

PAS sales copy

The product is a holistic weight loss course which basically means weight loss through a healthy mindset about foods instead of restrictions.

1. What is their current situation?

- They are ashamed of the lack of control they have over foods
- They feel guilty every time they lose control around their favourite foods.
- They're ashamed of the fact that they can't, no matter how hard they try, keep themselves from eating a bunch of unhealthy sugary and processed foods.
- They create diets with foods they hate.
- They eat foods that make them feel horrible, exhausted and hungry all the time.
- They guilt themselves into going on a long run to burn off the muffins and cookies they had earlier.
- They feel like their body holds them back from feeling confident and beautiful in their body.

2. What is their dream situation?

- They want to start regulating their eating purely from self-respect, not from guilt and anxiety.
- They want to feel lighter. They want to feel comfortable and beautiful going out in whatever clothes they want.
- They want to feel worthy and confident like their friends.
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3. What roadblock do they have that is stopping them from their dream situation?

- They think they need discipline and restrictions to stay away from foods they know they shouldn't eat (They're running away instead of running towards)
- They need to change their mindset about foods from a weight-focused one to a more health-focused one.

4. How does the product help bridge that gap

- They need an expert to carefully analyse their situation and offer a course of action that doesn't rely on restrictions, but on healthy strategies and mindsets towards foods.
- They need to go from a weight loss-focused mindset to a healthy relationship with food.

5. What is the target market?

Women in their 30s and 40s who have been struggling with food disorders for years.

They've tried every diet there is and through the years that has taken a toll on them.

Their confidence has slowly been disappearing because they're constantly feeling horrible because of all the restrictions.

They feel like their body is always holding them back from being the light and healthy person they've dreamed of being.

They're exhausted from being in this circle of restrictions and rules.

They're aware of their problems but aren't familiar with the intuitive eating solution.

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SL: The secret to creating a Barbie-like physique

We all know that if you eat too much food you gain weight...
And that your dream weight won't just fall into your lap

That's why you try ungodly diets consisting of foods you hate and workouts that leave you exhausted after the first exercise...

And the worst part...

You go through all this trouble of burning off every last calorie to end up eating yet another cookie before you go to bed.

And who can blame you?

You starve yourself all day, you use energy that you don't have, and then you feel guilty for eating a cookie that your body desperately needs...

And all of this happens because of a fundamental belief that is keeping you stuck in an endless loop of restrictions.

If you want to learn how to turn this belief into an advantage, then follow the link below.

[LINK](#)