

THE WELLNESS REVOLUTION

How To Make a Fortune in the
Next Trillion Dollar Industry

PAUL PILZER

PAUL PILZER is an economist, software entrepreneur, lay rabbi, adjunct professor and the author of three books – *Other People's Money* (1989), *Unlimited Wealth* (1990) and *God Wants You To Be Rich* (1995). Since graduating with an MBA from Wharton University, Mr. Pilzer became Citibank's youngest vice president before starting several businesses. In the past 20-years, he has started and/or taken public five software, education and financial services companies as well as being appointed an economic adviser in two presidential administrations.

The Web site for this book is at www.thewellnessrevolution.info.

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MAIN IDEA

The next big thing is the wellness industry – providing healthy people with the food, nutritional supplements, preventative healthcare services and insurance they want to maintain their good health. Already a \$200 billion a year industry, wellness is on the verge of explosive growth that will drive industry revenues above the \$1 trillion a year mark by 2010 thanks to the current developments in the bioscience field (such as the mapping of the human genome).

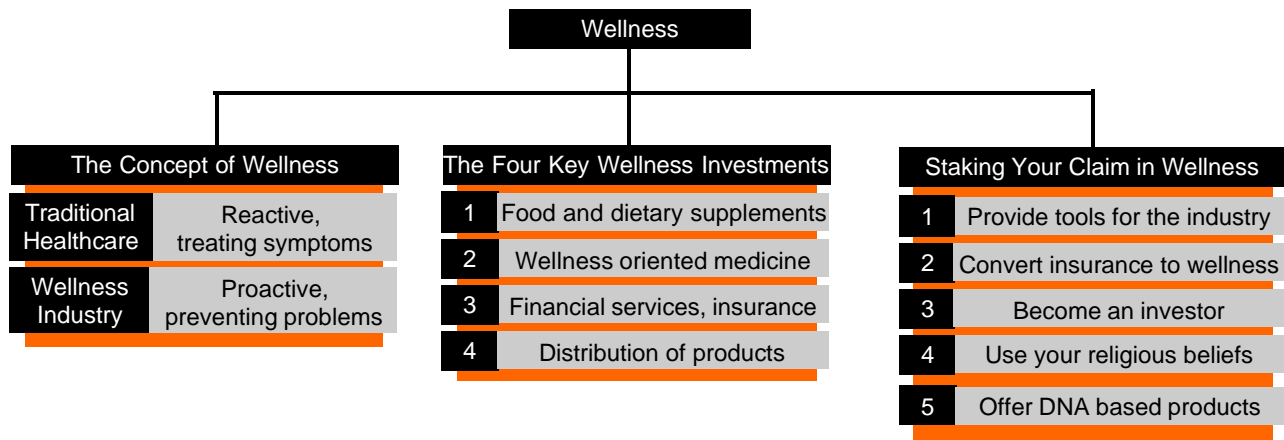
In light of the fact the wellness industry will enjoy explosive growth in the next decade, an investment in this field offers the opportunity for above average growth. More specifically, there are four areas investors should look at in more detail:

1. Food which is packed with the caloric energy, vitamins and minerals people are choosing more and more.
2. Medicine which is preventative in nature – which enhances good health rather than treating the symptoms of sickness.
3. Wellness based financial services and insurance which is geared towards sustaining long-term good health.
4. Distribution systems which educate consumers on how to improve their lives and provide the requisite products and services.

In short, the time is right to get in now on the ground floor of the wellness industry.

“For now and in the foreseeable next few decades, our genetic code and the aging it produces will continue to drive the unlimited demand for wellness products and services we experience today. Each breakthrough in genetically based wellness products and services that slows the aging process will simply increase the demand for more wellness, as satisfied customers seek to look and feel even healthier and existing customers live longer to consume more wellness products and services.”

– Paul Zane Pilzer



1. The Concept of Wellness Pages 2 - 3

Wellness is about the way people eat, exercise, sleep, work, save, age and almost every other aspect of their lives. At its very heart, wellness means being proactive in sustaining good health. It's now become possible because of scientific breakthroughs in biology, cellular biochemistry and manufacturing technologies. And, while it's already big, the wellness industry as a whole is just embarking on an explosive growth period which will play out over the next 10-years.

2. The Four Key Wellness Investments. Pages 4 - 7

The four key areas in which entrepreneurs can benefit by preparing wellness products now and then waiting for the market to come to them are:

1. Food and dietary supplements.
2. Wellness oriented medical products and services.
3. Wellness financial services and insurance.
4. Distribution systems which handle wellness products.

3. How to Stake Your Claim in the Wellness Industry Page 8

The best opportunities in the emerging growth of the \$1 trillion wellness industry will be in:

1. Providing tools and services to the wellness industry.
2. Converting households from sickness to wellness insurance.
3. Becoming an investor in wellness.
4. Staking a claim through your religion.
5. Offering DNA based wellness products and services.

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