

Press Kit



CONNIE BENNETT

For Immediate Release

May 7, 2025

Publicity Contact:

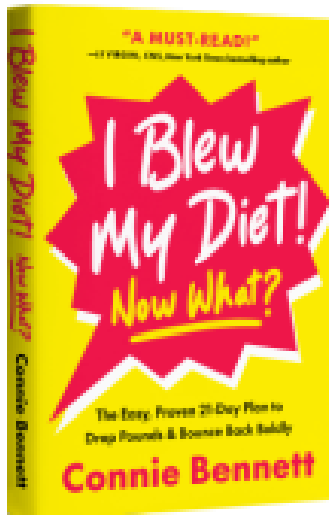
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“A lively dieting guide that takes mental health into account.”

—*Kirkus Reviews*



I BLEW MY DIET!

NOW WHAT?

The Easy, Proven 21- Day Plan to Drop Pounds &
Bounce Back Boldly

By Connie Bennett

“Bursting with lively wit, fresh advice, and coinages... as sharp as flavor crystals, Bennett’s encouraging guide to facing and changing bad eating habits offers a wealth of sound advice and of-the-moment science on the topics of overeating, weight loss, and more.”

—*Publishers Weekly’s BookLife Reviews* (Editor’s Pick, with lightning bolt)

Let’s face it. Maintaining a healthy lifestyle and eating healthy can be challenging. But when unexpected life transitions or obstacles occur (death of a loved one, divorce, trauma, stress, etc.), even the most health-conscious people may find it difficult to eat wholesome foods.

Former carbs-addicted journalist and health coach Connie Bennett—author of the bestselling books, *Sugar Shock!* (Berkley Books) and *Beyond Sugar Shock* (Hay House)—knows firsthand how quickly we can “lose” our willpower when times get tough. After more than a decade of eating cleanly (sugar-free, gluten-free, no artificial sweeteners), Bennett blew her diet big-time after a heartbreaking year helplessly watching her mother succumb to cancer. Suddenly, the once-committed health expert mindlessly overloaded on ultra-processed carbs. Within months, she gained twenty-one pounds, developed insulin resistance, and felt terribly ashamed.

But Bennett also became quite curious. Why do so many of us eat so badly? How can people take back their power over food? And do so easily? The journalist dove into the research for seven-plus years to get answers. The result is **I BLEW MY DIET! NOW WHAT? The Easy, Proven 21-Day Plan to Drop Pounds & Bounce Back Boldly**, a compassionate, engaging eye-opening guidebook for those who seek to recommit to their health goals after unforeseen obstacles derailed their efforts.

In this groundbreaking book, Bennett guides readers to:

- Identify 21 Big Reasons they may have thrown dietary caution to the wind.
- Flip on a Success Mindset no matter what.
- Implement FEASTS (Fast, Easy, Awesome, Simple, Tested Strategies) to make better food choices, even when challenges arise.
- Respect, appreciate, and love themselves and their bodies no matter their current size.
- Stand strong amidst the temptation-filled *Junk-Foods Jungle*.
- Ditch a *What-the-Hell Attitude* and develop doable *GoalPower Plus™*, which is far more effective than willpower.
- Self-soothe with the *Hug-Hum-Rock Relief Process™*.
- Create three weeks' worth of nutritious, delicious, blood-sugar-balanced recipes developed by chefs Lizette and Geoff Marx.

Ultimately, Bennett's invaluable guide goes far beyond the typical diet advice. This trailblazing book helps readers shift their mindset from powerless to powerful and discover simple but proven tools that will enable them to sustain a lifetime of wellness.

ABOUT THE AUTHOR: Connie Bennett is a self-mocking, compassionate, former sugar-and-carbs-addicted journalist, in-demand motivational speaker, and author of the bestselling books *Sugar Shock!* (Berkley Books) and *Beyond Sugar Shock* (Hay House). *I Blew My Diet! Now What?* has garnered kudos from *Kirkus Reviews*, Mel Robbins, JJ Virgin, Dave Asprey, *Publishers Weekly's BookLife*, and many more thought leaders. The Bounce Back Boldly Guide has been written for or been featured by hundreds of media outlets, including *TIME*, *CBS News Sunday Morning*, *Oprah & Friends Radio*, *Woman's World*, *Women's Health*, and *Forbes Health*. Connie is a certified health coach, certified DreamBuilder Coach, life coach, and practitioner of EFT (Emotional Freedom Technique). She lives in San Diego, where she enjoys Pilates, speedwalking while gawking at nature's wonders, and playing ping pong against herself. She is founder of the Bounce Back Boldly Bootcamp, which helps people take back their power using simple, powerful transformational tools so they can become their best, boldest, fearless selves. www.conneib.com

I BLEW MY DIET! NOW WHAT?

The Easy, Proven 21-Day Plan to Drop Pounds & Bounce Back Boldly

A Greenleaf Book Group Press Hardcover | Pre-order at www.readiblewmydiet.com

On sale May 20, 2025 | \$28.95 | 979-8-8864528-0-8

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Praise for *I Blew My Diet! Now What?* by Connie Bennett

“Let this book teach you how to reclaim control over your eating habits once and for all using simple, proven tools that will change the way you think about dieting.”

—**Mel Robbins**, #1 *New York Times* bestselling author of *The Let Them Theory* and host of *The Mel Robbins Podcast*

"A memorable and encouraging healthy-eating and lifestyle guide."

—**Foreword Clarion Reviews**

“This book has the potential to help many people struggling to lose weight or to bounce back from a period of overeating.”

—**BlueInk Review** (starred review)

See more kudos at <https://connieb.com/praise-for-i-blew-my-diet-now-what>

Sample Questions for Connie Bennett, author of *I Blew My Diet! Now What?*

1. Tell our listeners/viewers about how although you're a health expert, you hit rock bottom.
2. How did you deal with feeling like a big fraud?
3. You claim to be a fan of body positivity, but you wrote a diet book to help people shed weight. Please explain these seemingly disparate beliefs.
4. What is the single biggest reason people overdose and numb out on junk foods?
5. How can it be life-changing to “blow your diet”?
6. When you were researching your book, *I Blew My Diet! Now What?*, what were three things you discovered that shocked you?
7. What is a What-the-Hell attitude and what can our viewers/listeners do instead?
8. What are the Big Four Binge Triggers you identified?
9. What is the FAST tactic that can prevent a binge or stop it from escalating?
10. What do you mean by Bounce Back Boldly?
11. You offer some unique tactics in your book, *I Blew My Diet! Now What?*. What is your signature Hug-Hum-Rock-Relief Process™ and how can it help release weight?

Get Connie's [Media One Sheet](#) here.

www.connieb.com | www.readiblewmydiet.com

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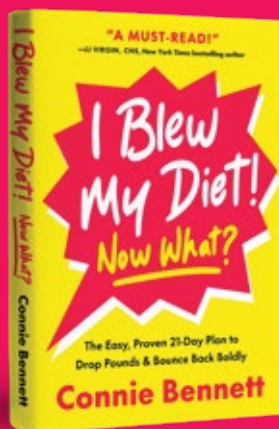
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Connie Bennett

Connie Bennett is the charismatic bestselling author of *Sugar Shock!* (Berkley Books), *Beyond Sugar Shock* (Hay House), and *I Blew My Diet! Now What?* The personable Bounce Back Boldly Guide™ is a popular interviewee and contributor to numerous media outlets. Connie is a certified health coach (Institute for Integrative Nutrition), life coach (iPEC), DreamBuilder Coach (Brave Thinking Institute), and a practitioner of EFT or the Emotional Freedom Technique (EFT Universe).

Available for pre-order now!
ON SALE MAY 20



BOOK CONNIE NOW

media@wordsthatwork.com
(888) 382-6862

Available for last-minute interviews.
www.connieb.com

WHY DO MILLIONS OVEREAT JUNK FOODS? HELP YOUR AUDIENCES TAKE BACK THEIR POWER

Every day, about two-thirds of American adults are mindlessly overeating sweets or *carb*bage (carb garbage). Former carbohydrates-addicted journalist and bestselling author Connie Bennett has been driven for more than seven years to discover why and when people eat badly and then gain lots of weight and develop various diseases. She is now ready to share her eye-opening findings and help your audiences discover fast, simple, science-backed techniques to make better food choices while out and about in the Junk-Foods Jungle.

POPULAR TOPICS

-  **Is Willpower a Myth? What Works Better?**
-  **7 Reasons You Blew Your Diet**
-  **What is Heartbreak Bingeing™, and How Did You Learn About It?**
-  **The “What the Hell” Effect: What Is It, and How Do You Beat It?**
-  **What are The Big Four Binge Triggers?**
-  **Connie’s Fun, Science-Backed Hug-Hum-Rock Relief Process™**
-  **A Super-Simple Way to Stay on Track with Any Goal**
-  **How to Flip on Your Success Mindset with DDEVA**
-  **The Scoop About Popcorn: Is It Healthy?**
-  **5 Ways to Break Away from Weight-Gain Shame**
-  **Visualization? Foolproof or Folly?**

KUDOS FOR CONNIE

“The lines were jammed for the entire show.”

—Niki Guluchi, KPFK Radio, Los Angeles

“Connie is Personable with a capital ‘P.’ She is a phenomenal interview.”

—Bob Salter, WFAN, New York City

