

How To Run A Profitable Weight Loss Business

New Guide Provides Blueprint For A Successful Weight Loss Business

Tampa, FL, November 3, 2009: Marketdata Enterprises, Inc., a leading independent market research publisher since 1979, has released a new 175-page Guide entitled: How To Start & Run A Profitable Weight Loss Business. The author, John LaRosa, is Marketdata's President and has been one of the nation's leading weight loss business consultants for 20+ years.

Many people want to get into the \$59 billion U.S. **weight loss** business. But how? And what kind of business to start? What product (a diet book, DVD, weight loss center, diet website, food delivery service, franchise, etc.)? How much will it cost, and which ventures are most likely to succeed? How can one avoid the mistakes others in this business have made? Do you have the qualities and background to make it in weight loss?

Objective advice about what works and what doesn't in the diet business is scarce. People have to put their blind faith into what franchisors, MLM companies, publishers and others tell them. There is NO weight loss trade association or journal. This Guide fills that gap.

"Anyone can *start* a **diet business**. But most are NOT profitable and fail. Many people get into this business lured by unrealistic expectations of instant riches. Some have prior experience in the field—many do not. There are thousands of commercial **weight loss centers** out there, along with doctors adding weight loss to their practice, armies of MLM distributors, prospective diet book authors, diet website creators, and more. This Guide gives one the tools and knowledge needed to compete.", according to Marketdata President, John LaRosa.

This groundbreaking new guide by Marketdata covers it all, from soup to nuts. We interviewed diet company top management, and objectively viewed the industry's problems, fads, successes and failures—through past recessions and growth periods.

Written in an easy to read style, with commentary by John LaRosa, key recommendations, names, websites and phone numbers of companies to help you, and much more. Backed up by information from market research studies, government agencies, franchising groups, and owner/managers. Includes an outlook and forecast for specific segments of the diet market to 2012.

The Guide covers, in detail:

- Capital and time required for each type of business.
- Case studies of specific diet companies.
- Typical income statements, likely profits/earnings, start-up costs.
- Online advertising - secrets of ad networks and affiliate programs.

Topics Covered:

- Do You Have What It Takes To Survive In This Business?
- Poor Management – The Single Biggest Cause of Failure
- The Importance of Advertising
- Multiple Channels of Distribution – Your Best Insurance Policy
- Brick & Mortar Commercial Weight Loss Centers
- **Weight Loss Franchising:** The Advantages and Drawbacks
- If You're A Physician: Adding Weight Loss To Your Practice
- Multi-Level Marketing: A Reality Check on Independent Distributors
- If You're A Nutritionist or Dietitian
- Diet Websites: Setting One Up From Scratch, With An e-Commerce Store
- Writing A Diet Book – Your Ticket To Fame?
- Diet Food Home Delivery Services
- Reference Directory Of Weight Loss Information Sources

"Most doctors make terrible business owners, with no clue about marketing and advertising, or how to motivate employees. Yet many think they can make it in weight loss. Clients of a diet company that lose weight think they can run their own diet center. Think again. This is a complex business with fickle customers. It's easy to lose your shirt. I wrote this Guide to give entrepreneurs a fighting chance, to identify their niche, with very specific recommendations.", according to Marketdata President, John LaRosa.

About the Guide and Marketdata

Marketdata Enterprises is a leading independent market research publisher and consulting firm focusing on service markets since 1979. The Guide is sold in digital and print format, and costs \$99. A Table of Contents is attached to this release, and is at the Marketdata website. John LaRosa is available for interviews. Marketdata has also published several major weight loss market studies in 2009: "The U.S. Weight Loss & Diet Control Market" (02/2009), "The Diet Food Delivery Services Market" (02/2009), "Online Dieter Quarterly Research Report – 3rd Quarter" (10/2009). Marketdata also operates a leading weight loss portal called: www.BestDietForMe.com, a USA Today "Hot Site".

Contact: Information

John LaRosa, Research Director, BS, MBA

Marketdata Enterprises, Inc., Tampa, FL

Phone: 813-907-9090

www.marketdataenterprises.com

email: john at marketdataenterprises.com