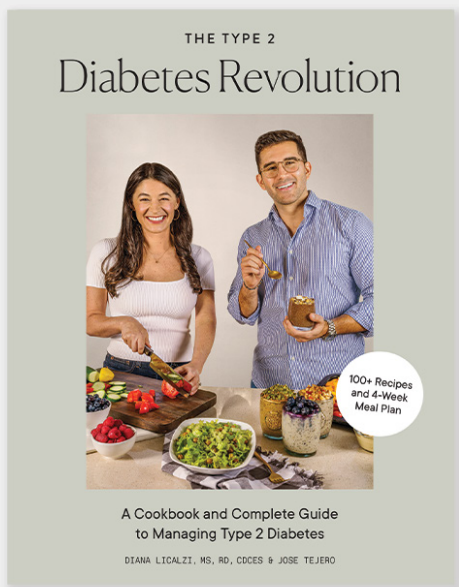


# The Type 2 Diabetes Revolution

100 Delicious Recipes and a 4-Week Meal Plan to Kick-Start a Healthier Life



Paige Tate & Co.  
AN IMPRINT OF BLUE STAR PRESS



Discover how you can reverse the root cause of type 2 diabetes with this innovative, easy-to-follow guide, which includes a 4-week meal plan and over 100 delicious, high-fiber, plant-based recipes

Developed by a registered dietitian and exercise physiologist, *The Type 2 Diabetes Revolution* uses a revolutionary, science-based program to provide:

- Daily meal plans for 4 weeks, designed to minimize your time in the kitchen
- Simple grocery shopping lists for every week of the meal plan and tips for meal prep
- 100+ high-fiber, plant-based recipes that keep your blood sugar balanced
- Advice on how to create a balanced diet that includes plant-based, whole foods and meat, if desired
- Tips for grocery shopping and how to read nutritional labels
- Guidance on stocking your pantry and knowing which foods to always have on hand
- Useful lessons and tips on how nutrition, exercise, sleep, and stress impact your diabetes health

Start reversing the root cause of type 2 diabetes, eliminate or reduce your need for medication, and lower your blood sugar with *The Type 2 Diabetes Revolution*.

**MSRP:** \$24.95  
**FORMAT:** 7 in x 9 in  
**PAGE COUNT:** 272  
**ISBN:** 9781958803196  
**PUB DATE:** 10/31/2023

## KEY SELLING POINTS:

**EXPERT ADVICE:** Diana Licalzi is a nationally-recognized Registered Dietitian, Certified Diabetes Care & Education Specialist and holds her Master's in Nutrition Science & Policy. Jose Tejero is an exercise physiologist with a degree in Exercise Science and is the co-founder of Reversing T2D.

**SUCCESSFUL AUTHOR:** Author, Diana Licalzi has two previously successful books, *Mocktail Party* and *Drinking For Two*.

**SCIENCE BASED CONENT:** Uses a revolutionary, science-based program to provide meal plans, recipes, guidance, and useful lessons.

**100+ RECIPES:** The cookbook will feature healthy, low-glycemic recipes for breakfast, lunch, dinner and snacks—including Indian, Latin, and other cuisines to make recipes appealing to people of various cultural backgrounds.

**SOCIAL MEDIA INFLUENCE:** Author's social media, Reversingt2d, has a large following on TikTok (347K) and Instagram (105K).

**MEAL PLAN WITH GROCERY LIST:** Book includes comprehensive four-week meal plan to get readers kickstarted on a healthier lifestyle. Meal plan includes grocery list for each week and a breakdown of what to meal prep, and on what days of the week, to make the process easier.

**PROMINENT ENDORSEMENTS:** Commitment from two NYT bestselling authors to provide blurbs: Dr. Cyrus Khambatta, author of *Master Diabetes*, and Dr. Will Bulsiewicz, author of *The Fiber Fueled Cookbook*.



## PUBLICITY AND MARKETING:



**CONTRACTING PR AGENCY:** Contracting PR agency for four months to help with national coverage on morning TV shows and outlets such as *Diabetes Self-Management Magazine*, *Prevention*, *Women's Health*, *Diabetes Health Magazine*.

**HOSPITAL PARTNERSHIPS:** Diana and Jose will be doing events with diabetes support groups in hospitals

**SPEAKING:** Authors will be speaking at the American College Of Lifestyle and Medicine event in Denver in October 2023

**AUTHOR SOCIAL MEDIA:** Authors will promote to their fan base across social media platforms (347K TikTok and 105K Instagram)

**INFLUENCER CAMPAIGN:** Commitment from network of 50+ influencers to feature the book

**BOOK TRAILER:** Professional book trailer to be created

**AUTHOR WEBSITE:** Featured prominently on author website <https://reversingt2d.com/>

**ABA INDIE BOX MAILER:** Flyer to be sent in box mailing in Fall 2023

**NATIONAL PRESS CAMPAIGN:** *Diabetes Self-Management Magazine*, *Prevention*, *Women's Health*, *Diabetes Health Magazine*

**LOCAL PRESS CAMPAIGN:** Press campaign targeting author's local media outlets (radio, TV news, magazines, newspapers)

**BLOGGER CAMPAIGN:** Features and reviews in relevant health and diabetes blogs

## TAKE A PEEK INSIDE:

