

Facebook ad for woman's personal training to lose fat. (The FV is grade 5 on Hemingway app)

 Avatar

Who am I writing to?

My avatar Emma

Where are they at right now?

She is struggling with excess weight, which impacts her confidence. Leaving her self-conscious and not feeling comfortable in her own skin. She has tried various approaches in the past but none of them worked.

Where do I want them to go?

I want her to go click the link at the end of the ad, to join the women's 12-week fat loss personal training program to start her weight loss journey and to start feeling confident and comfortable in her own skin.






What steps do I have to take to get them there?

Grab her attention, create curiosity around the personal training program, and talk about her dream state and how the coaching can get her to her dream state.

How **TV personalities** shed 15kg+ in only 6 months...

And no, it's not some off-the-shelf diet book or a generic fitness plan that pockets your money and leaves you looking the same as before.

It's a strategy customized for your success, assessing key factors like:

- Body type 
- Diet history 
- Specific food requirements 
- Fat distribution 
- And hormonal imbalances for targeted fat storage areas. 

And not only will you have a personal meal and fitness plan adjusted to your unique needs.

But you'll also be guided through every step of your way with motivation, support, and personalized attention.

Until you feel confident in any bathing suit at the beach, turning the heads of everyone as they come together to admire your progress.

Click below to **UNLOCK** the secret to becoming slim, strong, and confident in only 6 months.

(link)

