



Press Kit

New Book

Weight Loss - Twenty Pounds in Ten Weeks - Move It to Lose It

**Author: Lt. Col. Joseph R. Weinstein, also known as Lt. Col. Bob Weinstein,
USAR-Ret.**

CONTENTS OF PRESS KIT

Book Cover, Front

Book Cover, Back

Author BIO

Submission Sheet

Review Samples

What others are say about this book.

Free Lunch & Learn Seminars for Book Stores and Other Businesses

Synopsis

Weight Loss and weight management book with a ten week exercise and eating plan to lose twenty pounds. Full of easy-to-use tools to organize and implement the program: exercise photos, ten week exercise chart, 1,200 and 1,600 calorie menus, calorie burn charts, workout log, food diary and more. The author, Lt. Col. Weinstein has been featured on the History Channel.

AS SEEN ON THE HISTORY CHANNEL

weight loss



20

POUNDS

TEN in

WEEKS

Move It to Lose it

The Health Colonel Series™



**LT. COL. BOB
WEINSTEIN, RET.**

WEIGHT LOSS TWENTY POUNDS IN TEN WEEKS *MOVE It to Lose It*

**The Health Colonel. Changing the way Americans think about health.
No nonsense.
Just results.**

Get on the M.O.V.E. and you will

M AXIMIZE your results.

O VERCOME your weaknesses and bad habits.

V ICTORY. Achieve victory through lifestyle change empowerment.

E NERGIZE. Become energized to accomplish all your worthy goals.

You will discover how easy it is to:

- ✓ Set goals and keep them
- ✓ Eat healthy
- ✓ Control calories with 1,200 and 1,600 calorie menus
- ✓ Lose weight and burn calories with the weight loss plan
- ✓ Exercise without the need for a gym
- ✓ Overcome mental obstacles, eliminate excuses, deal with set-backs

Are you ready for a successful weight loss program?

Get on the M.O.V.E.!



“This book offers just what is needed to stay fit and healthy and lose excess weight. When needed. No hype. No gimmicks.”

Dr. Ihor Pidhorecky, M.D., Surgical Oncologist

“A straightforward, no-nonsense weight-loss book with a realistic ten week program that works.”

Dr. Jamie E. Marlowe, Ed.D., former Combat Hospital Commander

“Finally, an outstanding weight loss book that clearly covers exercise and eating that is realistic.”

Elizabeth Schy, RN, BSN

University of Miami-Humana Health Services Research Center

Lt. Col. Bob Weinstein, USAR-Ret. is the author of several books on topics of health and wellness. He has been featured on the History Channel and Fox Sports Net as well as in the Washington Times, The Miami Herald and the Las Vegas Tribune, among others.

He is a popular motivational speaker at corporate events and banquets and conducts military-style workouts on Fort Lauderdale Beach in South Florida. Discover more at www.TheHealthColonel.com.

Author BIO
Lt. Col. Bob Weinstein, USAR-Ret.

Born in Washington, D.C., **Lt. Col. Bob Weinstein** grew up in Virginia and spent 20 years in Berlin, Germany; he is retired from the United States Army Reserve as a Lieutenant Colonel with 30 years of service and spent about half that time as a senior military instructor with the Command & General Staff College.

He has been featured on radio and television, among others, on the History Channel and Fox Sports Net as well as in various publications such as the Washington Times, The Miami Herald and the Las Vegas Tribune.

His background is unique and diverse, including: military instructor, attorney, motivational speaker, wellness coach, certified corporate trainer, and certified personal trainer. He is fluent in German and English.

He is a popular motivational speaker at corporate events and banquets and conducts military-style workouts on Fort Lauderdale Beach utilizing strength, cardio, flexibility and agility training - both in personal training and group sessions.

He strongly believes in the importance of giving back to the community. Col. Weinstein volunteers his time for homeless and run-away kids at the Covenant House and also devotes time to training youth who are members of the US Naval Sea Cadets Corps, Team Spruance, Fort Lauderdale, Florida.

He is a member of the National Speakers Association and the American Council on Exercise.

He is the author of several books about health, wellness and fitness.. Some of his previous clients as a guest speaker include: Sony, DHL, American Express, KPMG, AOL, IBM, AARP, SmithBarney, Green Bay Packers and Humana.

Contact info:

Lt. Col. Bob Weinstein, USAR-Ret.
757 SE 17th Street, #267
Fort Lauderdale, FL 33316
Office 954-636-5351
Cell 954-790-7111
Email TheHealthColonel@BeachBootCamp.net
Website: TheHealthColonel.com



Health Colonel Publishing Presents

Title: Weight Loss - Twenty Pounds in Ten Weeks - Move It to Lose It

Author: Lt. Col. Joseph R. Weinstein, Ret., aka Lt. Col. Bob Weinstein, USAR-Ret.

Edition: First

LCCN: 2009909978

ISBN-10: 0-9841783-0-9

ISBN-13: 978-0-9841783-0-8

PAGES: 220

Cover photo in TheHealthColonel.com Media Releases

Price: \$18.95

Season: Winter 2009

Publication: February 2010

Rights: Lt. Col. Bob Weinstein, USAR-Ret.

Health Colonel Publishing

Reviewer Relations

757 SE 17th Street, #267

Fort Lauderdale, FL 33316

Tel: 954-636-5351; Fax: 866-481-2804

TheHealthColonel@BeachBootCamp.net

www.TheHealthColonel.com

Sample Reviews

Weight Loss - Twenty Pounds in Ten Weeks - Move It to Lose It

Author: Lt. Col. Bob Weinstein, USAR-Ret.

The Real Deal, October 30, 2009

At a time when so many are searching for the magic pill that will help them lose those unwanted pounds, the Health Colonel really tells it like it is. I immediately connected with the profiles of everyday people who had never been active or athletic but who have used his plan to lose weight and keep it off. This is not a diet book but a lifestyle book, the kind of program that you can use the rest of your life. It is very well thought out and includes how to redirect your thinking from negative defeatist thoughts to positive victorious thoughts, a key step in losing that weight and keeping it off. There are meal plans and explanations of the correct proportion of protein/fat/carbs. And then there are the exercises: very simple yet effective exercises that anybody can do, regardless of their current physical condition. They do not require gym equipment or expensive memberships but can be done anywhere, anytime - which is particularly beneficial for people who travel or are on the go. Each chapter ends with a synopsis of the Action Plan you should begin to set in motion. My only regret is I don't live in Fort Lauderdale - otherwise, I'd be joining his Beach Boot Camp! This book is a must-have for anybody who wants to get in shape and stay in shape!

Patricia Terrill

Author of River Passage and others

"Weight loss: 20 pounds in ten weeks," Not for wimps!, November 4, 2009

No doubt, if you follow Lt. Col. Weinstein's program as outlined in this book, a no-nonsense approach to common sense eating and exercise, you will eagerly step on the weight scale, awaiting the good results. Readers will find a comprehensive how-to manual on weight loss and weight management with detailed photos, diagrams, charts, menus, logs, and the like, amounting to a ten-week exercise and eating plan to lose twenty pounds. Viola! No guesswork!

The layout of the book, which focuses on lifestyle changes and not fad diets, is logical and easy to understand. What really pumps up the reader to get out of the easy chair is the Health Colonel's positive probing like "Talk about goals, not obstacles!"

The author, US Army Reserve retired, has modeled the book on his popular Beach Boot Camp, a series of "military-style" workouts that he conducts on Fort Lauderdale Beach, Florida. Fortunately, to implement his program, you do not have to purchase any fancy equipment or gizmos. He has based his regimen on stretches, push-ups, squats and the many good old classic exercises that most of us learned at our grammar school gym.

Be advised that readers will not discover a genie in the book, insofar as the pounds "magically" shredding off. He or she has to put the book down and start implementing the Health Colonel's program, which is intended to break a sweat...I don't think any soldier alive would have it any other way! So get out and M.O.V.E...(you can read about the acronym in the book)!

Stacy Lytwyn Maxwell, Author of Consummate Connecticut

What others are saying about this book:

Weight Loss - Twenty Pounds in Ten Weeks - Move It to Lose It

By Lt. Col. Bob Weinstein, USAR-Ret.

This book offers just what is needed to stay fit and healthy and lose excess weight. When needed. No hype. No gimmicks.

Dr. Ihor Pidhorecky, M.D., Surgical Oncologist

A straightforward, no-nonsense weight-loss book with a realistic ten week program that works.

Dr. Jamie E. Marlowe, Ed.D., Combat Hospital Commander, former, Colonel, USAR-Ret.

Finally, an outstanding weight loss book that clearly covers exercise and eating that is realistic.

**Elizabeth Schy, RN, BSN,
University of Miami-Humana Health Services Research Center**

Read this before you start a weight loss and exercise program. It will get you focused on what matters most to lead a healthy lifestyle.

**Albert Miniaci, President of Paramount Companies,
South Florida's industry-leader in vending for food service, amusements and coffee service**

I have finally found my weight loss boot camp for life. This book offers just what is needed to stay fit and healthy and lose excess weight.

**LCDR Alan Starr,
NSCC Regional Director, US Naval Sea Cadet Corps**

Synopsis

Weight Loss and weight management book with a ten week exercise and eating plan to lose twenty pounds. Full of easy-to-use tools to organize and implement the program: exercise photos, ten week exercise chart, 1,200 and 1,600 calorie menus, calorie burn charts, workout log, food diary and more. The author, Lt. Col. Weinstein has been featured on the History Channel.

Lunch and Learn Stimulus Packages

By Lt. Col. Bob Weinstein, USAR-Ret.

Author, Fitness Instructor and Professional Speaker

Lunch time Seminars to Inspire and Energize Your Employees

Lt. Col. Bob Weinstein, who has been featured on the History Channel, is the author of several books and is a fitness beach boot camp instructor at the Marriott Harbor Beach in Fort Lauderdale will enliven and energize your employees for 25 to 35 minutes on any one the topics of your choice. These seminars are free of charge as long as they are conducted in the Fort Lauderdale area. Website: www.TheHealthColonel.com



Schedule your Lunch and Learn while bookings are still available by calling 954-636-5351 or email Col. Weinstein at thehealthcolonel@beachbootcamp.net.

Choose from the following topics:

1. Get Back Up and Catch Your Second Wind
2. Healthy Employees - Profitable Companies - How to Start a No-cost, Team building Fitness Program at your Company
3. Eight Keys to Health and Longevity
4. How to Eliminate Negative Talk at Work and at Home
5. Take-charge vs. Give-up Talk
6. Six Keys to Permanent Weight Loss
7. How to Eat and Exercise for Increased Energy
8. Customized topic to address the needs of your company.

BIO

Born in Washington, D.C., Lt. Col. Bob Weinstein grew up in Virginia and spent 20 years in Berlin, Germany; he is retired from the Army Reserve as a Lieutenant Colonel with 30 years of service and spent about half of that time as a senior military instructor with the US Army Command & General Staff College.

He has been featured on radio and television, among others, on the History Channel and Fox Sports Net as well as in various publications such as the Washington Times, RAZOR Magazine, The Las Vegas Tribune and the Miami Herald. His background is unique and diverse, including: military instructor, attorney, motivational speaker, wellness coach, certified corporate trainer, and certified personal trainer. He is also fluent in German and English.

He is a popular motivational speaker at corporate events and banquets and conducts military-style workouts on Fort Lauderdale Beach in Florida.

He strongly believes in the importance of giving back to the community. Col. Weinstein volunteers his time for homeless and run-away kids at the Covenant House and also devotes time to training youth who are members of the US Naval Sea Cadet Corps.

He is a member of the National Speakers Association and the American Council on Exercise and author of the books *Change Made Easy - Your Basic Training Orders to Excellent Physical and Mental Health*, *Quotes to Live By* and *Weight Loss - Twenty Pounds in Ten Weeks*. He is also co-author of *Discover Your Inner Strength with Brian Tracy, Ken Blanchard and Stephen Covey*.

Some of his previous clients as a guest speaker include: Sony, DHL, American Express, KPMG, AOL Latin America, IBM, AARP, SmithBarney, Green Bay Packers and Humana.