

PAS Practice!

(GO DOWN TO PAGES 4-6, read my original PAS to be up to date on what changes I made as practise, up to you entirely!)

Background context:

I was looking at prospects that were qualified PT's from the Hatton Academy, now starting their own PT business or adding variants into their own training sessions! When I was scrolling through one of the case studies, I found a PT trainer that runs her own 1-1 coaching, this was her recent organic FB post getting her audience to get her free video guide:

P.S. Her goal is trying to push her audience towards getting her free video guide on how to lose weight in a feasible progressive manner, prevent critical mistakes & open their eyes to a new perspective on weight loss!

(Her version)

HL: Exciting news!

I've created a FREE expert guide to Fat Loss!

It will open your eyes to simple mistakes you're making & help you to approach fat loss with fresh perspective 

This free video guide is for you if:

- You feel stuck in a cycle of yo-yo dieting and fad diets
- You feel exhausted and stressed and overwhelmed with what changes to make to make you feel better.
- You feel like you have tried everything and nothing is working.
- You want to live you life free from food restrictions and strict diets.
- You try to eat less to lose fat but it doesn't work long term.

To claim your FREE guide click this link and I'll email it to you... 

Carly xx 

Would appreciate a share! It's free for anyone 

<https://carly-tierney.systeme.io/59e035de>

She was targeting mostly middle-aged women!

Avatar: Amy in her late 30's trying to lose weight to become a slimmer, healthier & fitter version of herself!

Pains:

- stuck in a constant loop of fast food and dieting
- Feeling sluggish, fatty, non attractive
- Not knowing how to actually lose weight in the fastest most progressive manner
- Not having the luxury of eating their favourite foods, sticking to untasteful regime

Desires:

- to be able to lose weight fast without sacrificing her favourite foods
- She wants to be able to see daily progress in her new fat loss regimen
- She wishes for a personalised & sustainable fat loss routine that she could never replace!
- She wants to become healthier, happier, fitter & more self disciplined on how she treats her own body.
- To get thinner, have people notice her weight loss journey & look more youthful and attractive!

Motivations:

- to actively see daily progressive results in her weight loss journey & in her fitness Journey!
- To notice envy from previous haters, her friends & family, this is a subtle motivation for Amy!

My own remodelled version (P-A-S):

HL: 6 Simple Fat Loss (Weight Loss...) Mistakes That Predict a Flabby Future!

Do you feel imprisoned by the array of spoiled choices when it comes to fast-food, neglecting your go-to diet for the craving desire to devour a juicy double-bacon cheeseburger?

Perhaps you're feeling tired from trying to lose weight quickly and in the most effective way, only to find yourself reverting to your previous eating habits?

It can be highly frustrating not finding a functional fat loss diet regime that suits your specific weight loss needs, let alone sticking to one,

But what if I told you (in fact..) that more than 90% of your dieting problems are caused by these **6 crucial weight loss mistakes** (that If simply prevented) can lead to a healthier, happier & more attractive you within just six weeks!

Just imagine the self-assuredness you'll feel as you confidently show off your slimmer waist, graceful legs with attractive looks that instantly snatches the envious attention of those around you!

So, if you're the type of self-driven person who desires to effortlessly slice off those extra pounds, reclaim your youthful high school size & enjoy a sustainable 'fat loss' diet,

[Then click here now for your FREE video guide to abolish the 6 dieting setbacks that will forever keep you fat & fabby!](#)

(OLD PAS IS ABOVE, REVISED BELOW!)

Things to work on:

- when plotting down Amy's desires, I should of included that she would want the attention, compliments, feel like she is actually attractive, which is a secret desire that she yawns for, maybe by incorporating Maslow's hierarchy at the status level for the added attention, notoriety, and level of esteem she will get will click on her desire for getting attention through losing weight but amplified, knowing that is exactly what she wants, which is something I can incorporate inside this copy!
- you need to work on focusing on what she actually wants and what she actually desires instead of surface level problems/desires, which is why target market research is so important!
- You 100% need to work on how long your copy is, your copy looks huge & clumpy reading via phone, focus on maintaining the effect you want in your reader buy shorter, more clarity based & concise, plus easy to read and understand!
- you need to work on your vocabulary, how you use quotations & sentence structuring, for example, using inverted commas when the reader already knows what fat loss is!
- you need to work on making your copy easier to consume, for example, your first line is chunky & longed out as hell, this you need to fix!
- NEVER use the Morpheus line, nor "luckily for you"!
- you need to work on your word choices, focusing on words that actually relate, synthesise & speak the language of the reader, without it may leave the reader confused on who this piece of copy is for!
- You need to work on focusing on one topic that dials down the core idea of the copy, for example, let's say her biggest problem is sticking to a beneficial diet, then my one question should be about that instead of focusing on different pain points that confuses the reader!
- You need to work on knowing who your target audience is, what they want and the type of behaviour they want instead of using useless words that have no connection or being universal instead of targeted, for example, "self-driven person"! Most women want their hands held and prefer guidance. Self-driven is mostly a male trait, no? Unless a woman is a mother and has to be strong and independent, she'd much rather prefer a community of other women helping her along
- Try not to use words that come off as insulting!

How are you going to fix/improve on the mistakes that you have made?

- Firstly, I would need an in-depth understanding of Amy's desires, pain points, motivations, internal dialog, her demographics, everything that she relates to, understands & synthesises with that can be used in my copy so that it will be something she actually cares about!

- I need to focus on one question that dials down the rest of the copy instead of focusing on different pain points. I need to have one main objective that I am trying to accomplish and build everything around it!
- I need to start working on how I actually speak to the reader, from one woman to another, it needs to sound real, empathetic, soft, give them hope, from a place of care & “we are all in it together” type frame of mind while speaking to the reader!
- I need to work on making my sentences shorter, less clumpy, easier to understand & read, not overly confusing, concise but impactful!

(Pages 4-6)

→ Revised PAS (As practise!) ←

(Just to clarify, this was only to try and test my ability to use sensory information to really paint the higher desires (according to Maslow's hierarchy) that Amy holds, so obviously this is just practice! I also was thinking of remodelling the TRW funnel to really give me the confidence before I start reaching out to clients, please let me know if that's a good choice as that's what I was going to move onto as soon as this copy is reviewed and I've made the particular changes!)

My main goal is to get Amy's desires amplified about how she will fit back into her old jean size that will make her more attractive by adopting these 6 weight loss hacks!

Who are you talking to? Where is your reader at?

- I am speaking to Amy, in her mid 30's trying to lose weight to slide back into her old highschool size & become more attractive! She obviously desires to become healthier, fitter & happier, but now I will be amplifying a higher desire on the hierarchy for Amy to cling onto, aka becoming more attractive, stealing the attention from others, be complimented, be noticed, have envy from friends & peers!
- Amy is problem aware, she realises that she hasn't got her youthful spark anymore, she's noticing that she is ageing like milk as she is becoming slightly overweight, with her attractiveness declining with it! She feels sluggish, fatty, invisible, massively unattractive, unhappy with her body, ugly & known as the “heavy one” inside her girl group! Amy secretly desires to become more attractive, be noticed, and gain the attention from others, all adding to her self-esteem and fulfilment that will add to her overall happiness, along with becoming fitter, healthier & more disciplined with her dieting!

What's the objective for this piece of copy? What do I want to achieve?

- I want Amy to know that these 6 weight-loss hacks will help her slide back into her favourite jeans, make her more attractive & increase her self-confidence! The 6 weight loss hacks will help Amy by opening her perspective on how to effortlessly slide back into her old highschool size in the fastest, most progressive manner!

- These 6 weight loss mistakes will help open Amy's perspective on her weight loss, giving her the fastest most effortless path towards fitting back into her favourite jeans, aka losing weight!

Avatar: Amy in her early 30's trying to lose weight to become a slimmer, healthier, more attractive & younger version of herself!

Pains:

- Amy feels like her natural appearance is trapped beneath her flabby limbs & overhanging waistline
- Amy doesn't know how to actually lose weight in the fastest most progressive manner
- Amy feels insecure about her current weight size, even lacking the self-esteem to go clothes shopping as it's a constant reminder that she is too overweight to wear her favourite clothes that will make her confident
- Amy feels invisible, unattractive & sluggish because of her rising eating habits!

Desires:

- Amy secretly desires to become more attractive & be perceived as attractive, be recognized, even envied by her friends, she wants to be complimented & capture the attention of those around her!
- Amy desires to be independent in her weight loss journey, having the glowing confidence to show it off!
- Amy desires to look fitter, thinner & skinnier with clearly defined curves that capture the attention of those around her!
- Amy desires reclaiming her youthful fire, wanting to look & feel like she's back in her early 20's!
- Amy desires to fit better into her clothes, giving her the confidence to go out with her friends or making a good first impression!

Motivations:

- to actively see daily progressive results in her weight loss journey & in her fitness Journey!
- She is secretly motivated by the added attention she will receive by simply losing weight, winning the attention, noticeability & energy of those around her!

PAS (Revised)

(Problem) HL: Effortlessly slide back into your favourite jeans: 6 weight loss hacks!

Struggling to comfortably fit into your go-to jeans without the tussle?

Ever felt the subtle sigh as you casually stroll to the plus-size section?

It can be highly frustrating battling with your weight day-to-day,

(Amplify) But these are just some of the gentle reminders to start taking your weight-loss a little more seriously!

Rest assured, there's no need to worry!

Simply adopting these weight loss hacks will allow you to rapidly slice off weight so that those skinny tight jeans can cushion comfortably against your hips!

Just picture the boost of self-confidence as your mirror reflects back a picture-perfect figure with a curvy attractive waistline!

Just imagine the startled faces as your friends observe the "latest model", envious of your new weight loss transformation!

(Solution) So, if you want to be able to effortlessly shed those extra pounds, reclaim your youthful highschool size & confidently slip into your favourite clothes,

[Then click here now for the 6 simple weight loss hacks that will unravel your natural attraction!](#)

Customer language on Reddit post:

Omg this. I'm losing weight to fit into better clothes. I've gotten so tired of spending money on pants and shirts that don't fit well and have ugly print & patterns. I've been feeling like it's a waste of money

I used to be thin and very fit. I felt better physically, had confidence, mood was better, and I actually got noticed by men. Trying to get back to that.

you're *accomplishing* something and it's having results on your appearance, self esteem, and confidence. No matter who you are or what you look like, people respond to confidence.

Losing weight has given me many more options, but it has also given me the confidence to try them on.

I'm in my mid thirties in the US...so, most people my age are not thin. It could be an age thing too.

Having the character to lose weight is an attractive thing.

My boyfriend is very happy with "the latest model" . it's made very little difference with the rest of my friends, I would imagine it says more about the people you are friends with than it says about you.

Loosing fat changes more of your personality than you think. Your appearance is part of your personality. The way you walk is part of your personality. And I am pretty sure loosing a significant amount of fat changes your posture and the way you move.

thin privilege is absolutely a thing. So you're going to start experiencing that, whether you're aware of it or not.

Finally, everyone's a *little* shallow. It's a major motivator on why people want to lose weight to begin with (id say it's neck and neck with "if I don't lose weight, I'll die"). People can't entirely change what they are or aren't attracted to.

I really have not experience anyone treating me differently at all, by being nicer or otherwise. At least not that I can recall. While I do enjoy shopping more, I can't say that it is because the clothes are made to fit me better or are more flattering, per say. I mean, I do look better in them but I think that is because I just look better in general.

I'm not thin enough to experience it yet, but my thin friends (that are aware of it) talk about it a bit.

- For starters, you don't experience fat shaming.
- People don't make comments every time you bring up food.
- You're not the butt of "friendly" fat jokes.
- you can walk in to any store and easily find clothes that fit and look good
- well-intentioned friends and family members don't constantly drown you in comments and dietary advice
- to bring it back in context of this thread, people find you more attractive and are generally nicer or more welcoming towards you.

Generally, you just get to live and exist in the world a little more easily.

There are many more options for clothes now. I tell my husband all the time that I think a big thing for me was just being afraid of trying to go into stores and look, even in the plus size stores. Losing weight has given me many more options, but it has also given me the confidence to try them on.

I'm in my mid thirties in the US...so, most people my age are not thin. It could be an age thing too.

It definitely was for me! I realized that me being very overweight and storing most of the weight as visceral fat while descending from a family full of heart disease and diabetes was unacceptable, but I would also die inside being as invisible as I was.

I notice that people at work (who first met me when I was 175) kind of brush me off or don't let me speak versus when I was a bit smaller.

As for strangers, the whole thing that made me somewhat ok with gaining the weight back were the catcalls. I missed going for walks and riding my bike without someone whistling at me or making a bad joke about my butt :(

However the difference from strangers was pretty big. Definitely a lot more flirtation from men, and from my husband as well. Service people seemed a bit more eager to help me out as well

Perhaps because I am more confident when I am slimmer?
