

I just started, this is my 2nd copy and I chose the Fitness niche for writing my First pieces of copy.

Who am I talking to? People who are trying to lose body fat and wants to achieve Chiselled, shredded physique

Where are they now? Feeling stuck and nervous for not finding the right tools that will lead them to achieve their Chiselled, shredded physique.

What actions do I want them to take? Once they read the copy they will feel the pain they are facing of Fat loss and make them curious about the course and then click to the website.

What steps do they need to experience? Feeling the pain, and making them wonder what the solution is. Make them keep reading until the end and Click the link to the website for learning more. Make them Visualise how it is finding the right solution for the struggle they are facing with Fat loss.

PAS Email:

SL: Fat loss = Unrealistic expectations

Are you feeling tired of the daily struggles you're facing?

Fat loss is not an easy thing and you should know it.

You have been told over and over how easy it is to lose weight, right?

Just take this pill,

Follow that diet,

Or buy this piece of equipment and everything will melt away like magic.

It's all **BS**.

Do you know why?

Because every person has different **Factors** at play.

There are no shortcuts!

If you're only on a health kick to lose weight or look a certain way,

It will be hard to lose weight permanently.

But wait, there's good news! We've got the ultimate solution for your weight-loss journey!

Ready to swap your Frustration to see how it works?

Here it is