

"Dr. Phil" McGraw

You have to have lived in a cave to have missed the latest phenomenon of afternoon television, *Dr. Phil*. I don't even watch afternoon television but I know who Dr. Phil is. He has swept the country as the guru of modern straight-shooting psychology. He had a rather humble beginning, but a chance meeting with famous afternoon television star, Oprah Winfrey, sent him on the road to fame. His hit TV show, *Dr. Phil*, has been making headlines and breaking records since its September, 2002 launch, when it garnered the highest ratings of any new syndicated show since the launch of *The Oprah Winfrey Show* 16 years prior. *People* magazine named Dr. Phil one of the "Most Intriguing People of 2002," while Barbara Walters included him in her 2002 "Ten Most Fascinating People" special. *Newsweek* dedicated a September 2002 cover story to Dr. Phil, which turned out to be the magazine's best-selling profile cover of the year. He is one of the world's most recognized experts in the strategy and management of life.

Philip McGraw was born September 1, 1950 fifteen minutes before the kickoff of the first high school football game his father ever coached. His father also worked as an oil salesman and a psychologist, which probably had a lot to do with his success today in psychology. He played high school football, didn't like classes much and "cruised around" town in his Mustang. He attended Tulsa University on a football scholarship, but an eye injury forced him to give up the game and he left Tulsa after his freshman year. Phil returned to college, enrolling at Midwestern State University in Wichita Falls, Texas. He eventually got his Ph.D. from the University of North Texas.

Dr. Phil discovered that one-on-one therapy wasn't for him. For a time, he sold memberships to a health club. He eventually became a manager and part owner. He had several careers, including a self-help seminar leader with his father. Together they earned over \$1million a year on the self-help circuit. After he finished the seminar circuit, Dr. Phil worked in Dallas as a jury consultant and charged clients \$400 an hour for his services. In 1980 he founded Courtroom Sciences, Inc., a full-service trial sciences firm. As president of CSI, McGraw has traveled extensively throughout the United States, Europe and the Far East consulting with clients including Fortune 500 companies, major networks and airlines.

As a psychologist, Dr. Phil says he liked to relax watching Saturday morning cartoons, like the Road Runner. Dr. Phil first met Oprah when she was being sued by Texas cattle ranchers. He was running Courtroom Sciences at the time. His straight talk impressed her, and a partnership was created. Oprah began featuring McGraw on her television show once a week. Her ratings shot up every Tuesday when he would appear. A pop icon was born! Using the catchphrase, "Get real," the plain-spoken Texan offered common sense advice. His tough demeanor made him a psychologist that even men felt comfortable tuning in to.

In the autumn of 2002 he launched his own syndicated television show. He served up real answers, rather than self-help jargon that most media psychologists seemed to hand out. His advice draws more on the human potential movement than on mainstream

psychology. Showing his loyalty, Dr. Phil's production company sold his show to 97 percent of the TV markets in America. But on one condition: *Dr. Phil* was not allowed to air against *Oprah*. McGraw has authored numerous #1 New York Times bestsellers: *Life Strategies: Doing What Works, Doing What Matters*; *Relationship Rescue: A Seven-Step Strategy for Reconnecting with Your Partner*; *Self Matters: Creating Your Life From the Inside Out*; *The Ultimate Weight Solution: The Seven Keys to Weight Loss Freedom*, and his most recent book, *Family First: Your Step-by-Step Plan for Creating a Phenomenal Family*. He is also the author of the New York Times bestseller *The Ultimate Weight Solution Cookbook: Recipes For Weight Loss Freedom* as well as *The Ultimate Weight Solution Food Guide*. His books have been published in 37 languages with over 22 million copies in print.

Dr. Phil and his wife Robin live in Los Angeles. They have two sons, Jay and Jordan. He is a testimony of what an average person can do if they believe in themselves. His life has shown that if you lose at something, you can come back in another direction. You can try out several ventures in life. When a chance meeting lands in your lap, you can seize it as your defining moment and turn it into your destiny. Dr. Phil would say, "You can succeed if you are ready to 'Get real' with yourself."

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