

# Author Biography

Anne Larchy

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## About the Author

Anne larchy is a successful weight loss and healthy lifestyle coach.

After struggling with her own weight and confidence issues while working in the corporate world, it is now her mission to help self-employed women break free from the diet trap, and understand why they are stuck. More importantly, Anne wants to show women what they need to put in place to regain their confidence, self-esteem, happiness, health and energy to perform at their best.

As a busy professional, Anne found it nearly impossible to live a healthy lifestyle, and in addition, couldn't find anyone to help her with the struggles of regular work travel as well as trying to enjoy a social and family life.

Her weight and health severely dented her confidence and self-esteem.

Afer qualifying as a personal trainer in 2007, in 2010 Anne eventually made a big career change from sales director in an IT security company to setting up her own business in the health, weight loss and wellbeing field.

Her own experience and work with clients over the past 10 years has helped her build and shape her personal 5-step system.

Anne is passionate about human behaviour, habit change, nutrition, and how food manufacturers produce and package food to make us both eat and buy more.

In her spare time, she loves the outdoors, golf, swimming and spinning.

## Book Synopsis

*Are you always asking yourself: what is the best diet for me? Why do diets seem to work for others but not me? Why am I 'good' at following diet plans for a few days, only to give up by Thursday?*

*If you're frustrated with dieting and it's now starting to affect your confidence, energy and health, then this book is for you!*

*In her book 5 Simple Steps to Releasing the Real You, Anne larchy explains why following a specific diet is not enough to achieve weight loss. There's more to "eat less, and move more" that traditional diets don't cover!*

*Therefore, over the past 10 years, Anne has developed a 5-step system that gives her clients consistent, long-term results, and is now ready to share them!*

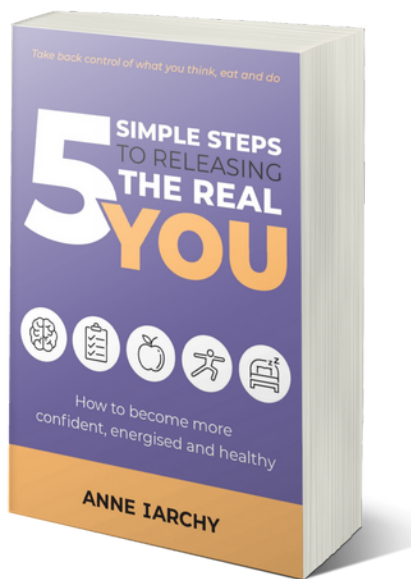
# Advance Information Sheet

From Book Brilliance Publishing

## 5 Simple Steps to Releasing the Real You

How to become more confident, energised and healthy

by Anne larchy



Are you always asking yourself: what is the best diet for me? Why do diets seem to work for others but not me? Why am I 'good' at following diet plans for a few days, only to give up by Thursday?

If you're frustrated with dieting and it's now starting to affect your confidence, energy, and health, then this book is for you!

In her book 5 Simple Steps to Releasing the Real You, Anne larchy reveals why following a specific diet is not enough to achieve weight loss. There's more to "eat less and move more" that traditional diets don't cover, and it's not what you think

### ISBN:

978-1-913770-25-9

**Price:** £14.99

### Publication Date:

25th January 2022

**Format:** Paperback

**Size:** 216 x 140 x 11 mm

184 pages

### Category:

Non-fiction; health; mindset; nutrition; stress

*Available on Amazon, online, in all good bookshops, direct from the author, and as an eBook*

### About the Author:

Anne larchy (ex-Haribo addict) is a weight loss and healthy lifestyle coach. After struggling with her own weight loss and confidence issues while working in the corporate world, Anne has made it her mission to help busy people break free from the diet trap. More importantly, Anne enables her clients to put a system in place to regain their confidence, energy, and health so they can perform at their best.

### Key Sales Points:

- Anne larchy is a successful weight loss and healthy lifestyle coach, who over the past 12 years has developed a 5-step system that gives her clients long-term results.
- While other authors focus on restrictive diets, hardcore exercise and daily or weekly weigh ins, leading to feelings of guilt, anxiety and frustration, Anne wholeheartedly believes a long-term, healthy lifestyle has nothing to do with the scales, but more to do with mindset, habits, and choices.
- Anne's book is easy to read, full of practical advice, and focuses on five key areas: Mindset; Habits and Behaviours; Nutrition and Diet; Exercise and Activity; Sleep and Stress.
- Anne regularly features in national and regional media, both in print and on radio, advising readers and listeners on how to make different choices, practice new routines, and adopt them within their daily life.
- Previously published in 2020 by Filament Publishing, the book has been revised as a Second Edition to include information about Covid-19

*"This book is a must-read for people who want to seize back ownership of their health and wellbeing, wanting to live an exceptional life."*

Pete Cohen - Bestselling Author, Life Coach, Keynote Speaker



# PRESS RELEASE – for immediate release

## Anne Iarchy

POST-COVID HEALTH CREATES THE COUNTRY'S WEALTH



One woman is on a mission to give others the power to take control of their wellbeing and health.

Anne Iarchy's vision of people becoming more confident, energised, and healthy is vital for the British public's mental and physical health and wellbeing post-Covid-19.

Getting back to work is crucial for the country's wealth, as advised by the Government, and therefore we all need encouragement, motivation, and inspiration from experts like Anne.

A recent report by the Health Foundation (November 2021) has highlighted that a healthy economy needs healthy people. Anne's latest book, *5 Simple Steps to Releasing the Real You* (Second Edition), reflects this vision for a healthier UK.

As an author and expert in weight loss and healthy lifestyle, Anne is a staunch believer that long-term weight loss is only achieved when you make different choices, practice new routines and adopt them within your daily life. She believes weight loss and a healthy lifestyle has nothing to do with the scales, but more to do with mindset, habits, and choices.

Anne, a self-confessed ex-Haribo addict from North London, struggled with her own weight loss and confidence while working in the corporate world. After leaving to set up her own business, Anne has made it her mission to help others break free from the diet trap.

In her book, Anne explains that following yesterday's diets only focus on cutting out the 'naughty' foods you like; hardcore exercise; and daily weigh-ins, leading to feelings of guilt, anxiety, and frustration, especially when temptation takes over. This in turn feeds poor mental health, anxiety, and depression. Anne's book sets out five simple, easy-to-follow, practical steps that innovatively frees you from the scales, by focusing on changing mindset, habits, and choice around nutrition, exercise, sleep, and lifestyle.

Insightfully, Anne explains how the old approach focuses on the short-term, with external influences affecting how you are feeling inside, while Anne's approach focuses on the inside out, resulting in confidence, happiness, and fulfilment, and therefore a healthier workforce purposefully improving the health of the economy.

Anne says, *"Putting yourself first is the core to change. As busy adults, we have our priorities in a specific order, and we often come last on that list. Once you learn to put yourself first, change naturally happens."*

Anne's vision is a world where; we live in a healthier place; people are empowered to make their own lifestyle choices; and they know how to make the changes within their busy lives. Anne believes this innovative way of thinking and being will set an example for future generations

### Notes:

- *5 Simple Steps to Releasing the Real You* (Second Edition) by Anne Iarchy, published by Book Brilliance Publishing, 25th January 2022, ISBN 978-1-913770-25-9, £14.99. To order, visit: [www.anneiarchy.com](http://www.anneiarchy.com)
- Anne is available for interview: [anne@anneiarchy.com](mailto:anne@anneiarchy.com)
- High-res images of the cover and the author available from the publisher: [admin@bookbrilliancepublishing.com](mailto:admin@bookbrilliancepublishing.com)



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