet within themselves. There was this one kid who had messed up teeth, black, big belly and 100% raw and their parents are 100% raw but their parents are not used to being 100% raw, their psychological, emotional issues are rising to the surface. They are eating food all day long. I would rather see someone do poor food combining than eat a meal before that digests eat again. That's just a fermentation disaster. They will have a chocolate bar here, this there. It's just nonstop. And then their kids are following suit and doing the same things they are doing and then the parents what they do is they couldn't succeed on that diet forever, they would run into problems. So what they do is, they might do colon hydrotherapy or cleansing their colon which takes that away and resets you in a sense. It's kind of a secret. Their children don't do that and they've got these big bellies. They are running into mineral deficiencies. They are toxic and that's something to consider.

Another thing to consider is when you are breastfeeding, I mean, even if you are on a raw food diet, the mother's milk, it has toxins in it. It's one of the most nourishing things that a baby can use for growth but there are toxins in there. When you take a kid off of breast milk and throw them straight on the raw food diet, 100% raw food diet, they are pretty much eating vegetables and fruits without the toxins, which is a better diet in that sense, not in terms of nourishment but in terms of less toxicity and they are going to go through withdrawals from the toxins in that breast milk. So here they are. You've got to understand what is going on here and just be careful with this sort of thing.

So the question is, I am just trying to put this stuff out there. "Do you raise your child raw?" I just want the people to see this sort of thing, you know. We are going to play intuitively. If I had to choose one other thing besides raw foods to enter into their diet it would probably be raw goat's milk products. It is a little mucous forming but it has got the B vitamins and other good things. I am not into, I don't see any problem with raw goat's milk products. You are not killing an animal. You probably love these goats. They are treated really well. I don't have a problem with that. I don't know if we will be doing that.

Kevin: You haven't consulted with her yet.

Matt: Well I have. We are going to play it intuitively. There is, Anne Wigmore put out a book years and years ago on raising children raw. You can go on Amazon and you can see that it is possible, in my opinion and in hers, if you do it right. That's a hard thing. It starts with the parents. I am not there yet and I have been here for nine years. I could do it, but it's a commitment. I feel like knowing that, having a child will be that big drive in me to take it to the next level

Kevin: Right.

Matt: Let's see what happens

Kevin: Yeah, that's interesting. You must think about it a lot.

Matt: Yeah [laughter]

Kevin: Have you found other books that may be helpful for someone who is watching this?

Matt: Yes, definitely. "The Continuum Concept" is something you might be interested in. It talks about having a baby close to you from like the first six months. When a baby comes out, their vision only goes a certain amount of area in front of them and it's not that far. So if you have a baby and you are putting them in a crib or somewhere else, they can't see anything and they are in this lost world and it's like abandonment. They can be just eaten by an animal in the natural wild. It is just really important to pull them close. "Anastasia" is another great one, book for this. It's a whole nine-book set, I'm only on book eight and I've heard that in the last book, there is more on child raising. I have already read a lot from there which really resonated with me.

And Angela, I didn't get the name of the book, but she was reading another book at a friend's house about how our culture is completely changed from the way it used to be in tribes and little communities. Women, the thing that is reported most about women after they first became pregnant, after they have babies they don't know what to do. They are trying to multitask, make money, be like men in some sort of aspect and they get this baby, they don't even know how to breastfeed it. They don't know what to do with it. They have to stop all this nonsense going in their head. Back in the day, in these old, thousands of years ago, the children would watch women breastfeed. Right now, it's like hex, don't look at her. But they would be with it day in and day out. They intuitively just knew how to breastfeed. It was just natural to them. Then they went right into it. The whole entire process here we are going it's a shell shock. So here we are going business, business, crazy mind. They just don't know what to do. They're shell-shocked. Email Angela@rawreform.com and she can probably tell you the name of the book.

Kevin: Awesome. What do you feel about natural birth?

Matt: Natural birth definitely. This other thing I heard about was, there was this one woman who, the placenta that comes out, you have it with the baby until it just naturally falls off. And you like carry it in like a paper towel and it's probably not the, I actually met a woman that was doing this and the baby, the child was attached to it and they saw pictures of it and she was like, "Oh." It was pretty intense. But yeah, natural birth is a definite. I mean, imagine being a baby born into the world with like doctors grabbing them, cutting the umbilical cord, noises, light. It's just nuts. And we have a DVD and you can get it anywhere and it's called "Birth as We Know It," which is like everything in one DVD, which is really awesome. It tells you how to do this sort of thing.

Kevin: OK, so it explains the process?

Matt: Yeah and it's perfect. It's all the research you need in the DVD.

Kevin: And it's—I mean, I don't know much about it—it's done in water?

Matt: Yeah, a lot of time it's done in water. These women, some of the women in the video, you just watch, the kid's watching. She doesn't even have anybody helping her. It's just so natural. It just fell out and she like grabs it and was like showing it to her sister. It was absolutely amazing. And there's other women that do this spiral action and these girls are like orgasming during pregnancy. It's like the most amazing experience of their lives; it's not painful at all. It's just like, they orgasm.

Kevin: What's different? What the heck? [laughter]

Matt: It's just complete natural. In this "Birth as We Know It" movie, you have to prepare yourself for

this before you're even pregnant.

Kevin: OK.

Matt: They have a whole entire schooling, they don't accept everybody. If you're like pregnant, they won't accept you. You have to like prepare this process.

Kevin: OK. There's an actual program where you go somewhere or is it--

Matt: Yeah, you can go to the institute, but we're not going to do that. We're just going to do it ourselves and I think we'll be all right.

Kevin: That's pretty cool.

Matt: Yeah.

Kevin: Let's see here, we have about probably about fifteen minutes left.

Matt: All right.

Kevin: So let's...what do you want to talk about?

Matt: [laughs] What do I want to talk about?

Kevin: Yeah.

Matt: Wow.

Kevin: Yeah. What could you say to really get someone to make a radical shift? Say someone comes up to you and they need a radical shift—doesn't matter if it's food, exercise or personal...

Matt: Um-hmm.

Kevin: But what could you say to them that you feel would move them to the next level?

Matt: The only thing that I could really think of is for example, I like to look at Dr. Fred Bisci, who's 80 years old and been on the raw diet for 50 years.

Kevin: He's 80?

Matt: He's 80.

Kevin: OK.

Matt: Or, he's turning 80 in the next couple of months. And every morning he wakes up at five a.m. and he runs five miles. Now, if I could show someone that versus someone ten years younger than Fred, who has a walker and a cane, who's completely crippled, I mean, I just don't know anything more to prove that this is legit. And I don't ask Fred where he gets his protein from, you know? He's just doing awesome. [laughter]

Kevin: So image you think is...?

- Matt: Yeah. So many people are healing from degenerative diseases. I see it all the time. It's amazing. It's absolutely amazing.
- Kevin: What do you think is the disconnect? Because we're seeing it all of the time.
- Matt: Right.
- Kevin: And everyone else thinks that it just doesn't exist. And there's a fear from going, say you get diagnosed with something, whatever it may be and then you hear stories about people doing it, but a lot of people still don't believe that it's happening.
- Matt: Right. I have friends that are just like that and they know what I do.
- Kevin: What's the deal?
- Matt: Well, there's this bigger thing going on. For example, the 20/20 thing, media is part of this system. Pharmaceutical drugs are a multi-million dollar business. For example, this 20/20 thing where they've made everything look horrible. You look at these people and you're like, "Oh my God, I knew that was wrong." It's just an excuse to do that.
- Kevin: Right.
- Matt: And there just like irradiating all the almonds, and they're trying to do greens and take away all of our supplements. It's all part of this system that tries to hide it and everyone's stuck to their TVs and in the system and the media. And money is all revolved around this, everybody is into that. It's just, this is the truth that I'm talking about in terms of when you start to see things after living this conscious lifestyle for a while, you just see it and it absolutely drives you nuts sometimes and you just don't understand how people don't see this.
- Kevin: Yeah.
- Matt: Yeah.
- Kevin: You say you have a successful business?
- Matt: Yes.
- Kevin: And I kind of want to talk about some of the...I don't want you to give away all of your secrets.
- Matt: Sure.
- Kevin: But how does someone actually make a viable lifestyle at this? Because I know there are a lot of people out there who watch this who are just like, "Dude, I want to make a living doing this because I really love it." And I've seen a lot of people who fall on their face. What's the difference?
- Matt: You just gotta do it [laughter]. Just do it, at no expense. A lot of people, they don't have that drive. I mean, when I did it, there was just nothing stopping me. There was nothing stopping me. I mean, I went and lived at my Mom's house. I had credit card debt. I started working on eBay and I started selling products there. And then it started to grow. I didn't need money because I was at my Mom's house, but regardless, I would have found another way if that wasn't a possibility. And

it started growing and I started my own website and that started to grow, then I started to find other outlets to sale on and my websites grew and you just learn more and more as the years go by. And now, I mean it was a lot of work day and night just, you gotta do that, you know, in the beginning. And now I have people, like it got so big to where I could hire someone to do this job for me, hire to do that job for me and take it to that next level.

Now a lot of people are scared to take it to that next level and giving up their responsibilities and giving it to someone else. It was really hard for me to do, but I got so sick of it, I practically just threw it into someone else's lap, which probably wasn't the best thing to do, and this woman actually still works for me. And she's grown a lot, like she just didn't know what to do with it all. It was crazy.

And I've grown a lot in terms of business and my relationship with people and before it might have been like, you know, "Oh my God, I can't believe this just happened or this or that." So that's kind of how she got trained in the sense in the beginning, to know how to do it. I don't know what was going on in my head, but it's just grown and at that time I was so tired of it, I guess that the business wasn't as successful as it could have been, and then after a couple of years of doing the traveling and stuff, I came back into this business and I put all of my love back into and we expanded it into something just beautiful. And now it's like really extremely efficient. We did massive growth just because I did that in a very short period of time and now it just keeps growing. I guess I kind of go off on other tangents about how other people could...

Kevin: Yeah, right. But it's instructive.

Matt: Yeah.

Kevin: It's instructive. I mean, a lot people I think, it was instructive for me at least, when you got off focus from it, it withered, then when you brought it back, it grew.

Matt: Right.

Kevin: What do you think is the importance of focusing on just one or two things compared to what I call a holistic tag sale, I'll just put it out there, someone who does everything and always seems to be looking for the next thing?

Matt: I like to look at that everything as one thing. There's no stopping and it's all part of the same business and you just want to grow and grow and grow and become more, you know, service to the planet, make more money, and make your employees more money and just everybody try to make get to the point where you're doing very little and to everything is running very smoothly.

Kevin: Did you ever have any issues around money? Did you have to switch...?

Matt: Oh man, I still have issues around money. [laughter] I'm serious it's a weakness in me. I've grown so much though.

Kevin: Um-hmm.

Matt: Like when I was explaining those first four years...And there's a lot of pain there and I think it comes from my parents because they were always worried about money. Always. And so, I was like, I'm never going to be like that. And so here I am, worrying about money.

- Kevin: Yep. [laughter]
- Matt: And I've begun to see this more and more. Angela's really helped me a lot to see this. The beauty of this is like, you know, I felt like I needed to be accepted. If I had nothing and I lost everything tomorrow, Angela would still be my side to the very last second. There's no doubt about that. But yeah still, it's this thing in me that I'm working on and it needs a lot more nurturing and I'm seeing a lot more and more about it, so...
- Kevin: So at least it seems like you're OK with the concept of making money as someone who is a health provider. There are a lot of people who really have to struggle with that.
- Matt: I want to make so much money that it is pouring out of my ears and I want to have such abundance, which I feel like I do, that I can gift others. Here's an issue I have, I'm very generous. I'm always giving people gifts and I'm always very generous with things. Then when someone asks me for something it's kind of like in a sense I'm being taken for...that's just something I'm working on too. Everyone knows me as a very generous person, which is crazy.
- Kevin: Right.
- Matt: Wow, I'm getting into some personal stuff. [laughter]
- Kevin: It's great. That's the purpose of this. It's so much different than a phone interview. I think that people at some level are tired of "Eat this much lettuce and have this many bananas. Make this smoothie and here's how you put it in." Do you agree with that or not?
- Matt: Yeah, definitely.
- Kevin: I mean, who are you? I want to know. I think it brings you into color, brings you off the pictures.
- Matt: One of the key things that I see for the money thing is, and I just know this, I'm not trying to sound conceited, but the more money I make the more service I could be to the planet. That's why I want to succeed.
- Kevin: How does it feel for you when you're worrying about money and sitting there knowing that you need to go to that place? Where does that come from? Is it frustration or not?
- Matt: Yeah, it's frustration. For example, I'm doing relatively well right now. I made some bad investments and it's like a thorn in my side. It's like, I could be doing this much better if I could just not have these houses that just tanked, or something. You know what I mean? So it hurts me so much. I'm not always there though, in that pain, but sometimes I just dive into it and I'm just like, "Oh my God, I can't dump the houses because then I'll have bad credit." And I just go on this massive, crazy...yeah. So I have issues with that sort of thing. But I shouldn't be complaining.
- Kevin: What would you like to leave someone...we have about five minutes or so, what would you like to leave someone with who's listening to this interview, probably got a lot of great information. I really enjoyed this interview. What's the parting five-minute spiel?
- Matt: OK. Just off of anything, huh?
- Kevin: Yeah. Whatever you feel is most important.

- Matt: OK. Just what's important to me to say. I always go into diet and stuff like that but I'm trying to find something deeper, you know?
- Kevin: It's a family member, they want advice, on anything.
- Matt: I want to give people the will to do what they want to do. I want to give that to people. So many people would love to heal from their disease but they'll just continue in that cycle of patterns of day to day life no matter how bad it is. I just want to give them the will to go for it. Even if they don't believe in a healthier diet, to just go experience things for themselves and try things out. I just want to give people willpower and love the weakness inside of them and heal that and that's it. I want people to have that.
- Kevin: It's worked for you.
- Matt: Yeah, that's it right there.
- Kevin: Well Matt, thank you.
- Matt: Thank you.
- [music]
- Kevin: Thanks for listening to this Rawkathon interview. There are 14 others that are just as personal and just as powerful. So please go ahead and keep listening. If you're listening to this and haven't purchased the Rawkathon archives yet you can do so at www.rawkathon.com. That's www.-r-a-w-k-a-t-h-o-n-.com. Again, thanks for listening and have an amazing day.

For more information about Matt Monarch, please visit
www.RawSuccess.org