

KARL JACOB

Author · Researcher · Former Patient

Understanding insulin changed everything.

80 pounds lost. Over a decade kept off.

The science behind why insulin — not calories — is the key.



ABOUT KARL JACOB

About the Author

Karl Jacob is the author of *Fix Your Insulin: 7 Simple Hacks to Lose Weight Without Hunger or Calorie Counting*, published by Wellingtonia Publishing LLC.

In 2011, Karl weighed 280 pounds and received a diagnosis that stopped him cold: dangerously elevated insulin levels and a clear trajectory toward type 2 diabetes. With four children and a life he desperately wanted to be present for, he refused to accept that future.

What followed was four years of intensive self-directed research — hundreds of peer-reviewed studies on insulin resistance, glycaemic load, intermittent fasting, and fat metabolism — combined with rigorous personal experimentation. He lost 80 pounds. His insulin levels normalised. His energy returned. Unlike every diet he had tried before, **it lasted**.

He has kept the weight off for over a decade.

Fix Your Insulin distills that decade of lived experience and research into seven practical, evidence-based strategies — no calorie counting, no extreme restriction, no expensive supplements. Just the science of how insulin actually works, and the practical hacks that put it to work for you.

Karl is not a doctor or registered dietitian. He is a regular person who struggled for years, tried everything, failed repeatedly, and finally found what works. He writes to share what he wishes he had known from the start.

QUICK FACTS

Fact	Detail
Author Name	Karl Jacob (pen name)
Book Title	<i>Fix Your Insulin: 7 Simple Hacks to Lose Weight Without Hunger or Calorie Counting</i>
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Formats	Paperback · eBook · Audiobook (forthcoming)
Pages	198 pages · 64 peer-reviewed references
Author's Journey	80 lbs lost · Maintained 10+ years · 4 years research
Websites	fixyourinsulin.com · askkarljacob.com
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THE BOOK

Fix Your Insulin

7 Simple Hacks to Lose Weight Without Hunger or Calorie Counting

What if the reason diets fail has nothing to do with willpower — and everything to do with a hormone most people have never been taught to manage?

Fix Your Insulin challenges the foundational assumption of conventional weight loss: that eating less and moving more is the answer. It isn't. The real driver of fat storage is insulin — and until insulin is addressed, sustainable weight loss remains out of reach for most people.

Drawing on four years of peer-reviewed research and 80 pounds of personal proof, Karl Jacob presents seven practical strategies that work with the body's hormonal reality instead of against it. The result is an approach that eliminates hunger, removes the need for calorie counting, and — for the first time — actually lasts.

"The most helpful book I've read on why diets fail — and what to do instead."

— ADVANCE READER

THE 7 HACKS

Hack #1**The Food Order Secret**

Eating vegetables before protein/fat before carbohydrates reduces post-meal glucose spikes by up to 75%. No foods eliminated — just a sequence change.

Hack #2**Low-Glycemic Swaps That Satisfy**

Strategic substitutions that maintain satisfaction while dramatically lowering the insulin response. Real food, no deprivation.

Hack #3**Intermittent Fasting Made Easy**

A graduated approach starting at 12:12 and building toward 16:8 that lowers fasting insulin without hunger or muscle loss.

Hack #4**Turn Your Life Into a Fitness Routine**

Post-meal walks within a 90-minute window and the 7-Minute Tabata Protocol — simple movement strategies that dramatically improve insulin sensitivity.

Hack #5**Healthy Fats and The Ketosis Secret**

The counterintuitive case for dietary fat: eating fat reduces hunger, supports insulin sensitivity, and unlocks fat-burning ketosis.

Hack #6**The Science Behind Meal Prep and Real Food**

Ultra-processed food drives overeating and insulin resistance. A practical meal-prep system that makes whole-food eating sustainable in real life.

Hack #7**The 80/20 Flexibility Principle**

The strategy that makes everything last. Rigid dieting predicts failure; flexible "mostly on" dieting is the strongest predictor of long-term maintenance.

MEDIA RESOURCES

Key Talking Points

■ The calorie myth costs people decades.

"Eat less, move more" is incomplete. Focusing on calories while ignoring insulin is like trying to fix a fever by cooling the thermometer. The root cause is hormonal, not arithmetic.

■ Insulin resistance is the hidden epidemic.

Tens of millions are pre-diabetic or insulin resistant without knowing it. Weight that won't shift despite real effort is often a hormonal signal, not a willpower problem.

■ The most powerful weight-loss tool costs nothing.

Eating vegetables first, then protein/fat, then carbohydrates can cut post-meal glucose spikes by up to 75%. You don't eat less. You just eat in a different order.

■ Intermittent fasting is not starvation.

Starting with a 12-hour overnight fast and gradually extending it is a gentle, scientifically supported way to lower fasting insulin. Most people's hunger disappears within two weeks.

■ Fat was framed. Insulin was ignored.

The dietary fat scare of the 1980s redirected attention from the real driver of the obesity epidemic: refined carbohydrates and their effect on insulin. Science has been correcting this for 20 years.

■ Flexibility is a strategy, not a failure.

Research consistently shows rigid dieting predicts relapse. The 80/20 principle is not a concession — it's the most evidence-based path to a decade of sustained results.

■ Real food is the unfashionable answer.

Ultra-processed food drives insulin resistance, hunger, and overeating in ways whole food does not. The most impactful change most people can make is also the simplest.

INTERVIEW GUIDE

Suggested Interview Questions & Karl's Answers

The following questions and responses help hosts and journalists prepare. Karl is available to go deeper on any topic.

Q: You lost 80 pounds and kept it off for a decade. What's the one thing you did differently?

"I stopped asking 'how much am I eating' and started asking 'what is this food doing to my insulin?' That shift changed everything. Once I understood that insulin is the hormone that tells your body to store fat — and that I was triggering it dozens of times a day — I could finally work with my body instead of against it."

Q: Why do so many people fail at dieting, even when they're trying hard?

"Because they're using the right effort on the wrong problem. Calorie restriction reduces fuel coming in, but it doesn't fix the metabolic dysfunction driving the weight gain. You can white-knuckle through hunger for six months and still gain it all back — because the underlying hormonal problem hasn't been touched."

Q: What's the single most immediately actionable thing someone can do today?

"Change the order you eat your food. Eat your vegetables first, then protein and fat, then your carbohydrates. Studies show this simple sequence reduces post-meal glucose spikes by up to 75%. You don't change what you eat. You don't eat less. You just change the order. You can start at your next meal."

Q: Is this approach for everyone?

"The principles are universal — insulin is a hormone we all have. But I always say: the book is for information, your doctor is for guidance. If someone is medicated for diabetes or blood pressure, dietary changes can affect medication needs and require medical supervision."

Q: What would you say to someone who has tried everything and failed?

"I'd say: you probably haven't failed — the method failed you. The body has been working exactly as designed; it's just been given the wrong instructions. Once you understand what insulin actually does, weight loss stops feeling like punishment and starts feeling logical. And logical things are what you can do for the rest of your life."

MEDIA AVAILABILITY

Topics Karl Can Speak To

- Why calorie-counting diets fail long-term
- The science of insulin resistance
- Intermittent fasting: myths vs. reality
- Food order and its measurable impact on blood sugar
- Healthy fats and why fat was wrongly demonised
- Ultra-processed food and the obesity epidemic
- Sustainable weight loss: the psychology of flexibility
- Pre-diabetes: the silent warning signs
- Metabolic health and longevity
- Personal transformation and sustained motivation

Karl is available for podcast interviews, media appearances, and expert commentary. He translates complex metabolic science into practical, relatable language — with the personal credibility of having lived the results for over a decade.

CONTACT & PRESS INFORMATION

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Medical Disclaimer: Content in *Fix Your Insulin* and this press kit is for informational and educational purposes only. Not medical advice. Karl Jacob is not a physician, registered dietitian, or licensed healthcare provider. Always consult a qualified healthcare professional before making dietary changes.

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