



**Contact:** Alice Greene  
[agreene@feelyourpersonalbest.com](mailto:agreene@feelyourpersonalbest.com)  
978-465-3555 x5

## **A Breakthrough in Healthy Living Guides**

### **Lifestyle Coaching Programs in Self Paced Take Action Guides**

Newburyport, MA, September 12, 2007 – Feel Your Personal Best releases a breakthrough approach in promoting healthy living through a new type of Healthy Living Guide. The breakthrough is a self paced, take action behavioral change program in a simple, short and coach facilitated process. This healthy lifestyle coaching program-in-a-guide is being released as a series of health, fitness and wellness topics.

“In the past,” says Alice Greene, president of Feel Your Personal Best, “companies promoting healthy living have relied on guides and pamphlets that offered recommended guidelines in how to eat better, exercise properly and follow treatment protocols. These are helpful but don’t change lifestyle behaviors. It is time to give people new tools to help them succeed at creating and maintaining healthy lifestyles, and that is why we packaged our expertise into a mass customizable format to support individuals in making sustainable behavioral changes.”

The Healthy Living program-in-a-guide series currently includes eight titles: Getting Fit, Losing Weight, Healthier Eating, Reducing Stress, Reducing Blood Sugars, Balancing Hormones, Easier Menopause and Giving Self Care. More titles are planned.

Each Guide includes a nine-step behavioral change process that walks the participant through the stages of making a change from the inside out. The Guides are inspirational, informative and instructional while also short, self-paced and self-reflective. They are based on the healthy lifestyle coaching methods developed and used by Alice Greene, the author, during her years in private practice. They are now available to organizations promoting Healthy Living as a complement to existing programs and promotional activities.

“It is now widely understood that to feel better takes a healthier lifestyle,” said Alice Greene, president of Feel Your Personal Best. “Choosing to live healthier, however, isn’t easy and many people aren’t sure how to make changes they can maintain or live with. That is why behavioral change coaching is emerging as a national solution for giving people the tools for creating healthy lifestyles.”

### **About Feel Your Personal Best**

Feel Your Personal Best is guiding organizations and individuals to achieve healthy lifestyle results. It specializes in healthy lifestyle coaching and self-paced guided programs, a new approach to helping people create healthy, fit and positive lifestyle choices. The company was founded in 2003 by Alice Greene and based on what she discovered was the answer to overcoming her personal health and fitness struggle to feel her best. It combines the power of behavioral change coaching techniques with the principles of exercise physiology, nutrition and intuitive eating. For more information visit: [www.feelyourpersonalbest.com](http://www.feelyourpersonalbest.com) or call 978-465-3555.

###