

Winner's Writing Process

(Full WWP walkthrough - [LDC#2](#) - 27:52)

Why should the reader stop what they're doing to read your copy? (why in their best interest?) (What's in it for me?)

Why should they act now instead of later?

Why should they buy my product instead of my competitor's (USP? Your Product? Or Your Mechanism?)

Features and Benefits:

Features:

We crea

Benefits:

You save tons of time a week

You enjoy healthy food that is still delicious

You don't have to worry about meal planning

You don't have to worry about meal preparation

You don't have to go to the market

It's much easier to stay on track b/c you have meals conveniently ready on-hand

It's so easy to enter your macros and portions

The custom meals fit your needs exactly

You can try the meals risk free with the vending fridges

Piece of mind and calm It's very easy to work with us b/c our customer service is local and personalized, just call us or email us.

Easy to hit your goals

Easier to stick to your diet/health goals

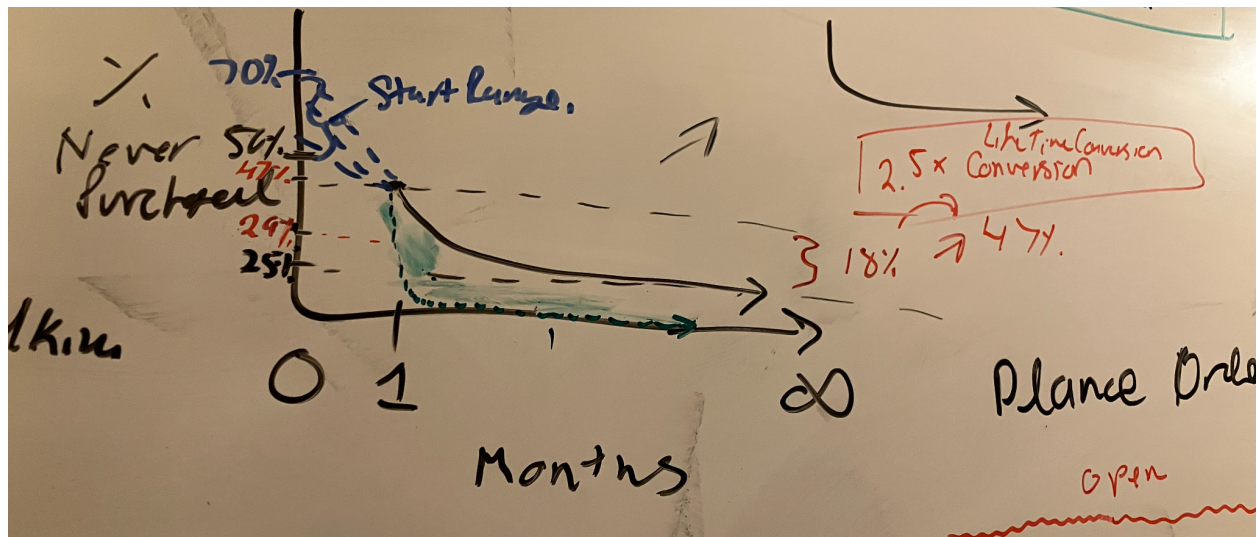
Easier to make good food choices

Business Objective and Importance

Business Type: Meal Prep Delivery

Business Objective: Get New Email Mail List subscribers to buy, so that they are converted and we make money

Goal Visualized:



Funnel: Website → email list sign-up

1. Who are they? ([link to avatar doc](#))

- A suburban Maryland mom of two is determined to make the most of every day, balancing her role as a social media influencer, her passion for fitness, and her family life.
- 32, this Maryland-based CrossFit male athlete

People who have gone to the website, maybe haven't ordered yet, or who have joined the email list but have not purchased yet.

Why did they join: wanted more information or wanted to know when they can next order. Most likely came from SEO or Instagram

2. Where are they now?

- a. State Problem: Our target audience is trapped in an exhausting balancing act between their health and fitness aspirations and the relentless demands of daily life, leaving them stressed, tired, and often falling short of their goals,
“Struggle to stay on track”
“Brain can’t handle everything”

“I”m a terrible cook, and don’t have a lot of free time to do quality food prep.

- i. Roadblocks: Slim on time and energy and discipline to always eat healthy
- ii. Solution/Mechanism: save your time and energy by having someone else cook your meal prep for you. Make it easier to by having the healthy options cooked and ready to go
- iii. Product: Johns Fit Meals, cooks your meal prep for you totally so you have healthy food at the ready

- iv. Current State

- 1. Our target audience is trapped in an exhausting balancing act between their health and fitness aspirations and the relentless demands of daily life, leaving them stressed, tired, and often falling short of their goals. They're desperately seeking a sustainable solution that addresses their nutritional needs and fitness objectives without sacrificing taste or precious time, all while battling the complexities of meal planning, calorie tracking, and the constant pressure to maintain their appearance and performance.

- v. Dream State

- 1. a world where delicious, healthy meals magically appear before them, requiring no thought, planning, or effort on their part, allowing them to effortlessly achieve their fitness goals while impressing everyone around them. In this ideal state, they feel stress-free, happier, and completely at ease, knowing that their nutritional needs are perfectly met without sacrificing taste or time, giving them the freedom to focus on their passions, relationships, and personal growth without the constant worry about food and its impact on their health and appearance.

- vi. Market Awareness

- 1. Solution/Problem aware since they joined OUR email list

- vii. Market Sophistication

- 1. Stage 4, multi-tiered, best claim of the mechanism

- viii. Current Levels?

1. Desire
 - a. Current Desire Level: lv 3, 4/10 they interested, maybe want more info, or maybe are on the verge, some people may even already tried to purchase 10/10 (going to account for them with a new tag)
2. Belief in Idea
 - a. Current Level: Easy idea to grasp, but may be some common faq objections to answer, freshness, quality, etc 5/10
3. Trust in Person
 - a. Current Level: 2/10 if they've only seen the website 3-4/10 if they're from Instagram, shanes primal leadership indicators are good.
- ix. Location in Funnel
 1. Just subscribed to email list via the website, b/c they either wanted more info or tried to place an order and the menu was closed
- x. What are they physically doing?

May be checking their email for us or scrolling ambiently

3. What do I want them to do?

- a. Stop Scrolling or Click Notification
 - b. Decide to Read email
 - c. **Click with intent to order or learn more**
 - d. **Learn What's in it for me' and show them why we're awesome**
-

4. What are all the steps we want them to go through?

- a. Grab Attention
 - i. Initial heading/SL, catches attention and promises benefit
- b. Give reason to read rest of email
- c. Show them why they should do x
 - i. Amplify desire → every email
 - ii. Re-instantiation the problem problem/roadblock
 - iii. Build curiosity around mechanism that will be revealed at next step
 - iv. Crank trust/authority → our story, # of meals served

- v. CTA → use the first order discount or learn more
- vi. Bring down cost and thresholds →
 - 1. Desire and worth it?
 - a. first time discount drops price, emphasize in the cta how easy it is to place order, desire up with images of food, selling the dream state, mention the pain state
 - 2. Idea Belief
 - a. Social proof using avatar images like fit moms and athlete affiliates
 - b. Winning athletes clips
 - c. Winning fit moms
 - d. Tons of professional casual
 - 3. Believe in JFM and Shane
 - a. Show many other people order # orders/ week
 - b. Show shane kicking ass in bjj
 - c. Show shane in the kitchen
 - d. Mention restaurant back story
 - e. Mention shane's fitness background

DRAFT

Our outline → Focus on the Solution Aware for first iteration and use what we got

1. ☒ Welcome email → REUSE part of the meet shane email for this
 - a. showing off the first-time offer
 - b. Rapport build with options to learn more about the owners and the mission
2. ☒ The mechanism: how we achieve your dream state
3. ☒ Build trust via google reviews → REUSE my post purchase review email
4. ☒ Talk about our fridge special mechanism and how concierge it is and simplicity how they can go and try a meal TODAY
5. ☒ Why JFM talk about all the different features and benefits?
6. ☒ Talk about concierge ness of TOTAL CUSTOM MEALS/mechanism of
7. Talk about bulk ordering
8. What sets us apart

BONUS Section

9. Add in answering objections
 10. Down sells with better offers... mayyyybe
 11. testimonials....
-

- ✓ Welcome them to your family. make them feel part of something
- ✓ Let them know that they are with like-minded people
- ✓ Who are you?
- ✓ What do you stand for?
- ✓ Why are you different?
- ✓ What should they expect from you?
- ✓ How often?
- ✓ Build your credibility - awards/testimonials/social proof
- ✓ Get your prospects excited
- ✓ What's in it for them?
- ✓ What should they do next?
- ✓ Let them know that you're available to them if they want to get in touch

Tribablism:

- **What tribes are your customers already part of?**
 - What are their values?
 - How do they want to build their status in that tribe?
 - How can you SHOW them how your product aligns with their tribal affiliation and tribe-specific desires?
- **Why should they join YOUR tribe?**
 - What are you doing that is interesting, remarkable, and important?
 - How can you position the leader and group as strong?
 - What kind of "test phase" can you provide for them? How can you improve the experience?
- **PS-What specific steps can you take increase your earned status in the you're a part of?**



What tribe are they apart of
→ Athlete

-Males

-

Images to Get:

Email 1 - Welcome:

- 1) -Photo of shane weighting food on a scale: Reduce Food Waste Weiging on A Scale
- 2) -image of shane and some team members. Preparing food

Email 2 - The mechanism:

- Photo of target audience enjoying a JFM (TCM Mom & Phil)
- Test and iterate to determine which features and benefits people desire most.

Email 3: Google reviews

- Make review spotlight graphic

Email 4: Vending fridges

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Email 1) Welcome Email

1. **Give First Time Offer** + “What you get” → converts product aware, (Day 0)
 - a. SL: “Welcome to John’s Fit Meals 🥳” - Simple welcome
 - b. Preview Text: “Special Offer Inside”
 - c. Small logo at top
 - d. 2 CTA
 - i. Start my order
 - ii. Refer a friend
 - e. Gif to show off the First time offer deal:
 - i. Urgency “LIMITED TIME OFFER”
 - ii. Big headline
 1. Moving Big “20% OFF”
 2. Get 20% off your first order! +...
 - iii. Sub text: Little more detailed description
 1. “Save \$25 OFF your first four order with code MEAL100!”
 - iv. CTA to Use the code:
 1. “Activate Code”

- v. Bonus USP/Selling point/competition steal/ current pain in the market
 - 1. "NO Subscriptions"
- f. Headline: - bit of tribal "part of the fam" building rapport
 - i. "Welcome to the #MightyFam!"
- g. Photo
 - i. Owner + President,
 - ii. smiling,
 - iii. holding their meals,
 - iv. Short sleeve → show off fit→ leadership
 - v. Green color fresh background
 - vi. Fun disruptive "mightymeals neon lights in background"
- h. Blurb from the owners - "whats in it for them" "paint a nice positive image around MM.
 - i. S1: When and Why they started mighty meals - ensure high quality healthy food was accssible to everyone
 - ii. S2: Our mission - empower people to live healthier, via healthy,high quality, locally sources, chef-prepared meals, delivered to YOU
 - iii. Sign off:
 - 1. We loof forward to serving you!
 - 2. Chef Stefano Marzano & Alex Lebonitte
 - iv. CTA button to read more
 - 1. "Our Story"
 - a. Takes you to the about page
 - i. Mission
 - ii. Story
 - iii. Food Freshness (may be a significant worry or complaint in market
 - iv. Meet the team
 - 1. CEO Stephano
 - v. Giving back charity opportunity
 - vi. Meet the team
 - 1. President Alex
 - vii. Our team
 - 1. Show the rest of all the main team employees
 - viii. Drop affiliate company banners for trust and authority
 - ix. FAQ

EMAIL 2: The mechanism:

Subject Line: "How We Make Healthy Eating Easy?"

Preview Text:

It's as easy as ①, ②, ③

Headline:

How We Make Healthy Eating Easy

- **Body Copy:**

"With John's Fit Meals, healthy eating is as easy as 1-2-3:

1. Choose from our weekly specials or design your own custom meals.
2. Get your meals delivered to your home or gym.
3. Enjoy every bite, knowing you've saved 8+ hours that week and untold effort!"

CTA Button:

"How It Works" (links to detailed process page on the website)

Section 1: Choose from 150+ Options

- **Headline:**

"Choose Meals that Fit Your Lifestyle"

- **Image:**

Rotating GIF showing a variety of meal options, appealing to both Sarah (family-friendly meals) and Mike (performance-focused meals).

- **Body Text:**

"Select from our diverse weekly special menu, or build meals perfectly crafted for your needs—whether you're training for a competition or just need a quick, healthy option for a busy day."

Section 2: Seamless Delivery

- **Headline:**

"Seamless Delivery to Your Doorstep or Gym"

- **Image:**
Photo of neatly packaged meals at the doorstep or gym locker, emphasizing convenience.
 - **Body Text:**
"Enjoy the convenience of having your meals delivered exactly where you need them—at home or the gym. No long-term commitments, no stress—just healthy, delicious meals when you need them."
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Section 3: Savor the Goodness

- **Headline:**
"Savor the Goodness of Every Meal"
- **Image:**
A wholesome, flavorful meal on a plate, highlighting taste and quality.
- **Body Text:**
"Relish in the great taste and nutrition of our ready-to-eat meals. Perfect for your busy schedule, our meals help you stay on track with your health goals while enjoying every bite."

CTA Button:

"Order Now"

Footer Section

- **Sustainability and Social Responsibility:**
"We're committed to sustainability and supporting local businesses. Learn more about how we're making a difference in your community."
 - **Logos of Schools and Organizations:**
Showcase logos of affiliated organizations to build trust and credibility.
 - **CTA Button:**
"Learn More" (links to sustainability information page)
-

Image Ideas

1. **Happy, Fit Woman Eating:**
A smiling, fit woman in her late 20s or early 30s enjoying a meal at home, surrounded by family, showcasing ease and satisfaction (targeting Sarah).

2. **Rotating GIF of Meal Options:**

Highlight different meal types (e.g., family meals, performance meals) to showcase variety and personalization.

3. **Delivery Image:**

Neatly packaged meals either at a doorstep or gym locker to highlight convenience and flexibility.

4. **Wholesome Meal on a Plate:**

A beautifully plated meal to showcase taste and quality, appealing to both family-oriented consumers and fitness enthusiasts.

By combining these elements, the email will resonate with both segments of your target audience, emphasizing convenience, health, and a stress-free lifestyle. If you have specific branding preferences or visual guidelines, let me know, and I can adjust the recommendations accordingly.

Email 3: Google Reviews

Subject Line:

"Real Stories, Real Results—See How JFM Fits Your Life"

Preview Text:

"From athletes to busy families, discover how John's Fit Meals makes healthy eating easy."

Body Copy:

"Our customers' stories speak for themselves! Discover how John's Fit Meals has become a go-to for everyone—from dedicated athletes to busy families. Whether it's fueling up for a big competition or serving a quick and healthy dinner, JFM fits seamlessly into a variety of lifestyles.

With over 225,000 meals enjoyed, see why JFM is a favorite for healthy, simple, delicious meals

CTA: Our google reviews

Email 4: Vending Fridge De Risk

Winner's Writing Process

Business Objective and Importance

Business Type: Meal Prep Delivery

Business Objective: visit a vending fridge TODAY - so that they can try it and know they're like it BEFORE they place a full order so it's derisked.

Funnel: Website → email list → doc sequence

5. Who are they?

- a. A suburban Maryland mom of two is determined to make the most of every day, balancing her role as a social media influencer, her passion for fitness, and her family life.
- b. 32, this Maryland-based CrossFit athlete knows that every minute counts in his quest to qualify for
- c.

People who have gone to the website, maybe haven't ordered yet, or who have joined the email list but have not purchased yet.

Why did they join: wanted more information or wanted to know when they can next order. Most likely came from SEO or Instagram

6. Where are they now?

- a. State Problem: They have received a few emails and may have a pretty high desire to get meals delivered and believe the idea of prepared meals is good, but they aren't sure if they're going to like the meals so they haven't purchased yet. Even after the review.
 - i. Roadblocks: They've probably been burned in the past by a meal prep
 - ii. Solution/Mechanism: visit a place where they can try the food on a small scale before they buy big!
 - iii. Product: Johns Fit Meals, vending fridges conveniently located all around
 - iv. Current State
 - 1. They may be pretty interested in JFM but they've been burned before and don't wanna commit to a full order of food they may not like.
 - v. Dream State
 - 1. They can try the food before they place an order
 - vi. Market Awareness
 - 1. Problem aware, they know that they're on the fence b/c they might not like the taste or quality
 - vii. Market Sophistication
 - 1. 5 → 3 move IT'S TOASTED
 - viii. Current Levels?
 - 1. Desire
 - a. Current Desire Level: lv 3,8/10 they interested, maybe want more info, or maybe are on the verge, some people may even already tried to purchase 10/10 (going to account for them with a new tag)
 - 2. Belief in Idea
 - a. Current Level: Easy idea to grasp, but may be some common faq objections to answer, freshness, quality, etc 8/10
 - 3. Trust in Person
 - a. Current Level: 6/10
 - ix. Location in Funnel
 - 1. They've received a few emails already: Welcome sequence, learned about our mechanism, saw some google reviews,
 - 2.
 - x. What are they physically doing?
 - May be checking their email for us or scrolling ambiently
-

7. What do I want them to do?

- a. Stop Scrolling inbox or Click Notification
 - b. Decide to Read email
 - c. **Click with intent to visit a fridge or learn how to use the fridges**
-

8. What are all the steps we want them to go through?

- a. Grab Attention
 - i. Initial heading/SL, catches attention of wanting to try jfm
- b. Give reason to read rest of email
 - i. Connect with them by intriguing them how they can do this!
- c. Show them why they should go to fridge
 - i. Low risk meals are set value + give discount
 - ii. Make it seem simple and easy and give them the info they need
 - 1. Give them a little first time fridge discount: "Fridge50"
 - 2. Tell them that they DO NOT HAVE TO BE A MEMBER!
 - 3. OPEN 24/7
 - 4. Breakfast items, oats, and full meals
 - iii. CTA → visit a fridge location today! →
 - 1. Desire and worth it?
 - a. first time discount drops price, show how easy with the little video

Subject Line:

"Grab a JFM Meal Near You—No Order Needed!"

"Want to Try JFM Today? Grab One at Our Local Fridges!"

"Taste Test JFM Today—Find Our Meals at Local Vending Fridges!"

Preview Text: JFM EXCLUSIVE

Have a John's fit meal in hand within the next hour*

Try before you buy

Order

Headline:

How to Try JFM without Placing an Order!

[Image or gif involving shane and fridges]

Body:

If you've been thinking about placing your first order, but want to be absolutely sure you'll love the food, we've got just the thing for you...

Introducing Our JFM EXCLUSIVE: VENDING FRIDGES

Now, you can grab a JFM almost instantly! Visit aone of our vending fridge location and use code "Fridge50" to save 50% off your purchase. It's the perfect way to **try JFM virtually risk free.**

- 4 Fridge Local Fridge Locations
- Open 24/7
- NO Gym membership needed to purchase
- Try anything on the menu: Full Meals, Breakfast, Muffins, Overnight Oats!

[Click here to learn how to purchase an item from the fridges]

Our 4 Fridge Locations:

[Insert image of MD map with fridge locations pinned]

+ Give info on each fridge

Email 5: Features and benefits

Subject Line:

"❌ No Subscriptions—Only Fresh, Delicious Meals!"

Preview Text:

"Custom meals with no commitments—delivered to your home, gym, or from a vending fridge near you."

Headline:

"Why Choose John's Fit Meals?"

Image Suggestion:

Athlete sitting there at the dinner table eating and being happy

Body Copy:

Balance your life with the ease and flavor of John's Fit Meals!

Whether you're pushing through a tough workout or juggling family activities, our chef-prepared, athlete approved meals fit seamlessly into your busy schedule—without the hassle of meal prep.

With John's Fit Meals, you get:

- **More time for what matters:** Skip the cooking and cleaning!
- **Variety at your fingertips:** Enjoy the newest weekly specials or design your own custom meal!
- **Stay healthy, stay sustainable:** Eco-friendly, portion-controlled options that fuel your body and support the planet.
- **No commitments:** No subscriptions, no pressure—just great meals when you need them.
- **Meals when and where you need them:** Place and order and have your meals delivered to your home or gym OR directly purchase meals from one of our vending fridge locations!

Thousands of happy customers, from athletes to busy parents, trust John's Fit Meals to make healthy eating effortless. Now it's your turn to discover why we're the perfect fit for your lifestyle.

CTA Button:

"Order Now"

Bonus Visual Section:

Headline:

"Where Health Meets Convenience"

Include an infographic with the following key features:

- Freshly made and delivered right to you
- 5-star Overall Google Reviews Rating
- Freedom from weekly commitments
- Weekly Rotating Specials!
- Design custom meals to fit your goals
- Made with all-natural, high-quality ingredients
- Approved by 20+ affiliate athletes to fuel your life in and out the gym

CTA Button:

"Get Started"

Image Ideas:

1. **Main Image:**
A close-up shot of a plated meal, with vibrant, fresh ingredients and a hand carefully placing the final touch—capturing the quality and care in every dish.
2. **Infographic:**
Icons representing each feature: a delivery truck, a star, a meal plate, a leaf for all-natural ingredients, and a checkmark for dietitian approval.
3. **Sustainability Highlight:**
An image of colorful, fresh produce to emphasize the use of natural and sustainable ingredients.

Email 6: FAQ

Subject Line: Questions? We got Answers!

Preview Text: The Discounts, the Who's, What's, and Why's!

- 1) Where do you deliver?

- a) Currently, we deliver to homes within the central Maryland area, within 30 miles of our kitchen in Halthorpe, MD. ([Check if we deliver to your address here](#)) Our gym fridge [drop-off locations](#) span from Frederick to Baltimore and down to Annapolis. We also have multiple vending fridges across maryland ([learn more here](#))
- 2) Where is the nutritional info?
 - a) All can be seen on each product description and located on our meal containers.
- 3) Do you offer military, or first responder discounts?
 - a) Yes, please use the code "Military" to get 15% off. We go based on the honor system right now, so please have integrity.
- 4) Is there order minimum
 - a) We have a minimum of 20\$ for all order. On average, ordering 2 meals will get you there!
- 5) **Do I have to commit to a meal delivery subscription?**
 - a) No Commitments or traditional Subscriptions are required or offered! We do have a [meal plan credit system](#) where you can buy meal credits in bulk to save money!
- 6) Do you have a rewards, discount, or points program?
 - a) We are working on building a system like this! Start ordering today and stay tuned because all customers will be pro-rated for their loyalty pre-program launch, so get in now!
- 7) How long do your meals last?
 - a) We recommend eating your meals within 7 days of receiving or freezing immediately upon delivery for up to 3 months. For the best taste, we recommend refrigeration rather than freezing.

Still have questions? Contact JFM today!

You can call, email or leave us a message via our website. [Click here](#) for all contact information!

Email 7: Conciergeness of custom meals

Subject Line:

"Create Your Perfect Meal with Custom Portions—No Minimum Order Required"

Preview Text:

"Get exactly the right amount of food with our easy-to-use custom meal builder."

Headline:

"Custom Meals, Perfect Portions—Designed by You, Assembled by Us"

Image Idea:

An engaging visual of your meal-building interface, showing different options for proteins, carbs, and veggies being selected, alongside images of various portion sizes, labeled with macros.

Body Copy:

Experience the ultimate convenience of personalized meals with John's Fit Meals—perfectly portioned to match your goals. Whether you're training for your next competition or balancing a busy family life, our custom meal builder makes it easy to create meals that are just right for you.

- Effortless customization: Our intuitive interface lets you build your meal in just a few clicks. Choose your favorite proteins, carbs, and veggies, and customize your portion sizes to fit your lifestyle and dietary needs.
- Portioned perfectly for you: With portions ranging from light meals to hearty plates, you get exactly the right amount of food to fuel your body—whether you need more calories for intense training or balanced meals for everyday health.
- Maximum flexibility: No minimum number of custom meals means you can create as many or as few meals as you need, ensuring variety and convenience every week. Enjoy total control over your meals with the ease of our chef-prepared service.

At John's Fit Meals, we make healthy eating easy, personalized, and perfectly portioned—so you can focus on your goals, not the prep.

add some JFM Hall of Fame favorite combos

Combo:

- 1) Buffalo Chicken
 - a) 8 oz Buffalo Ground Chicken
 - b) ½ cup white rice
 - c) ½ cup Green Beans
 - d) 47.4 g Protein, 27.5 g Carbs, 18.4 g Fat
 - e)

Ask shane for the rest!

Email 8: Bulk Items

Subject Line:

"Stock Up with Bulk Proteins, Carbs, and Veggies—Customized for You!"

Preview Text:

"Build your meals at home with bulk options or add extra to your JFM order. We've got you covered!"

Headline:

"Bulk Up Your Meals—Your Way, with John's Fit Meals"

Image Idea:

A clean and organized visual of different bulk food items—proteins, carbs, and veggies—neatly portioned by the pound, ready for customers to customize or add to their meals. You could also feature an image of someone preparing their own meal at home, using your bulk items.

Body Copy:

Take control of your meals with John's Fit Meals' bulk options—perfect for adding extra to your order or assembling your own meals at home. Whether you're a meal prep pro or just need more flexibility, our bulk proteins, carbs, and veggies make it easy.

- **Customize your meals:** Choose from a variety of proteins, carbs, and veggies by the pound. Add them to your existing meals for an extra boost or use them to build your meals from scratch at home.
- **Extra flexibility:** If you need something specific, just reach out—we'll make it happen. Whether it's additional options or tailored portions, we're here to help.
- **Convenient and cost-effective:** Bulk ordering makes it easy to stock up on your favorites, giving you the freedom to prep and plan your meals exactly how you want them.

From competitive athletes to busy families, our bulk options are designed to make meal planning simple and stress-free, while keeping you in control of your nutrition.

CTA Button:

"Order Bulk Items Now"

Bonus Image Idea:

Phill herndon spotlight

A split-image showing bulk portions of proteins, carbs, and veggies on one side, and a home-cooked meal using those ingredients on the other. This emphasizes both the ready-to-use convenience and the flexibility to create custom meals.

**BONUS EMAIL: HOW MUCH TIME
COULD YOU SAVE?**

Email 9: Time Savings

Subject Line:

"How much time could you save!"

Preview Text:

From grocery shopping to meal prep, see how much time you could save each week with our ready-to-eat meals.

Headline:

"Unlock More Time for What Matters Most—Here's How John's Fit Meals Can Help"

Body Copy:

Imagine reclaiming hours of your week to spend more time on what truly matters—whether that's crushing your fitness goals, spending quality time with family, or simply enjoying some much-needed downtime. With John's Fit Meals, you can say goodbye to meal planning, grocery shopping, and cooking, and hello to convenience without compromise.

Our chef-prepared, ready-to-eat meals are delivered right to your door, so you can skip the hassle and focus on what's important. See how much time you could save every week with John's Fit Meals in our latest infographic.

From fewer trips to the grocery store to eliminating the need for meal prep and cleanup, we've broken down just how much time you can reclaim when you let us handle the cooking.

CTA Button:

"Discover Your Time Savings"

Infographic Outline

Title:

"How Much Time Can John's Fit Meals Save You Every Week?"

Section 1: Grocery Shopping

- **Statistic:** Average person spends 2-3 hours per week grocery shopping.

- **Visual:** Icon of a grocery cart with a clock beside it.
 - **Text:** "Skip the grocery store and save up to 3 hours each week."
-

Section 2: Meal Planning

- **Statistic:** Average person spends 1-2 hours per week planning meals.
 - **Visual:** Icon of a meal planner or calendar with time marked.
 - **Text:** "No more stressing over what to cook—save up to 2 hours on meal planning."
-

Section 3: Cooking

- **Statistic:** Average meal takes 30-60 minutes to prepare.
 - **Visual:** Icon of a stove with a clock showing time spent cooking.
 - **Text:** "With John's Fit Meals, dinner is ready in minutes—saving you up to 7 hours per week."
-

Section 4: Cleanup

- **Statistic:** Average cleanup after meals takes 15-30 minutes.
 - **Visual:** Icon of dishes or a sink with a timer.
 - **Text:** "No more post-meal mess—save up to 2 hours on cleanup each week."
-

Total Time Saved

- **Headline:** "You Could Be Saving Up to 14 Hours Each Week!"
 - **Visual:** Large clock showing the total time saved.
 - **Text:** "What will you do with all that extra time?"
-

Final CTA:

"Start Saving Time Today—Order Now!"

Need:

Testing & Iterations

General

- ☐ Aim all the email from Shane to Customer POV or at least more of them...
- ☐ Add more “order now”/”try us” cta’s at the end of emails

Email 1 : Welcome

- ☐ Email 1 - Welcome, with and without 20% off first time offer front and center
- ☐ First time offer in subject line → be this will work better for those who opted in for a deal
- ☐ Add another “buy now” or “visit the menu” cta at end of th email after all the “what you get”

Email 2

- ☐ Make the Email 2 focus on convenience/ease vs time savings
- ☐

Email 3:

- ☐ Vary what the main review focuses on.

Future Improvements

- ☐ Range Map on Indoc
- ☐
- ☐ Create links to almost all things like:
 - ☐ sustainability page
 - ☐ Support local community
 - ☐