

## DIC copy practice

Ella is a 27-year-old woman. She currently works a normal 9-5 job at Starbucks and earns an average salary. She decided to go on her weight loss journey because she wanted to look better and be more confident and has had enough of not fitting into clothes and having to buy larger ones. She has faced weight problems for some time now and tried fixing them but always ended up gaining weight again due to not changing her lifestyle and going on extreme diets which only helped her for a short period of time. Her relationship with food has been up and down always feeling guilty about having cheat meals, problems with binge eating and bad habits.

### Current pain state:

Due to her weight, she doesn't have a lot of energy, hates the way she looks, has a hard time looking in the mirror, is obsessed about her weight and checks the scale very often which just brings her down when she doesn't see any progress. She has a problem with controlling how much she eats and what she eats and binge eating has been one of her main issues making her feel powerless and weak when indulging, eating at night. She even said that it's "hard to stop eating once you start" causing her to have anxiety issues, feeling miserable and feeling like eating has control over her life because she can't control her hunger. Her daily frustrations would be not fitting into clothes or them being too tight on her, making sure she eats the correct food, and working out which is stressful for her and she procrastinates it because of fear, and low confidence because she is very self-conscious about her weight causing her to feel signs of depression. She is currently very angry at herself as she has tried to lose weight before but has either failed due to indulging in bad habits again or not making a lifestyle change and just doing very hard dieting which makes her have a bad relationship with food. When she does try to deal with her weight problems she feels powerful, dedicated, committed, and excited but because these are such strong emotions she feels 10 times worse when she starts indulging in bad habits again causing her to feel guilty and bad about herself. She hates the way she looks so puffy and other people use her as an easy target and attack her weight and think of her as less, lazy, fat, and ugly. This

causes her much pain and she doesn't like to open up to people about her problems or indulge in dating because she thinks she is ugly and has very low self-worth and confidence.

### Dream State

Her ideal version would be confident, having more energy, eating healthy foods, and having clean skin. This would make her feel like she is living again and allow her to look into the mirror and trust herself without feeling deep shame and knowing she is on the right track because she doesn't indulge in her bad habits anymore. She would also be able to fit into her clothes without them looking tight on her and making her feel embarrassed giving her power and new-found confidence. This would make her feel more attractive and more appealing to men and she would no longer be the target of insults. She would be able to show off her figure to her friends and show people who doubted her that she was strong-willed. Her self-esteem would go up a lot as well because she would be able to love her body. She would no longer feel stress or anxiety leading her to pursue her goals and live a happier life. She would also receive more compliments boosting her self-esteem and no longer struggling with food problems and rebuilding her relationship with food into a healthy one.

### Day in the Life of Ella

She would wake up sometimes oversleeping and feeling guilt because she already had partly failed her day. She would then avoid looking into the mirror but when she would she would feel deep shame. She would also check the scale to see if she has been making any progress leading to anxiety and fear or no progress. She would then proceed to eat food and restrict the amount she eats leaving her hungry and frustrated. She would have very low energy levels and decide to lay in bed for some time procrastination her workouts. After a few hours of resting and being lazy causing her to feel bad about herself because of her lack of progress, she would then stress about workouts because she has low confidence and doesn't enjoy working out. After her workouts, she would feel motivated and powerful but her urges to eat would kick in and if she

gave in to the urge she would feel demotivated and frustrated because she indulged in her bad habits. She would then start to overthink the whole process causing unnecessary doubt and leading her to feel stressed. Throughout the day she would be on social media looking at other skinnier women making her feel bad about herself. At work, she would be the target of insults and jokes but would try to brush it off but it really affects her and makes her want to prove people wrong. She would then eat again because she needed some comfort. Then before bed, she would indulge in binge eating right before bed causing her to have bad sleep and wake up feeling bad.

### Practice subject lines

Your free guide to speed up your weight loss journey is waiting

STOP the 3 reasons why you aren't losing weight

How to overcome your bad eating habits

How to boost your energy levels today

Subject line: STOP! The 2 reasons why you aren't losing weight

Losing weight is made up of 2 key components.

If you neglect one of them, then failure is imminent.

And no, it's not exercise.

While that is important, you can exercise all you want and still not make the progress you desire.

If that sounds familiar, you are at the right place at the right time.

Now the first component is your DIET.

Yes, so obvious.

Yet neglected by so many people trying to lose weight.

Not only does it fuel your body for your exercises,

But it also determines how you feel throughout the day,

Impacting both your stomach and your mood,

Which determines how your day will go.

Yet the most common mistake people make is...

#### EXTREME DIETING.

This damaging misconception is not only stopping you from achieving a slim waist and slim thighs,

It also destroys your health.

Now if you want to find out more about how to use dieting to your advantage and the second component to guaranteed weight loss,

Click the link below and play the short 5-minute video where you will discover:

- The morning hack which will speed up your weight loss
- Top 2 foods to avoid that are killing your progress
- Plus how to structure your meals throughout the day

Don't miss out!!!