

Squats - <https://vimeo.com/997351996>

Answer the four questions from the winner's writing process.

What kind of people are we talking to?

- Men or Women?
- Approximate Age range?
- Occupation?
- Income level?
- Geographical location?
 - Women 35 - 60 years old. Middle class worker. Has two daughters.
 - She's a busy woman with work, kids, family, and friends.
 - Lives in the USA or Britain.



Her name is Jane and is 40 years old. Loves her family and a nice comfy life. Works during the day and likes to relax in the afternoon and especially at night.

Painful Current State

- What are they afraid of?
 - To waste their time

- I didn't want to spend my time experimenting. I want someone to lay the blueprint out in front of me and I'll implement it.
- **Failing**
 - I pushed losing weight forward. I did that for 10 years. I always said next year is the year I'm gonna get into really good shape.
 - Doubting myself. Feeling afraid that I could even accomplish these goals. To being able to fry for being afraid of failure.
 - I was scared to death to try it but I was at a breaking point. I just had to figure out something.
 - **I've always had excuses.**
 - I was working full time, going to school full time for my masters. I never had time. "once I'm done with my master's, I'll lose weight." Now over a year later, I still haven't lose the pounds.
 - 6 years ago I was ringing the bell after my final chemo treatment and promised myself to stay in shape and be healthy. Then a series of sad events, life, and the pandemic got in the way and gave me even more excuses to take it easy.

- What are they angry about? Who are they angry at?

- **Feeling forced to do something**
 - The trainer got in my face and said "you're gonna do burpees." And I don't do burpees. And I told him, keep yelling in my face and I'm walking out of here, and I did.

- What are their top daily frustrations?

- **Dieting for years without losing weight**
 - I've lost 40 lbs and 26 inches and I've lost 12% body fat. I've been dieting for many years and I've never had such success.
 - I struggled with weight my entire life.
 - Have tried different eating plans but nothing has been so successful as flat belly detox.
 - **I am thrilled to say that today my weight was down 4.6 lbs after only 4 days on the plan. I have struggled unsuccessfully for months to get that much weight off.**
 - I'm down 6.5 kg and I just want to say thank you because I have tried other diets but to no avail.
 - I have lost 30 pounds already in just a few months and I could not be more happy! I have tried everything else before this and nothing worked.
 - **I've tried a few programs that worked okay. 10 pounds here and there but they didn't stay off, didn't seem to be the holistic approach, didn't seem to be everything I needed.**
 - **I tried everything that I possibly could and it failed. The reason why I failed was because all that stuff wasn't sustainable. This is 100% sustainable. I don't feel deprived. I can eat my favorite foods and enjoy life. I have lost 45 pounds and learned so much.**
 - I've tried counting calories, and tons of different things that weren't working. Previous diets just weren't sustainable. And you didn't see results fast enough that you felt like you didn't get anywhere. It felt frustrating and I felt discouraged.
 - **I was really depressed. I didn't know what to do. I didn't know anything.**

I've done a lot of FAD diets. I tried keto, no carbs, I tried a lot of that stuff. But I like the food that I like. And I'm a very picky eater so it was very hard to do that.

- I didn't know what to do. I tried losing weight on my own but nothing was working.
- I've tried other programs and I would never last a month.
- I tried paleo, keto, hcg diet and nothing worked. But this program was amazing. For me to stick with something for 4 months with how insane my life is, is impressive.
- **I've tried every fad diet there is to lose weight. All I did was lose 10 lbs gain 15 over and over. And I got to the highest I've ever been and I was unhappy with where I was.**
- I've tried pills, meds, trainers and nothing was consistent. It was all separate, you either only focus on nutrition or only on workouts. It wasn't a comprehensive change.
- I've done weight-watchers on and off all my life and I'm 52. I had weight loss surgery and I was even stuck after that.
- I've yo-yo'd my whole life. So up and down. Up and down.
- Weighed in at 157 pounds and that was the most I've ever weighed - more than when I was pregnant. I was feeling frustrated, lack of motivation, lack of self-esteem.
- Always struggled with my weight since I had my second child 16 years ago. I've done atkins, diet pills, cleanses, I've done it all.
- **I think I've been dealing with weight issues for 20 years. 4 years ago I had weight loss surgery. I lost quite a bit of weight but over time it crept back on.**
- **For 10 years or so I've struggled with weight. I would try every fad diets out there and I would lose the weight in a month or two and I'd be like "yeah you got this, I think I can do this, dang." Then the weight would come right back. That's because those programs are so restrictive - you can't eat this you can't have that. That doesn't work in real life.**
- I was uncomfortably fat. At my biggest I was 228 lbs and that was after having baby number 5. **I just couldn't lose the weight. I tried so many programs and I would lose it and gain it all back.**
- Compared to other plans I've done [that failed] this is just so simple.
 - **Working out with no results**
 - I sometimes worked out twice a day... running, spinning, Pilates... I just couldn't take the weight off.
 - I've tried personal trainers but it didn't work.
- **Information overload - overwhelmed**
 - You get on the internet and try to figure out a workout routine and nutrition on top of it and you have so much conflicting information. I didn't know where to start. I didn't know how to get the lean, toned body and burn off the fat.
 - In a state where I'm like "omg I don't know what to do".
 - I would research, research and research some more. What I thought I was doing right wouldn't work. I didn't know where to turn. What to believe and what not to believe. I was in major confusion all the time about what to do.
- **Craving unhealthy food**
 - I really crave bread but at the same time I don't want all my hard work going down the drain.

- At night I'll always have an inkling for something sweet like chocolate.
- When it comes to food now and no longer crave unhealthy foods.
- **They can't live their life like they want**
 - I lost 35 pounds without doing a single workout. I finally have my life and body back!
 - This is setting me up for the rest of my life and I love that.
 - I gained 40 pounds and I was not liking it. It was difficult for me to go out. I didn't have the energy to be with my daughter.
 - I was overweight, bloated, achy, my joints hurt, and I just felt like crap all the time.
 - I was getting tired, fatigued, I wasn't feeling good. and wasn't eating good foods for my body.
 - I was tired, eating way too much, not exercising and gaining weight like crazy.
 - I took my wedding dress in for alteration and it did not zip up at all. I was devastated and told that I would have to buy a new larger size or would have to change the back. Then I did this program and I went back to start alteration on the dress. LADIES. IT SIPPED UP. I cried happy tears.
- **Thinks they'll never lose weight**
 - I thought I would never lose weight.
- **Low energy - needs to nap**
 - I still have my nap times but it's not for physical reasons anymore. Now I just wake up without an alarm clock.
 - I have always gotten that awful feeling like I was going to pass out if I didn't take a nap around 2 or 3 pm, no matter my diet or exercise routine at the time.
 - I was exhausted, lethargic, and couch surfing. I didn't have the energy or desire to do any of the stuff I knew I was supposed to be doing.
- **Problem areas**
 - I have lost 24 inches from my shoulders, chest, waist, hips, and thighs.
 - **Thighs**
 - The thighs rubbing together-thing. Girls hate that.
 - I lost inches off my thighs.
 - And inch and a half off my legs.
 - Down 2 inches on each thigh so far.
 -
 - **Waist**
 - I lost like 6 inches of my waist.
 - I lost inches off my waist.
 - Down 2 inches on my waist
 - Down 2 inches on my waist
 -
 - **Arms**
 - My arms have gotten more definition.
 - an inch and a half off my arms.
 - **Hips**
 - I am down 3 inches on my waist.
 - My butt and hips have changed to most
 -
 - **Breast**
 - 4 inches down on my breast.

- **Pain when training**
 - When it comes to training. With my disease, there's a lot of stuff I can't do. I was in pain all the time.
 - **Can't leave the house to train**
 - I wasn't able to run anymore because my daughter didn't wanna go and I couldn't leave her alone; being a single mom.
- **Don't know how to train - never done it.**
 - I never really knew what to do at the gym. So having it planned out for me what I was gonna do every day helped me a lot.
- **Eating too much without realizing.**
 - I didn't realize it at the time, but I was eating way more calories than I was exerting. It didn't seem like I was eating much but I was probably eating 2000 calories per day. I tried cleaning up what I was eating but nothing was working. I wasn't sure if it was hormonal or what.
 - The biggest thing for me was nutrition. I tried working out and I liked it. But I could never get my nutrition on track. I have a very odd, and everyone feels this way and I did too, I have a very odd metabolism. My body wouldn't wanna let the fat go. It took a lot of tweaking and work for me to trust in the process but it did.
 - I got married very young. And started having babies very young and the weight just kind of kept piling on.
- **Hates to cook/ don't want to**
 - I hate cooking and so for me I always struggled with nutrition. I never knew what to do and so being guided on nutrition was helpful. I learned how to eat properly and what to eat.
- **A lot of stress**
 - I struggled a lot with stress.
- **Putting myself second**
 - I struggled with putting myself second.
- **Very busy**
 - My schedule is a little crazy.
 - I work full time. I'm taking my master's degree full time, I have 4 children.
 - I am a nurse, mom, and a wife.
 - I was working full time, going to school full time for my masters.

- What are they embarrassed about?

- **Their weight**
 - I'm not sure how much weight I've lost, I don't have a scale.
 - It takes out a lot of that pressure and stress about your health and fitness. People have a hard time going to get help from people they know because it's embarrassing or intimidating.
 - I didn't know what I weighed before I gained all this weight because I've always had a really negative relationship with the scale. I used to weigh myself several times per day and I was very thin. Thin in an unhealthy kind of way. I was scared to start weighing myself.
 - Living in denial
 - My scale said that, no you're not just overweight, you're obese. And I didn't think of myself that way. I'm almost 6 feet tall so I think I can carry a little bit more weight than most people and hide it better. certainly with clothes and all that nonsense.
- **What they eat**
 - But I was soo addicted to sugar. Like ADDICTED. I was living on, it's so

embarrassing, but I was living on candy and ice cream because it's all I ever craved.

- How does dealing with their problems make them feel about themselves?

- **Mentally taxing**

- I'm struggling, the weight isn't coming off, or you're just having a rough time of it... a lot of the time, it's a marathon, not a sprint.
- I almost gave up several times because I felt like I wasn't making progress.
- Usually by day 2 of a new diet or plan, I already feel defeated and overwhelmed. But not today! I feel really confident and happy on this plan.

- **Doesn't like themselves or their future**

- And I look forward to my future now. I feel like I have my life back.
- This program saved my life. I was in a desperate spiral of binge eating and excessive alcohol to cope with stress and anxiety which led to more binge eating and more alcohol. I didn't realize what I was missing until I found myself again.

- **Feel guilty if they cheat on their diet**

- We had pizza for dinner last night and I didn't feel guilty about it at all. It's okay if you have a bad meal or a bad moment. It's all about how you react to it.
- Choosing to eat the ice cream and yes it's gonna feel great in that moment and yes it's gonna taste good and it gonna give you your sugar high. I get all that. But it's about focusing on how I'm gonna feel after I have that ice cream - it usually upsets my stomach - then I feel bad that I did it. Then I felt guilty that I ate it. And then I'd think "oh now I have to start over."
- When I would have a craving I would play it out in my head. Okay let's say I succumb to this whatever I want to eat, and I eat it. I'll feel great in the moment but after that I feel regret and guilt, my stomach's upset and now I need to nap.

- **They don't believe they can do hard things**

- I'm actually signed up for a couple 5k's this summer. It's really cool that when you're pushed to that limit, realize that you're capable of doing it. You just have to get out of your own way.
- I had a lot of negative self-talk from where I was. I didn't believe that I could do it. I didn't believe that it was possible. I believed that lie that at my age, I can't lose weight.

- **Having low self-esteem**

- I started this about 3 months ago when my self esteem was really low and I wanted to start on a healthier path.
- [talking to her past self] You are worth it. This program is worth it and all you need to do is have a little bit of faith and take that first step. It will save your life like it has done mine.
- My thoughts were very negative. In ways that I would never talk to a friend. In ways that I would never say to anybody else but suddenly it was okay for me to say that to myself.

- **Depressed / Ashamed of their body**

- Everyone has their down-days but I don't go through those long bouts of depression anymore.
- [It's great to feel proud and happy in your own skin] that's so new to me because I've spent my whole life, even as a child, I was constantly criticized for my body even though it was fine. But later on as an adult it's been awful

until now. And I was kind of sad that my mom wasn't still alive to see that it all ultimately worked out. I am finally fit.

- I was looking for something to help me get out of the miserable spot I was in. I was very overweight. Completely out of shape. I was very depressed. I couldn't do any of the things I wanted to do. My husband and I have always been super active - hiking, biking. But I could barely go for a walk. I was really out of shape. I was in a really bad, dark place and I was using food to comfort myself and to sooth what I was feeling inside.

- What do other people in their world think about them as a result of these problems?
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?

- **Feeling in control of their life**

- I'm maintaining my weight wonderfully and I just gained control over my life.
- The fit mother project has given me the education and education that I need not just for a physically healthy lifestyle but a mentally and emotionally healthy lifestyle as well. And I look forward to my future now. I feel like I have my life back.

-

- Who do they want to impress?

- **Her daughter(s)**

- Even as my daughter said, I look better but I'm happier.
- I have 2 teenage daughters. I'm like hey come work out with me a little bit. Just for a little bit even. And they see the kind of example I'm trying to make for them. Because I don't want them to grow up struggling like I have. I wanna be a good example for them. I needed to be a better version of myself so I'm happier and healthier and able to go on all these hikes and trips and things like that with my kids.

- How would they feel about themselves if they were living in their dream state?

- **Being comfortable in their skin**

- I put on my favorite jeans that I couldn't even button anymore. I'm super stoked about being able to fit back in things I love and feel comfortable in my own clothes.
- My old clothes got too big. They didn't fit right.
- My clothes actually fit again.
- I am able to fit into pants that did not fit me two weeks ago.
- I would have NEVER worn these outfits and bathing suits a year ago!
- My clothes fit better and I feel great.
- I'm now wearing size 2 and a few size 0 things that have been hanging in my closet for years.
- I have a bikini figure. Maybe at 70 you're not supposed to wear bikinis but I can here in my own creek if I want to and that's been fun.

- **Found what works for them**

- I now can say that I've found what works for me. And that's an amazing feeling to lift that off your shoulders. I am ever so grateful for that.
- Now I know what works for my body. I know that if I cheat one day then I know how to reverse it back the next day.
- I had no idea I could experience such change with proper nutrition and exercise. [starts crying]
- **Not starving**
 - I wasn't hungry. I always felt like I had plenty of food to eat.
 - Flying to Italy to meet family and still eat bread, pasta, and a little wine and still lose weight. That's incredible.
 - I am really surprised by this plan so far. So far, I have felt completely full and satisfied and have not had one urge to overeat or cheat.
 - I think fasting is a good thing to look into and push yourself to do it. My daughter in law told me that if you get hungry during a fast, eat a pickle. And the hunger goes away.
- **Not feeling guilty or shameful by cheating on her diet**
 - What I love about this program is that he never once made me feel bad for not being perfect. He made me feel so much better about it. His positivity and not being mad at me have kicked my motivation into high gear.

- What do they secretly desire most?

- **Feeling beautiful**
 - My husband giving me compliments.
 - Yesterday at work a coworker stopped dead in his tracks and said "wow, you have lost a lot of weight. You look great!" Makes me feels good. I also have gotten "how much weight do you want to lose? You are going to melt away." Feels so good to hear from everyone when they say "I've gained weight during this virus stay at home order." I'm down 26 lbs.
 - That first month. wow. big changes. My husband noticed.
- **Become a better version of themselves**
 - It's just a whole new me and I'm not done yet.
 - I needed to be a better version of myself so I'm happier and healthier and able to go on all these hikes and trips and things like that with my kids.
 - Finally entering a sustainable place and feel like my old self.
 - 80 pounds down and stronger than I was at 21.
 - I started running. Wow. So proud of myself.
 - I'm down from a size 4 to a 2. More importantly than size is building strength and muscle. I am stronger now. I love it!
 - my kids and grandkids live here and to keep up I just had to do something. And I was tired of being the slow huffer puffer. That everybody waits on me.
 - Learning that it doesn't have to rule and run my life and I can focus on God and walk me through that and knowing that it's hope that my son will talk to me. That I can hold out that hope and that I can still live my life. I still have to take care of myself. I still want to live the life that God has intended for me.
- **Eat like a fat person but be skinny**
 - Someone says, come over, we'll have a meal. And I'm like, okay maybe it's not what I should eat, but I can eat it. And then I know the next day how to get back on track.
 - This diet is something you can do without even thinking about it.
 - I have learned how to eat and not feel deprived.

- even though I haven't been perfect, I've lost the 15lbs

- If they were to describe their dreams and desires to a friend over dinner, what would they say?

- **Losing weight**

- It's been about 10 days and I've lost 14 pounds.
- I started 3 months ago and I'm almost 25 pounds lighter.
- I've lost over 40 pounds and 22 inches.
- I've lost 40 lbs and 26 inches and I've lost 12% body fat.
- I've lost a whopping 12,2 pounds!
- I am thrilled to say that today my weight was down 4.6 lbs after only 4 days on the plan.
- I lost 18 pounds.
 - **Losing weight with little effort**
 - I lost 35 pounds without doing a single workout.
 - **Clothes fitting better**
 - You get into this mode where your clothes are fitting better.
 - **Losing weight without feeling deprived foods you love**
 - The best part was that I never felt deprived. Never in these four months did I feel deprived of anything. We learn how to have the food we enjoy, how to go grab a couple cocktails.
 - You can literally eat your cake and have your results on top of that.
 - **Losing weight and knowing that you can keep it off**
 - If I'm gonna make this work, it has to work for my lifetime. Not just for 16 weeks.

- **Have a lean, toned body**

- get the lean, toned body and burn off the fat.
- I finally have that toned look I always wanted.
- I made the "mistake" of asking for extra ab workout and my waist has gone down and I actually have a visible ab now.
- My weight's more evenly distributed now.

- **Seeing low numbers on the scale**

- And when you step on the scale the next morning and you lost weight, every effort was definitely worth it.

- **Flat belly**

- I have my flattest belly ever,
- I'm still surprised at what just one week can do... my belly definitely became more defined,

- **No health problems**

- I'm getting a clean bill when I go to the doctor and they just say keep doing what you're doing. It's awesome.
- I lost 9 lbs and 11 1/2 inches... I'm sleeping better, my mind is clearer, my skin's clearer, I'm losing weight, I'm losing inches. my face looks less 'puffy' ... and my confidence level shot up. And my energy level is higher than it's ever been before in my life!
- I'm feeling better. My joints don't ache. I am much less puffy.
- Morning brain fog... gone.
- My doctor had given me a diagnosis of being pre-diabetic. I have four

grandkids and I don't want to die a chubby old lady with all kinds of health problems on all kinds of pills. I now take no pills and have no medical diagnosis.

■ **More energy and confidence**

- I gained knowledge, confidence, energy, and the ability to keep the results outside of the program.
- You gain confidence.
- I lost 20 pounds. It feels good. I feel like I can do more. I got more confidence.
- I didn't have the energy to be with my daughter.
- I feel stronger, more confident, but even as my daughter said, I look better but I'm happier.
- I had no energy and a lack of motivation.
- I'm more energetic. I'm sleeping better.
- I have so much more energy, I feel good, and I actually crave healthy food now.
- I have gained sooooo much confidence.
- More energy, more smiles, and just overall happier.
- I'm no longer tired all the time, I'm not over eating on a daily basis, I'm losing weight like crazy.
- I finally have the confidence and motivation to get myself in the best shape of my life.
- have felt at least 5 years younger since about day 3. I have a ton of energy now.
- self confidence is soaring. Ambition and energy - flying.
- [after she lost the weight] it is too addictive to feel this good and to have this much energy.

■ **Happier**

- I was happier.
- Her family is happy and healthy.

■ **Less stress**

- I started handling stress differently. I had less of it.

■ **Feeling healthier**

- I felt so much healthier and stronger... feeling so much better and looking so much better just gave you the motivation to keep going.

●

Values and Beliefs And Roadblocks

- What do they currently believe is true about themselves and the problems they face?

- **They'll lose weight once they have time**
 - There's not gonna be a right time to do it. There's not gonna be a point in your life where you all of a sudden have this extra amount of time to start taking care of yourself. Stop saying some day, start saying today.
- **They believe that you have to be perfect all the time to lose weight**
 - If you're concerned that "oh I don't know if I can be perfect all the time." You don't need to worry about that. This program is designed to get people through the real world.

- **They need a magic thing to lose the weight**
 - I had no idea I could experience such change with proper nutrition and exercise. [starts crying]
- **Believes they can't lose weight and reach their dream body**
 - This girl [pointing at a pic of her after losing 90 pounds] cannot believe she exists.
 - I've lost over 55lbs. I never thought it was possible for me at my age
 - I definitely had the mindset of "I'm 52 now and once you hit 50 it's just over and I'm not going to be able to do anything to change it."

- Who do they blame for their current problems and frustrations?

- **Restrictive fad diets.**
 -

- Have they tried to solve the problem before and failed? Why do they think they failed in the past?

- **Believe carbs are terrible**
 - I've lost 6 kg. Should I continue the same regime or can I add some carbs. My worry is that I will gain the weight back. I don't want all my hard work going down the drain.
- **Never learned a sustainable solution**
 - 10 pounds here and there but they didn't stay off, didn't seem to be the holistic approach, didn't seem to be everything I needed.
 - I tried everything that I possibly could and it failed. The reason why I failed was because all that stuff wasn't sustainable.
 - Previous diets just weren't sustainable. And you didn't see results fast enough that you felt like you didn't get anywhere.
 - It was all separate, you either only focus on nutrition or only on workouts. It wasn't a comprehensive change.
 - No diet's realistic and sustainable.
 - Knowing that I don't have to be in the gym 3 hours per day. Just knowing that walking my neighborhood every day is enough. Knowing that it doesn't have to be this all or nothing situation.
- **Believes it's her hormones**
 - I wasn't sure if it was hormonal or what.
- **Gives up after plateau.**
 - I would make a little progress and hit a plateau and then I would just quit.
- **Weird metabolism.**
 - I have a very odd, and everyone feels this way and I did too, I have a very odd metabolism. My body wouldn't wanna let the fat go. It took a lot of tweaking and work for me to trust in the process but it did.
- **She's too busy**
 - [what kept you from losing the weight] My schedule and trying to fit things in. I felt like I had so much going on that I didn't have time or energy to figure anything out on my own.

- How do they evaluate and decide if a solution is going to work or not?

- **Have helped people like me before.**
 - I thought I gotta do this. He works with us nurses. He works with us females. He understands that everybody's different. And he understands that what I'm

going through is different from what others are going through. And the confidence you had in your program, I thought this is something I had to try. I had to try it for me cause nothing else was working.

- Knowing that other women my age have overcome this.
- **The diet is sustainable, not restrictive**
 - I feel like it's do-able for the rest of my life. Which was an important thing for me. To find something that was so restrictive that I felt that I couldn't go to birthday parties. That I couldn't go out to eat. That I couldn't have a dessert once in a while or a drink if I wanted to. I can do all that and still lose weight with this program.
 - I enjoy my sweets and it's really important to me during Christmas, holidays, and family get-togethers. And to bake, I love to bake. [she refuses to give this up].
 - I feel like this is finally something that I can stick with to make sustainable long-term healthy changes to my habits.
 - I have the skills to maintain this new healthy lifestyle.
- **Talking only to ME**
 - Your ad came up on my facebook and it's like "are you a nurse?"... yeah... "do you wanna lose weight?"... yeah. I was very catered.

- What figures or brands in the space do they respect and why?

- **Humility**
 - Chris and Austion were willing to learn more if they didn't know the answer to my questions.

- What character traits do they value in themselves and others?

- **I'm a skeptic.**
 - I'm a skeptic. I thought this has gotta be a scam, it's too good to be true. I took a leap of faith which is very tough for me.

- What character traits do they despise in themselves and others?

- **Being negative**
 - I've run into a couple obstacles and at first I just didn't wanna be "that girl", like whine and complain about it. But once I reached out to y'all, the supports been amazing.

- What trends in the market are they aware of? What do they think about these trends?

- **they know the fad diets and they know that they don't work.**
 - I knew I wasn't interested in a diet or a temporary quick fix. I wanted a lifestyle change.

Will they buy diagram

Level of desire - 5

Level of certainty in idea - 4

Level of trust in company - 7

What do I want them to do?

- Buy the upsell weight loss maintenance program.

What do they need to think/feel/experience to buy the program?

- They need to feel like buying the front end program was a great idea - I should congratulate her on her decision.
- Present the next problem she'll face on her weight loss journey
- Tease how she'll stay thin and lean for life with this program.
- proof
- future pace to amplify desire
- product reveal
- show each component in the program
- 2 way close
- price reveal
- guarantee
- proof
- recap of what the reader gets
- cta

Show and explain the full funnel

The funnel:

Facebook ads → Sales page for low-ticket weight loss program → Upsell sales page for weight loss maintenance program

Readers thought process:

Facebook ad: They see the facebook ad and they are interested in wanting to know more about the guru and her new weight loss program.

Sales page: They want to lose weight and now see a fast and easy way to get their dream body. They believe the guru and the program and want to buy.

Link to that sales page:

<https://docs.google.com/document/d/1UwX4ngSRLoerZujvVf6gxifupBVCaiJb8PEoKi86gbM/edit?usp=sharing>

Checkout page: They have decided to buy and even if they are on the fence, there are proof and credibility elements on the checkout page to get the reader to buy.

Upsell sales page: They have gained back the weight they've lost on diets before. This program gives them a proven plan for them to keep the weight off for good. Ending years of yo-yo dieting.

Checkout page: They have decided to buy and even if they are on the fence, there are proof and credibility elements on the checkout page to get the reader to buy.

List the reader's roadblocks and the solutions/mechanisms to solve them

Roadblocks - She has never learned how to keep off the weight she loses on diets. So she loses 10 lbs on a diet then she gains back 15 lbs.

That's because the diets she has tried in the past make her stop eating her favorite foods and leave her hungry for several hours each day. It's unsustainable. So she gives up on the diet and goes back to her old eating habits.

How this program solves this:

This is a weight loss program where you maintain the weight you're about to lose weight with the program she just bought.

- This market likes soup. So she gets a bunch of extra soup recipes that makes you feel full and satisfied with fewer calories.
- These soups stop cravings.
- They stop the reader from overeating.
- This maintenance plan gives the user a cheat meal once per week so they don't need to give up on their favorite foods.
- She gets a 12 week meal plan and a cookbook of extra 60 new recipes to keep her from gaining back the weight.
- And she gets bonus cookbooks of healthy snacks and smoothies for any cravings she'll get... a cookbook of extra fast soups for busy days... and a 7-day keto soup diet for when she cheats on her diet over christmas for example.

Include your personal analysis of your copy's weaknesses and how you plan to improve them.

The front end sales page talks about how that program will help the reader lose weight and keep it off for life.

But I say in the upsell sales page that many women gain back the weight after they complete the program they just bought. And that the only way to keep the weight off is to buy the upsell.

I believe this makes it sound like the front end product doesn't deliver what it promised and kills the credibility.

Andrew talked about upsells on a live domination call. I believe I should change the positioning of the upsell to something like this:

"Life is gonna change, challenges will come up, you'll want new recipes. If you want to keep the weight off for life you'll need these extra tools so you can solve those other problems that come along."

But top players also talk about 'buy this upsell and you'll lose weight faster.

I believe I should do both. Am I correct?

Testing Status:

9 views and 0 sales.

Explain how your product's strengths and weaknesses play into the value equation

Dream outcome - These women want to lose weight and keep it off for life. This program will help keep the weight off for life after they've lost it using the front end program.

Perceived likelihood of achievement - The guru is a nutritionist and weight loss expert with 7 years of experience. She has helped over 1,147 people lose weight. I have several testimonials on the page.

Time delay - The reader can lose 15 to 30 pounds in 4 weeks. Depending on how heavy she is when she starts the program. Then she'll start the weight maintenance program and she'll keep that weight off.

Effort and sacrifice - She will cook dinner every day for 30 minutes. And she will meal prep lunches for the week on the weekend. She'll make breakfast every morning. But she will have a cheat meal every week.

Explain where the reader is in terms of awareness, sophistication, their thought process, and where they are inside the funnel

Market awareness level 2: They know that they need to lose weight but they haven't heard of this weight loss program.

Market sophistication level 5: This market is level 5. So I've niched down.

Sales page is below.

Congratulations On Buying The Slim Soup Diet!

Welcome To A Family Of 1,147+ Women Who Are Getting Into The Best Shape Of Their Lives

You just made a fantastic decision!

Welcome to The Slim Soup Diet.

In just a few days, this program will start melting away your unwanted fat so you can feel confident wearing the dresses, jeans, and bathing suits you want to wear.

In just a day or two you're gonna be surprised.

You're going to wake up, look down at the scale and see that you're down a pound or two and you're gonna think to yourself:

"Wow, that's odd. I wasn't even hungry and I didn't give up my favorite foods like I do on normal diets."

Keep going and by the end of your first week on this program, you're gonna step on the scale and see that you're down 3-6 pounds.

In 2 weeks you'll discover that your favorite dress fits better.

Doesn't that sound wonderful?

Now before you head to your email inbox to start this life changing program...

Here's an important message I need to share:

Women Often Gain Back Every Pound They've Lost When They Make This 1 Mistake

I designed The Slim Soup Diet to help you lose weight and get a lean body.

But you can't lose weight forever.

Many women lose weight with the program...

But once they stop, they often *gain it all back*.

We all know how it is, losing and gaining the same 10 pounds over and over again.

That's why one of the most common questions I get is:

"How do you keep the weight off for life?"

So I Designed A Fat Loss Maintenance System With New Meal Plans, Recipes, And Guides So You Keep Off Your Unwanted Fat For Life

When you follow this weight loss maintenance system, you'll keep your belly flat for life...

Without starving yourself, training cardio, or giving up your favorite foods.

Women will look at you and wonder what your secret is.

Because when you follow this system...

You'll eat pasta, rice, or any carb you want without gaining back weight...

You can eat vegetables and fruit...

And you can eat meat, fish, or chicken and still stay toned.

The Women That Follow This System Stay Fit & Lean For Life



"It's been 6 months now and I haven't gained back a single pound thanks to this program. I finally feel comfortable wearing dresses and bathing suits again. It's like I'm in my twenties. Thank you for teaching me how to lose weight and actually keep it off!"

Amy B.



"I've lost fat everywhere on my body and barely recognize myself when I look in the mirror. I didn't think it was possible for me to escape yo-yo diets and feel this confident when I started my weight loss journey. But you've shown me how to get my dream body and how to keep it."

Jennifer A.

Now you're about to burn at least 15 pounds these next 4 weeks...

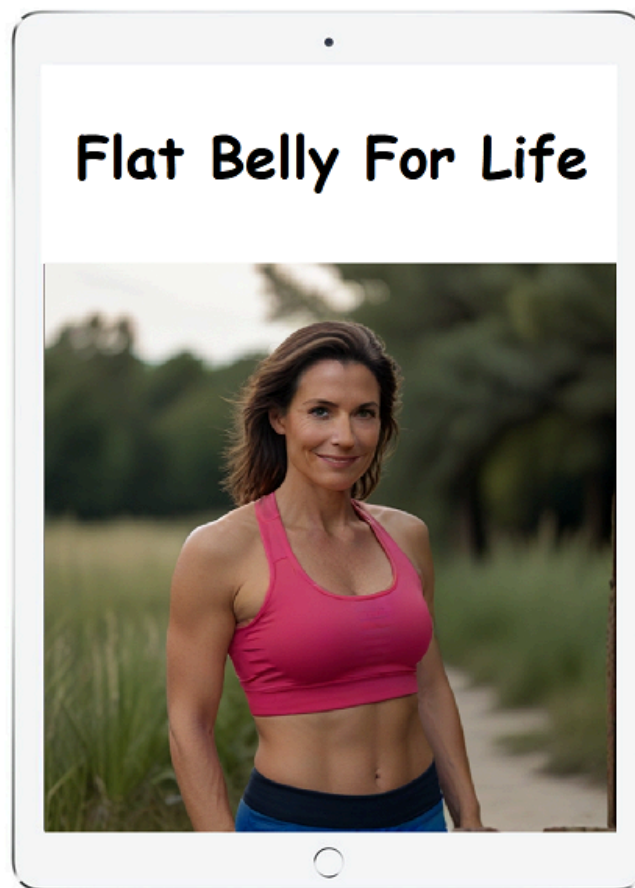
And you'll soon reach your weight loss goal.

But the most important thing at this point is to *keep the weight off...*

So you don't UNDO all your hard work.

That's why I want to give you a chance to upgrade your order.

Introducing: **Flat Belly For Life**



The System That Helps Women Keep Off Their Unwanted Weight For Good Without Starving Or Giving Up Their Favorite Foods

Flat Belly For Life is a system of meal plans, recipes, and guides...

This system stops you from gaining back weight you've lost.

Without starving yourself...

Or giving up foods like ice cream and pasta.

The best part?

This setup keeps you lean for life even if you have a slow metabolism...

And even if you've lost and gained the same 10 pounds over and over again.

“Flat Belly For Life Is The Sustainable Diet I’ve Waited For My Whole Life”



"I can't believe I get to eat tasty food every day and still have a lean body. My husband keeps complimenting me! I never even starve myself or spend more than 30 minutes per day cooking. Flat Belly For Life is incredible."

Nora T. from Canada.



"I've lost 36 pounds and kept them off for 11 months now. Buying Flat Belly For Life is the best decision I've made. If it wasn't for this system, I would still be trying different fad diets that just don't work."

Sara S. from Kentucky.

Just imagine losing 15+ pounds and keeping that weight off for good....

To have a flat belly year after year...

To fit in your old jeans...

And to confidently wear a new bathing suit at the beach every summer.

That's what Flat Belly For Life is about.

Here's what's inside the system:

The Lean-For-Life Eating Plan



A 12-Week Meal Plan Showing You What To Eat So You'll Stay Thin For Good

This is the meal plan you should follow after you've completed The Slim Soup Diet.

This plan shows you what breakfast, lunch, and dinner you'll eat every day to keep the weight off for good.

Without starving yourself...

Or giving up foods like ice cream, pizza, or chocolate.

The best part?

You won't cook for more than 30 minutes per day...

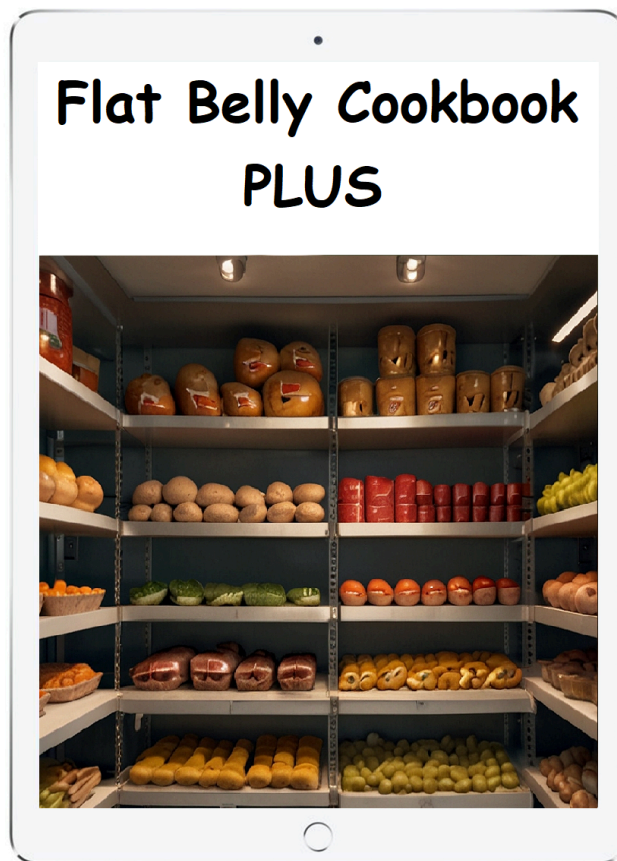
Even if you're a complete beginner in the kitchen.

You'll also get a shopping list for each week on this program.

Making shopping so simple you're in and out of the grocery store in a few minutes.

But what will you eat when you follow the Flat Belly For Life program?

The Flat Belly Cookbook PLUS



Filled With 60 New Recipes That Keeps Your Body Toned And Beautiful

Every recipe in the Flat Belly Cookbook is tasty and quick to make.

The breakfasts and lunches are grab-and-go...

So your job, children, or chores can't stop you from staying thin.

The dinners are perfect to enjoy with your family or while your favorite tv show is on.

Best of all...

The snacks in this cookbook satisfy cravings while keeping you thin.

Now these recipes are simple to make and come with step-by-step instructions.

So you'll spend no more than 30 minutes per day in the kitchen even if you're not a great chef.

You'll Also Get 4 Free Bonuses Starting With...

The 7 Day Keto Soup Diet

The keto diet is the most popular diet in the world, and it's clear to see why...

This diet increases ketone production in your body, which boosts fat burning...

Making you melt pound after pound on autopilot.

Now the problem most have with keto is that it's hard to follow month after month.

But there's no problem following a keto diet for just a week...

Making this 7-day eating plan perfect for when you gain a few pounds over a holiday.

And when you combine keto with the fat-burning benefits of waist-slimming soups,

You'll easily burn 10 lbs in 7 days with this keto soup diet.

10-Minute Soups For Busy Days

Life can get hectic and finding time to cook isn't always easy.

That's why you'll get this cookbook of delicious soup recipes you can whip up in just 10 minutes.

These quick and easy soups are perfect for busy days when you need a nutritious meal without spending hours in the kitchen.

The soups in this cookbook are filled with different ingredients and flavors...

So you'll never feel like you're eating the same food over and over again.

Smoothie Cookbook

Smoothies are packed with vitamins and minerals that heal and energize you...

Plus they're sweet and delicious.

This makes them the perfect breakfast or guilt-free snack.

Which is why I'm throwing in this cookbook of fast, filling and healthy smoothies.

Each smoothie takes less than 5 minutes to make.

And these smoothies give you that sweet and creamy taste without sugar or carbs which most smoothies are loaded with.

So you'll enjoy the same great taste while still keeping your belly flat.

Healthy Snacks Cookbook

The key to staying thin is having a healthy way to satisfy your sweet tooth.

That's why you'll get this cookbook full of low calorie snacks.

But forget boring snacks like rice cakes and celery sticks with dipping...

This book is filled with snacks like chocolate peanut butter ice cream... apple and almond cake... raspberry cookies and much more.

These snacks are healthy and low in calories so you'll satisfy your cravings while staying lean.

Flat Belly For Life Normally Costs \$197

The Flat Belly For Life system shows you how to stay lean year after year.

Without starving yourself...

Without giving up snacks, desserts, or pasta...

And without spending hours in the kitchen every day.

Which is why 1,147+ women praise this system.

And it's why they think \$197 is a fair price.

However...

Since You Joined The Slim Soup Diet...

**You Have The Chance To Get Flat Belly For Life At
Just ~~\$197~~ \$29.95**

We normally don't offer Flat Belly For Life this cheap.

But if you're serious about your health...

And if you want to make sure you don't gain back the pounds you're about to lose...

Then I want to give you the chance to get Flat Belly For Life at just \$29.95.

But if you leave this page, you'll have to pay the full price of \$197 later.

**Flat Belly For Life Is Covered By Our 60 Day
Money-Back Guarantee**

If you for any reason decide that Flat Belly For Life isn't for you...

Just email my team and we'll refund your purchase within 24 hours.

No questions asked.

This is a completely risk-free offer.



Take Your Shot At Lasting Weight Loss

When you add this system to your order, you'll reach our safe payment page.

There you'll type in your name and card number again.

And after we've processed your payment we'll send you Flat Belly For Life.

It takes less than 1 minute to arrive in your email inbox.

Imagine 30 days from now when you're down 15 pounds or more...

And you have this step-by-step plan telling you how to keep your body toned for good...

Without starving yourself...

Without giving up your favorite foods...

And without being stuck in the kitchen all day.

Over 1,147 Women Have Kept Off 15+ Pounds For Months Thanks To Flat Belly For Life



"I've kept off 16 lbs for 9 months now thanks to Flat Belly For Life. I can't believe how much my life has changed. I'm so much happier and confident. I'm living a life I only imagined a couple years ago."

Jennifer A. from Sweden.



"I fit in my old clothes, I'm not afraid to wear new outfits, and I don't need to nap anymore. I never imagined it was possible for me to look this good and feel this confident a year ago."

Anna J. from Germany.

Even if you've regained every pound you've lost on diets before...

Even if you have a slow metabolism...

And even if you're busy with work, family, and chores...

You'll keep off your unwanted weight when you follow Flat Belly For Life.

Without starving yourself...

Or giving up your favorite foods.

It's Time To Choose...

You Can Figure Out How To Stay Lean & Fit On Your Own

But since you've never kept the weight off before...

And since there's so much weight loss advice online that you don't know where to start...

There's a chance you'll gain back the pounds you're about to lose.

So you'll go back to napping in the afternoon...

Back to hiding under loose clothes...

And back to never wearing the bathing suits, skinny jeans, or pretty dresses you want to wear.

Or Buy Flat Belly For Life And Keep Off Your Unwanted Weight For Good...

You'll have a slim waist year after year when you follow Flat Belly For Life.

Even if you've lost and gained the same 10 pounds over and over again...

Even if you have a slow metabolism...

And even if you have a busy life.

That's because you won't starve or give up your favorite foods to stay slim with this system.

You'll spend just 20-30 minutes per day cooking fat burning meals.

These meals are easy to make, taste great, and keep you full.

Right now, you can get Flat Belly For Life at \$29.95.

But if you leave this page, you'll have to pay the full \$197 later.

You've always got our 60 day money-back guarantee, so there's really no risk...

Everything You'll Get With Flat Belly For Life:

- The Lean-For-Life Eating Plan ... (\$47 Value)
- The Flat Belly Cookbook PLUS ... (\$27 Value)
- The 7 Day Keto Soup Diet ... (\$57 Value)
- Shopping List ... (\$19 Value)
- 10-Minute Soups ... (\$49.95 Value)
- Smoothie Cookbook ... (\$34.99 Value)
- Healthy Snacks Cookbook ... (\$34.99 Value)

[have pictures of all components]

Total Value: \$197

Yours Today: \$29.95

**[Click here to buy Flat Belly
For Life now]**

Or click here if you don't want Flat Belly For Life and would rather try to figure out how to keep off your unwanted weight on your own.

I understand I must pay the full \$197 for Flat Belly For Life later if I leave this page.

