



**FOR IMMEDIATE RELEASE**

**CONTACT:** Lisa Cutter  
303.972.6275  
303.525.3602 mobile  
cuttercom@earthlink.net

**Top Beverly Hills cosmetic surgeon endorses local author's  
unique approach to permanent weight loss.**

*Groundbreaking new book reveals real secret to losing weight*

Denver, Colo. – July 27, 2009 – For the millions of people who have spent years jumping from diet to diet with no success, *The Simple Easy Diet* offers a powerful alternative to other diet books on the market. The book, written by successful speaker and author Judy Zerafa, teaches readers how to transform their attitude, reprogram diet-defeating images in their subconscious minds, and develop powerful, life-changing mental habits.

“I am not selling you a pill or potion,” says Zerafa, author of *The Simple Easy Diet*. “I am not selling you recipes. I am not selling you pre-packaged foods. What I am doing is teaching you how to become the person you want to be. In this book, I describe how to use scientifically based tools to easily and effortlessly achieve your ideal weight.”

Dr. Richard Fleming, a well known and highly respected cosmetic surgeon ([www.bevhills.com](http://www.bevhills.com)) applauds Zerafa’s approach to weight loss and personal improvement by reshaping ones attitude and subconscious images. “In our world filled with high technology and instant solutions we are surrounded with the latest pieces of medical machinery, the newest supplements, and that “magic pill.” All are designed to reshape your body effortlessly, and with little investment of one’s personal commitment. In reality, the most potent tool you need is already in your possession. It is your mind.”

Zerafa’s career as a well-respected speaker and author was launched in 1982, when her book *Go For It!* the first book on self-help for young people, was published. A feature in *The Washington Post* and an appearance by Zerafa on The Today Show helped *Go For It!* earn a spot on the Publisher’s Weekly bestseller list, where it remained for seven years.

*The Simple Easy Diet*

2-2-2

After the success of *Go For It!*, Zerafa spent three years studying the science of success, interviewing 35 recipients of the Horatio Alger Award. This award is given annually to Americans who began their lives with no advantages, but through their own initiative and determination have succeeded magnificently. While analyzing and transcribing these interviews, Zerafa identified seven specific attributes repeated in some combination by all of her interviewees. She then turned these attributes into a motivational seminar called *The Seven Keys to Success Life Program*,™ a proven, step-by-step method based on the science of how the mind processes thoughts, generates attitude and creates habits.

Zerafa presents this program to a variety of audiences including corporate teams, professional organizations, educators, students and families. She has taught hundreds of thousands of people across the United States how to develop positive attitude as a permanent habit, erase and replace self-defeating subconscious images, and set and achieve goals through a highly effective use of creative imagination.

Over the years, attendees from Zerafa's speaking engagements have asked her to write a book on how to apply *The Seven Keys to Success Life Program* specifically to weight loss. After extensive research and information-gathering from other best-selling authors writing on the topic of the mind and body connection, Zerafa wrote and published *The Simple Easy Diet*.

"I wrote *The Simple Easy Diet* because of my strong motivation to help others out of the depression and anxiety surrounding the issue of weight," says Zerafa. "I decided to publish it as an e-book so it is immediately accessible and affordable for anyone wishing to lose weight and keep it off permanently."

*The Simple Easy Diet* is available online at <http://www.thesimpleeasydiet.com> for only \$9.99, and is accompanied by a 60-day money back guarantee. For more information on the Go For It! Foundation Zerafa created to motivate teachers, students and school districts across the country become their best, visit [www.goforitfoundation.org](http://www.goforitfoundation.org).

# # #