

Who is your avatar? - Carolle, 40, works long hours in an office job. She is overweight and has tried diets before but nothing seemed to work (Too hard on her to stick to). She wakes up late, goes to work, comes home feeling exhausted. She hates this cycle and wants to break out of it in order to lose weight. She tends to think these thoughts many times throughout each day.

What is their dream outcome? - Her dream outcome is to lose fat to have that hourglass figure look. She would find herself more comfortable in her body and around friends. She would gain more attention and affection from her partner. She wants to cut the weight in the easiest and shortest time possible.

What pains do they experience in their current state? And how do they feel about it? - She hates how she looks (struggling to fit into clothes, chubby face etc) and wishes she could swap her body for someone else's. She feels hopeless when it comes to losing body fat as she's tried many diets online such as keto etc and weighs herself everyday to see the scale fluctuate but gradually increase because she stress-eats and she finds it too hard to stick to diets. She feels as if her body is out of control and that there is no hope for her body to change which will keep her stuck at her uncomfortable weight or worse, for it to keep increasing, decreasing her confidence.

What roadblocks do they face? - She lacks the time to exercise and cook healthy meals consistently. She feels as if exercise and dieting is the only way to lose weight and she is delaying that until she finds another way as she hates exercise. She lacks of knowledge and practical information in her immediate life.

What is the solution? - Should be 1 thing - A way she can take advantage of the modern and easy technology of supplements so that she can lose weight effortlessly without the intense workouts and strict diets.

The Product - A supplement that aids in fat loss.

Where is my reader? - Looking through their emails.

Where do I want them to go? - To go to my blog page where they can learn more about 6 ingredients that can help them lose weight and for her to see the CTA at the bottom of the blog which gives her a supplement with all 6 of the mentioned ingredients.

What do they need to see, feel and experience to get them there? - She needs to see a way they can lose weight without high intensity exercise and strict diets. She needs to feel as if the company understands her current struggles to ensure she feels like she is in the right place.

Subject Line: The Only fat loss mentality you need to lose the weight and keep it off

You are approaching fat loss *incorrectly*.

And this is because you are failing to lose weight **mentally**.

And **NO** this doesn't mean you have to set incredibly small goals that anyone could achieve.

Neither is it your knowledge on weight loss itself an issue.

Rather it's about starting small and building from your current situation.

So you can finally set yourself up for that **hourglass figure**.

And wake up, *full of energy* in your new body, ready to tackle the day.

Knowing you have never looked or felt better in your life!

However, starting small and building from your current situation is just **1 of the 4** mentality tips that are vital for weight loss.

See how you can take advantage of all 4 of the 4 mentality tips [here](#)

Copy Checklist

☒ WIIFM?

Subject Line Must have at least 2 of these

☐ Urgent

☐ Unique

☒ Ultra specific

☐ Useful

☒ Opportunity

☒ Threat

☒ Intrigue

☒ Bold, Italics, Underlining

☒ Spaced out and easy to absorb copy

☒ Does each line flow onto the next?

☒ Show, don't tell

☒ No Poor Man's Intrigue