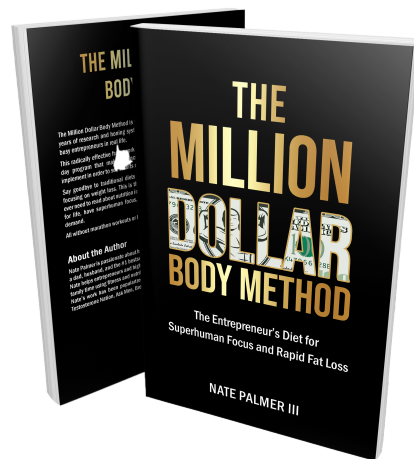


Press Release
FOR IMMEDIATE RELEASE

Local Arizona Personal Trainer's new book reveals how entrepreneurs can build a better body while they build up their empire.

January 2021



Arizona based personal trainer **Nate Palmer** is the founder and creator of the HIIT Home Gym system, 'Bod in a Box', and bestselling author of Passport Fitness. While most of us spent 2020 barricaded in our homes binging on Netflix and scrolling through Instagram, Nate spent his time writing **The Million Dollar Body Method**.

While his debut book taught people the essential skills to sustain a healthy lifestyle regardless of what obstacles appear, his new book, is for entrepreneurs who sacrifice their health to get ahead in business. Nate's message to them is simple: you are smart, capable humans and you and your business can both flourish.

The new book details a 28 day plan designed to help busy entrepreneurs and business owners see results straight away. How does the book accomplish this? Nate's program is built around the new science of Glycogen Priming and is proven to be an effective strategy for losing weight and building muscle. Nate's unique skill is taking the complexity of something such as Glycogen Priming and making it simple and easy to understand. He provides practical strategies that help people build this diet into their life. Nate breaks it all down, sharing simple skills and reiterating plain nutritional facts that we all should know. Among other things, The Million Dollar Body Method details breakfast, lunch and dinner recipes along with easy exercises anyone can do anywhere. But it's not just about diet and exercise. Nate shares advice that has the power to change his reader's attitude, their energy and their relationship with food. While many personal trainers will detail complex morning meditation rituals, you might roll your eyes and wish you had the time for such indulgences. Between getting the kids into the car and replying to urgent emails most regular people simply don't have the time. Recognising this reality, Nate also shares his five minute morning routine that can help set anyone up better than a whole hour of intense yoga.

At the heart of the Million Dollar Body Method is the the idea that a healthy diet and active lifestyle can be built into and around your existing routine; that the key to a better life is in developing simple long lasting habits. Nate, who himself is a father and business owner, shares his tips and tricks on how to channel health and physical success into all areas of your life. The invaluable advice in Million Dollar Body Method can help business owners and entrepreneurs not only improve their physique, but also positively impact all areas of their lives.

The Million Dollar Body Method is released Monday Feb 1st 2021 with a special pre-release available from Thursday Jan 28th.

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Editors Notes: Nate Palmer is a NASM certified personal trainer and corrective exercise specialist. He is also a Precision Nutrition Level 1 Coach. Million Dollar Body Method is his second fitness book after Passport Fitness, which was published in 2018 and is available as a download or in paperback format from all major booksellers.