

# **Copy practice**

**Who am I talking to?-People who want to make healthy and protein recipes to enjoy from home**

**Avatar-Kelly,38 California-Kelly is a fitness trainer from California and her goal is to make healthy protein recipes that have a similar taste to her biggest cravings but fewer calories and more protein which will keep her healthy and will satisfy her cravings of any kind**

**Where are they now?- They are scrolling on their social media probably in between gym sessions actively searching for recipes to make when they go home from the gym or training they do which will be low in calories and high in protein**

**Market awareness level?-They are solution aware (level 3) which means that I will have to call out a known solution and then offer a product as the best form of solution**

**Market sophistication level?-My thought is stage 3 so the market is tired of claims and they want something that works**

**Where do I want them to go?-**

- Scroll on instagram**
- find the ad**
- go to opt-in in-page**
- put their information**
- get the cookbook**

**What are the roadblocks they might be facing?-Lack of good recipes has made them skeptical and their certainty threshold**

**is high, they want proof that these recipes are worth the time because if they don't like them it is basically a waste of their time**

**What is the mechanism?-This cookbook provides customers with various recipes from breakfast to dessert including every step of the making process and gives readers guides on what equipment is best to use and which meal is best for each opportunity, for example, if customers want to make a cake for guests cookbook maybe indicates that cookies are better for that opportunity**

## **The AD**

**"Enjoy Over 500 Protein-Packed Recipes from Home in Under an Hour with this Ultimate Cookbook!"**

**This book will turn any recipe into a fast 90% same-tasting healthier alternative!**

**Magic recipes in this book have shown success for any kind of meal you think of!**

**From breakfast to lunch and even dinner!**

Don't believe me?

(Testimonials)

(Picture 1)

(Picture 2)

(Picture3)

It makes any kind of special occasion healthier and more time gathering!

A birthday coming up?

You can enjoy a healthy chocolate mouth-watering cake with the same taste and **double** the calories which only takes **one hour** to make!

It's that easy and effective and your family members will love it!

And on top of that, they won't even find the difference!

Make everyone around you healthy and happy with this book which you can **get for free!**

**Get my free protein cookbook now!**