

Research Mission

Promises of the text

- Not doomed, can have alluring body of your dreams
- No need for starving, not giving up on favorite food
- Not your fault, experts are lying

Questions and answers of the text

What causes fat? Carbs

Why? Carbs create insulin, which stores fat in your body

What to do? Keto diet

What does it do? The liver produces Ketones that the body uses for energy

How effective? 3 times more weight loss, than high-carb, low-fat diet

How convenient? Very, just do keto and you lose fat automatically without even working out

What does the program do? Providing you with a custom Keto plan, based on your preference and easy to follow recipes

Risk of the program? None, very cheap plus guarantee

Avatar

- Avatar: Emily, 25 years old and chubby face
- Story: Been overweight since she can think of and enjoys greasy food too much to let it go
- Typical day: Going to work, return, watching tv and eating junk food

What kind of people are we talking to?

- Women
- 20-40
- Standard 9-5
- Average income
- Western nations

Painful Current State

- She is afraid that she will never look good and how she desires to.
- She is angry that she failed every diet and they don't seem to work anyways.
- Her top daily frustration is that she can't look into the mirror without shame.
- She is embarrassed about going to public spaces.
- Dealing with her problem let's her feel helpless since nothing worked and she is on her own
- Other people think about her, that she is lazy and without discipline
- That she already tried everything and doesn't know what to do

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Desirable Dream State

- She would look skinny, maybe even sporty and feel great about herself
- She wants to impress everyone that looks at her, especially the people that didn't believe in her
- She would feel healthy and confident
- She desires being complimented about her body
- Being skinny and flexible, not being exhausted by simple physical activity

Values and Beliefs

- Her genetics are not good and she can't lose weight
- She blames her body and bad luck for it
- She has failed in the past because her body just isn't doing what she wants and maybe the experts were wrong
- If there are many testimonials and recommendations, the solution is probably going to work
- She respects people that have made the change and became skinny, since they are disciplined and now look good
- She values about her and others, that they continue to look for a solution, even if they fail
- The lack of discipline sometimes
- Diets are very trendy, but since she failed them many times, she thinks they are a scam