



Press Release

Phronesis LLP Releases

Project You: Fitness Words of Wisdom

Singapore publishing company Phronesis LLP has released *Project You: Fitness Words of Wisdom*, one of the first two titles in its new *Project You Words of Wisdom* series of motivational personal development books. The purpose of *Project You: Fitness Words of Wisdom* is simple — to inspire and motivate readers to build and maintain the highest level of personal health and fitness they can

SINGAPORE, July 21, 2014 — *Project You: Fitness Words of Wisdom* has been released by Singapore publisher Phronesis LLP. The book combines motivational messages and quotations from leading thinkers and individuals across the ages with practical tips, techniques, tools and proven steps to help readers embark on personal journeys of continuous improvement in the areas of health and fitness. The book places a focus on continuous improvement, rather than attaining short-term goals or changes in one's life.

Project You: Fitness Words of Wisdom provides tips on creating a holistic concept of personal fitness, encapsulating stamina, energy levels, flexibility, bone strength, muscle tonality and sexual attractiveness.

Written with a focus on the practical and proven, *Project You: Fitness Words of Wisdom* provides an array of helpful tips and techniques on how to improve overall fitness and health. Getting fit and into shape does not require an expensive outlay on clothing, equipment, gym memberships, or personal instruction sessions. It does, however, require dedication, devotion and constant self-motivation and self-reinforcement.

The wide range of quotations found in this book have been selected to help keep readers motivated along their journeys to better health and fitness, especially when they feel tired, down and out, or just plain unmotivated.

Project You: Fitness Words of Wisdom aims to inspire readers from inaction to action, and to motivate them to turn initial actions into life-long habits that will help them in building the highest levels of personal fitness and overall health they can attain.

The book is available in both soft cover print and Kindle eBook editions at Amazon. In coming months the book will be released through other distribution channels and in other eBook formats.

Phronesis, whose definition means "wisdom in determining ends and the means of attaining them," plans to extend the *Project You Words of Wisdom* series to encompass numerous other aspects of personal development and growth.

Earlier this year the company released its first book, *Project You: Living A Determined Life* to widespread acclaim and review.

In the coming months, the Project You brand will encompass a family of closely related and integrated books and products to help individuals create their own paths and personal journeys on the road to creating and living determined lives. Two additional books are planned for release early next year.

About Phronesis LLP

Phronesis LLP is a registered company in Singapore. Phronesis believes in The Art of the Possible and aims to help people develop wisdom in determining desirable ends and the means of attaining them.

Phronesis, whose name means "wisdom in determining ends and the means of attaining them," currently produces two separate Project You book series and is extending the Project You brand into a wide range of other products.

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