



# The Wellness Revolution: How to Make a Fortune in the Next Trillion Dollar Industry

By Paul Zane Pilzer

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## The Wellness Revolution: How to Make a Fortune in the Next Trillion Dollar Industry By Paul Zane Pilzer

How to make a fortune in the next big boom industry

The paperback edition of this revolutionary business book, by bestselling author Paul Pilzer, shows wellness professionals and entrepreneurs how to get in on the ground floor of the booming wellness industry. A legendary entrepreneur and speaker, Pilzer predicts that within the next decade money spent on disease prevention will surpass that spent on disease treatment-and he shows readers how to stake their claim while there's still time. The Wellness Revolution is a step-by-step plan for getting rich that will help entrepreneurs figure out where they fit in the industry, learn how to control demand, and how to get started. This insightful and well-reasoned book shows how to take advantage of the wellness boom, but its lessons can be applied to any new market.

Paul Zane Pilzer (Park City, UT) is a world-renowned economist, a multimillionaire software entrepreneur, a part-time rabbi, a college professor, and a bestselling author. As an entrepreneur, Pilzer earned his first \$10 million before the age of thirty. A former commentator on National Public Radio and CNN, Pilzer has been a guest on Larry King Live! three times, and he has been on the cover of several national magazines. He speaks to nearly 500,000 people a year, and more than 10,000,000 video and audio copies of his speeches have been sold.

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**The Wellness Revolution: How to Make a Fortune in the Next Trillion Dollar Industry** By Paul Zane Pilzer **Bibliography**

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### Editorial Review

#### Review

"Like any machine, our body runs best when operated according to its design principles. Noted economist Paul Zane Pilzer shows how to promote--and profit by--the wellness revolution." —Michael J. Behe, Professor, Lehigh University and author of *Darwin's Black Box*

"In *The Wellness Revolution*, Paul Zane Pilzer reveals the most important secret for tomorrow's successful entrepreneurs: where to invest your dream. Step by step, Pilzer shows entrepreneurs how to find where they fit in the mega-industry of the future -- wellness." —Randy Fields, Co-founder, Mrs. Field's Cookies

"Paul Zane Pilzer has paid great tribute to J. I. Rodale, founder of *Prevention* magazine and the organic industry in the United States, by showing how Rodale traditions of individual and environmental health make sound economic investment sense in today's world. If you've been looking for the next big, ground floor opportunity, catch the wave of the future -- *The Wellness Revolution!*" —Ardath Rodale, Chairman of Rodale, Inc., publisher of *Prevention* and *Men's Health*

"Paul Zane Pilzer has proven time and time again that he holds his finger on the pulse of our economy, and *The Wellness Revolution* is no different. His insights into the future of our healthcare industry are revolutionary and will empower you to the next level. —Anthony Robbins, author, *Awaken the Giant Within* and *Unlimited Power*

#### From the Publisher

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#### From the Inside Flap

#### THE WELLNESS REVOLUTION

In 1908, Henry Ford's Model T launched the advent of the trillion-dollar automobile industry. In 1981,

IBM's PC launched the trillion-dollar personal computer industry, which surpassed U.S. auto sales in only ten years. The next trillion-dollar industry— that of the twenty-first century— has arrived, and it promises to similarly revolutionize our lives and offer entrepreneurs and investors an opportunity to amass a fortune. The next big thing is the wellness industry, and *The Wellness Revolution* shows you how to stake your claim now while the market is ripe.

In *The Wellness Revolution*, bestselling author Paul Zane Pilzer— a world-renowned economist, lay rabbi, presidential advisor, college professor, and entrepreneur— shows you how to tap into this next trillion-dollar revolution. Already a 200 billion-dollar business, with most of its revenue coming from vitamin sales and health club memberships, the wellness industry is just now taking off. In the next ten years, an additional \$1 trillion of the U.S. economy will be devoted to providing healthy people with products to maintain their health.

Whether you're an entrepreneur, investor, or distributor, Pilzer will show you how to get in on the ground floor of this burgeoning industry by explaining:

- The scope and potential of this budding business
- Why the \$200 billion in proven demand today is only the tip of the iceberg
- How to maintain demand for your wellness products and services
- How to identify new markets, such as wellness insurance
- How to make your money in wellness distribution
- How to utilize your assets to choose your best opportunity
- And much more

In *The Wellness Revolution*, you'll learn how several entrepreneurs have already built 100 million-dollar wellness businesses— people like Steve Demos of Silk Soy Milk and Jill Kinney of Club One Fitness— and why their success is just the tip of the iceberg in this lucrative, emerging industry.

The wellness industry is on the verge of changing our lives as much as the automobile and the personal computer industries did. Learn how to reap the benefits of this pervasive and eternal industry with the step-by-step, fortune-making plan detailed in *The Wellness Revolution*.

For the latest on wellness, go to [www.thewellnessrevolution.info](http://www.thewellnessrevolution.info)

## **Users Review**

### **From reader reviews:**

#### **Mark Frey:**

Reading a book tends to be new life style with this era globalization. With studying you can get a lot of information that may give you benefit in your life. Having book everyone in this world can easily share their idea. Ebooks can also inspire a lot of people. A great deal of author can inspire their very own reader with their story or their experience. Not only the story that share in the books. But also they write about the knowledge about something that you need illustration. How to get the good score toefl, or how to teach your sons or daughters, there are many kinds of book that exist now. The authors on this planet always try to improve their expertise in writing, they also doing some analysis before they write to their book. One of them is this *The Wellness Revolution: How to Make a Fortune in the Next Trillion Dollar Industry*.

**Spencer Fuentes:**

Reading can called imagination hangout, why? Because when you are reading a book specially book entitled The Wellness Revolution: How to Make a Fortune in the Next Trillion Dollar Industry your thoughts will drift away trough every dimension, wandering in each aspect that maybe unknown for but surely might be your mind friends. Imaging each and every word written in a reserve then become one form conclusion and explanation that maybe you never get before. The The Wellness Revolution: How to Make a Fortune in the Next Trillion Dollar Industry giving you one more experience more than blown away your mind but also giving you useful details for your better life within this era. So now let us show you the relaxing pattern is your body and mind are going to be pleased when you are finished examining it, like winning a casino game. Do you want to try this extraordinary paying spare time activity?

**Alex Estepp:**

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**David Reed:**

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