

The Common Cent\$ Diet For The Busy Girl

New e-book Features Very Low-Cost, Low-Sodium Diet Plan

Tampa FL, October 18, 2011: Two leading weight loss experts, Susan Burke March, formerly with eDiets.com, and John LaRosa, a leading 22-year analyst of the weight loss market, have co-authored a new 115-page e-book entitled: ***The Common Cent\$ Diet For The Busy Girl: Simple Do-it-Yourself Weight Loss.***

There are hundreds of weight loss programs and products to choose from – each claiming to have “the secret” to easy and quick weight loss. Consumers have seen it all—from the most ridiculous fad diets to mail order pills and potions, to infomercials, to multi-level marketing distributors--you name it.

The authors questioned why many of these weight loss programs are so complicated, cumbersome and expensive, and are not sustainable over the long term. Dieters know that, and have tried dozens of plans and diet books, each with their own twist on nutrition and sometimes improper balance of fat, protein and carbs.

It doesn't have to be this way. How about a complete diet program and website support for \$2.99? There IS a simpler and less expensive “diet” plan or lifestyle one can choose, as revealed in ***The Common Cent\$ Diet.***

Frozen entrees have come a long way since the TV dinners of the 1960s, but not all are created equal. The authors based this plan on “healthy” brands that are low in sodium yet taste great and can be prepared in 6 minutes or less. Entrees can also be easily microwaved at work. Designed especially for the working woman.

This simple 1400 calorie/day plan is based on the use of regular grocery store food – healthy and low-cal, frozen microwavable entrees such as Weight Watchers, Lean Cuisine, Healthy Choice, Kashi and Amy's. This flexible plan includes 3 meals a day plus snacks, different calorie and sodium levels, and your own exercise program. The regular plan contains 1500-

2000 mg of sodium/day and the low-sodium plan contains 1100-1500 mg – much lower than the government-recommended maximum of 2200 mg/day.

With no fees required of any kind – ever – this home-based, do-it-yourself plan provides a safe, nutritionally balanced weight loss plan that one can use indefinitely, losing 1-2 pounds per week without starving.

“Common sense, and common cents! Yes, besides convenience, and portion control, a frozen entrée menu plan means easily budgeting your diet and having some left over for treats such as a new pair of running shoes or a spa visit.”, according to the authors.

The Common Cent\$ Plan Has NO:

- Counting daily points or calories
- Purchasing expensive “diet foods” or supplements
- Traveling to a weight loss center for meetings
- Registration fees or contracts
- Ongoing weekly or monthly fees
- Injections, prescription drugs, or diet pills.

Free Bonus With e-book Purchase: Access to a supporting website :
TheCommonCentsDiet.com, which includes:

- helpful articles and videos
- tips for online dieting
- weight loss tools and calculators
- the latest weight loss market and company news and diet surveys
- daily weight loss blog by John LaRosa and Susan Burke March.

The e-book Includes useful information on:

- **Are you the typical dieter?** Why our diets fail. How often we diet. What do dieters really want?...
- **The *real* cost of dieting:** program types, commercial chains, medical programs, diet websites, health clubs, celebrity diet books, residential facilities....

- **Detailed Meal Plans:** 14-day meal plan and low-sodium 14-day plan, snacking strategies using low-cal, low-sodium frozen microwave meals by Healthy Choice, Lean Cuisine, Weight Watchers, Amy's and Kashi...
- **The problem with many diet programs:** high pressure sales, misleading costs, poor quality counselors...
- **Do-it-yourself pitfalls/dangers:** acai berry drinks, meal replacements, retail diet pills...
- **Making it work –Why use frozen entrees:** sodium, your BMI (body mass index), concept of *The Common Cent\$ Diet*, snacks, budgeting, smart couponing, food labels/shopping guide...
- **Common Cent\$ fitness:** importance of exercise, how to get started, home exercise equipment, gyms and deals, great exercise videos...

About The e-Book

The Common Cent\$ Diet For The Busy Girl: Simple Do-it-Yourself Weight Loss, published in October 2011, is an e-book that costs only \$2.99 and is available for purchase in the Kindle format at Amazon.com and also in Nook format at Barnes & Noble.com.

About The Authors

John LaRosa, BS, MBA, is the founder and President of Marketdata Enterprises, a Tampa, FL market research publisher and consulting firm with a specialty tracking the weight loss market since 1989. Mr. LaRosa has performed consulting projects and custom research for Fortune 500 weight loss companies, entrepreneurs, industry analysts, medical and commercial weight loss chains, MDs and entrepreneurs. Mr. LaRosa is the creator of several weight loss information/review websites: BestDietForMe.com and DietBusinessWatch.com.

Susan Burke March, is a Registered Dietitian, author, consultant and Certified Diabetes Educator. She is a committed professional counselor dedicated to helping people learn strategies to improve their health and accomplish their weight goals. She had a multi-year tenure as VP of Nutrition Services and Chief Nutritionist. Susan is a registered dietitian (RD) with the Commission on Dietetic Registration and a Licensed Dietitian/Nutritionist (LD/N) in the state of Florida.

Both authors are available for interviews.

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