

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

Paula is 40 with a round face and long wavy brown hair. She is a mother of two and works part-time at her local school. She is very family oriented and loves her family unit. She is a moderate conservative in her political views.

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

Her current situation is bad because of her expanding waistline. This is leaving her with increasing anxiety about her appearance. She always has her insecurities nagging at her, even when she tries to distract herself. When she is home alone, her anxiety increases tenfold as she obsesses about her weight.

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

Her dream situation is to lose weight and feel her confidence soar. She would feel more confident in social situations as her self-body image would improve massively. She would also notice her husband is more physically attracted to her again.

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

She is eating too many refined carbs, which leaves her craving more junk food and compounds her weight problems. By eating a ketogenic diet, she would lose weight easily and would no longer crave junk food. The Diet Doctor program will teach her how to eat a Ketogenic diet.

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

By teaching her how to live a ketogenic lifestyle.

The HSO is on the page below

SL: The real reason your waistline keeps expanding...

Gaining weight whilst dieting is the most soul-destroying journey I have ever been on...

I felt sick as I looked down at the scales beneath me.

250 pounds was glaring right back at me!

How had I allowed myself to get into such a flabby mess?

After years of dieting and doing everything possible to lose weight...

I was still the size of an adolescent hippo!

Now my husband's cold behaviour made sense...

The sight of me must repulse him.

Surely he was only staying with me for the children's sake...

As the whirlwind of anxiety threatened to blow me away, I grabbed my laptop and searched high and low for a solution.

A diet that would help me step out of this flabby tomb.

One diet did catch my eye...

As not only does it boast thousands of weight loss success stories.

But it also claimed that eating this way killed *all* sugary cravings...

Six months later and I've shed a fifth of my body weight!

My confidence has skyrocketed.

I no longer feel the friction up my thigh as I heave my jeans on...

And I've noticed my husband's lingering gaze for the first time in years.

All because I ditched one grain,

It couldn't have been easier...

[>>>>Discover why losing weight has never been easier and make this summer your best one yet!](#)

