



DIVISION OF
CORPORATION FINANCE

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

June 20, 2013

Via E-mail

Mr. Michael Wilemon
Chief Financial Officer
iSatori, Inc.
15000 W 6th Avenue, Suite 202
Golden, Colorado 80401

Re: iSatori, Inc.
Form 8-K
Filed June 4, 2013
File No. 001-11900

Dear Mr. Wilemon:

We have completed our review of your filing. We remind you that our comments or changes to disclosure in response to our comments do not foreclose the Commission from taking any action with respect to the company or the filing and the company may not assert staff comments as a defense in any proceeding initiated by the Commission or any person under the federal securities laws of the United States. We urge all persons who are responsible for the accuracy and adequacy of the disclosure in the filing to be certain that the filing includes the information the Securities Exchange Act of 1934 and all applicable rules require.

Sincerely,

/s/ Brad Skinner for

Karl Hiller
Branch Chief

cc: Via E-mail
Ryan Newburn
Beatty & Wozniak, P.C.