

25. 1. 2024 Advanced Copy Review Aikido

Email

Subject Line: Throw Your Current Version Out of the Window

Today, I want to share the secrets that will make your weight loss journey not only achievable but also enjoyable.

Imagine transforming your frustration into victories, and with this newsletter, you've taken the first step towards a healthier, happier you.

In almost every DM I get, I hear from women who tell me they aren't living their fullest, best lives because they feel uncomfortable in their bodies.

And it makes me furious!

Maybe you can relate to some of these; tell me:

- If **you've been afraid for a long time that you'll never lose weight** and get the body of a slim, attractive lady.
- If **you're angry with yourself** for not achieving significant progress yet.
- If **your daily frustration is looking in the mirror** and seeing the same, fat version of you.
- If **you're embarrassed about the way others speak about you**, calling you fat, a failure, and so on...
- If **you feel that you should do something about it** but don't know what.

Don't worry, we've all been there.

We all know that losing weight is more than just a number on the scale; it's about feeling confident, energetic, and comfortable in your own skin.

If you've ever felt overwhelmed or unsure about where to start, I want you to know that you're not alone.

Even I wanted to change but didn't know where to start.

Every day was like hell being in my skin!

Until I figured out a way out of this loop.

A very simple, yet extremely powerful way to lose weight, which got me to where I am today.

Losing weight doesn't necessarily have to be difficult.

The only thing that's truly difficult is trying to figure it all out by yourself.

Imagine a tailored approach to weight loss, designed specifically for you – your lifestyle, preferences, and goals. A personal guide, a support system dedicated to help you go through challenges and celebrate your victory.

And the great news is, you can get your very own customized weight loss program!

I've done all the hard work for you.

I've done the research, I've gone on my own fat loss journey, and I've worked with tens of clients over the past 3+ years.

And I sharing ALL that knowledge with women who want to get their attractiveness.

Now it's time for you!

And by signing up for my 1:1 coaching and joining my online community, you're already closer than ever to losing fat in an effortless, sustainable way.

This is your special opportunity to get my experience and absolutely crush your weight loss journey!

[<Click here to begin losing weight>](#)

Don't lose this opportunity, **lose weight once and for all instead.**

I am excited to see you!

Always best,
Indya

1. 4 Questions from the winner's writing process

Who is reading your copy?

Women, struggling to lose weight after trying almost everything.

Age range 20-45

Working 9-5 jobs, average income not much free time.

Mainly from USA

Where are they now?

They're afraid that they'll never gonna make it to their desired physique/weight.

They're angry someone else is not fat even without doing much for it. They're angry at themselves for not achieving it yet.

They're frustrated daily when they look in the mirror and see the same version of themselves. They're being called lazy and fat.

They're very embarrassed about the way they look. The only thing that makes them feel great is eating unhealthy food and watching TV.

What is the objective of the copy? What do I want them to do?

The objective is to show them that there's a solution, an easy way to lose fat that every woman can achieve.

I want them to apply for my prospect's 1:1 Coaching and that way change their lives.

What steps do they need to experience to take action?

They need to experience the feeling of being dissatisfied with their progress and understand that it isn't fully lost.

They need to shift their beliefs that something can help them better than themselves. That there's a solution out there that will help them achieve their desired version.

2. Reader's roadblocks and solution/mechanism that will solve those roadblocks

They believe that whatever they'll do they still won't make it.

Also, too scared to face problems. Maybe have motivation, but still not discipline. So the main roadblock is their mindset. They blame themselves for their current problem and frustration.

Also, some of them tried before but still weren't satisfied with the results.

They need to shift their beliefs and work out consistently.

The solution is 1:1 coaching where they will be more accountable and actually make progress with their weight loss journey.

3. Best personal analysis of my Copy's weakness

My Questions:

1. Is the email engaging?
2. What are the lacking parts?
3. Where do most stop reading?

My best guesses:

1. For someone who struggled before and wants to lose weight, it may be engaging. Also, I think it builds some curiosity.
2. The middle part of the copy. I guess there could be more desires/pains to tap before revealing the solution.
3. That's actually what I didn't figure out.

What weaknesses/opportunities am I not seeing, Gs?

4. 100 push-ups video link:

<https://rumble.com/v497unl-100-push-ups-for-advanced-copy-review-aikido-2.html>

5. Link to the Google Docs with comment access:

https://docs.google.com/document/d/12q8DBV_d-RkoT7eYyh2jsnYX7lybyCPDLRMqDeAaLVU/edit?usp=drivesdk