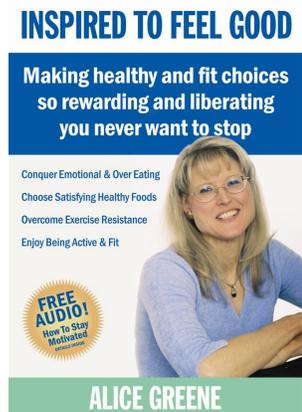


FOR IMMEDIATE RELEASE

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**New Book Reveals Missing Mindset Necessary
for Healthy Eating, Regular Exercise & Weight Loss Success**

Inspired to Feel Good provides realistic, easy and enjoyable “how to” steps and advice for successfully creating and maintaining a healthy lifestyle

Newburyport, MA.—PR WEB—September 30, 2009—Feel Your Personal Best today announced the release of *Inspired to Feel Good*, the first book that shows people how to successfully gain self-motivation to stick with healthy eating and regular exercise as a way of living that feels too good to stop.

“People know it takes a healthy lifestyle to be in control of their weight, health and fitness, but they just can’t seem to do what they know they should,” says author and America’s Healthy Lifestyle Coach Alice Greene. “The answer isn’t greater willpower, incentives or penalties as most assume, but instead changing the way people think and feel about food and exercise so they easily and naturally want to make healthy and fit choices because it feels good physically, mentally and emotionally.”

As a woman who has maintained a healthy lifestyle for nine years after overcoming chronic health issues while losing six dress sizes in two years (from size 16 to size 4), Greene knows firsthand what works to successfully and continually stay motivated to stick with healthy eating and regular exercise as a way of life. She has also coached hundreds of others to do the same, including the sixty clients whose stories are in this book.

Specifically, her book *Inspired to Feel Good* identifies and explains why only twenty-six percent of U.S. adults engage in regular exercise (Centers for Disease Control) or why ninety-five percent of dieters will fail and regain their weight loss (National Eating Disorders Association), despite the wide availability of fitness, nutritional and medical information, experts and programs.

“There is a reason the majority of the population hasn’t benefited from this vast array of resources,” says Greene. “These programs don’t target the real problem and, in many cases, worsen the situation. Most people strive to succeed and struggle to understand when they don’t stick with a healthy diet and regular exercise, and they aren’t getting the help they need to identify what is sabotaging their behaviors and goals.”

What has been missed by physicians, nutritionists, personal trainers and other experts is the hidden subconscious emotional and mental mindset that drives a person’s behavior, which can result in emotional eating, binge eating, exercise resistance, self-criticism, ambivalence or denial, as well as yo-yo dieting, yo-yo exercising and yo-yo weight loss.

Inspired to Feel Good teaches people how to create a positive relationship with food and exercise, overcome sabotaging behaviors, and be inspired and motivated to easily make healthier choices. The book provides a step-by-step behavioral change coaching program that is individualized. Anyone, even those who have given up, can finally succeed at maintaining weight loss, healthy eating and regular exercise that is realistic, enjoyable and easily incorporated into real life. The healthy lifestyle coaching techniques used in the program build self-awareness, self-motivation, self-insight, self-confidence and self-esteem. Instead of feeling out of control, readers will finally feel in charge of their choices, delight in their successes and naturally gravitate to more healthy choices because they love how it makes them feel.

Priced at \$19.95, *Inspired to Feel Good* is published by Morgan James Publishing. It is available directly through Greene at her website www.FeelYourPersonalBest.com or from retail booksellers.

In addition to benefiting individual consumers, the book is ideal for companies or organizations promoting healthy lifestyle behaviors to the public or employees.

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About Alice Greene and her Thought-Leadership in Healthy Living

Greene's own experience at creating a healthy and fit lifestyle, coupled with her expertise in emotional eating and exercise resistance along with training in exercise physiology, nutrition, intuitive eating, fitness coaching, wellness coaching and lifestyle fitness coaching, led her to develop a unique and highly successful approach to healthy lifestyle coaching. She founded Feel Your Personal Best in 2003 and has compassionately coached hundreds of people in making successful lifestyle changes using her non-judgmental, self-honoring and confidence-building methods.

Greene is also

- co-author of the bestseller *Wake Up Women: Be Happy, Healthy and Wealthy*,
- co-author of *Living Free with Type 2 Diabetes* CD program and guidebook, and
- former co-host of the talk radio show *Living Your Personal Best* featuring success stories.

To learn more about Inspired to Feel Good, contact Greene at 978-465-3555, ext. 5.

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