

1. Who is your avatar? (the person you are trying to sell to)

Tyler is 28 and has a slim face. He has a full head of brown hair. He currently works a 9-5 at an office selling insurance. He is very depressed despite no obvious external reasons to feel this way.

2. What is their current situation, and why is it so bad?

His current situation is bad because life is passing him by, whilst he feels depressed and miserable. He is a spectator in life and now is beginning to feel like all of his life will pass him by in this state. At 28, he already feels like he has missed his prime and is concerned his 30s will be no different.

3. What is their dream situation and why is it so desirable?

His dream state is to remove all depression from his life and have a clear head every day. This would allow him to finally enjoy life, meet a partner, socialise and many other things his manic depression had held him back from.

4. What problems are stopping them from getting to their dream situation (and how will your product solve them)?

His problem is he is eating a diet that is not conducive to mental clarity. He takes antidepressants that do nothing to help. He needs to eat the carnivore diet that our ancestors ate, and our bodies have evolved to eat. This would give him the full nutritional range to improve his mental clarity. Squashing his depression in the process.

5. How will your product help them bridge the gap between their current situation and their dream situation?

Teaching him how humans have evolved to eat allows his body and mind to rejuvenate.

The pieces are on the pages below

DIC

SL: Banish depression from your life with ONE dietary shift

You can step outside of the shadow depression has cast over your life,

And wake up every morning full of enthusiasm for the day ahead,

Engaging with everyone you meet as people gravitate to your positive energy...

So much so that you'll never have to buy your own drink again!

If you follow one straightforward principle,

And eat as humans did over 10,000 years ago.

When depression didn't exist!

It really is that simple...

[>>>>Make today the day you take a step toward a brighter future with ONE simple dietary shift!](#)

The PAS is on the page below

PAS

SL: What big pharma doesn't want you to know...

Popping happy pills every day will only guarantee one thing...

The CEOs of big pharmaceutical corporations will continue to get richer!

You will continue to have a dark cloud of depression around you...

Following you everywhere you go,

If you go to the bar with your friends and smile all evening,

Deep inside, the sadness will still constantly nag at you.

Sapping the enjoyment out of everything you do.

Leaving you as a spectator to your own life.

This isn't *living*; this is *existing*!

And all this misery could be banished from your life for good...

If you just changed what you put on your plate!

Within days, the storm will pass...

And the sun will shine brighter than ever before...

[>>>>Discover the secret to beating depression forever and embrace a new chapter in your life!](#)

HSO

Are you watching your prime years pass you by?

At 28 years of age, I'd spent my entire life in the passenger seat and I was near breaking point...

I laid there in my bed...

With zero enthusiasm for life and the weight of the enormous melancholy weighing me down, I did not move.

Despite the fact, it was my birthday, and all my friends were blowing up my phone with ideas of what we could do with the day...

I just lied there still and lifeless, as I did not care what day of the year it was.

My lust for life had *gone*!

A young man in his prime, ready to wave the white flag of surrender and accept this life was not for him...

Until, by a sheer stroke of luck, I saw a video on youtube shorts,

With a man claiming he had *completely* banished his depression by following one simple diet.

So I took one last roll of the dice and took his advice.

Within 3 days, It felt like my soul had been cleansed,

As the dark mist of depression finally evaporated.

And I woke every morning eager to get stuck into the day ahead...

Even on Mondays!

I'll never get my early twenties back,

But they'll be no stopping me from here on out,

Like a tiger finally released from its cage...

[>>>>Discover the secret to taking control of your life once more as you embrace a happy, confident and resilient you!](#)

