

Who am I talking to?

Girls who are in their 20s to 50s and they want to lose weight.

Where is the avatar right now?

He's scrolling through google maps.

What step do they need to go from where they are now, to get them to take the action?

I must get their attention by stating something they really really need or care about and want to get rid of. Then I need to amplify that curiosity to make them keep reading

What is the FV?

The first part of the sales page

FIRST DRAFT

Talk to the weight loss doctor

Lose up to 35 LBS IN 30 DAYS
with our sustainable SCIENTIFICALLY PROVEN method

- ✓ Doctor Supervised
- ✓ Fully Customized
- ✓ Eat Your Favorite Food

Request An Appointment NOW!

before and after
testimonials

LET'S LOSE THE WEIGHT AND KEEP IT OFF!

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