

Copy practice

Who am I writing to?-Middle-aged men trying to lose weight who have tried multiple diets but none of them could satisfy their dreams in a given time so they decided to quit every single one of them because it was hard and they didn't have the confidence nor discipline.

Where are they now?-They are sitting on their couch eating doughnuts with chocolate to cover anxiety, sweat dripping off their forehead, and scrolling on their mobile phone while trying to find a method that will help them lose weight without having to do much exercise or having to embarrass themselves in the gym because they have social anxiety from being fat their whole life. That includes getting teased by other people, getting called names, making them run even if they don't want to, trying to make them eat everything they imagine because it is funny, and also asking them provocative questions like: How did you get so fat? How much do you eat in a day to get so big?

Avatar: John, 42, Phoenix, Texas-John is a middle-aged man who is working for an IT company and his job is basically oriented on doing the work in a chair. As a fat person for almost his whole life, John built up bad habits from an early age such as drinking a lot of fizzy drinks such as cola and Sprite, eating bakery products every morning(mostly freshly baked pizzas), and on top of that doing zero activities except watching a TV on his couch with melted chocolate in his hand while the fridge is still open with empty bottles of wine and opened expired cheese. One day he became so disgusted with himself to the point where he broke his TV by throwing a remote from anger after watching a fit man on an ad for a dating show. Now he built up the courage to take his life seriously and to make better life choices for his own health.

Where do I want them to go?-I want them to sign up for my webinar which provides them with group online Zoom training and a free cookbook to match their environment and to show them the recipes that will make them lose weight and still satisfy their needs when have to

What are the steps they need to go through?

- Disrupt their scroll with my ad for a sales page
- Making them intrigued with my copy
- leading them to my page
- giving them a free lead magnet in exchange for their info such as 15% off for training
- providing them with a variety of emails for an upcoming webinar
- getting them to sign up for a webinar

Sales page ad

Did you know that they say that pressure turns coal into a diamond?

For most of your life, you have been angry at the world for turning its back on you when you need guidance the most for your weight problem.

You have been asking for understanding and love but,

The only thing you got was hate and jokes from other people.

You only want to be alone because you need to stop hearing those voices that constantly haunt you.

Fatso! You look like a monster! Eww! Who farted, it must have been **you!...**

I get it.

Those are things you want to erase from your memory for good but it's just not possible.

So I made a special guidance plan that will shift all the bad thoughts into positive ones.

All coals into diamonds.

All challenges into opportunities.

But,

I won't lie to you...

It will be hard.

It will be boring.

It will take some time.

But, it will definitely be worth it in the end.

You will transform into a guy who gets respect and compliments as soon as he goes outside.

No more baggy clothes, sharp stares, or laughing in the background.

Only sweet taste of confidence as you walk in the city with your chin up and strong chest pushed out.

Just take the step.

Join me and become the diamond that shines miles away and only the ones who deserve it can get it.

