



**For Immediate Release**

**AUTHOR AND FOUNDER OF GO FOR IT! INSTITUTE JUDY ZERAFKA  
LAUNCHES THE FIRST PRE-DIET BOOK - *THE SIMPLE EASY DIET***

***New Book Is the First “Pre-Diet Book” To Hit The Market***

**DENVER, CO – Dec. 6, 2010** — Best-Selling Author and Founder of Go For It! Institute Judy Zerafa, announced the release of the first pre-diet handbook, “*THE SIMPLE EASY DIET*, Secrets to Losing Weight for a Lifetime.” Mirroring Zerafa’s successful methods she used to create *The Seven Keys To Success© Program*, the book provides powerful insurance for success in dieting and maintaining ideal weight through her ground-breaking “how-to” strategies.

“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,” said Zerafa. “Ninety five percent of Americans who lose weight, will gain it back so it’s clear that diets alone don’t work. My book is not a diet book, but a pre-diet strategy that provides the subconscious approach and programming that ensures long-term success in achieving optimum weight and body image.”

In the book, Zerafa describes how to use scientifically based tools to easily and permanently achieve one’s ideal weight. To date, there’s no magic diet pill, but according to Zerafa, she’ll help readers create the mental magic required to stop yo-yo dieting and experience life at their ideal weight.

Zerafa knows a lot about achieving success. “*GO FOR IT!!*”, her self-help book for young people was a best seller for seven years. For her new book, Zerafa has taken her highly effective keys for success that have been widely used in school districts and well known

corporations and applied them to the personal challenge of achieving and maintaining an 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 one's 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."

Success starts with attitude. *The Simple Easy Diet* gives easy-to-understand steps for creating the mindset necessary to achieve permanent weight-loss success. Zerafa shows how to use strategies involving gratitude, beliefs, self-talk, visualization and managing emotions that give readers clear guidance to fulfilling upon their ultimate goal: never having to diet again.

*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.

**About Judy Zerafa, the Author:**

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. For over 25 years, Judy Zerafa has taught hundreds of thousands across the U.S. how to unlock their subconscious minds to realize their dreams, create success and overcome challenges and setbacks. Now Founder of the Go For It! Institute, Judy Zerafa offers a proven, step-by-step method based on the science of how the mind processes thoughts, generates attitude and creates habits.