

BRAINLESS HEALTH

SIMPLE HEALTH HABITS FOR SMART PEOPLE

JOHN WILLIAM PATTON

DESCRIPTION

HEALTH IS FINALLY HIP. There are gyms on every corner, bottled water in every vending machine, and protein bars in every gas station. People are checking food labels in grocery stores and calories on restaurant menus. Athletic wear has become leisure wear, and everyone seems to be on a special diet.

At the same time, disease and disabilities are eating our lunch. Crippling health statistics dominate the news, but we keep popping antacids, loosening our belts and burning the candle at both ends. John Patton recognizes that people are not dumb—they are busy. Very busy. John Patton cuts through the marketing and medical jargon of health to deliver a frank and fun conversation about rock-solid health habits that can become as brainless as brushing your teeth.

Buckle up. You are about to get healthy, without even thinking!

MARKETING

- An author website and a book specific website will be built and linked to one another. The author already has an established Youtube channel, Instagram account, and Facebook page. Goodreads, LinkedIn, and Pinterest will be utilized for it's fullest ability.
- The author is going to register with a speakers bureau and post clips of him speaking on *Brainless Health* chapters. He will reach out to organizations such as Rotary Clubs, Lions Clubs, The American Diabetes Association, American Cancer Society, Arthritis Foundation, and also to churches, business groups, chamber of commerce. The author will also submit to TED events.
- The author plans to use his business travels to set up media interviews wherever he goes. Bookstores will also be contacted to offer signing events.
- The author plans to purchase ads on Facebook, Instagram, and Youtube. He will offer free paperback book giveaways and e-book downloads. He also plans to work with a radio-tour company and reach out to radio DJs and talk-show hosts seeking paid and non-paid promotions by them.
- The author will attempt to partner with insurance companies and insurance brokers. He will try to partner with health clubs, offering books to new member. Bill insert fliers and other co-opt advertising opportunities will be explored.
- The author will partner with Active.com and other online race registration services to post banner ads and offers. Brainless Health T-shirts are planned to be sold on Amazon and given as a sales incentives.

AUTHOR BIO

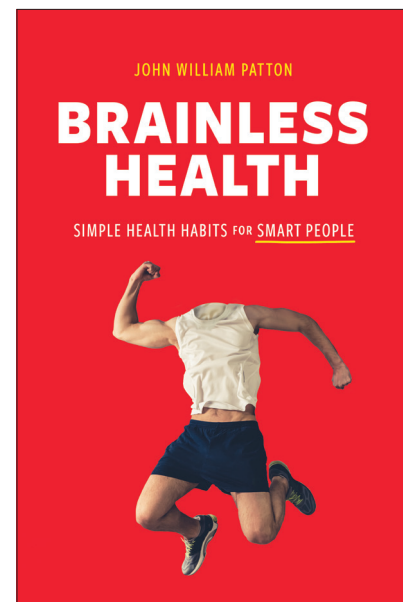


John is a dynamic public speaker who implores his audiences to make small, meaningful lifestyle changes through the paradigm of "practical practice." He presents at public health forums, leads national public service campaigns, and has designed cutting-edge health initiatives. Before becoming the executive director of the ProVention Health Foundation and serving as the director of communications for the National Association of Chronic Disease Directors (NACDD), he worked for CBS, PBS and NBC. He is a published newspaper, magazine and online journalist and hosts health podcasts and webinars.

John graduated from the University of Delaware and then from the National Journalism Center in Washington, DC. He lives in Atlanta, Georgia, with five health-minded kids and is married to a Peruvian designer who fuels his mission to transform the health of the public.

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TRIM: 6"x 9", 220 pages

HEALTH & FITNESS: General

KEY SELLING POINTS

- This book is actionable. It doesn't require food scales, phone apps, fancy blenders or a home gym.
- The author provides straight to the point advice about what people can start doing today and keep doing tomorrow, to live a long healthy life.
- Self-Help and weight loss are big business.
- The book has many different markets from major insurance companies and health systems to national public health organizations.

AUDIENCE

- Middle to upper class, busy businessmen and businesswomen who are strapped for time and don't take care of themselves
- Middle to upper class, busy soccer moms, working moms, and single moms strapped for time who put their kids first, and don't take care of themselves
- Non-fiction, self-improvement fans
- People who are committed to self-improvement and have tried but failed