

F.A.T. Balance Diet

10 Steps to Weight Loss Freedom

Kevin Jones, M.B.A., L.W.M.C

When was the last time you read a diet book from cover to cover because it made you smile, laugh, and shout with joy? Kevin Jones provides a solution for lasting weight loss that is easy, effective *and* entertaining. *FAT Balance Diet* is uniquely communicated using humorous fictional characters to demonstrate a step-by-step action plan for stress-free weight management.

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Category: Health & Fitness

U.S. List Price: \$15.95

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Format: Trade Paperback

Trim: 6 x 9

Page Count: 264

Illustrations: 61 b&w

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Author Resides: Cleveland, OH

Previous ISBN: None

Comparative Titles:

- *The Eat Clean Diet:* Tosca Reno, January 2007, ISBN-13: 978-1552100387
- *The 5 Factor Diet:* Harley Pasternak and Myatt Murphy, December 2006, ISBN-13: 978-0696232244
- *The Fat Smash Diet:* Ian Smith, April 2006, ISBN-13: 978-0312363130
- *Skinny Bitch:* Kim Barnouin and Rory Freedman, December 2005, ISBN-13: 978-0762424931

Sales Materials Available:

- Finished Books
- Book Covers

Marketing:

- Co-op available
- National publicity campaign targeting major TV, magazines, newspapers, and radio (media tour starts March 2008)
- Book signing tour starts April 2008 (cities TBA)

Sales Handles:

- 95% of people who lose weight gain it back within five years due to imbalances caused by lack of basic weight management skills
- F.A.T. Balance is the entertaining solution for lasting weight loss
- F.A.T. Balance is a practical tool for stress-free weight management in today's busy world
- Author is certified by the American Council on Exercise as a Lifestyle and Weight Management Consultant (L.W.M.C.)
- Author holds an M.B.A. and has won numerous awards for innovation management

Audience:

- Women (ages 25 – 65)
- Men and women seeking a simple, common-sense solution for lasting weight loss that is effective *and* fun