

*Synopsis for Sassy Gal's How to Lose the Last Damn 10 Pounds or 15, 20, 25... How I told all diet gurus, fitness experts and skinny people to go to hell. Then I killed them, ate them, and still lost weight. You can too!* by Sharon Helbert

**2-line Summary:**

*Sassy Gal's How to Lose the Last Damn 10 Pounds or 15, 20, 25... How I told all diet gurus, fitness experts and skinny people to go to hell. Then I killed them, ate them, and still lost weight. You can too!* – The Sassy Gal brand is a positive, inspirational approach to weight-loss including the Vegevore lifestyle.

**Short Synopsis:**

*Sassy Gal's How to Lose the Last Damn 10 Pounds or 15, 20, 25...How I told all diet gurus, fitness experts and skinny people to go to hell. Then I killed them, ate them, and still lost weight. You can too!* – Gals, are you tired of obsessing, complaining and even crying over weight issues? Is being a Vegan too damn hard? Then get Sassy and tell all ridiculous diet gurus, torturous fitness experts and loud-mouthed skinny people to go to hell! Next, try Sassy Gal's positive, inspirational approach to losing weight including the Vegevore lifestyle so you can eat it all!

**Medium Synopsis:**

*Sassy Gal's How to Lose the Last Damn 10 Pounds or 15, 20, 25...How I told all diet gurus, fitness experts and skinny people to go to hell. Then I killed them, ate them, and still lost weight. You can too!* – Gals, are you tired of obsessing, complaining and even crying over weight issues? Is being a Vegan too damn hard? *Get Sassy* and tell all ridiculous diet gurus, torturous fitness experts and loud-mouthed skinny people to go to hell! Then, try Sassy Gal's Vegevore lifestyle so you can eat it all!

Forget the ridiculous miracle diets, survival type food plans and strenuous exercise that lead most of us to quit and say "To hell with it all!" This lifestyle plan encourages laughter as a pathway to success. Stop using the negative words diet and exercise and replace them with your own humorous versions such as "Kick Ass Plan." It's about time someone with real life experience tells it like it is and banishes all the unrealistic diet and exercise bullshit that doesn't work, and guides us on an inspirational weight loss journey.

## Long Synopsis:

*Sassy Gal's How to Lose the Last Damn 10 Pounds or 15, 20, 25... How I told all diet gurus, fitness experts and skinny people to go to hell. Then I killed them, ate them, and still lost weight. You can too!*

Gals, are you tired of obsessing, complaining and even crying over weight issues? Is being a Vegan too damn hard? Are you tired of all the nonstop diet and exercise bullshit? Then get *Sassy* and...

- TELL DIET GURUS preaching unrealistic diet plans and miracle diets that don't work: "Shut-up!"
- TELL FITNESS EXPERTS bullying you into torturous workouts: "Go to Hell!"
- TELL LOUD-MOUTHED SKINNY PEOPLE who yell obscenities at you because you can't follow their survival-type food plans: "Bite me!"
- TELL HEALTH FOOD FANATICS telling you to stop eating chocolate: "Back away from my chocolate or I'll kill you and then eat you!"

Forget the ridiculous miracle diets, survival type food plans and strenuous exercise that lead most of us to quit and say "To hell with it all!" This lifestyle plan encourages laughter as a pathway to success. Stop using the negative words diet and exercise and replace them with your own humorous versions such as "Kick Ass Plan." (Oprah did!) Then with Sharon's help, add some simple, believable strategies and you're on your way to a happier, calmer and slimmer you. It's about time someone with real life experience tells it like it is and banishes all the unrealistic diet and exercise bullshit that doesn't work, and guides us on an inspirational weight loss journey.

If you find being a Vegan is too restrictive- totally giving up animal products: beef, chicken, pork, and fish or dairy products (including butter and eggs used to make decadent chocolate cake) too extreme a lifestyle for you? Then try the *Vegevore* lifestyle which emphasizes vegetables, but still allows small amounts of meats, fish and dairy products. This lifestyle includes all the healthy stuff, but also allows some guilty pleasures. Definitely easier to maintain.

However, Sharon Helbert is no expert. She is not a healthcare professional, fitness trainer or celebrity. Her credentials are simply that she is a "food loving, sassy gal." Her personal journey takes us all along the diet adventure: from the devil versus God; to fat doctors, nurses, and nutritionists advising us. Through her experiences, she believes she is an expert regarding her health, and at this stage in her life she is a little sassy and has earned the right to tell it like it is!

Sharon's journey begins with the perfect "Fat Storm." On her annual New Year's resolution to lose weight she chose the current diet trend of being a Vegan. Her result: immediate failure. "What the hell was I thinking?," exclaimed Helbert. She knew she couldn't possibly follow this lifestyle because her whole world revolves around food. She looked for a back-up plan that was more realistic. Desperate, she looked for guidance and inspiration from TV personalities and celebrities, but quickly noticed many of them were gaining back the weight they had lost on national weight-loss plans. With all their money and professional help, they couldn't maintain their weight-loss. Even Oprah Winfrey had gained weight proclaiming the fact in her *O, The Oprah Magazine*, "How Did I Let This Happen Again?" article. What? If

celebrities including Oprah can't do it, Sharon wondered how she was ever going to find her way out of this fat buildup.

Like many women, Sharon searched for weight-loss answers from every possible source, but was still unsuccessful. So, she began writing a personal journal to theorize why she overate, and then created a new game plan. She began by changing her attitude about diet and exercise by adding laughter and humor. Along with some common sense, and some easy attainable goals including becoming a Vegevore, she became successful without starvation diets or grueling, strenuous exercise. Helbert even includes her decadent Sassy Gal chocolate cake because she believes you can't go through life without the pleasure of the ultimate chocolate cake! So gals, get sassy and join Sharon in losing the last damn 10 pounds (or 15, 20, 25...).