



**The Slimming Foodie: 100+ recipes under 600 calories – THE SUNDAY TIMES BESTSELLER Hardcover – 29 April 2021**  
by Pip Payne (Author)  
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**AVAILABLE NOW: The Slimming Foodie in Minutes**

**THE SUNDAY TIMES BESTSELLER**

Based on the award-winning blog, *The Slimming Foodie* is all about delicious, hearty, home-cooked meals that can work for anyone who is on a slimming journey.

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Dispatches from Amazon

**1 - Who am I writing to? Who is my avatar? Women age 40-60 who have put on weight due to slower metabolism**

**2 - Where are they now? What are they thinking and feeling? Where are they inside my funnel? Etc feeling down about their weight used free product in exchange for email (10 free recipes)**

**3 - What actions do I want them to take at the end of my copy? Where do I want them to go? I want them to click to go to the landing page for the product**

**4 - What must they experience inside of my copy to go from where they are now to taking the action I want them to take? What are the steps that I need to guide them through to take them from where they are now to where I want them to go? I need to build credibility create fomo in their mind and major curiosity push pain and desires and amplify their dream state**

**Problem, Roadblock, Solution**

**Problem; they can't lose weight, which makes them feel like it's impossible and they are not rewarded for their effort**

**Roadblock; 1 not dedicated enough 2 lack of information about the correct foods to eat while losing weight so therefore eating wrong causing them to not see results**

**Solution; find the correct info and work harder**

**Product:comes in to supply the foods to eat**

**Awareness:not sure of the problem**

**Sophistication:tried a few times failed due to lack of info  
wrong info etc**

**Who exactly are we talking to?**

- Men or Women?woman
- Approximate Age range? 45-60
- Occupation? Office job writing job any sit down job without physical activity
- Income level?40-60k\$
- Geographical location?

**Painful Current State**

- What are they afraid of? The scale number going up and not down also getting on the scale after working so hard and not seeing results other people looking at them and thinking there fat,ugly etc

**People staring and judging them**

- What are they angry about? Who are they angry at?theirsself and their weight and how they have tried google and it doesn't work the foods vile and plain and boring and expensive

- What are their top daily frustrations? Their weight realizing how unfit they are their weight not being fitter and their work going in and not seeing progress on the scales or in the mirror

**- What are they embarrassed about? their weight/looks lack of self esteem and confidence**

**- How does dealing with their problems make them feel about themselves? Disgusted with themselves low confidence dark place can evolve to mental health problems**

**- What do other people in their world think about them as a result of these Problems? Losers full of excuses**

**- If they were to describe their problems and frustrations to a friend over dinner,**

**What would they say? Im fat im trying to lose but i just can't lose weight its like im unlucky the scale doesn't move even tho im training hard**

**Desirable Dream State**

**- If they could wave a magic wand at their life and change it immediately into in shape with their mental and life just in shape whatever they want, what would it look like and feel like? Look attractive and in shape and feel powerful and unstoppable+healthy**

**- Who do they want to impress? Their friends family+herself want to be looked at as a fit inshape person**

**- How would they feel about themselves if they were living in their dream state? They would feel amazing due to the health increase quality of life is improved more confidence and self esteem and social skills boosted**

**- What do they secretly desire most? Not being overweight and being ripped to death feeling strong+powerful**

**- If they were to describe their dreams and desires to a friend over dinner, what i would like to be powerful strong shredded and respected  
would they say?**

## **Values and Beliefs**

**- What do they currently believe is true about themselves and the problems?that their misfortunenate , food is comfort they just can't stop eating or dont have motivation and that if they try it just doesn't work their metabolism is to slow its “just who they are “ or it doesn't matter what they look like or what they weigh**

**- Who do they blame for their current problems and frustrations?their info suppliers eg google any social media influencer etc**

**- Have they tried to solve the problem before and failed? Yes Why do they think they failed in the past? Yes because they had no reason or urgency and they didn't really want to put the work in to lose it**

**- How do they evaluate and decide if a solution is going to work or not? If others have done it and if it's “easy”**

**- What figures or brands in the space do they respect and why?anyone in shape who has changed from fat to healthy took the leap of courage**

**- What character traits do they value in themselves and others?  
Determination courage  
What kind of people are we talking to? People who lack discipline  
courage+information**

- What character traits do they despise in themselves and others?when they get bored they eat eating is comfort

Avatar background

Ami 47

Used to be fit and active+healthy in their younger years like 20s always worked never been more than average.packed on some weight as there metabolism is slowing tried going gym light hearted eating healthier running etc cant seem to shed the weight worries about what people view her as

Self analysis:

Blue disrupt

Green intrigue

Magenta click

# DONT READ THIS SCROLL

# DO NOT READ THIS COPY

Subject line:

Why you're not losing weight

Do you want to see that nerve-racking scale's number decline? Well, there's a reason why the scale number isn't going down despite you working hard in the gym.

It's not your workout routine. It's also not that you aren't working hard enough in the gym.

The culprit is your diet. So how can I shift my diet to lose weight? You may ask.

Well, the first step in shifting your diet is simply to ration sugar.

How does sugar affect your weight? Sugar acts as an empty calorie, meaning it has no nutritional value. This allows your belly to continue to hold on to your stomach fat, meaning you won't shred your fat therefore not losing weight.

Well, how can I reduce my sugar intake while fulfilling my sweet tooth? In The Slimming Foodie, there are over 100 recipes that are healthy, low in

calories, and low in sugar while satisfying your taste buds without sacrificing your weight.

Why choose The Slimming Foodie? We are supporting thousands of people on their weight loss journey just like. tori 47

“Everything I've made so far has been delicious and you wouldn't know that it's healthy or that each recipe is under 600 calories allowing me to lose 1kg at the end of every week!”

It's now time to take your first step in lowering that scale's number

For the next 20 customers we are doing a 20 percent off deal for the next 48 hours don't miss out!

[Click here to Acquire your slimming foodie](#)

# NEW COPY READ THIS NOT THE ONE ABOVE

Blue disrupt

Green intrigue

Magenta click

Subject line: how you can start losing weight within the next week

Are you frustrated with the scale? I understand. But let's discuss why you can't lose weight despite the rough, sweaty, exhausting hours in the gym. It's your diet.

You may have tried many "meal plans" in the past. Every meal plan I have ever seen is always packed full of sugar or ingredients which resist fat to be shredded.

Do you think a woman who looks in the mirror at themselves and is proud of their stomach consumes unhealthy amounts of sugar a day? The simple answer is no.

How do I cut out sugar without eating the same just plain, boring meals every day? You may ask.

Well in the Slimming Foodie, we supply over 100 cheap, healthy and tasty meals with all of them being low in sugar.

But what if the meals aren't for me? Firstly the diverse range of 100+ meals there is a guarantee to be at least 25 meals just for you. Secondly, the meals are proven to work.

Let Ami 47 inspire you. She has lost 1kg every week since eating meals from the Slimming Foodie while satisfying her tastebuds.



thousands of women use the Slimming Foodie to lower their scales and so can you.

So it's up to you now you can continue putting hours into the gym with no results.

Or you can endeavour on your journey to achieve 1kg lost every week like Ami and many more.

[Click here to continue your journey](#)

**Self-analysis: I think it's quite long and the tone may be quite demotivating could vague statements**