

PAIN

AMPLIFY

SOLUTION

Subject Line: **Is it possible to lose weight without starving?**

How many times have you wanted to make that move?

How many times you were actually like: “Okay, this time, it’s THAT time”

Was it?

If yes, then let me tell you I’m PROUD of you

If not, it’s not that big of a deal

World won’t collapse, glaciers won’t melt, dinosaurs won’t come back...

Before you will see that much-desired six pack you’ve been dreaming about ON YOUR OWN ABDOMEN.

Because you WILL, if you really really want it...

As I said: Lions won’t come from savannah to eat you.

And you don’t have to feel lions’ hunger 24/7 to get rid of your belly.

You NO LONGER do.

All you need is 180 SECONDS (less than your favorite song’s length)

To read this FREE introduction to your FINAL game changer.

Product: Custom Keto Plan

Avatar research

1. Who am I talking to? Who is reading my copy?

Men and women, around 35-50 years old, don't have much time to cook, issues with fantasy needed to cook and try new recipes.

They've been wanting to change their physical state, meaning that the level of awareness is kinda high.

They have tried to track down their food, eating less or even WAY TOO LESS, which led them to losing their initial motivation and becoming tired.

As anybody else in the world, my audience doesn't eat EVERY SINGLE FOOD, which has caused them problems with other hypothetical plans.

2. Where are they now? What are they thinking/feeling? Where are they inside my funnel?

Disclaimer: IDK if I can do this as being this an email, there is no funnel, anyways...

Let's say, the best word to describe how they feel is like a Jet with its engine turned on, yet kept on land by its pilots.

TRAPPED.

Feeling trapped is frustrating, and can often lead to a "disinterest", meaning that everything the reader sees, he immediately thinks: "This won't work for me".

So, a DIFFERENT subject line which makes them feel understood is crucial.

3. What do I want them to do after they read my copy?

I want them to click the link and go into the funnel, which describes how a Keto Plan works.

4. What do they need to feel to go from where they are right now to where I want them to go?

First of all, as already said, they need to feel understood, and so, they need to feel and perceive this as something NEW, something they've never thought about or tried.

Pain / Desire → I'd try to mix in both of them, as

- The reader's current situation causes him pain
- The possible situation will cause him desire, obviously

Thinking about it again, though, this is a PAS; so, I don't think going for the desire would be a better idea, as I can't completely reveal the solution.

What I've thought is: Pain and Relief cycle.

We bring up and amplify the reader's pain with the first 2 phases, to relieve him with a "spoiler" of the solution.