

AVATAR:

- Woman 45-65+ years old
- First and second world country

THE 4 UTHQ:

WHERE IS SHE RIGHT NOW, WHY IS IT PAINFUL?

- Unhealthy lifestyle
- Cooking is time and energy consuming
- She doesn't have time to go shopping for ingredients and cook
- She wants to get in a better physical shape, but doesn't know how, what to eat to get there, what diet to take
- She wants to maintain a special diet (keto, fat-loss) but doesn't know what to eat, how to count calories, what ratios of protein, carbs etc. to consume
- She wants to be mentally fit and feel comfortable in her own body and skin, more confident in herself, all of which she currently lacks
- Basically she wants to eat and be more healthy but she doesn't know how and for sure does not want to spend hours of researching for the perfect diet and nutrition ratio in her meals

WHAT IS HER DREAM STATE, WHAT IS SO DESIRABLE ABOUT IT?

- To be mentally healthy and feel comfortable in her own body and skin
- More confident with herself
- Not afraid to look at herself in a mirror
- Spending more time on things she wants to do instead of cooking and worrying about if the portion of food she put on her plate is too much or too little
- Basically booking a holiday from a travel agency (but with her daily meals instead of a holiday)
- Less stress and worry, more energy and time spent on things that matter for her
- Lose weight, maintain weight or gain weight (depends on her goal)
- Eat quality, healthy, tasteful food that doesn't get boring, all while eating relatively on budget

WHAT STEPS DOES SHE NEED TO TAKE TO GET TO HER DREAM STATE?

- She needs to see that meal prep meals are the tool to speed-up her process of getting to her goals
- She needs to imagine the relief of getting rid of all of her pains about meal preparation with her tasteful, nutritional and for a good price meal delivered right to her doorstep ready to eat
- Feeling of getting closer to her dream state everyday faster than ever before

WHAT ARE HER CURRENT ROADBLOCKS FROM PREVENTING HER TO GET TO HER DREAM STATE? (AND HOW THE PRODUCT SOLVES THEM?)

- Lack of knowledge about the food she needs to eat to get her dream physique or health state
 - Lack of time
 - Lack of energy to plan out the whole eating process (research, shopping, cooking,..)
 - Lack of motivation or self belief
 - She feels trapped from a lack of guidance
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- Solves the lack of knowledge by a pre-made meal plans with nutrition charts and written down food compositions, planned many weeks ahead with clear explanation why this plan perfectly suits her needs to achieve her fitness goal
 - Solves the lack of time by delivering her meals fresh to her doorstep the day before, so she just needs to heat it up if needed and it is ready to eat
 - Solves the lack of energy by picking the right and healthy ingredients for her, cooking them and putting them all together, so she can spend her energy solely on eating the meal
 - Solves the lack of motivation by making the ordering process easy peasy and user-friendly
 - Solves the lack of guidance by a simple ordering process where she talks to a designated persona or fills out a form of her special needs, guaranteeing her meal plan will be the best option for her situation

WHAT I WANT HER TO DO AT THE END OF THIS COPY?

- Click the CTA redirecting her to a sales page

PERSONAL ANALYSIS:

- I'm using an analogy of having a 'private cook' as a meal prep plan, however I am unsure if it truly conveys the message as I think it does
- Not sure if mixing multiple pain point is a good idea
- Would love feedback on the first line because I want to know if it is a good hook for the reader's attention - it is possibly shocking, true and factual statement, ergo I don't feel it is horrible
- Not sure if the copy says all the right benefits for her in the introduction of the product

THE COPY:

SL: **Your own private cook**

Hi [name],

An average woman spends up to an hour and a half a day **cooking**. That is a lot of time.

And the cooking itself can be a treacherous task, especially when she doesn't know **WHAT** to cook in order to stay on her diet without **feeling guilty**.

What food should she buy so it doesn't get boring? How much time will it take to prepare? Will this food ruin her diet? And if so, what won't?

It is just too much to stress and think about, and the image of her not achieving her healthy dream body from the lack of knowledge and guidance can be rather **exhausting** and **demotivating**, causing her to drop the diet **for good**.

It looks like everybody else has figured it out, so why hasn't she?

There is, however, another way of doing it.

Imagine having a private cook.

A cook who precisely meets your dieting needs and delivers you the freshest, healthiest, and most tasteful food you've ever eaten in your life without spending **a single minute** behind the stove yourself.

Every day. Delivered right to your doorstep. Effortless and always delicious.

[Find out more here and let your own private cook save you tons of worry and extra free time!](#)