

Product overview:

Healthy takeaway style meal prep that is made by Michelin chefs with healthy ingredients and cooking styles. Low calorie and protein with tracked calories and protein on the box/website. Customers visit websites and set up a meal subscription to get a certain amount of meals every week which they get to choose from a menu that updates with new, exciting meals.

4 Questions:**Who- Avatar-**

- 25 to 50 years old, mainly women, employed or house wife, lives in the UK, income 30 to 80k so can afford to spend money on luxuries like this
- Their painful current state is that they struggle with eating habits which leads to them gaining fat, however whenever they try a diet of traditional “weight loss foods” they can’t sustain this as it takes huge willpower to eat bland salads every day, this leads to them gaining the weight back that they lost, or they want to stay fit and healthy but struggle and find it hard to stick to diets that fuel their performance as food is a comfort and should be loved and enjoyed
- They are embarrassed about how others will perceive them if they are fat and unfit
- They have tried so many different methods and tricks however nothing works as they can not stick to a diet for a prolonged period of time
- However even though deep down they know that if they eat in a deficit they will lose weight they blame outside forces and go back to eating as a comfort
- They dream to be admired by others because of how fit, healthy and thin they are while eating the delicious, fulfilling meals they love
- They have tried multiple things before to achieve this however blame other and expect some mystical trick or hack to come and solve it for them so they can lose weight easily, which our product does to a degree
- They are very sophisticated as it is the weight loss/ fitness market and so understand the calories in and calories out however this is a hard pill to swallow and they struggle to stay in a deficit. They will have read books, tried diets etc on staying healthy and losing weight but always come crawling back to their comfort foods and so think it is impossible
- They are aware of brands like hello fresh etc. however a solution like this is quite new to them and so they need some education on why it can work

Where are they now? - funnel

- They visited the website after going through the link in instagram bio, went to the website, received a 30% off pop up and entered their email, either bought products or not, this is going to be one of the emails in the welcome sequence.

Where do we want them to go?-

- Want them to click the CTA at the bottom of the page where they will visit the website and start a weekly meal subscription.

Steps to get them there?-

- Have to create huge pain and piss on their current state that it is almost impossible to diet on traditional weight loss meals of salads and bland chicken which will lead them to go back to bad habits, or the fact that they can create delicious healthy food but it is extremely difficult and time consuming for the average person.
- Position the product as the shining light that will allow them to stay healthy while eating the foods they love so that they can lose weight or even just stay fit while not feeling guilty after meals and having a huge confidence boost.
- Demolish the objection and shift the beliefs that this will work for them and is different to all of the solutions they have tried in the past with case studies, evidence, justified reasoning and metaphors

Copy's Weaknesses and how to improve on these weaknesses:

- This copy is the client's story condensed and on a call with them they explained they didn't want it to be a pity thing of "my dad died so buy my products, so would rather like this email to be something to educate new people to the brands why and also to help build trust
 - Therefore the CTA is weak however we can not edit this too far as the client does not want it to be too salesy
 - I really like the idea of the subject line and have been through iterations however can't seem to create one that flows the way I would like it to
 - Due to the main goal of this story to be to educate and instill beliefs I think and have tried to create it seem really genuine and him very passionate so they believe he is genuine and it works however I rarely write these types of emails and so would like an outside perspective
 - I also think starting more at the height of drama would be very beneficial however have not been able to think of an effective way to do this (the drama being his dad passing)
 - Lastly the last "transformation" photo will be improved as its not much of a transformation so just imagine most incredible transformation you have ever seen
- **Copy has not been tested**
 - **Awareness and sophistication in "who" section**

Current/dream state, roadblocks, solution, product, thinking, where emotionally and physically

1. Currently the readers are either: overweight and looking to lose weight, and or want to stay fit but struggle with eating healthy foods. They feel not confident in their skin and embarrassed how others perceive them. More info in the "who" section.
2. The dream state for the reader is being fit, lean and healthy while eating delicious foods while not spending all evening cooking, preparing and tidying up etc. More info in the "who" section

3. The roadblocks for the reader are that they cannot keep to a healthy diet of traditional weight loss foods like bland salads and white rice/bland chicken which stops them from sticking to a healthy diet so they can lose weight or stay fit
4. The solution to this is cooking and calorie/protein tracking foods and making them full and delicious with healthy ingredients however this is very challenging
5. The product is getting michelin chefs to cook delicious, healthy and calorie tracked meals with high protein and get them shipped to your door to heat up and eat in minutes, the meals are as low as £4.48 a meal and are healthy takes on favourite foods like beef singapore noodles, chicken tikka masala, buffalo chicken pasta and even meat feast pizza
6. They are thinking that they have got an email from that food brand they recently visited and were interested in and are shocked and have a huge spike of curiosity from the subject line
7. Emotionally they are insecure about their unfit body and physically they range from overweight to stubborn belly fat to quite fit but struggles with diet

100 Push Ups:

<https://vimeo.com/898319046>

Copy: HSO Story Email

##Subject##

From losing my father to becoming a founder and CEO!

##Body##

In 2004 I moved to the UK so I could help pay my dad's medical bills

Unfortunately due to my dad's unhealthy eating and drinking habits he passed away



Food was his source of comfort in all the chaos that goes on in our lives

However I continue to work my way up in the takeaway industry many years after

But with what happened to my dad I had always wanted to branch out and start serving people with healthy food

So that I can try help people to change their habits and improve their lives

The only problem **healthy food doesn't taste good**



I believe I could solve this issue by recreating our Nation's favourite foods with healthier cooking methods and ingredients

All whilst keeping the food tasting delicious

Fast forward to 2020 and the coronavirus pandemic had just began

I started cooking and delivering meals for our hard-working NHS staff to say thank you for all of their hard work



Bishop Auckland Hospital. Vikram said, 'I'm a big supporter of our NHS and just wanted to do something to help - so thought a lovely meal would help boost staff morale.'

Thank you so very much - please contact [CDDFTCharity](#) if you or your organisation can offer support across any of our 8 hospitals and 150 community locations in County Durham & Darlington



They shared them to their social media and messages started flooding in from people wanting to purchase our meals

It was at this moment YourFakeAway turned from a dream into a reality

The date is now 2023 and we're sending thousands of meals out every week all over the UK



We have helped thousands of people in that time lose weight, gain muscle and achieve their fitness goals all whilst enjoying seriously delicious food for every meal!



Our food is deliciously crafted by Michelin chefs, with whole, healthy ingredients and inspired by your favourite takeaway style comfort foods

I know my dad would look down and be proud of how far we've come and how many people we have helped.

but the truth is our story has just begun.

This is YourFakeAway.

[Click here to visit our website](#)