

# Press Kit



# CONNIE BENNETT

**For Immediate Release**

May 12, 2025

**Publicity Contact:**

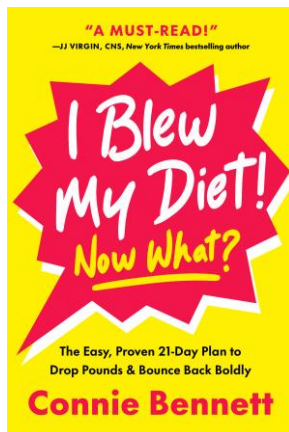
Connie Bennett

[connie@wordsthatwork.com](mailto:connie@wordsthatwork.com) or [connie@connieb.com](mailto:connie@connieb.com)

(858) 877-8743

“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. Eating healthy foods and leading a healthy lifestyle is challenging even if you don’t factor in major losses or life changes. But when unexpected adverse events occur, it can be tough for even the most health-conscious person to treat her/his body with the respect it deserves.

Former carbs-addicted journalist 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 (no sugar, gluten, or 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, quickly gained twenty-one pounds, and developed insulin resistance. She felt extremely ashamed.

But hitting rock bottom also made her deeply curious. Bennett longed to discover: Why do so many of us eat so badly? And how can we take back our power? 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 guidebook that helps readers who seek to recommit to their health goals after unforeseen obstacles derailed their efforts.

In this engaging, eye-opening, groundbreaking book, Bennett guides readers to:

- Identify 21 Big Reasons they ate badly and threw dietary caution to the wind.
- Flip on a Success Mindset which sees them through trying times.
- 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.
- Discover how to stand strong in the temptations-filled *Junk-Foods Jungle*.
- Ditch a *What-the-Hell Attitude* and instead develop *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 as part of the Bounce Back Diet developed by holistic chefs Lizette and Geoff Marx.

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

**ABOUT THE AUTHOR: Connie Bennett** is a former sugar-and-carbs-addicted journalist, motivational speaker, and author of the bestselling books *Sugar Shock!* (Berkley Books) and *Beyond Sugar Shock* (Hay House). *I Blew My Diet! Now What?* is her third book. She has 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*. Bennett is a certified health coach, DreamBuilder Coach, life coach, and practitioner of EFT (Emotional Freedom Technique). She lives in San Diego, where she enjoys doing Pilates, speedwalking outdoors while gawking at nature's wonders, and playing ping pong. [www.connieb.com](http://www.connieb.com)

Watch Connie's TEDxSanDiego talk, [How to Tune Out Temptation to Eat Better & Feel Better](#)

**ABOUT THE CARTOONIST & RECIPE DEVELOPERS:** Isabella Bannerman is the Monday artist for "Six Chix," the comic strip that is internationally syndicated by King Features. Lizette and Geoff Marx are professional holistic chefs, certified nutrition consultants, and culinary nutritionists.

**I BLEW MY DIET! NOW WHAT?** (May 20, 2025)

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

A Greenleaf Book Group Press Hardcover | On sale May 20, 2025 | \$28.95 | 979-8-8864528-0-8

###



## 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 readers/listeners/viewers about how although you're a health expert, you hit rock bottom, overloaded on ultra-processed carbs, packed on 21 pounds, and felt ashamed.
2. You claim to be a fan of body positivity, but you wrote a diet book to help people shed weight. Please explain how you reconcile these seemingly disparate beliefs.
3. What is the single biggest reason people overload and numb out on junk foods?
4. How can it be life-changing to “blow your diet”?
5. When you were researching your book, *I Blew My Diet! Now What?*, what were three things you discovered that shocked you?
6. What is a What-the-Hell attitude and what can our viewers/listeners do instead?
7. What are the Big Four Binge Triggers you identified?
8. What is your FAST tactic that can quickly prevent a binge?
9. What do you mean by Bounce Back Boldly?
10. What is your signature Hug-Hum-Rock-Relief Process™ and how can it help people?

Get the [Media Kit](#) at [www.connieb.com](http://www.connieb.com).

Watch Connie's TEDx talk, [How to Tune Out Temptation to Eat Better & Feel Better](#)

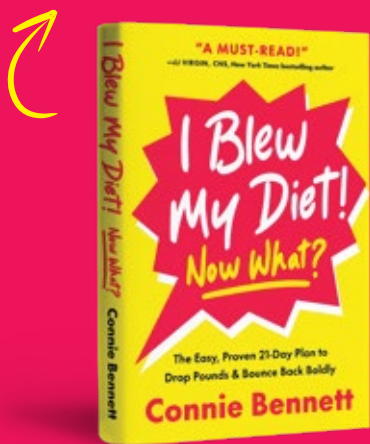
[www.connieb.com](http://www.connieb.com) | [www.sneakpeeknow.com](http://www.sneakpeeknow.com)



## 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](http://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

