

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. She wakes up late, goes to work, comes home feeling exhausted, and lazes around with a bit of a walk every so often. 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 be respected by her family and friends. She would find herself more comfortable in her body and around friends. She would gain more attention and affection from her partner. She would also feel comfortable and excited to take fat burner supplements, knowing they'll benefit her.

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 and weighs herself everyday to see the scale fluctuate but gradually increase. 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 knowledge on how she could lose weight in a way that works for her. She feels as if exercise and dieting is the only way to lose weight and she is delaying that until she finds another way.

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? - Searching online about how to lose weight quickly and easily.

Where do I want them to go? - To go to my blog where they can learn more about fat burners and what they actually do and then to opt in to a newsletter to be given the 5 myths of fat burners to ensure she feels far more comfortable purchasing fat burning supplements.

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.

Below are the 4th and 5th email, in an email sequence

4th email

Subject Line: It's time to STOP the strict dieting

Yup you heard me,

Stop the strict dieting and listen closely.

There's a way you could lose the *stubborn fat* without them.

It's like **NOTHING** you've probably heard before,

With no *ridiculous workouts* or *restrictive diets*.

Instead, this [scientifically proven method](#) does all the fat melting hard work **for you**.

So you don't have to go through the pain and agony of miserable workouts and bland diets.

And can instead take advantage of a **proven fat-melting** process,

That *tricks* your body into **burning fat** for energy rather than carbohydrates.

See how you could trick your body into sliming off those *love handles and stubborn fat* [here](#).

5th Email

Subject Line: Scientists have discovered a way to flip your body's fat burning switch on...

Are you tired of **strict diets** and **exhausting exercise** for fat loss?

Because we know It can be *frustrating* when you feel like the scales are mocking your efforts to **lose weight**, constantly reminding you of your *struggles*.

Where **NOTHING** seems to be working so you feel like you'll never get that **slim-lean body** that you just wish you could get.

Then here's your **potential to change**.

No strict diets,

No ridiculous workouts,

And no more self-conscious feelings about your weight.

With a well proven formula that mimics the ability for your body **stop burning carbohydrates** for energy,

To burn fat instead.

This *mimicked* process is known as **Ketosis**.

Sounds too good to be true right?

Well a study carried out on raspberry ketones showed how **raspberry ketone** supplementation prevented abdominal fat after **10 weeks of gain** and also protected against the development of the **fatty liver**.

Don't believe us? See the study for yourself [here](#)

So we're letting **you decide**.

Do you want to have a ***slim-lean body*** that you can show off anywhere with **confidence** and where you can always smile at the person you see in the mirror?

OR

Do you wish to stay the same, **dissatisfied** with how you look, just *wishing* you could slim down easily?

[See how you can take action EASILY and begin losing belly fat effortlessly with just a minute a day!](#)