



The Business Plan for the Body

Jim Karas

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Are you unhappy with your body? Do you feel like you exercise and diet constantly but don't get results? If you're still struggling — or if you're simply ready to get motivated and get fit once and for all — Jim Karas has the only weight-loss and exercise plan you'll ever need: **The Business Plan for the Body**.

Karas is a Wharton-trained entrepreneur turned fitness professional whose CEO clients pay him \$10,000 a week for his diet and exercise consultations. Now he's going to share his highly valued secrets with you. Jim's clients shed pounds and shape up because they use a tried-and-true tool: the principles found in a classic business plan. What works for them will work for you, and you don't need to be a corporate mogul to make it happen. Jim will teach you how to:

Create your mission statement: Take a simple but powerful first step toward reaching your weight-loss and fitness goals

Research the competition: Discover why today's hottest diet and exercise programs don't work for the long term, but why **The Business Plan for the Body** works for a lifetime

Do the numbers: Calculate your basal metabolic rate (calories in minus calories out equals weight loss) — do the math to dramatically improve how your body looks and feels

Jim also explodes some common but popular myths about fat, food, and fitness (for instance, why aerobic exercise isn't the key to weight loss) and offers up simple eating guidelines and an exercise solution you can live with for the rest of your life. **The Business Plan for the Body** provides everything you need — from motivation to information—to achieve your goals for weight loss and fitness, and most important, to maintain your success.

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