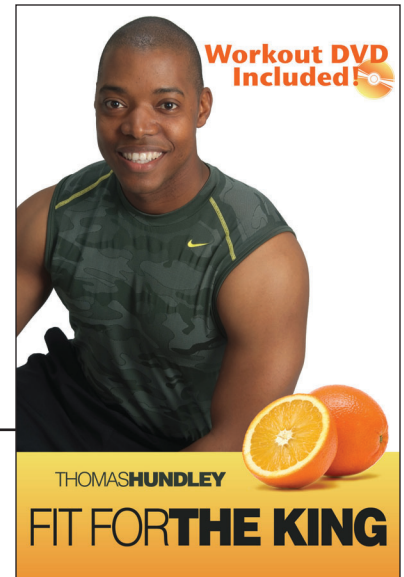


Marketing Plans

Fit for the King w/DVD

by Thomas Hundley

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- Thomas Hundley is the founder of Fit for a King Ministries, a certified group fitness instructor, personal trainer, sports nutritionist, and dynamic motivational speaker.
- In this book the author emphasizes how God did not create everyone to look the same. Readers are given personal guidance and encouragement to reach spiritual fulfillment at the physical size that God designed them to be.
- Includes Workout DVD, 40-day meal plan, 40-day workout plan, and daily Bible inspirations and prayers.
- Success stories from readers will be referred to the 50-Million Pound Weight Challenge.
- Strong trade magazine advertising.
- Extensive tradeshow promotion during winter and spring 2009.
- Featured nationally in CBA chain stores and marketing group catalogs.
- Point-of-purchase signage and bookmarks for store promotion of the book.
- Online store promotions including Amazon.com and Christianbook.com.
- Featured in national catalog mailings.
- National and Christian print publicity campaign.
- Email promotions.
- Internet campaign.