

## **NutriFitness Joins War on Obesity**

*New book arms trainers and consumers with weapon to quickly burn fat and build muscle with proven effectiveness.*

August 21, 2006 (FPRC) -- The obesity epidemic in America continues to grow out of control, but the U.S. military has long had an effective means to quickly put people on the fast track to fitness. It's called boot camp, and boot camp programs are known for their ability to rapidly shape functional soldiers out of slothful new recruits.

This summer, Wilkes-Barre, Pennsylvania-based NutriFitness has released a new book that reveals how to plan and coordinate a boot camp style fitness program that can quickly whip any flabby executive into shape. "Sure Victory: How to Design Boot Camp Workouts that Blast Fat and Build Power" makes military training secrets available to civilians and fitness professionals.

The popularity and low overhead of boot camp fitness programs make them extremely profitable for fitness professionals. Because boot camp programs are usually geared toward groups, professionals can take on as many as 50 clients at a time at affordable rates while still raking in large profit margins. "Sure Victory" equips professionals with the knowledge and tools necessary to design an effective boot camp program for their clientele. "Sure Victory" describes the differences between fitness boot camps and other fat loss programs that make boot camps more effective. It tells how to choose exercises, equipment and a location for a fitness boot camp and how to measure fitness progress in clients.

For the average soft-bodied civilian, "Sure Victory: How to Design Boot Camp Workouts that Blast Fat and Build Power" tells how the Lone Ranger-type can do his or her own boot camp workout at home. It includes two sample programs, detailed exercise descriptions and simple explanations of how to progress the program for maximum effectiveness. Whether working out in their bedroom, basement or backyard, "Sure Victory" helps anyone find a way to workout military style using bodyweight exercises, dumbbells, barbells or other fitness equipment to carve the body they desire.

Other features of "Sure Victory: How to Design Boot Camp Workouts that Blast Fat and Build Power" include a nutrition section that helps trainers and civilians alike understand metabolism and how to eat for maximum fat loss and muscle gain. Readers are armed with three sample meal plans, for varying calorie needs, to take the guess work out of meal planning. Since many boot camp trainees have to eat on the go, "Sure Victory" includes valuable tips for eating healthy while dining out.

"Sure Victory" was written by Georgette Pann and Tammy Greear, owners of NutriFitness, with the assistance of professional fitness writer John E. Fike. NutriFitness provides fitness and training programs and nutritional counseling for safe weight loss. Their goal is to be their clients' healthy lifestyle coach. Together Georgette Pann and Tammy Greear have more than 30 years of professional fitness experience. John E. Fike is a professional writer specializing in writing for the health and fitness industries and writing marketing copy.

"Sure Victory: How to Design Boot Camp Workouts that Blast Fat and Build Power" is available online in e-book format for professionals at <http://thefitnessbootcamp.com>. For \$39.95, fitness

professionals can get the "Sure Victory" e-book along with 6 Free Bonus Resources geared to help fitness professionals maximize their boot camp program and make their businesses more profitable.

Traditional paperback format of the book is available online at <http://www.lulu.com/fitnessbootcamp> for \$29.95. "Sure Victory" will soon be available at Amazon.com as well.

**Contact Information**

For more information contact Georgette Pann of NutriFitness (<http://thenutrifitness.com>) (570)288-2409

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