

Who is your avatar?

Dan, 24, works as an accountant, gets little respect from his family and friends. Co-workers make comments about him being overweight. He is lazy and finds himself sapped of energy everytime he comes home.

What is their dream outcome?

His dream outcome is to lose his body fat and have visible abs with a slim waist. He wants to also put on muscle to have a more muscular build. He would be respected by his family and friends and would find himself more energised each day. He would feel proud and confident.

What pains do they experience in their current state? And how do they feel about it?

He gets mocked consistently at work and hates the way he looks. He struggles to walk up the steps and feels uncomfortable all the time for his current (overweight) size.

What roadblocks do they face?

He wants to lose weight but doesn't know the right plan for him and what would work for him. He's tried out the occasional workout and diet, but it never lasted. He lacks guidance and motivation.

What is the solution? - Should be 1 thing

A way for him to lose weight which works and supports his lifestyle. Something he can perform being at home, at breaks at work, or even at the gym.

Subject Line: Start Your Weight Loss Battle The Right Way

Having the wrong battle plan is like attacking the wrong thing.

Same goes for weight loss.

100 kg body weight and feeling unmotivated, unconfident and hated the way he looked Josh found himself in the position, "It's now or never".

Josh is one of few who knew what the **real** enemy was.

The thoughts of "How could I fight it?" constantly ran through his mind.

Being triple-chinned with his weight seeping from the bottom of his shirt.

He went out to party with his mates at the club. It seemed like everyday without fail he found himself here.

That was the only place that made him feel good about himself.

Drowning himself in alcohol and despair.

He always came back to the mirror in the bathroom, but this time it was different. "Why did I do this?" he would cry to himself looking at his own reflection.

But something had switched..He had enough.

He saw the body he so wanted to change and the muscles he wanted to gain.

"It's time to change," he said.

Drunkenly escaping the abyss of short pleasures, he arrived home.

He lay on the floor, frustrated, frantically searching online for the fat loss hacks.

Only to find himself comparing to the 8 pack, bay batch bodybuilders.

He knew this physique could be achieved, he wanted it fast...

He wanted it now.

A text by his mate from his hometown was enough to light a spark within him.

His mate had lost 15kg of fat and looked lean and toned.

With his hands on his head.

He knew now that even people like himself could achieve a physique of chiselled muscle.

He had to try it for himself.

With eyes eager, he saw the plan set before him.

So he got to work.

With no short pleasures or frustration, just...

Satisfaction.

3 months later...

He was now standing tall, with muscle definition rippling across his body and signs of overflowing confidence.

A man that inspired others to build a body that serves long term satisfaction with a sense of pride.

And it all begins with **knowing your battle plan**.

[Grab Your Battle Plan And Build Your Chiselled Physique!](#)

Overall Strengths: <Comment Here> You got the aspects of pain/desires -but it also hooks the reader in with a story from a guy who was basically in the same situation, gave the same mindset they had and then gave the solution

Overall Weaknesses: <Comment Here> - subject line is ok could be improved

Overall Improvements <Comment Here> - applying some more pain in the first section really getting the avatar worked up about his dream to becoming the most chiselled mf.

In the avatar creation add a section about Day-in-the-life (what is their regular day) and background (what lead them to their current state) - i don't think a man with kids, who is big has time to really go out and get drunk especially for an accountant but the main thing is you got the jist of it where you apply pressure and the pain - then give a dream outcome he wants and providing the avatar with the solution.

Things I could try next <Comment Here> - little more relation to the current avatar about the pains of life at work and e.g. he makes himself feel better by eating junk food, watching netflix and sleep - straight after getting abused at work for consecutive periods of time.

Appreciate the feedback G's!