

Award-Winning Author Ricky St. Julien II Expands the 48 Laws of Self Mastery Series with New Fitness Release

Kindle and audiobook available now. Discover why discipline, not motivation, builds lifelong fitness.

HOUSTON, TX, UNITED STATES, July 21, 2026 /EINPresswire.com/ -- Award-Winning Author and Certified Personal Trainer, [Ricky St. Julien II](#) Says America's Fitness Problem Isn't Motivation—It's Discipline

“

The goal is to not add more years to our life. The goal is to add more life to our years.”

Ricky St. Julien II

New Book, [48 Laws of Fitness](#): Don't Be a Couch Potato, Challenges Readers to Stop Chasing Quick Fixes and Build Lifelong Habits

While the fitness industry continues to promote new workout programs, diets, and supplements, award-winning

independent author Ricky St. Julien II believes the real reason many people fail to achieve lasting results has nothing to do with a lack of information. “It's a discipline problem,” St. Julien said.

That belief is the foundation of 48 Laws of Fitness: Don't Be a Couch Potato, the newest release in St. Julien's acclaimed 48 Laws of Self Mastery Series.

Rather than offering another temporary fitness plan, the book provides 48 practical laws designed to help readers develop the consistency, habits, and mindset needed to create lasting physical and mental transformation.

“Most people already know what they need to do. The challenge isn't knowledge, it's consistency. This book is about building the discipline to keep showing up long after motivation disappears,” St. Julien said.

According to the U.S. Centers for Disease Control and Prevention (CDC), obesity and physical inactivity remain major public health concerns linked to chronic diseases including heart disease, diabetes, and certain cancers. Against that backdrop, St. Julien says his goal is to shift the conversation away from quick fixes and toward sustainable daily habits. He draws from his experience as a certified personal trainer encouraging readers to follow systems and habits

that support long-term health.

As founder of St. Julien Publishing LLC, an independent publishing company, St. Julien has spent the past several years developing the 48 Laws of Self Mastery Series, a collection of books focused on helping readers improve every major area of life through practical principles and personal responsibility.

The series includes:

- 48 Laws of Hustling: Don't Be a Statistic
- 48 Laws of Confidence: Don't Be Insecure
- 48 Laws of Love: Don't Be a Narcissist
- 48 Laws of Discipline: Don't Be a Weak Link
- 48 Laws of Fitness: Don't Be a Couch Potato

Each title focuses on a different aspect of personal development while sharing one central philosophy: Master yourself first, and everything else becomes possible.

Availability

Kindle Edition

<https://www.amazon.com/dp/B0H8KHNQFB>

Audiobook

<https://www.audible.com/pd/48-Laws-of-Fitness-Audiobook/B0H8MHL7RJ>

Paperback

Releases July 24, 2026

Amazon Author Page

https://www.amazon.com/author/rickytheauthor_713

About Ricky St. Julien II

Ricky St. Julien II is an award-winning independent author, certified personal trainer, entrepreneur, and founder of St. Julien Publishing LLC. He is the creator of the 48 Laws of Self Mastery Series, a growing collection of books that teach readers practical principles for developing discipline, confidence, stronger relationships, entrepreneurial thinking, and lifelong personal growth. His work emphasizes actionable strategies designed to help people create lasting change through consistent daily decisions.

Ricky St. Julien II

St. Julien Publishing LLC

RICKY ST. JULIEN II
AWARD-WINNING AUTHOR | ENTREPRENEUR
FOUNDER, ST. JULIEN PUBLISHING LLC
CREATOR OF THE 48 LAWS OF SELF MASTERY SERIES
“MASTER YOURSELF. MASTER YOUR LIFE.”

ABOUT RICKY ST. JULIEN II
Award-winning author and entrepreneur, Ricky St. Julien II is the founder of St. Julien Publishing LLC and creator of the 48 Laws of Self Mastery Series—a collection of books that challenges readers to develop discipline, confidence, stronger relationships, entrepreneurial thinking, and lifelong health.

AWARD-WINNING AUTHOR
International Impact Book Award Winner

MISSION
To provide practical principles that inspire consistent action and lasting transformation.

INTERVIEW TOPICS

- Why motivation isn't enough to change your life
- The psychology behind lasting discipline
- Why most fitness goals fail within weeks
- Building habits that actually stick
- How self-mastery impacts business, relationships, and health
- Simple strategies for busy professionals
- The lessons behind the 48 Laws of Self Mastery Series

CURRENT RELEASE
48 LAWS OF FITNESS: DON'T BE A COUCH POTATO

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AUTHOR PAGE: [amazon.com/author/rickytheauthor_713](https://www.amazon.com/author/rickytheauthor_713)
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“Your body reflects the choices you make every day. Every healthy decision is a vote for the person you're becoming.”
— RICKY ST. JULIEN II

FIVE BOOKS. ONE PURPOSE. MASTER YOUR LIFE.

Award-Winning author Ricky St. Julien II, founder of St. Julien Publishing LLC, and creator of the 48 Laws of Self Mastery Series. His newest release, 48 Laws of Fitness: Don't Be a Couch Potato, is available now in Kindle and audiobook formats, with the paperback 7/24/26

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