

Fitness Author Gets Creative with Book Offer

*Author Darryl Kimball has come up with what is a very unusual purchase offer for anyone wishing to get a copy of his weight loss and fitness E-Book *The Body Habit*. With a marketing strategy almost unheard of on the internet, Darryl wants you to download and read a copy of his book, then let you decide how much if anything you want to pay for it.*

November 5, 2008 (FPRC) -- Just as he does with his approach to exercise and fitness, author Darryl Kimball is approaching the marketing of his E-Book (*The Body Habit*) in a simple, uncomplicated and straightforward manner. Rather than trying to compete with hype and expensive advertising campaigns that comes with most fitness and weight loss products, Darryl prefers to let the reader decide whether his product has value, and how much.

"It's a completely opposite approach from what every internet marketing expert would tell you to do" states Darryl. Darryl believes that if his book is a quality product, then why not have faith in the customer and let them reward that quality in the amount they see fit. To do this Darryl has set up a couple of simple links on his site. One link to download the product, and another link to donate any amount the customer desires, after they have read the book.

Darryl is not worried about people who choose not to donate. "I would rather have my book in the hands of someone who wants and needs the information, regardless of whether they have the ability to come back and donate \$5.00 or \$10.00 at that time" Darryl states.

Darryl points out that his book is not really being offered for free. "Free means that it either has little to no value, or I want something else from you" said Darryl. Darryl believes his book has tremendous value, and that the offer is not a gateway to market more stuff. Darryl believes that people will always choose honesty and simplicity that works over hype.

Contact Information

For more information contact Darryl Kimball of *The Body Habit* (<http://www.thebodyhabit.com>)
760-715-2071

Keywords

[weight loss](#)

[internet marketing](#)

[workout ebook](#)

You can read this press release online [here](#)