

Video 100 pushups:

<https://vimeo.com/manage/videos/1000095187/privacy>

Who am I talking to?

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Men over 30 (30-40...max. 55) who want to learn how to lose weight through healthy, delicious and sustainable nutrition. They want to have an easier meal prep process that they can follow as their diet.

Current state: They are fat

Why?

Sedentary lifestyle (on chair/sofa sitting all day)...at home on the couch, in his car, in his office.

Eating excessively

Sometimes eating unhealthy (snacks, ordering fast food)

Dream state: They want to lose weight

Why?

To look better - get rid of the belly, be more masculine, strong, physically present

Be more socially capable - not so self conscious about his bad body image that makes him always think about what people think of him

Maybe even mate (if they are single)

Roadblock: They don't know how and what to eat healthy in order to lose weight

Solution: Knowing what food to prepare and how to be in a calorie deficit.

Product: A book that teaches them how to lose weight and gives them 100 already-made healthy and delicious nutrition plans to follow

Target Market

- What kind of person is going to get the most out of this product?

Men who don't know how much, what and how to eat in order to lose weight

- Who are the best current customers, with the highest LTV?

Men who are new to dieting, are fat, are sedentary and want to know how to eat healthy and lose weight through nutrition

- What attributes do they have in common?

They don't want to spend a lot of time coming up with meal plan ideas, spending energy calculating calories and macronutrients.

Generally, What Kind Of People Are We Targeting?

- Men or Women?
 - Men
- Approximate Age range?
 - 30-40
- Occupation?
 - Office jobs - sedentary jobs that make them gain weight
- Income level?
 - Mid levels - need to be able to buy some higher ticket products and have access to a gym in order to apply the last step in the current value ladder (training program)
- Geographic location?
 - Any city/urban area in Romania

Painful Current State

- What are they afraid of?
 - Looking bad to themselves and others - manboobs, belly fat, Double Chin
 - Not being liked by others because of their image
 - Having less chances on mating
 - Needing to follow strict diets that have food without taste and make you starve. After you stop following them they make you gain weight back.
- What are they angry about? Who are they angry at?
 - Not having control over the food you eat (eating a lot of sugar - cake, chocolate, coffee with sugar) because they don't know how they should eat and aim for.
 - Weight gain and body image issues: Struggles with negative self-talk and a disconnect between how she sees herself and how she wants to look
 - Feeling bloated
 - Feeling tired ("*good food = good sleep*") - not sleeping well

- Maybe not being able to tie their shoe laces without panting (a gafai)
 - Maybe not feeling like doing anything besides sitting
 - Maybe making pauses after walking a certain distance & getting tired easily
- What are their top daily frustrations?
 - Not knowing how a healthy diet looks like - *"What should I eat today?"*
"What should I cook healthy for me (and my children)"
 - What & how to eat in order to lose weight
 - Maybe how to properly cook certain healthy recipes
- What are they embarrassed about?
 - Low sexual life - people don't notice them, girls don't give them attention. They know they are not really good looking because of the extra weight
 - Low (self- & social-) confidence - they don't have a lot of social confidence. They are weak in comparison to others their age.
- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?
 - Being withdrawn from the world - people not noticing, or giving them attention making them feel even worse about their image and self confidence. Not having a good social life. Not being important to others.
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?

I want to lose weight and to be healthy, to be able to do the things I feel like I've missed out on. But I feel so helpless and disappointed in myself, I don't know what to do anymore.

- *"I don't know what to eat. I don't know how to eat. I'm not an expert in the kitchen"*
- What is keeping them from solving their problems now?
 - Not knowing how to be in a caloric deficit
 - Not knowing how and what to eat in order to lose weight and be healthy

Roadblock

- What is keeping them from living their dream state today?

Lack of knowledge and direction: They feel overwhelmed by conflicting information about diet and exercise, unsure what truly works.

They don't know what and how to eat in order to lose weight (how to be in a calorie deficit, macronutrient consumption). They might have heard some advice online but it's random topics about weight loss.

They don't have an all-in one explanation of the whole weight loss through nutrition process

- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?

Knowing how and what to eat in order to lose weight

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?
 - I know what and how much to eat
 - I don't keep in mind that I'm on a diet and I'm trying to lose fat - I just eating normally from the food plan
 - I enjoy life and I enjoy the food - *"In my mind there isn't something like a diet. It's simply a lifestyle"*
 - I fall asleep better at night
 - I feel like going for a walk - I don't get tired anymore from walking
 - Going from XL to M
 - Losing weight and maintaining it without needing any more help (nutritionists, diets, etc.)
 - Being able to eat delicious food and losing weight (not unhealthy foods BUT delicious ones)
 - They lose weight without suffering - being hungry, quitting good taste to lose weight
 - The nutrition became a lifestyle
 - You can eat & drink whatever you want from time to time
 - I only use max 30 minutes to cook the food - time save (more value)
 - I get full from what I'm eating - I don't starve myself
 - I don't eat chaotically - It became something normal...a habit
 - I can bend over, I can breath, I can work
 - I don't feel like eating chaotically
 - It wasn't so strict as I expected it to be...It felt like I was eating normally
 - "You can't call diet a diet... it's a lifestyle 😊"
 -
- Who do they want to impress?
 - Females (if their single)
 - Workplace colleagues
 - Family
 - People they meet - being perceived as an equal to them OR even higher status because of their physique
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
 - Social life and confidence - being able to stop thinking about how you look and how others perceive you when talking to a person
 - Mating opportunities - having better choices and possibilities
 - Social acceptance - being liked by others and feeling proud of the way you look

- If they were to describe their dreams and desires to a friend over dinner, what would they say?
 - *"I lost weight without suffering for the first time in my life"*
 - *"I feel light"*
 - *"In my mind there isn't something like a diet. It's simply a lifestyle"*
 - *"I like it. I don't need to order food from outside now."*

"The only hidden cost of the program/product/book is that after you follow it you will need to change your wardrobe" - interesting insight from a prospect interview

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
 - *Everything starts from the food and the mindset. You can solve the other problems but if you don't solve the nutrition its without purpose to solve the other problems*
 - A lot of them believe they need support in order to stay on track and have discipline until they get used to eating healthy
- Who do they blame for their current problems and frustrations?
 - *"It was my fault"*
 - Job - having all kinds of food at the job that tempt them, eating snacks
 - Accumulated stress - needing to eat something sweet
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 - Some have tried what diet they found on the internet. They work, but in the short term. Because after you quit them you get fat again.
 - They also tried eating less but because they don't have a healthy balance in their diet they fail and don't resist temptations.
- How do they evaluate and decide if a solution is going to work or not?
 - If they like what they see they will eat ("objective beauty" in food)
 - If they see other people success stories (before and after transformation, written OR video testimonial)
 - If the person showing them the solution is credible/an authority (good physique, and characteristics of an authority)
- What figures or brands in the industry do they respect and why?
- What character traits do they value in themselves and others?
- What character traits do they despise in themselves and others?
- What trends in the market are they aware of? What do they think about these trends?
 - Losing weight while eating what you like - they think that it isn't healthy and

don't like them. They know that most of the people who promote them, although they seem to not be super fat, they are fat. The results are also mediocre, people lose weight but they don't actually have a healthy lifestyle and a healthy, fit body.

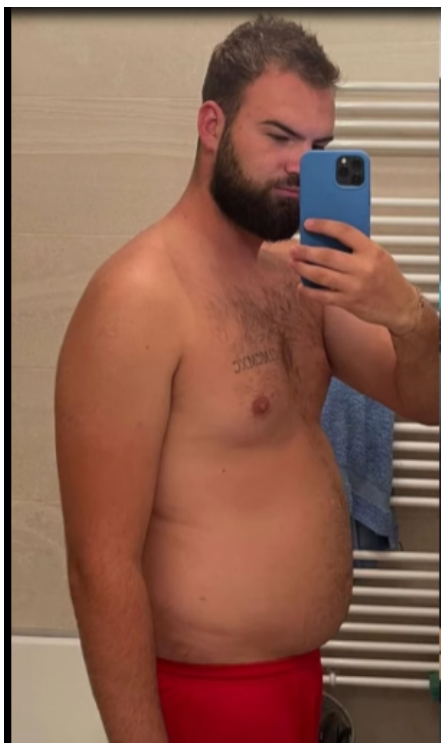
- They think that pills, teas and other supplements don't help them and have side effects
- What “tribes are they a part of? How do they signal and gain status in those tribes?”
 - Workplace tribe - looking better gives you more attention, confidence and status

They might think that heaving healthy sweets will help them with satisfying sweet cravings and losing weight

They might believe that if they lose a lot of weight their skin will hang/get loose on their body

They might believe that they aren't able to make sport, but instead are able to make 10.000 steps per day in order to lose weight

Basic Avatar



Name: Daniel, 32, is a marketing manager, lives in an urban apartment

Background Details: He has a sedentary job that made him gain weight over the past years. He snacks when he is hungry, making him eat a lot of calories. He is now trying to lose weight.

Day in the Life: Daniel wakes up feeling tired despite a full night's sleep. He grabs a quick, sugary breakfast before heading to his desk job. Throughout the day, he snacks on sweets and drinks coffee with sugar to combat stress and fatigue. After work, he feels too exhausted to cook a healthy dinner and often orders takeout. He spends his evenings feeling bloated and dissatisfied with his body. Daniel dreams of knowing exactly what and how to eat to lose weight, enjoying his food without guilt, and feeling energetic and confident in his appearance.

6:00 AM: The insistent buzz of Daniel's phone rips him from a restless sleep. Another Monday, another week of feeling sluggish and unseen. Hitting snooze becomes a ritual, each precious minute evaporating under the weight of fatigue. Dragging himself out of bed, he reflects in the mirror – tired eyes, dull skin, a constant reminder of his unfulfilled health goals.

6:30 AM: The morning is a chaotic dance of lukewarm coffee, burnt toast, and scrambling for clothes that might have been clean yesterday. The crowded train is a sensory assault, his stomach growling a protest against the forgotten breakfast. Emails barrage his inbox even before reaching the office, the day stretching before him like an insurmountable mountain.

8:00 AM - 5:30 PM: Work transforms into a blur of meetings, deadlines, and the ever-present hum of fluorescent lights. Lunch becomes a distant memory, replaced by quick bites of stale cereal bars and sugary coffee. Fatigue creeps in like a fog, blurring his focus and amplifying his self-doubt.

5:30 PM: Leaving the office, he feels like a deflated balloon. Thoughts of meeting friends flicker momentarily, but the thought of navigating crowded restaurants and making healthy choices quickly fades. Takeout beckons, a siren song promising temporary solace despite the lurking guilt.

7:00 PM: Back in his apartment, the silence amplifies the emptiness. Scrolling through social media, the curated lives and "perfect" bodies fuel a familiar pang of inadequacy. Dinner is a lonely affair, devoured in front of the TV, offering numb comfort but no real satisfaction.

8:00 PM: Sleep offers no escape. Restless nights blur into worried mornings, the cycle perpetuating with each passing day. He yearns for change, a spark of light in the monotony, but feels trapped in a web of unhealthy habits and self-doubt. The desire to break free flickers weakly, but the inertia of routine seems insurmountable.

9:00 PM: Another restless night descends, filled with unfulfilled dreams and silent anxieties. As dawn approaches, a faint glimmer of hope ignites. Perhaps tomorrow, just maybe, he can muster the strength to change one small thing. But the fear of failure whispers at the back of his mind, casting a long shadow over his resolve.

Where are they at now?

Ended up on my opt-in page from one of my posts in which I told them that I will give them a weight loss guide if they gave me their email to send it to them (hook to my newsletter)

Where do I want them to go?

End up on the main website in which I sell them a book about how to diet + 100 meal plans that they can follow with QR videos in which they are shown how to cook properly some recipes from the plans

(Why am I doing this? Need my clients trust that this will get him traffic to the website so that he allows me to modify it because it's worth it)

What are the steps that I need to take them through to get them from where they are to where I want them to go?

1. Get them excited to enter their name and email in order to receive the free guide
2. Get them to read my FV emails in order to get valuable advice (trust, build the relationship)
3. Make them go onto the website through a soft sell email in which I tease them the paid book

Personal analysis of your copy's weaknesses and how you plan to improve them.

Opt in - i'm not sure if I should have a better, more detailed authority introduction or if its enough just to push them over the edge of signing up.

Email #1 - I think that the biggest weakness might be the congratulation part. Im not sure if it provides any value to the reader at all.

Email #2 - i'm not sure if the transition part between these two lines is smooth or it applies friction because of the sudden solution: "The problem is that this mode of survival is not so relevant nowadays.

How do you reset your brain and make it work in your favor?"

Email #5: Being too forceful with the painful image that I try to make them picture in their brain. Maybe trying too hard to make them click that link by holding them in that negative state too much can bring a negative feeling towards my emails, especially if it's the first sales email that they see.

All emails: Maybe the voice in the emails - having a more direct, masculine, bold voice/text would be a good idea to a market of men that are motivated by stress to take action. (in the beginning of the emails)

The headlines of the emails - if they would make you click them to read if you were the avatar

My FV to sell ratio of the emails - if I should add more links in the emails

Explain how you attempted to fix your issues and ask for feedback on your efforts.

opt-in - created bullet signs of authority with an image of my client (persona trainer in the gym) to show authority. I'm not sure if I should create a little story behind his past problems, how he tried to solve them since he doesn't really have his "weight loss method" as all the others nutritionists have. Most nutritionists have the same method with the same story-line and text but just synonyms to each other which makes their methods less valuable since they are the same.

Email #1 - Created a shorter version of the congratulation part - still don't know if it should be added since it does not provide a lot of value, but it reinforces some type of behavior (action - treat - action - treat)

Email #5 - cut out some lines that were more extreme with the descriptive imaginary. Don't over exaggerate with the picture. Before I had a vivid image of how they will be old (have pefusions and will lay on the hospital bed). But I realized that it might be too much for some people that are here for advice so I thought that I will remain to some more simple explanations of the problems they will face in order to not be all forceful all of a sudden. Maybe if the headline is intriguing or not.

Product strength and weaknesses:

Pros:

- Time & effort saving - pre-planned meals.
- Affordable: Offers a potentially cost-effective solution compared to nutritionists or meal delivery services.
- Proven Results: Backed by testimonials and author experience.
- Guidance: gives you video recipes that you access through a QR code
- Free shipping & printing - less sacrifice for the user (but also less profit for us)

Cons:

- Lack of Personalization: While offering 100 meal plans, it might not cater to every individual's taste preferences or dietary restrictions.
- Dependence on Adherence: Success heavily relies on the user's commitment to following the plans consistently.
- Limited Support: The book does not provide ongoing support or accountability for users.
- Physical book - requires 3 working days to ship

Market awareness - Level 4 - Product aware: they come from my email list in which I told them about this book and that it helps you with already-done-for-you nutrition. They know about my solution to their problem

Current feeling of pain/desire - 3/10 - they want to lose weight to nutrition, they are tired of having fat on their belly and body

Cost 5.5/10 - they need to spend money and put effort into cooking and eating healthy

Current belief that the idea will work - 2.5/10 - they know about caloric deficit and heard from a lot of people that it makes you lose weight. They tried to lose weight so some of their credibility from online diets has gone. But at the same time they didn't have to sign up to a newsletter and build a relationship with the online person that gave them/wrote in an article about the diet.

Certainty threshold - 7/10 - They have some level of trust in me. They took one step (free guide) + they read my email in which I gave them advice. They have a 7 day money back guarantee + free shipping in all the country. They have a 35% price reduction on the paid book

Trust in the company selling the product - 4/10 - they have read my posts and subscribed to my newsletter in which I gave them 7 menus for 7 days to lose weight. And 4 emails with advice.

Trust threshold - 6/10 - they already know me, they have been following me on IG, they agree with me. I send them emails...if they read them we have a better relationship (trust, credibility, authority)

MORE Context:

I talked with my client about making a training plan for the target market but he said that he can't generalize a type of training for every person.

I told him about the fact that they are 30-40 year old men but he still said that there are many variables like their weight that differentiate their ability to move and execute proper exercises.

He doesn't want to make a training plan that can't be used for every person that will click on it to use it. (He says that maybe one is 120kg, the other is 80kg and the 120 kg person can't do certain exercises that he can give the 80 kg person...that's why he doesn't want to create a training plan).

That's why I looked at the biggest problems that my avatar faces in my research and wrote emails addressing them and giving them a solution.

He also doesn't want to make videos since he doesn't have time for it and saw a lot of negative feedback from one of his colleagues that made low intriguing videos that didn't get attention.

He doesn't have a lot of trust in making videos. I will probably use AI in order to create some shorts with his voiceover to hook the audience into the newsletter.

Copy - OPT-IN

Don't know how to lose weight healthily without starving yourself or sacrificing taste?...

Here's a clear and simple guide that shows any 30-40 year old man how to shed layers of fat through healthy, tasty, filling nutrition that doesn't even feel like a diet



✓ A week of delicious and easy-to-make menus that will make you lose weight without feeling like you're on a diet (ready on pages 15-21)

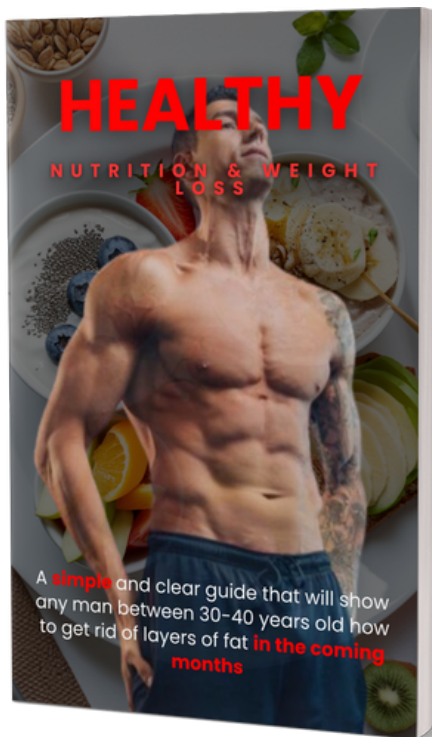
✓ How many calories should you eat to lose weight? (pages 7-10)

✓ The carbs and fats you keep wasting money on just to gain weight (pages 6-8)

✓ The two main causes of weight gain and how to stop them for faster and stress-free weight loss (page 24)

& much more

OR



Sign up now to get the full guide

Name _____

Email _____

SEND MY FREE GUIDE NOW!

Here are just some of the results of the people who worked
with me...

<before and after transformations from past clients>

My name is **Tim**.

IMAGE

With my client

- ✓ Coach and nutritionist with over 12 years of experience
- ✓ 1000+ lives transformed through nutrition and exercise
- ✓ In the last 7 years, I have trained nutritionists and personal trainers on the Romanian market, holding professional training courses.
- ✓ I organized the first Nutrition Technician course supported by a professional training school in <City>.

***Translated emails from my main language**

Email #1:

Subject line: You have arrived (+your gift)

Hello <name>,

Here is your free guide

BUT before you read it...

I have something important to tell you:

While it's true that I want to help you achieve a body that you're excited to live in every day...

I don't want you to expect the type of:

"miraculous weight loss methods that will make you lose 5 kg in 3 days while relaxing with fast food on TV".

The best and most sustainable transformations are not instantaneous.

Much less through harmful foods and habits.

That's why all the advice I give you is focused on long-term health.

Don't feel like committing to your goal? Want instant results with little to no work?

Then do me a favor and unsubscribe at the end of the email.

This newsletter is ONLY for people who want to live a healthy lifestyle.

Because as long as you read the emails I send you and put in the information you take care of...

You can't help but transform your life.

I'm going to start tomorrow by revealing the biggest lie in the fitness industry to you.

See you soon,

Tim

By the way... Tell me what is the biggest challenge you are facing right now.

This way I will be able to better understand the situation and create more personalized emails in the future.

Email #2: (This email isn't an introduction one because I gave them an introduction in the free guide)

SL: The biggest lie in the fitness industry
Preview: Calories...

One of the biggest lies in the fitness industry is about calories.

Many people, including personal trainers and nutritionists who barely prove through their bodies that you can trust them, will tell you (if they haven't already) that:

All calories are the same. It doesn't matter what you eat as long as you are in a caloric deficit.

And if you didn't know until now, let me tell you that...

It's a lie.

It matters a lot what you eat.

Because your body works through food.

NOT by calories.

Calories are just an energy value attributed to food.

They have nothing to do with its quality and effects on your body.

That's why the fact that if you respect the number of calories, it doesn't matter what you eat is a lie.

And whoever tells you otherwise, you can know that they don't really care about your health.

No matter how many 'expert' titles and followers he has.

The quality of your food will determine the quality of your life, the quality of your emotions and the quality of your body for years to come...not calories.

Regardless of whether you want to lose weight, gain muscle mass, tone up or maintain your health.

Food quality is the basis of your health.

How do we determine the quality of a food?

After how many chemicals and additives it has.

I know you're probably thinking:

How can I avoid chemicals when they are everywhere in food?

Well, you can't completely control how many chemicals are put into the food in the store.

But you can control whether you choose a food with 35 chemicals or one with 5.

Always opt for the best option with the fewest additions.

That's the only way you can make sure you don't poison your health with the illusion of equal calories.

-Tim

-Tim

Email #3

SL: How to stop the sweet tooth?

One of the biggest challenges for people trying to lose weight is cravings for sweets.

It can easily put a damper on progress due to the large volume of calories concentrated in a very small volume of sweets.

And when it comes to this issue, there are two big camps:

Those who say to avoid sweets completely.

And those who believe that you can eat sweets as long as you are in a caloric deficit.

Both approaches are wrong.

Why?

Because they overlook an essential aspect, which once understood, can free you from this sweet tooth.

Namely: (weird translation)

Sugar cravings are NOT a cause.

But a symptom.

That's why it keeps popping up no matter how much sugar you eat.

...The case was not dealt with.

What is the cause of sweet cravings?

Most of the time...the lack of fiber and minerals in the body.

And here some people are of the opinion that - as long as you're in a caloric deficit and losing weight, it's okay to eat sweets when you're craving them.

The irony?

Sweets don't give you the fiber and minerals your body needs.

Which leaves you even more deprived of them.

Which leads to even more cravings in the future that will be increasingly difficult to get out of.

Don't get me wrong - I'm not telling you to stop eating sweets at all.

Because everything is good in moderation.

But you can't eat chocolate, jellies and ice cream EVERY TIME you want something sweet.

Especially if you want to lose weight.

That's why today I have prepared three tasty and healthy recipes that will help you fight your sweet tooth by treating its cause.

They are easy to prepare and take no more than 8 minutes, regardless of your level of experience in the kitchen.

[You can find them here.](#)

-Tim

Email #4

SL: Do carbohydrates help you lose weight more easily?

Preview: The truth...

One of the most common questions when it comes to diet for weight loss is:

Are carbs good or bad for weight loss?

And from the start most people are wrong.

Because it poses the wrong question that leads to the wrong answer.

Not all carbohydrates are the same.

And not all carbohydrates act the same way in your body.

If you didn't know, there are two types of carbohydrates:

1. Simple carbohydrates (also known as "bad carbohydrates").

They are digested quickly and can cause sudden spikes in blood sugar.

Think of them as a fast-burning fuel, giving you a quick boost of energy but leaving you exhausted soon after.

They are often found in sweet snacks, juices and white bread.

2. Complex carbohydrates (also known as "good carbs"), on the other hand, are digested slowly, providing a steady release of energy over time.

They are rich in fiber, vitamins and minerals and can help you feel fuller for longer, preventing afternoon cravings.

Now that you know that... the right question would be:

Are simple or complex carbohydrates good or bad for weight loss?

The answer: complex carbohydrates are best for weight loss.

Because it creates a fertile ground for a constant level of energy, satiety and better digestion and easier weight loss.

And it should take approx. 40-50% of your diet.

How do you accomplish this?

Start the day with whole grains: Oats, quinoa or whole grain bread.

Include a variety of vegetables at every meal: They are full of complex carbohydrates and essential nutrients that will give you fullness and energy.

Choose whole fruit over fruit juice as it provides fiber that juice lacks, helping you feel full and satisfied.

Include legumes, beans and sweet potatoes for lunch or dinner as they are excellent sources of complex carbohydrates, fiber and protein.

Carbohydrates are not your enemy, you just have to choose the good ones and it will be easier for you to lose weight.

If you incorporate them as I told you, you will no longer suffer from cravings for pizza, pasta and lasagna.

-Tim

Email #5 (sell email)

SL: It will be too late...

You don't know how important health is until you lose it.

You may have heard this many times.

But the refined sugars you overlook daily,

The move you don't do so you can

And all your inner calls to change that you refuse day by day to stay in comfort.

Sooner or later...

Will catch you from behind.

They will cause you little trouble, at first glance...

Which will evolve over time like a black hole that absorbs more and more of your health.

Until you wake up like a year ago you could climb the stairs without stopping to catch your breath.

Eight months ago, the distance to the store was not so tiring.

A few days ago you don't remember it being so hard to bend over.

And you will regret what you could have done but didn't.

Because now you feel the consequences of your laziness and arrogance on your own skin.

You'll want to take all the advice you've overlooked and make a change.

BUT...

It will be too late.

When your body won't respond to the exercises you've been ignoring.

A simple walk will seem like a marathon.

You will depend on medication to control health problems that could have been prevented.

And you will look in the mirror only to see a weakened and prematurely aged body...

You will want to enjoy simple activities with family and friends, but you will no longer have the energy or ability to participate.

You'll realize that every little decision you've been putting off,

Every moment of comfort you chose over your health,

They brought you to a point where you can't get out.

All you can do is lie in your own sadness and think about what it would have been like if you had started sooner.

The good part is that:

You can still make a CHANGE.

You can lose all the pounds you don't want.

To return your body to its state full of energy and strength.

And you can have a healthy lifestyle that will let you live long and well.

But only if you get down to business TODAY.

If you have decided that you want to change your life NOW you have one more chance.

I have prepared [a book](#) for you that gives you everything you need to know about losing weight through nutrition.

PLUS 100 already-made & tested caloric deficit menus for a delicious and healthy fat loss.

It's currently at 34% discount.

[Click here for the book.](#)

Or get back to destroying your life and money on things that will hurt you.

Your choice.

-Tim

Landing page

Learn to lose weight: All the information you need to lose weight in the palm of your hand

~~150~~ **99 lei**

This book shows you what, how and how much to eat to make your body lose weight.

PLUS 100 healthy menus under 2000 kcal that help you hit your macronutrients without anything besides cooking the food.

Inside you will learn:

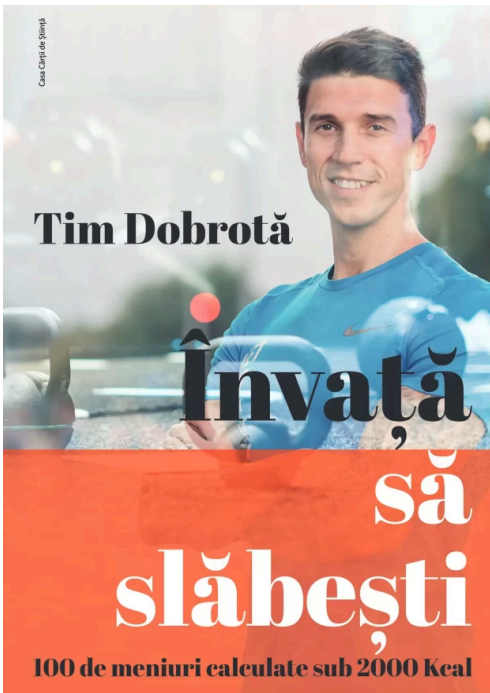
- ✓ How to find the best diet for you
- ✓ All the natural sources through which you can give your body the necessary vitamins and minerals
- ✓ The 6 basic rules of a healthy diet
- ✓ 100 diverse and budget menus that will make you stop beating your head with meal planning from now on
- ✓ 50 recipes explained in videos accessed via a QR code

It doesn't matter what metabolism, weight, age, and gender you have. All you need to understand is the diet to follow to lose weight.

If you want to transform your body - it's time to understand how to eat. This book gives you everything in the palm of your hand.

[Yes, I want to lose weight](#)

FREE shipping + 34% off





I received the book!!! 😊
I have also started preparing the meals from the menus given by you, **I don't think everything can be so simple and pleasant.** It is particularly useful and well adapted to my needs with a wide variety of foods.
It's the change I needed! 😊
Thank you very much!
Good luck in the future! 🙌

Diana F.
Verified buyer



The book "Learn to lose weight" is very good, a book for everyone's understanding, which teaches you what a healthy diet means, starting from the explanation of a good diet, to all the necessary information about food principles and what they entail. The best thing besides all this is the presentation of the 100 menus that **are not only to everyone's liking and budget, but also offer you a variety of food and help you familiarize yourself with the foods that should be used daily.**

Florina L.
Verified buyer



For someone who never thought they could get away with the belly classic, this book was a shocker! Yes, you can lose weight by eating! The secret is to understand what you are doing in the kitchen, and the clear explanations provided and the menus made everything simple. **The stress related to the question: 'What am I eating today? ', disappeared.** I recommend with love.

Emanuela M.
Verified buyer

What Learn to lose weight teaches you:

The only way your body can survive is through food.

The problem is when food, instead of giving the body energy, power and strength...poisons it.

With extra pounds, low energy, negative emotions.

This book shows you how to fix your diet. And at the same time how to lose kilos and maintain your weight with it.

The best diet

The first chapter is about the basis of weight loss...food.

The main reason most diets fail is because they cannot adapt to the needs of the people following them.

Each person has different food preferences and behaviors, which a universal diet cannot fully accommodate.

In this chapter you will learn how to find food that helps you lose weight sustainably and that you enjoy eating.

Principles of nutrition

In this chapter you will learn the basics of nutrition.

What are macronutrients and how do they work: Here I will explain everything about macronutrients...their role...and their effects on blood sugar, pancreas, liver

The best sources: Next I will give you all the healthy sources from which you can get your macronutrients and the unhealthy ones to avoid if you want to lose weight

Minerals & Vitamins: The 14 Minerals & 13 Vitamins Explained in Brief and the Best Ways to Get Them Naturally

Nutrition rules

The 6 basic rules that any diet must follow for a healthy life and weight loss.

As simple as they are, so much overlooked by most people who struggle with extra pounds.

As long as you follow them, 90% of your weight loss is guaranteed. PLUS caloric deficit calculation and macronutrient intake.

100 menus

The menus presented in the book are examples to help you learn how you should eat daily to lose weight.

You have three meals and two daily snacks perfectly combined under 2000, 1900, 1800, 1700, 1600, 1500 and 1400 kcal.

The interesting part? With a simple adjustment of the weight of a food, you can juggle the number of calories for the day without having to struggle to calculate the entire day's eating.

Video recipes

Inside you have 50 recipes personally tested and explained step by step in short individual videos.

These will ensure that you will not encounter confusion in the kitchen, but also that you will not deviate from 'healthy' in your preparations.

Just scan the QR code and follow recipes instantly from any device.

Solutions

This section is about addressing and preventing the most common feeding problems.

Fighting cravings: what to do when you crave sweets or saturated fats and how to fight it without hunger by treating its cause.

Alcohol consumption: what kind of alcohol is most beneficial for the human body and how much you can drink without feeling sick

How to avoid the monotony of meals: the basic rule of Chinese medicine that will help you maintain your diet with pleasure (helps 5 vital organs of the body to stay healthy and strong)
What to do if you have lactose intolerance, allergies or maintain a vegetarian lifestyle?
Which fruits and vegetables are most beneficial depending on the season?

<another 3 reviews>

My name is **Tim**

"Just apply the information and lose weight... I took care of learning"

In "Learn to lose weight" you have 12 years of nutrition knowledge conveyed in less than 28 pages.

Every meal, gram and macronutrient is laid out before you to follow.

Just read the book, apply the tested information and start shedding pounds.

- ✓ 1000+ lives changed through fitness and nutrition
- ✓ Over 12 years of experience as a personal trainer and nutritionist
- ✓ I organized the first Nutrition Technician course in Cluj

[Start losing weight](#)

IMAGE

With my client

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Q&A's

For whom?

Learn to lose weight is a book for anyone who wants to lose weight through healthy nutrition, but also for anyone who wants to learn how to cook healthy.

Food is the foundation on which any person builds his body, health and life.

And this book shows you exactly what, how and how much to eat to reach your goal regardless of age, gender or weight.

How many pages does the book have?

The book has 188 pages. In the first 28 pages, everything you need to know to lose weight through nutrition is explained to you, and after you have presented the one hundred menus under 2000 kcal together with the video recipes.

I don't have a lot of time to cook, will this work for me?

Yes. The menus in the book are not exaggerated... don't imagine that you will stay in the kitchen all day with dozens of pots on fire.

The recipes are simple and quick (especially breakfast and snacks). It won't take you more than an hour, an hour and a half to prepare all the meals per day. But that depends on how fast you move.

Are the menu ingredients expensive?

The menus are budget. If you can buy the book, you will be able to prepare the menus without any problem.

Do not forget that this will be the food you will consume instead of the unhealthy one.

Which means you'll save money wasted on fast food, sweets and saturated fat.

Is it only for losing weight?

Not. Although the menus in this book are calculated under 2000 kcal, they can also be used to increase weight, muscle mass or as a healthy diet to follow.

It all boils down to how many calories and macronutrients you consume.

If you want to gain weight, the book will show you how to calculate your calories and macronutrients to reach your goal. The menus can be adapted to your consumption and used without any problem.

How long does delivery take?

In 2-3 working days the book will be in your hand. Oh...yes...and the delivery is completely FREE