

Expert Reveals The Simple Secret To Lifelong Weight Loss In A New Eye Opening Book, "Die Fat Or Get Tough"



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Industry: [Healthcare](#)

You can finally lose weight and keep it off forever... just by thinking like a fit person.

That's the promise of a new book, Die Fat or Get Tough: The 101 Differences in Thinking Between Fat People and Fit People by Steve Siebold. It's a new approach to helping two thirds of Americans who are overweight or obese.



"It's about learning and using mental toughness to stick to a diet and exercise program," says Siebold, an internationally recognized mental toughness expert who lives in North Georgia and South Florida. "It's so simple that anyone can use mental toughness. This will be the last book you'll ever need to read on weight loss."

The author was recently a "fat tub of lard with a large pot belly." The information in the book helped him lose 40 pounds in 12 weeks,

and he hasn't had a problem since.

Here is a question and answer session with Steve Siebold:

What is the book about?

"It's not about the fact that diets don't work or getting fat wasn't your fault. Of course, it was your fault. Someone wasn't stuffing pizzas and doughnuts down your throat. You did. It's not all about diet or weight loss or exercise.

"It's about learning and using mental toughness to stick to a diet or exercise program. It's about thinking – consciousness. Mental toughness is about taking mental and emotion control of your life, and it begins with self-discovery. But mental toughness can get you thin and healthy."

What do you mean by the title, Die Fat or Get Tough?

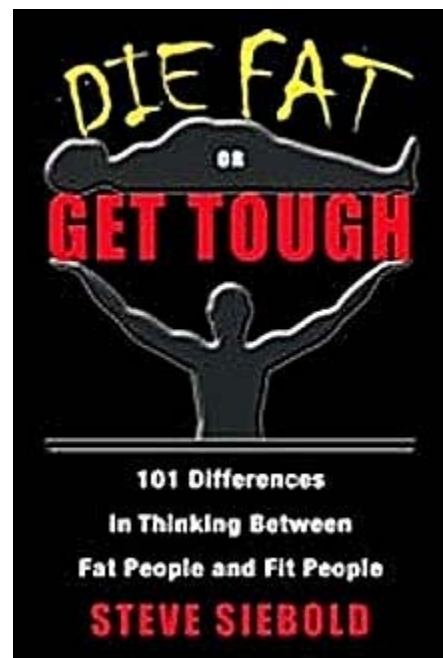
"Overweight people have only two options in life. Die fat or get tough! Two thirds of Americans are overweight or obese, says the federal government, and the number is increasing rapidly. This is a giant health problem."

So is mental toughness the secret to losing weight?

"Yes. Dieting is not easy, but it is simple. Just pick a world-class diet and exercise program and develop the mental toughness to stick to it. It's the only effective way to shed unwanted pounds. You can develop mental toughness by understanding the 101 differences in thinking between fat and fit people explained in the book."

What's so different about this book?

"There's a million diet books out there. But this book is a new approach to losing weight and getting fit that is so simple that anyone can use it. And it will be the last book you ever need to read on weight loss. You'll think about being fat like you never have before. That's why I believe my book



is so unique and effective.

“It’s really hard-hitting. It will eliminate every excuse you’ve ever made for being fat. It will force you to see yourself as others see you. You will learn that getting fat is really your fault – completely your fault. And it will help you emerge victorious over your weight problem. You will begin to believe you can do anything – that you can live a long, healthy life, filled with boundless energy and super self confidence.”

Who is the book written for?

“If you are 10 or more pounds overweight and ready to get fit, this book can be the answer. It’s for anyone who really wants to lose weight, wants to get tough, do it and solve it for once so it never comes back. I’m not talking about some fad diet where you lose some weight and gain it back. I’m talking about wiping out all excuses and solving your weight problem once and for all.

“The people who really work hard at controlling their weight have a mindset – it’s mental toughness. And you can adapt this mindset and understand how fat people think versus how fit people think. If you catch yourself thinking like a fat person, you’ll know how to change it to a fit person’s thinking.

Why did you write this book?

“I wrote it to shock people out of the psychological delusion that keeps them fat, sick, and unhappy...and into reality about what it takes to get fit forever. People are suffering needlessly, getting sick and dying too young because they’re fat. This book has the power to change that, if the reader is tough enough to grow up and accept objective reality.”

How did you gather the information in the book?

“I did five years of research and interviewed hundreds of fat and fit people across the United States and dissected their core beliefs and philosophies around diet and exercise. What I found were fit people have completely different beliefs and philosophies in this area, and these beliefs and philosophies drove their eating and exercise habits. The differences in thinking are so extreme I decided to write a book about it.”

I understand that the book has been called “disturbing.”

“One of my colleagues called my book a disturbing masterpiece. This book will shock you. It will grab you by the throat and not let you go. I’ve had people tell me they get mad at the book, toss it aside for a while and then pick it back up. I’m known for being direct, but this book is borderline offensive. People all over the world say they are shocked with the approach or offended but couldn’t disagree with anything I wrote.”

What is your background?

“I am an internationally recognized expert in mental toughness, and I once was a fat slob! I train sales management teams of Fortune 500 companies, address some 60 live audiences a year and rank among the top 1% of income earners among professional speakers worldwide. I have written two books on mental toughness. The late Bill Gove, the father of public speaking, and I formed the Gove-Siebold Group, based in Boynton Beach, Florida. I co-starred in the movie “Beyond the Secret”, which is to be released June 23, 2009.

“I live in South Florida and in the Atlanta, Georgia metropolitan area with my wife Dawn, a dog and two sugar gliders.”

How can someone get this book and your other books?

You now can get five chapters of the eBook for free at www.diefatbook.com. The print soft cover edition of Die Fat or Get Tough is scheduled for release in mid-July 2009. You can order copies in advance at www.diefatbook.com, starting about mid-June.

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