

IT'S TIME FOR A NEW STORY OF BEHAVIOR CHANGE—THIS TIME,
WITH A HAPPY ENDING. WELCOME TO THE JOY CHOICE!

What if you could easily and joyfully resolve the in-the-moment conflicts that often derail your eating and exercise goals? Much of what we've been taught about creating change in eating and exercise is simplistic, outdated, and for many, misguided. Sustainable-behavior-change researcher and lifestyle coach Michelle Segar has devoted decades to the study of how to achieve lasting changes in eating and exercise and other self-care behaviors. Segar explains the surprising reasons why our eating and exercise plans so often crash when they come up against real life. She calls these conflicts "choice points," and shows that they are the real place of power for achieving lasting changes in eating and exercise.

The Joy Choice offers a fresh, brain-based solution that turns the old behavior-change paradigm on its head. This groundbreaking book liberates you from the self-defeating obligations and rigid requirements of past diet and workout regimens and reveals what emerging research suggests *really* drives the consistent choices that power sustainable change. Designed from cutting-edge decision science and real-world experience coaching clients, you'll discover the easy, flexible, and three-step joy-infused decision tool that works *with* the chaos of daily life, guiding you to finally achieve and maintain your eating and exercise goals once and for all—and enjoy doing it!

MICHELLE SEGAR, PhD, MPH, MS, author of *No Sweat*, is an award-winning, NIH-funded sustainable-behavior-change researcher at the University of Michigan and a lifestyle coach. For nearly three decades, she has pioneered methods to create sustainable healthy behavior change that are being used to boost patient health, employee well-being, and gym membership retention. Inaugural chair of the United States National Physical Activity Plan's Communication Committee, former director of the University of Michigan's SHARP Center, and consultant to companies like Kaiser Permanente, Walmart, and Anytime Fitness, she is frequently interviewed in major media outlets like *The New York Times*, NPR, *Prevention*, *Real Simple*, and *The Wall Street Journal*. Segar is a sought-after speaker and trainer and lives with her husband and son in Ann Arbor, Michigan.

READ BY JESSICA RAU



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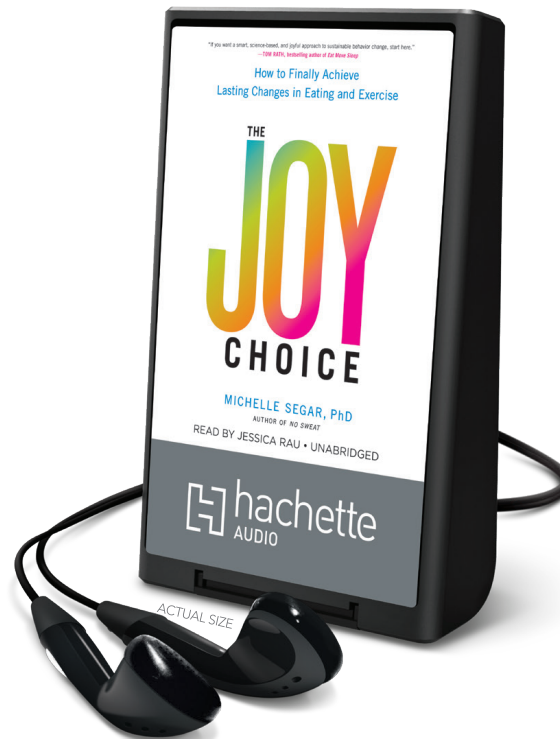
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