

Analyse top players to see what they are doing in their copy

Are you fed up with restrictive dieting? Do you feel you've tried everything before and failed? Then this plan is for you. This is different. This will work.

Then goes into status credibility Inside the book is a combination of reduced-carb, post-workout and snacks and sweet treat recipes – all incredibly tasty and easy to make in 15 minutes flat. Every recipe is filling and fuels you with energy for your day and your workout – including Steak Taco with Lime Salsa, Lamb Kofte Tagine and Veggie Super Bowl. Thanks to sample weekly plans, Joe makes it simple for you to prep like a boss and eat well every day of the week.

Then hints parts of whats inside the book

Where are they in my funnel?

Opted in for free gift in exchange for email and now time for lower ticket product

Who am I talking to? Woman 40-60

What is the purpose of the copy?

To get them to click the link to go to the landing page for the book

What is my objective? Grab attention, build curiosity etc
Grab their attention at the start of the copy and keep it by keeping curiosity while building credibility

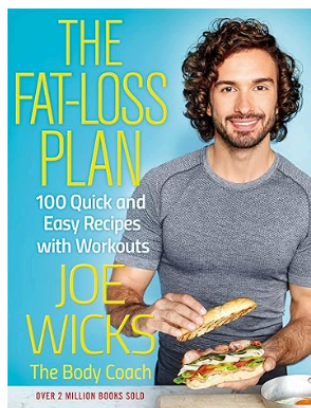
How am i going to do these? Use fascination to build curiosity by leaving a gap of knowledge etc

What's in it for the avatar? A book full of healthy meals with the aim of losing weight while consuming the meals

Awareness? They are aware its associated to their metabolism but not sure what to do about it

Sophistication? Tried what they done before when they was younger but it doesnt seem to work therefore this creates a sense of demotivation and makes them give up

Product?



The Fat-Loss Plan: 100 Quick and Easy Recipes with Workouts Paperback – 26 Dec. 2017

by Joe Wicks (Author)

4.5 ★★★★★ 3,095 ratings

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Are you fed up with restrictive dieting? Do you feel you've tried everything before and failed? Then this plan is for you. This is different. This will work.

Joe Wicks, aka The Body Coach and the nation's favourite PE Teacher, is back with another instalment of 100 delicious recipes and five speedy, effective HIIT workouts. *The Fat-Loss Plan* can motivate everyone on their way to achieving a fit, lean and healthy body.

Inside the book is a combination of reduced-carb, post-workout and snacks and sweet treat recipes – all incredibly tasty and easy to make in 15 minutes flat. Every recipe is filling and fuels you with energy for your day and your workout – including Steak Taco with Lime Salsa, Lamb Kofte Tagine and Veggie Super Bowl. Thanks to sample weekly plans, Joe makes it simple for you to prep like a boss and eat well every day of the week.

Joe has more than 4 million followers on social media where fans share their personal journeys towards a leaner, fitter

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Healthy easy quick meals to help people lose weight with exercises in the book to assist the meals

Problem? What worked for them when they was younger doesnt work for them like they used to menopause so therefore they have gained weight and old things they done when they was younger doesnt work anymore

Roadblock? Not a great understanding on what the changes in their body does to their weight and how to get rid of it

Solution? Learn more in depth about their body causes and effects of their age/actions from credible sources and less food+more exercise

Objections and how I'm going to destroy them?

I dont have money-its cheap money is made for amplifying not sitting in bank

I dont have time-they are quick and simple to cook and make

I dont know how it will work for me-through credibility

Painful Current State

**- What are they afraid of? People commenting on their weight or looking at them it being brought up to them
Starting their journey cause of how “hard” it is**

- What are they angry about? When they was younger they would stay around a similar weight just cared about if they fitted in their clothes they are bigger how hard it is to lose weight even tho the hard exercise they are doing

Who are they angry at? Theirself and their body for “not letting them lose weight”

- What are their top daily frustrations? Not being able to fit in their old clothes, Their weight how they are not confident

- What are they embarrassed about? Their thighs, wrists, waist, face, not being able to fit into clothes they used to wear

- How does dealing with their problems make them feel about themselves? Lack of self confidence/esteem makes them feel like shit and not wanting to do anything just didnt feel good from the way they looked

- What do other people in their world think about them as a result of these

Problems? Sympathetic-like they are pampering the problem

- If they were to describe their problems and frustrations to a friend over dinner, What would they say? It feels like i cant lose weight no matter what i try im doing x x and x exercise a week im doing x for my diet but i cant shed the weight

The xs consist of gym, running and eating under a number of calories

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into what would it look like and feel like? Slim, confident, and fit and with a higher status in their group of friends due to her standing out

- Who do they want to impress? Friends/family and also anyone who can see them eg when they go shopping or anyone who see their posts on social media

- How would they feel about themselves if they were living in their dream state? They would feel confident with high self esteem they would generally feel alot more happier while feeling proud

- What do they secretly desire most? A fit lean body where they are confident and look like instagram models

- If they were to describe their dreams and desires to a friend over dinner, what would they say? I wish i was just slim like i was when i was younger with a slim stomach with skinny wrists, waist, and thighs

Values and Beliefs

**- What do they currently believe is true about themselves and the ?
They just cant moderate or cut out foods they know they need to,
There body is just going to be fat forever and it wont change
They have been told by media/freinds/family when you get over 40 it
is really hard to lose weight**

Also menoplaues

**- Who do they blame for their current problems and frustrations?
Their body/age due to their metabolism slowing and them not being
able to eat what they want or partake in activities they used to**

**-Why do they think they failed in the past? They do not have correct
guidance or info surrounding their journey they think things they tried
when they was younger will work now even tho its due to their
metabolism slowing meaning a lifestyle change is needed**

**- How do they evaluate and decide if a solution is going to work or
not? Credible sources who have produced results for other people
similar to them**

**- What figures or brands in the space do they respect and why? Any
woman over 40 who are in shape because they cant lose weight and
get in shape like them so they do but secretly they envy them vause
they believe they may be lucky or**

- What character traits do they value in themselves and others?
People who are determined hard working+dedicated who stick to their word and complete what they say to themselves they are going to do

-what are they scared about? They are worried about taking action towards their journey to start losing weight this is due to their beliefs

What kind of people are we talking to? Woman aged 40-60 who have gained weight due to slow metabolism and want to change their weight and how they feel about themselves-they feel self conscious lack self esteem and confidence and are worried about what other people think/say about their weight and they hate the way they look especially in the mirror

- What character traits do they despise in themselves and others?
Their sweet tooth their body how it doesn't work like it used to affecting them not being able to lose weight

Create a avatar: ami 47 working 9-5 job moderately active when she was younger never struggled with weight loss now she repeated what she used to do and it doesn't seem to work anymore she has been doing exercise but it just doesn't seem to work she is conscious about her weight and worries about other people judging her and what she looks like.

Key questions to ask myself while writing my copy

1st question cost

2nd do i believe the idea will work

3rd do i trust the company or brand who are trying to sell to me

To take action you need all 3 to be over the threshold

1st IS THE VALUE IM GOING TO GET WORTH IT?

$$\text{Value} = \frac{\text{Dream outcome} \times \text{Perceived Likelihood of Success}}{\text{Effort And Sacrifice} \times \text{Time Delay}}$$



Whats in it for me

Dont sound robotic we are humans

Hook in yellow

Story in blue

Offer in green

Subject line: I stepped on the scales and just stared...

I finally got the scales to 170lbs.

I completed my goal within 3 months. After hours in the gym, eating healthy, drinking 2 litres of water a day it all started finally paying off.

BUT THEN

Just after one month, I put back on 10lbs. I got too comfortable and thought I could just eat unhealthy for 2 weeks cause I had lost 20lbs.

All that hard work is just half gone.

I simply sat in disappointment and cried.

After all the talk “You can't lose weight when you are 40+”, and it's impossible you won't be able to. I had done it and lost 20lbs in 3 months. Just for it to all be gone.

I had 2 choices. Either sit and keep crying and gain another 10lbs and take me back to right where I started not being able to find any clothes in the wardrobe, and feeling self-conscious about my stomach.

Or I set a new goal of losing the 10lbs I put on in just two months.

Luckily with the correct tools I had used before I had what I needed to lose 10lbs once again and for the last time.

And for that, I have to thank Joe Wicks for his fat loss book.

[Acquire your fat loss guide here and make your change](#)

SELF-ANALYSIS: to be honest I think it's shit first draft gonna be shit is the excuse I give myself but I'm quite disappointed in this for reasons as I feel like a lot of its just waffle idk if it's like the way it's meant to be as it's my first hso but parts like

And for that, I have to thank Joe Wicks for his fat loss book.

I just think don't fit in but I might be delusional

And I guess it's sorta unrealistic the putting 10lbs on but who knows any feedback is much-appreciated

Note I feel I didn't use my market research well either

And the response the reader may feel from some of it inst impactfull