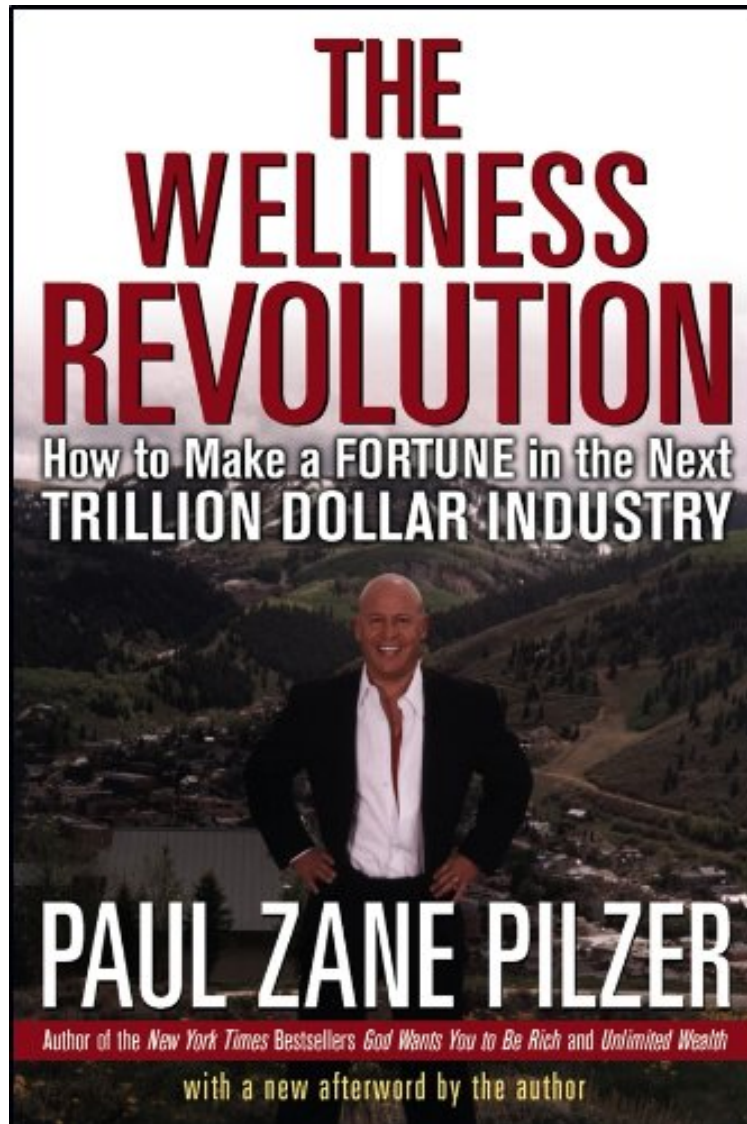


The Wellness Revolution: How to Make a Fortune in the Next Trillion Dollar Industry

Paul Zane Pilzer

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How to make a fortune in the next big boom industry The paperback edition of this revolutionary business book, by bestselling author Paul Pilzer, shows wellness professionals and entrepreneurs how to get in on the ground floor of the booming wellness industry. A legendary entrepreneur and speaker, Pilzer predicts that within the next decade money spent on disease prevention will surpass that spent on disease treatment--and he shows readers how to stake their claim while there's still time. The Wellness Revolution is a step-by-step plan for getting rich that will help entrepreneurs figure out where they fit in the industry, learn how to control demand, and how to get started. This insightful and well-reasoned book shows how to take advantage of the wellness boom, but its lessons can be applied to any new market. Paul Zane Pilzer (Park City, UT) is a world-renowned economist, a multimillionaire software entrepreneur, a part-time rabbi, a college professor, and a bestselling author. As an entrepreneur, Pilzer earned his first \$10 million before the age of thirty. A former commentator on National Public Radio and CNN, Pilzer has been a guest on Larry King Live! three times, and he has been on the cover of several national magazines. He speaks to nearly 500,000 people a year, and more than 10,000,000 video and audio copies of his speeches have been sold.

"Like any machine, our body runs best when operated according to its design principles. Noted economist Paul Zane Pilzer shows how to promote--and profit by--the wellness revolution." mdash;Michael J. Behe, Professor, Lehigh University and author of Darwin's Black Box "In The Wellness Revolution, Paul Zane Pilzer reveals the most important secret for tomorrow's successful entrepreneurs: where to invest your dream. Step by step, Pilzer shows entrepreneurs how to find where they fit in the mega-industry of the future -- wellness." mdash;Randy Fields, Co-founder, Mrs. Field's Cookies "Paul Zane Pilzer has paid great tribute to J. I. Rodale, founder of Prevention magazine and the organic industry in the United States, by showing how Rodale traditions of individual and environmental health make sound economic investment sense in today's world. If you've been looking for the next big, ground floor opportunity, catch the wave of the future -- The Wellness Revolution!" mdash;Ardath Rodale, Chairman of Rodale, Inc., publisher of Prevention and Men's Health "Paul Zane Pilzer has proven time and time again that he holds his finger on the pulse of our economy, and The Wellness Revolution is no different. His insights into the future of our healthcare industry are revolutionary and will empower you to the next level. mdash;Anthony Robbins, author, Awaken the Giant Within and Unlimited PowerFrom the Publisher"Like any machine, our body runs best when operated according to its design principles. Noted economist Paul Zane Pilzer shows how to promote--and profit by--the wellness revolution." mdash;Michael J. Behe, Professor, Lehigh University and author of Darwin's Black Box "In The Wellness Revolution, Paul Zane Pilzer reveals the most important secret for tomorrow's successful entrepreneurs: where to invest your dream. Step by step, Pilzer shows entrepreneurs how to find where they fit in the mega-industry of the future -- wellness." mdash;Randy Fields, Co-founder, Mrs. Field's Cookies "Paul Zane Pilzer has paid great tribute to J. I. Rodale, founder of Prevention magazine and the organic industry in the United States, by showing how Rodale traditions of individual and environmental health make sound economic investment sense in today's world. If you've been looking for the next big, ground floor opportunity, catch the wave of the future -- The Wellness Revolution!" mdash;Ardath Rodale, Chairman of Rodale, Inc., publisher of Prevention and Men's Health "Paul Zane Pilzer has proven time and time again that he holds his finger on the pulse of our economy, and The Wellness Revolution is no different. His insights into the future of our healthcare industry are revolutionary and will empower you to the next level. mdash;Anthony Robbins, author, Awaken the Giant Within and Unlimited PowerFrom the Inside FlapTHE WELLNESS REVOLUTION In 1908, Henry Ford's Model T launched the advent of the trillion-dollar automobile industry. In 1981, IBM's PC launched the trillion-dollar personal computer industry, which surpassed U.S. auto sales in only ten years. The next trillion-dollar industry--that of the twenty-first century--has arrived, and it promises to similarly revolutionize our lives and offer entrepreneurs and investors an opportunity to amass a fortune. The next big thing is the wellness industry, and The Wellness Revolution shows you how to stake your claim now while the market is ripe. In The Wellness Revolution, bestselling author Paul Zane Pilzer--a world-renowned economist, lay rabbi, presidential advisor, college professor, and entrepreneur--shows you how to tap into this next trillion-dollar revolution. Already a 200 billion-dollar business, with most of its revenue coming from vitamin sales and health club memberships, the wellness industry is just now taking off. In the next ten years, an additional \$1 trillion of the U.S. economy will be devoted to providing healthy people with products to maintain their health. Whether you're an entrepreneur, investor, or distributor, Pilzer will show you how to get in on the ground floor of this burgeoning industry by explaining: The scope and potential of this budding business Why the \$200 billion in proven demand today is only the tip of the iceberg How to maintain demand for your wellness products and services How to identify new markets, such as wellness insurance How to make your money in wellness distribution How to utilize your assets to choose your best opportunity And much more In The Wellness Revolution, you'll learn how several entrepreneurs have already built 100 million-

dollar wellness businessesndash;ndash; people like Steve Demos of Silk Soy Milk and Jill Kinney of Club One Fitnessndash;ndash; and why their success is just the tip of the iceberg in this lucrative, emerging industry. The wellness industry is on the verge of changing our lives as much as the automobile and the personal computer industries did. Learn how to reap the benefits of this pervasive and eternal industry with the step-by-step, fortune-making plan detailed in The Wellness Revolution. For the latest on wellness, go to www.thewellnessrevolution.info