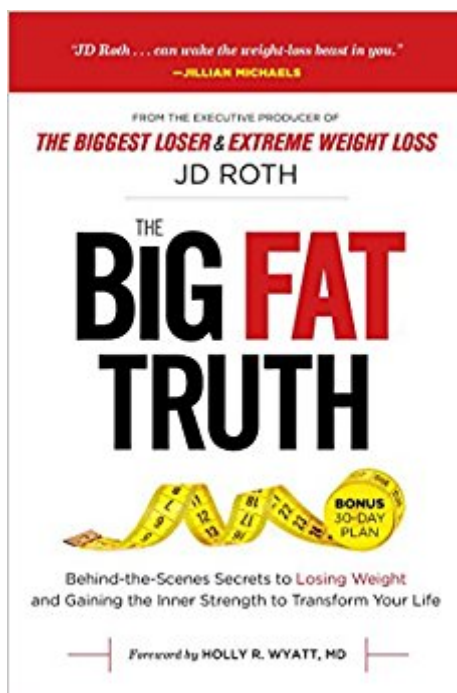


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Big Fat Truth



Synopsis

Fix Your Head to Lose the Weight From the man who created weight loss television comes a no-holds-barred guide to shedding the pounds for good, using the same problem-solving and motivational skills used so successfully with reality show contestants. **IT'S NOW** a TV show on Z-Living Channel!! Every fat person (yes, **IT'S** "fat person" **IT'S** "there" **IT'S** "I'll be no sugarcoating here") knows that you need to move more and eat less to shed pounds. Not exactly rocket science. Yet that simple formula doesn't get to the root of what makes someone top out at 500 pounds, or sometimes just carry an extra fifty. The big fat truth is that the secret to weight loss is what's in your head. Viewers of *Extreme Weight Loss*, *The Biggest Loser*, *The Revolution* and other transformational shows have seen the "technicians" the trainers, the nutritionists, the doctors, and other health pros who appear on-screen but they've never seen the heart and soul behind these amazing makeovers. That would be JD Roth, the behind-the-scenes wizard who created weight loss television. Intimately involved in casting the shows' contestants, he's the guy whose picture they tape onto their elliptical trainers and angrily scream at each night then hug out of gratitude the next morning. He's the guy who holds them when they cry and the one who tells them they need to get back on the treadmill even though they're crying. JD is the tough-love dad for the contestants on these shows love being the operative word. Because it's not just TV to JD; he's on a mission to change your life. In *The Big Fat Truth*, JD will help you unearth the real reasons you're overweight (and it's not because you love food!). Then he'll show you how to create your own reality show and shake up your life to do the impossible. Included throughout are inspiring stories, advice, and before-and-after photos from people JD has helped to lose weight (both on camera and off), along with quick tips for how to stay accountable and a 30-day plan for putting this advice into action. **IT'S**

Book Information

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Customer Reviews

“To lose weight for good, you need to become a beast—a beast who crushes your workouts, who can outsmart temptation, and who has shed the fat in your head. On *The Biggest Loser*, JD Roth was the guy who could wake the beast within anyone. With *The Big Fat Truth*, he can wake the weight-loss beast in you.” (Jillian Michaels, *The Biggest Loser*) “JD Roth has a passion for making this world a better place and a unique experience helping people change their interaction with food. His ideas are as original and professional as any I have heard on this important question. His views are inspiring, and they will help you lose weight forever.” (T. Colin Campbell, PhD, bestselling author of *The China Study*) “On camera, you see incredible stories of transformation—but off camera is where the magic happens. Yes, you need to diet and exercise to lose weight, but making the heart and mind connection with yourself and with others is what will change your life forever. No one knows how to make that connection better than JD Roth.” (Chris and Heidi Powell, *Extreme Weight Loss*) “JD Roth will cheer louder for you, fight harder for you and believe more in you than you may even do for yourself. He has become a guardian angel to so many people around the globe who struggle with their weight. I devoured his book, *The Big Fat Truth*, faster than my favorite roast turkey sandwich with lettuce mustard and tomato on Ezekiel bread. And, if you are like me, while reading his book you will feel his inspiration, devotion, commitment and passion to make our bodies less heavy and our hearts more full.” (Idan Ravin, author of the nationally acclaimed *The Hoops Whisperer* and a world-renowned trainer who has worked with superstars such as Stephen Curry, James Harden, Chris Paul and Carmelo Anthony) “I respect JD Roth’s total commitment and passion for helping people live their best life possible. Through his time with *The Biggest Loser* he learned it was not just about a physical transformation but an emotional shift that helped facilitate that external change. So whether you need to lose 10 pounds or 110 pounds, *The Big Fat Truth* will be a helpful resource of information and inspiration.” (Gabby Reece, volleyball player, sports announcer, model, and author) “This book isn’t about weight loss;

it's about life gain. JD is the ultimate coach. He encourages, believes, motivates, and, above all, loves those who don't love themselves. Thank you, JD, for giving the best of yourself to help others.

— (Charissa Thompson, co-host on Fox NFL and Extra) “I had the opportunity to work with JD for many years on The Biggest Loser. This is definitely a man that thinks outside the box. He is passionate about what he does and he believes with his whole heart that we all can and, more importantly, all deserve to live the life that we are meant to live..”

— (Bob Harper, The Biggest Loser) “JD’s unparalleled positive energy is contagious. He motivates and inspires even the most pessimistic, and has bottled his message of positivity in this book!”

— (Harley Pasternak, MSc, New York Times bestselling author of The Body Reset Diet, 5-Factor Diet, and 5-Factor Fitness) “Though the process of weight-loss is a complex one, and controversy may exist in the medical and nutritional worlds about how to best accomplish this goal, one thing is certain: it all starts with the mind-body connection. No one knows this better than JD Roth. If he could write a prescription for that, it would be Æinspiration: take one daily; repeat indefinitely”

— (Jennifer L. Ashton, M.D., F.A.C.O.G., ABC News Senior Medical Contributor on Good Morning America and co-host of The Doctors) “JD has a way of finding the best in everyone. With his book, he’ll help you find the best in yourself!”

— (Dolvett Quince, The Biggest Loser) “JD is a reality engineer who possesses the gift to create the real we all want!”

— (Ashton Kutcher) “JD Roth throws out a life line to those who want to lose weight. He’s a powerful compassionate ally whose tough love approach will absolutely help you shed extra pounds. > is your answer to a healthier, lighter you!” (Ming-Na Wen, actress and founder of WENever)

— “JD Roth embodies empathy and compassion, two qualities that are exceptionally rare in this industry. His lessons and examples make this book a must-read.”

— (Tim Gunn, Project Runway) --This text refers to the Hardcover edition.

JD Roth is one of television’s most prolific and compelling producers of transformational reality TV. As cofounder of 3Ball Entertainment, JD is creator and executive producer of ABC’s hit series Extreme Weight Loss (formerly titled Extreme Makeover: Weight Loss Edition), as well as The Revolution, and I Used to Be Fat, among many other reality television series. He is also executive producer of The Biggest Loser and was the host of Fun House, Endurance, and many other shows. He lives with his wife and two sons in Manhattan Beach, California.

Very Informative. New , excellent ideas. Always something to learn on this subject.

Love his books and recipes too. Delivery was fast

I don't understand it myself. I weighed in on Monday, received the book and read it. When I was done a few days later weighed in so I could get started. I had lost 2.3 pounds. It is good information in the book. It could help anyone struggling with the thought processes of weight. management.

I loved this book. I found it extremely helpful and will use it for reference for a long time. I thought the author did a great job telling it like it is.

Fantastic book! I will re-read many times! He tells it like it is - truthfully!

Great book. Now if I just follow the advise.

Reading it

Tells it like it is. Great book.

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