

**Push-Ups Link -** <https://rumble.com/v41rd6b-push-ups.html>

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**Copy has been written from a copy in the Swiped file –**  
<https://swiped.co/file/swimsuit-ad-garyhalbert/>

## **Who am I talking to:**

People who are overweight, and want to lose fat without doing exercise, sticking to a routine, and medication. People who want to lose fat extremely fast for a low price.

## **Target Market:**

Age 40+

women

**Occupation** – Workers and normal people who work normal jobs that don't have high incomes.

**Income level?** – Upper-middle class

**Location** – USA

## **Painful Current State**

- Being very fat
- Not having too much money to get a coach
- Getting sick
- Can't eat healthy
- Wishing to have a body like their favorite celebrity.

## **What are they afraid of?**

- Getting a lot of diseases
- Not dying from being fat
- Not living the life of a good shape guy

## **What are they embarrassed about?**

- Being bullied everywhere, especially on social media
- Being so fat that even can't move their body easily
- Not doing what it requires to become thin
- Not looking good in photos

## **Who am I writing to?**

People who want to lose fat and adults. People who hate exercise, medication, and stop eating what they love to eat. People who don't have money to spend on a course or program.

## **Where are they now?**

Now they are embarrassed about their situation and their body condition. They are worried about not getting caught in a disease that ends in their death. They get inspired by their favorite celebrities, and every time they see her on social media they wish to have a body like them.

## **What actions do I want them to take at the end of my copy?**

I want them to know that if they are old they still can lose weight. I want them to get inspired by Deborah the celebrity in my copy. I want them to take action because the book I want them to take is FREE.

## **What they are going to experience inside of my copy to make them take action?**

They're going to experience that they still have hope even if they don't have money or motivation to start. They're going to feel motivated by reading Deborah's story. They're going to decide to take action and get the Free book. They're going to hear about a new way of losing fat.

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### **Subject: Celebrities' Secret to Staying Fit**

Hey <<Name>>,

As you transition from youth,

Concerns about weight gain and the looming fear of diseases, including CANCER, start to surface.

So, what's the remedy?

Well, the lady you see in the picture is Deborah a 57-year-old swimsuit model, a mom of two (ages 37 and 36), and a grandma of 6 (ages 2 to 11).

How does she stay thin?

Well, she's a MODEL, and she's always mindful of staying in shape.

Deborah observed that aging often brings unwanted weight, prompting her to share her proven fat-loss strategies to tackle a global issue.

By the way....

She is giving it for \$0 cost and none of us are trying to bombard you with paid product emails.

So, get your FREE book [here](#) to build a body like Deborah's,

Or dismiss this email; let the specter of cancer linger in your life.



## Copy DIC for a Facebook ad

Feeling frustrated about being overweight can hinder you from living a life of freedom. Today, we'll alleviate your worries and present you with a framework that doesn't require:

- ✗ Killer Workouts
- ✗ Sticking to a Diet
- ✗ Getting ineffective medication

Discover easy and proven solutions in a book endorsed by celebrities like Deborah, designed for losing fat and maintaining shape even at 57 years old.

It all begins with HURRY UP.

This book is FREE until supplies last.

Now, the choice is yours to [Tap here](#) to pursue your dreams or scroll up and give up. Remember, the decision is in your hands.