

QUALIFICATION FOR REVIEW click outline left

Attention Smart shoppers!

Discover the 75 "healthy foods" in 99% of people's shopping carts that only a **crackhead** would eat...

PLUS, the 15 foods *you should never touch*.

In just 10 minutes (tease more)

- Why Popular Tomato Sauces like Rao's Spell Trouble for Your Health! Learn What to Look for in Tomato Sauces."(To protect your family and you)
- Plant-based foods are nutritious & healthy, right? WRONG! Why these vegan foods are actually counterintuitive to improving health, PLUS what you need to do instead.
- WARNING! *Don't drink* another coffee until you learn where to get mold-free, organic, and plastic-free coffee.
- Why Organic Foods Could Be a Health Hazard...Harming you and your family. (if not appropriately packaged)

The Problem in today's world?

In the grocery aisles, many Americans unknowingly load up ingredients that lead to significant health issues...

Then, they take a big red pill to fix their issues, only to find they have more.

But who can blame them?

With conflicting info, confusing labels, and shady companies, prioritizing health becomes frustrating.

Trusted "health" brands complicate matters by selling products they know are not truly good for you to cut costs and make a profit, adding to the confusion.

As you sift through seas of misinformation, navigating health becomes a genuine challenge(a chore), especially with a tight schedule...

Having you take one step forward, only to take three steps back in a single night...

It feels like being caught in a whirlwind, trying to make sense of elusive labels and fishy practices that blur the lines between healthy and unhealthy.

Qualification for review

2- Who am I talking to?

25-45 age range, primarily females. Client is going for a more general for everyone approach so my copy is neutral, he wants a neutral approach.

Where are they now?

Fears: Making the wrong choices and harming their health: Selecting unhealthy products negates their well-being efforts and fuels anxiety.

Missing out on the benefits of a holistic lifestyle: Feeling left behind others who seem to navigate healthy choices effortlessly.

Self-perception: Uncertain about their ability to navigate the grocery aisles and make informed choices. Feeling overwhelmed and frustrated by the complexity of healthy eating.

Desirable Dream State:

Vision: Feeling confident and empowered about their grocery choices, knowing they are

nourishing their body with the best possible options.

Impressions: Making a positive impact on their health and environment, setting an example for others interested in holistic living.

Desires:

Simplicity and clarity: Access to readily available, reliable information to make informed and confident choices.

Time-saving solutions: Convenience and streamlined routines that fit into busy schedules without sacrificing health.

Community and support: Connecting with others who share their values and challenges, finding encouragement and inspiration.

Confidence in their choices: Knowing they are choosing the best options for their health, the environment, and their values.

Values and Beliefs:

4 Questions

Where do I want to take them?

I want them to be able to confidently shop for whatever item they desire from breakfast to dessert, even snacks. Using the guide because my clients guide has everything they need

What steps need to be put in place?

1. Call out your audience
2. Demand their attention with a big promising headline
3. Create irresistible intrigue
4. Identify the problem
5. Provide solutions
6. Show credentials
7. Details the benefits
8. Social proof
9. Make your godfather offer
10. Add bonuses
11. Stack the value
12. Reveal your price
13. Injects scarcity
14. Give a powerful guarantee
15. Call to action
16. Warning
17. Close with a reminder

These are my steps I'm at number 4 currently(SL is in progress),

3- Information overload and conflicting research:
Navigating the constant influx of new diets,

trends, and contradictory studies can be overwhelming and confusing.

Greenwashing and misleading marketing:
Difficulty trusting food labels and discerning genuine healthy options from clever marketing tactics.

Lack of time for research and planning: Busy schedules leave little room for researching brands, comparing products, and planning healthy meals.

Limited access to healthy choices: Inconvenience of finding healthy options in local grocery stores, especially in areas with limited access to fresh produce and specialty stores.

Social pressure and conflicting advice: Friends, family, and online influencers can offer conflicting advice, making it difficult to maintain consistent choices.

mechanism to solve problem(solution) Client solution

Discover the best and worst brands for every grocery product you'll buy - ranked from greatest to garbage.

G.O.A.T. level research: I've been in all the stores, studying and comparing brands and their ingredients. I've done the work, you no longer have to.

Sustainability: I found the healthiest brands that prioritize sourcing, taste, and food free of chemicals and pesticides, so you can nourish you and your family.

Insights on what to look out for, and the tricky language brands use to deceive us. You will understand the why behind your choices.

Convenience at your fingertips - no need to look up videos from influencers or print out bulky lists - it's all here in 1 digital document.

Bonuses:

Bonus 1: My label reading method

Bonus 2: Four ingredients to always avoid

Bonus 3: My water guide to make sure you're using the right filter

Improvements: For where I am at right now I can get deeper into their pains they are feeling within the problems using better sensory language like visual, kinesthetic, and some gustatory maybe because it's food. I need to make them feel understood more, I also need to dive into my clients story like a brand to show the audience how he relates to them, which I am going to touch on more in the show credentials section. And (shift brand story/values/unique)

Other than that I'm ready to get my copy scrutinized so I can improve.(shift brand story/values/unique)

- Vimeo: