EL BEE
[publicity & pr strategy]

Anne Poirier

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How to pronounce Anne's last name - "POUR-ee-er"

HOST INTRO (SHORT BIO)

Anne Poirier is a nationally recognized body image expert, certified intuitive eating counselor, and author of *The Body Joyful: My Journey from Self-Loathing to Self-Acceptance, The Body Neutrality Playbook, and* out Fall of 2026 the *2nd Edition of The Body Joyful; Beyond Self acceptance- The path to living a life of peace, presence and purpose*. With a degree in Exercise Science and over 30 years in health and wellness, Anne has turned her own recovery from eating disorders and body shame into a mission to help others find freedom and peace with food, movement, and themselves.

Anne is a leading voice in the body neutrality movement, and helps people find peace with food, movement, their bodies, and themselves. Her work has been featured in *The New York Times*, *Women's Health*, *Shape*, *Huff Post, ABC, CBS and NPR.*



SHORT BIO

Anne Poirier, CSCS, is a nationally recognized Body Image Expert, Certified Intuitive Eating Counselor, and author of *The Body Joyful: My Journey from Self-Loathing to Self-Acceptance*. With a degree in Exercise Science and over 30 years in health and wellness, Anne has turned her own recovery from eating disorders and body shame into a mission to help others find freedom and peace with food, movement, and themselves.

A pioneer in the body neutrality movement, Anne's insights have been featured in *Shape*, *Women's Health*, *The New York Times*, *Washington Post*, *HuffPost*, *ABC*, *FOX*, *CBS*, and *NPR*.

When she's not speaking, coaching, or writing, you'll likely find her barefoot on the beach, book in hand, or reminiscing about her days coaching college soccer.

LONG BIO

Anne Poirier, CSCS, CIEC

Body Image Expert • Author • Founder, The Body Joyful Revolution

Anne Poirier is a nationally recognized Body Image Expert, Certified Eating Disorder Specialist, and best-selling author of *The Body Joyful: My Journey from Self-Loathing to Self-Acceptance* and *Not a Fat Annie*. With over four decades in the health and wellness industry, she has helped thousands of individuals of all shapes, sizes, and ages reclaim their confidence, health, and self-worth through her groundbreaking non-diet *Body Joyful Solution* and *Body Joyful Revolution Community (BJRC)*.

A pioneer in the Body Neutrality movement, Anne's work bridges personal experience and professional expertise. After overcoming her own battles with eating disorders, body shame, and compulsive exercise, she has dedicated her career to helping others break free from diet culture and redefine health on their own terms.

Anne's insights have been featured in major outlets including *The New York Times*, *The Washington Post*, *Shape*, *Women's Health*, *HuffPost*, *Fortune*, *Livestrong*, *ABC*, *FOX*, *CBS*, and *NPR*. She has appeared on more than 85 podcasts, including *The Holderness Family Podcast*, *Conscious Living*, *Thriving Beyond Size*, and *The Eating Disorder Trap*.



Her major accomplishments include publishing *The Body Joyful*, developing *The Body Neutrality Playbook*, partnering with researcher Kayla Nuss on the NoWeigh app, and serving as Director of Behavioral Health at Hilton Head Health. She also serves on the National Eating Disorders Association (NEDA) Lived Experience Task Force and leads Shaping Perspectives… A Woman's Way to Joy.

Anne's mission is to create a cultural shift toward body respect, self-acceptance, and holistic well-being, inspiring individuals to model those values for future generations and redefine what it means to feel truly at home in their bodies.

STORY ANGLES

1. **You Can't Heal a Body You Hate** - *How to silence the inner critic and build a kinder, more supportive relationship with your body*
2. **Learning to Listen Again: Rebuilding Trust With Your Body** - *Reconnecting with your body's wisdom after years of dieting, guilt, and disconnection.*
3. **The Yo-Yo Trap: Why Diets Don't Work (and What Does)** - *Why diets keep failing you and how to finally break free from the restrict–rebel–regret cycle.*
4. **The Weight of Judgment: How Fear Keeps Us From Living Fully** - *How fear of being seen in your body keeps you small and how to reclaim your confidence.*
5. **From Body Bully to Body Ally: Rewriting the Voice in Your Head** - *Transforming your inner voice from criticism to compassion and support.*
6. **The Burnout of Body Perfectionism**- *Why chasing an "ideal body" leaves you exhausted and what true health really looks like.*
7. **Joyful Movement: Ditching the 'No Pain, No Gain' Mentality** - *How to rediscover movement as pleasure, play, and personal expression, not punishment.*
8. **Body Neutrality: The Bridge Between Self-Hate and Self-Love** - *The practical middle ground between self-hate and toxic positivity that leads to real peace.*

SUGGESTED INTERVIEW QUESTIONS

1. What is "body neutrality," and how does it differ from "body positivity?"
2. Why do so many women believe they can "hate themselves thin," and what finally breaks that cycle?
3. What does healing your relationship with your body actually look like in daily practice?

4. How can someone start silencing the inner critic when that voice has been loud for decades?
5. What are the early signs that someone has lost trust in their body, and how do they begin rebuilding it?
6. What does it mean to reconnect with your body's wisdom after years of dieting or disordered patterns?
7. How can someone tell the difference between a craving and actual body-led hunger cues?
8. Why are diets designed to fail, and why do we keep blaming ourselves instead of the system?
9. What's the psychological toll of the restrict–rebel–regret cycle?
10. If someone wants to stop dieting but still desires change, where do they start?
11. How does fear of being judged in your body keep people playing small in their lives?
12. What are some practical steps to dismantle the shame around being seen?
13. Why is confidence a body issue for so many people, regardless of size?
14. What does the "body bully" sound like, and how do you turn that voice into a body ally?
15. Why is self-compassion so hard for people who are extremely high-achieving in every other area?
16. What's one simple mindset shift that dramatically changes the inner dialogue?
17. How does chasing the "perfect body" lead to emotional and physical burnout?
18. What does real health look like, outside of the perfectionism lens?
19. Why does perfectionism around weight and appearance feel so addictive?
20. How can someone rediscover movement as play instead of punishment?
21. What does "joyful movement" look like for someone who's been stuck in the 'no pain, no gain' mentality for decades?