

Who is the avatar?

A 23 year old man named David who is in community college located in Texas.

What is their current situation and why is it so difficult?

David is upset because he doesn't know what foods to eat to start his weight loss journey.

What is their dream state and why is it so desirable?

David wishes he has a personal chef to cook his meals for him so he could cut out all junk food.

What problems are stopping them from getting them to their dream situation?

He doesn't know what or how to make any healthy meals after working out.

How will this product help bridge the gap between their current situation and dream situation?

This meal prep will be delivered to his doorstep and will have everything he's been wishing for on a plate.

SUBJECT LINE: YOU made a promise to yourself...

At the beginning of 2023, you promised yourself to be consistent with your weight loss journey.

You wanted something different this year.

A NEW YOU, A HEALTHY YOU!

You said you wanted to start eating healthier this year so you can finally build up your dream body.

How are you going to begin?

Canceling out all the junk food, sweets, and drinking alcohol.

If you would've kept your word, you wouldn't be reading this email and agreeing with every word that has been said so far.

Do you really want to save your health this year or are you going to leave it for next year
AGAIN!

If you really want to make a change in your diet.

[It starts RIGHT NOW with you cutting out fast food, binge eating, and drinking](#)