

## **100 Push ups:**

<https://drive.google.com/file/d/1dZ-C47JWgR2v9FFrvhoXiQ8GOGGR-Gf8O/view?usp=drivesdk>

## **Target Audience**

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

I'm engaging with individuals aged 18-65, both men and women, who have/want to combat obesity and chronic diseases, who seek both nutritional advice and body workout routine. They are primarily based in Rwanda.

## **Avatar.**

Meet Alex, a 35-year-old guy facing obesity and chronic diseases.

Once thriving in a well-paying job, his reduced mobility, constant fatigue, and performance decline have taken a toll on his physical and social well-being, leading to losing his job and low self-esteem.

Eager for change, Alex dreams of improved physical health, increased energy, and weight loss through effective strategies. His challenge lies in finding a reliable program which has nutritional and physical exercise strategies, often facing motivation issues, anxiety, and unproductive outcomes.

His ultimate goal includes fostering social connections and achieving a strong, meaningful relationship.

## **Roadblocks, Solutions, Products.**

In a single revelation, Alex's understanding of his health struggles shifted drastically. The root causes—lack of awareness, time constraints, quitting and falling prey to fad diets and misinformation—became clear, leaving him feeling trapped in a cycle of frustration.

Enter Vitaway E-clinic, a game-changer in healthcare. This multidisciplinary platform emerged as a beacon of hope for Alex, dedicated to empowering individuals in making informed nutritional choices and healthy lifestyles. Joining Vitaway E-clinic opened up a realm of possibilities for Alex, providing access to consultations designed to address his specific challenges: awareness gaps, chronic diseases, weight management, and mental health concerns.

The impact of it was nothing short of a transformation for Alex. Results manifested in tangible ways, validating the efficacy of the platform. The testimonials pouring in from fellow clients served as a chorus of affirmation—it had delivered a transformative experience that eluded

them elsewhere. Each success story became a testament to the unique and effective approach that it brought to the table.

#### Where are they at right now?

- He is desperate about his life- Excess weight which is leading him to reduced mobility and increased difficulty in performing daily activities.
- Social anxiety- it is affecting him to the level he is always at home. Social stigmatization, discrimination, and bias, which affect their social interactions and relationships.
- He has tried different programs but doesn't give him effective results. He requires to stay focused and commit to regular medical check-ups and physical work.
- The key desire is to improve Health and Well-Being, enhance mobility and independence in daily activities and increase self-confidence (a positive self-image).
- He is aware of the solution but he is still comparing product after product from the comments and recommendations his friends had.

#### Where do I want them to go?

- Click the link to my client's sales page on their website, where they will find different programs (Products) to join, which has 24/7 level access with a doctor.
- Where they might also come in person to my client place, to see themselves.
- When they come in person, we will continue to use the PAS framework.

#### What are the steps I need to take them through?

- Grab their attention with a headline which pulls them to read more. (an email and Instagram post)
- Tap into the major pain of not looking good, being ashamed about their body and health because he can't go out with his peers.
- Create a scenario for them when they will be able to have a healthy and fit body, which will save his life.
- To solve all these problems you have to click on the link in my bio where you will be able to find different programs based on your desires, if not we can recommend you.

#### **Copy analysis**

- I am not sure if using two avatars on the same post could have a high impact as using one avatar.
- But these avatars have the same pain/desire not to/to achieve their tasks even though it is on a different level.
- My client has 100-200 followers on Instagram, I am trying to get them to click the link, which takes them to her website where I am trying to use newsletter pop-up notification, and be sending them daily new products and discount alerts.

## PAS Framework:

### VE - IG Ads.

## 1. Ad Concept: "Transform Your Wellness Journey 🌟"

### Visuals:

- Split screen: Before - tired and stressed. After - vibrant and energetic.
- Quick transitions with vibrant colors and before-and-after visuals.

### Text Overlay:

- "Ever dreamt of a boundless energy reserve? 💤🌟"
- "Witness a transformation like never before! 🌈"
- "Swipe left to unveil the secrets to a vibrant life! ▶▶"

### Call-to-Action:

- "Ready to unlock boundless energy? Click the link now! 🔗💪"

## 2. Ad Concept: "24/7 Accessible Healthcare 🕒"

### Visuals:

- Clock ticking, showcasing different scenarios.
- Emphasize late at night, early morning, during lunch.
- Use bold text and engaging animations for 24/7 availability.

### Text Overlay:

- "Imagine accessing expert care anytime, anywhere! 🕒🌙"
- "Curious about immediate healthcare at your fingertips? 🌐"
- "Swipe to discover the perks of 24/7 accessible care! ▶▶"

### Call-to-Action:

"Ready for immediate care? Click the link now! 🔗👩⚕️"

## 3. Ad Concept: "Unlock Your Unique Health Plan 🔑"

### Visuals:

- Key unlocking a treasure chest with symbols of holistic health.
- Quick flashes of personalized care plans, virtual coaching sessions, and wearable devices.
- Animation of a door opening to reveal Vitaway E-Clinic's features.

Text Overlay:

- "Imagine unlocking a personalized health treasure! 🌟🔑"
- "Your health journey, uniquely tailored for you! 📖"
- "Swipe left to reveal your exclusive health plan! 📱▶️"

Call-to-Action:

"Ready for a personalized health treasure? Tap the link now! 🔗💖"

**VE - Optin page.**

## 🌟 JOIN VITAWAY E-CLINIC: TRANSFORM YOUR HEALTH TODAY! 🌟

Ready to embark on a personalized wellness journey? Sign up now for exclusive benefits. 🚀

**Why Join Vitaway E-Clinic?** 🤔

- **Holistic Healthcare Approach:** Experience a platform that caters to your physical, mental, and preventive healthcare needs. 🌈
- **Personalized Care Plans:** Enjoy tailor-made healthcare plans designed for your unique needs and preferences. 😊
- **AI-Enhanced Diagnostics:** Benefit from advanced diagnostics and early detection powered by artificial intelligence. 🤖
- **Virtual Health Coaching:** Receive guidance for making sustainable lifestyle changes and achieving your health goals. 💪
- **Wearable Devices:** Monitor your health metrics in real-time and receive proactive health recommendations. 🕒
- **Collaborative Care Teams:** Access a team of professionals, including doctors, nutritionists, and mental health experts. 👨👩
- **Transparent Pricing:** No hidden fees for virtual consultations, Discounts. 💰
- **Multilingual Support:** Ensuring language is never a barrier to quality healthcare. 🌐

**Sign Up Now for Exclusive Access!** 📋

[Sign Up Now](#)

VE - Sales Page.

## *Welcome to Vitaway E-Clinic: Your Path to Holistic Wellness* 🌟

**Unlock Your Exclusive 10% Welcome Discount!** 🎉

**Accessible Healthcare Anytime, Anywhere** 🕒

Are you ready to embark on a journey to better health? At Vitaway E-Clinic, we're committed to providing you with accessible, patient-centered, and technology-driven medical services. Our unique approach combines cutting-edge technology with personalized care plans tailored to your individual needs.

### **How It Works:**

#### **1. Create Your Account** 📝

Getting started with Vitaway E-Clinic is as easy as creating your account. Sign up today to unlock a world of health and wellness at your fingertips.

#### **2. Request Your Visit** 📅

Once your account is set up, request your virtual visit at a time that suits you. Our user-friendly platform allows you to choose specific providers and time slots that fit your schedule.

#### **3. Talk to a Doctor** 👨‍⚕️

Connect with qualified professionals who are dedicated to your well-being. Our secure and confidential virtual consultations ensure you receive expert medical care from the comfort of your home.

### **Exclusive Welcome Offer for You!** 🌟

As a special thank you for choosing Vitaway E-Clinic, we're delighted to offer you an exclusive 10% discount on your next product purchase! Simply sign up now to claim your discount and begin your wellness journey with Vitaway E-Clinic.

**Ready to Begin Your Wellness Journey?** 🚀

[Sign Up Now](#) and enjoy the benefits of accessible, personalized healthcare, plus an exclusive 10% welcome discount!

## *Key Features That Set Us Apart:*

- **Holistic Healthcare Approach:** One platform for physical, mental, and preventive healthcare. 🌈
- **Personalized Care Plans:** Tailored healthcare plans based on individual needs and preferences. 😊
- **AI-Enhanced Diagnostics:** Advanced diagnostics and early detection through artificial intelligence. 🤖
- **Virtual Health Coaching:** Guidance for making lifestyle changes for a healthier you. 💪
- **Wearable Devices:** Real-time monitoring and proactive health recommendations. 🕒
- **Collaborative Care Teams:** A team of professionals, including doctors, nutritionists, and mental health experts. 👩👨
- **Transparent Pricing:** No hidden fees for virtual consultations. 💰
- **Multilingual Support:** Ensuring everyone can access quality healthcare. 🌐

## **What Our Users Are Saying:**

### *Majyambere Jean Baptiste - Health Transformation:*

"Joining Vitaway E-Clinic was a game-changer. The personalized care plans helped me make sustainable lifestyle changes. I lost weight, gained energy, and bid farewell to chronic pain. The virtual coaching was a constant support, and I've never felt healthier!" 🌟

### *Daniel Shyaka - AI-Enhanced Diagnostics Accuracy:*

"The clinic's use of AI for diagnostics was impressive. It accurately identified a health concern early on, allowing for timely intervention. The efficiency and precision of the diagnostic process reaffirmed my trust in this forward-thinking healthcare platform." 🤖

## *Contact Information and Accessibility:*

- **Mobile Phone:** +250 787 xxx xxx 📞
- **Email:** [info@vitaway.org](mailto:info@vitaway.org) ✉️
- **Social Media:** Facebook, LinkedIn, Instagram 🌐
- **Website:** [www.vitaway.org](http://www.vitaway.org) 🌐
- **App:** Available on App Store and Play Store 📱

Your journey to optimal health begins now. [Start Now](#) and experience healthcare that revolves around you.

## **Email Sequence.**

### **Welcome to Vitaway E-Clinic! Your Journey to Wellness Begins Now 🌟**

Dear [Name],

We hope this email finds you in good health and high spirits. Welcome to Vitaway E-Clinic, where your path to holistic wellness begins! 🌿

#### **🚀 Your Wellness Journey Starts Now:**

Your journey to holistic wellness starts now, and we're here to guide you every step of the way. From personalized care plans to AI-enhanced diagnostics, we've crafted a comprehensive healthcare experience that caters to your individual needs.

#### **🎁 Your Welcome Gift:**

As a token of our appreciation, enjoy a special 10% off your next product purchase! Use code WELCOME10 at checkout. It's our way of saying thank you for choosing Vitaway E-Clinic.

#### **🔒 Your Privacy Matters:**

We understand the importance of data privacy and security. Rest assured, your information is handled with the utmost confidentiality. Vitaway E-Clinic follows stringent privacy measures to protect your personal and health data. Your trust is our priority.

#### **📱 Stay Connected:**

To stay updated on the latest health tips, exclusive content, and community events, be sure to follow us on [Social Media Platforms]. Join the conversation and connect with others who are on their wellness journey.

#### **🧑 Ready to Take the Next Step?**

Click the button below to schedule your first virtual consultation and unlock a world of personalized healthcare.

[Schedule Now](#) 🕒

Thank you for entrusting Us with your wellness journey. We look forward to being a constant support in your pursuit of a healthier and happier life.

Best regards,

The Vitaway E-Clinic Team 🌈