

# (Draft Shared) 3 DIC IG Captions for HARD TO KILL ACADEMY

## Avatar Creation

**Name, age, and face.**

Harold, 32 years old, Male



Harold likes to learn new languages, write blogs, read books, work in his garden, study, and video edit for his clients as a side works at an office job full-time.

**Values:** health first, self-improvement, responsibility, a circle of like-minded individuals, actions, inspiring others, honoring his word, and mindset.

**Values:** eating right. Eating vegetables and fruits daily. Drinking only water.

Loves his kids

**Beliefs:** our system won't save us. Our medical system is NOT curing chronic disease.

## CURRENT STATE

**What is painful or frustrating in the current life of my avatar?**

Harold is frustrated about his fatigue. And he feels like it's ruining my life, and it's just getting worse.

He wakes up sluggish and feels sluggish all day. He tells himself: "what's the purpose of sleeping if I wake up tired."

He has tried: Cold showers, Hot Showers, Meditation, and Breathing techniques, I also consistently get 8-10 hours of sleep a night, I have tried sleeping more and sleeping less, Drinking more water, Eating fewer carbohydrates, less sugar, and more protein. Intermittent Fasting.

Sure, some of these methods, like cold showers, work, but they only work for a very short amount of time (10-30 minutes) and the effects wear off pretty quickly.

Harold works a full-time job. People around him see him as a sluggish man. He can't stay concentrated on the task at hand. He would always have his boss telling him to focus.

He tried to go to the gym consistently, but it always took too much effort. After work, the thought of "ugh, I have to exercise" pops into his head.

Sometimes Harold works at home, and he notices his fatigue is dropping his productivity. He tries to fight the urge to sleep, but his body feels weak. Physically he feels as if I've been carrying very heavy stuff for the whole day, his eyes roll up and about to close, and then he has no option than go to sleep because he can't concentrate on anything, and he ends up sleeping for like 3-4 hours in the afternoon.

The same fatigue also applies to his intellectual activities, one hour of real concentration, and he's exhausted and needs to sleep. Not only that, but he also can barely concentrate for more than 20 mins, he constantly zones out no matter what, resulting in him doing tasks a lot slower than he could.

**Harold has no energy for his kids and feels guilty If he doesn't play with them.** He is exhausted 24/7, so running around or going out places with my kids just doesn't happen. He feels so guilty because I don't know what to do with them all day.

And he wants to play with his kids because It allows his son to be more creative, problem-solve, and create rules and systems.

He used to be so much better, it's not like it has been ongoing since childhood but he has no idea how he ended up like this. He is confused about how to break free. He is trying his best but doesn't know what action to take.

## **DREAM STATE**

**If they could wave a magic wand at their life and fix everything, what would their life look like?**

He feels so happy that he has the energy to work all day now. His eyes no longer roll up and close. He doesn't think about sleeping in the middle of the day as an option. He can concentrate on his daily tasks.

He has reclaimed his vitality. He has the energy to play with his kids. He has improved his concentration and mental health.

He has the energy to WANT to go to the gym and work on his body.

Multiple people at work have commented that it seems to he is performing better than normal.

He is able to do things he loves and stay productive.

**What enjoyable new experiences would they have?**

Harold is able to have "special time" with his son. He is able to go out for a bike ride or play in the creek, or play a board game; other times, it's doing pretend pokemon, dragons, and boss battle imagination games.

**How would they feel about themselves if they made that change?**

He feels like a father that is dependable, hard-working, and open-minded. He is able to connect with his child. Spend quality time.

He feels like he is beginning to become a better him.

## **ROADBLOCKS**

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

His foundation for improving his health is up in the air. It's not sustainable and optimized for his body.

His body is not optimizing its health with the appropriate nutrients, vitamins, and minerals.

He does not have a proper sleep hygiene protocol that is optimal for his body's REM cycle. He needs to find the "sweet spot."

**What part of the obstacles does the avatar not understand or know?**

He doesn't understand the importance of having a holistic and Scientific Approach to Changing his Life.

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

A holistic and scientific approach to healing his fatigue.

## **SOLUTION**

**What does the avatar need to do to overcome the key roadblock?**

"If they <insert solution>, then they will be able to <insert dream outcome>."

If Harold has an unbreakable foundation for improving his health with a holistic and scientific approach, then he will be able to reclaim his vitality so that he is able to be more productive at work and be able to spend quality time with his son.

## **PRODUCT**

**How does the product help the avatar implement the solution?**

The Holistic and Scientific Approach to Changing Your Life

"Cutting edge health information you need to stay healthy and hard to kill."

The topics are centered around her 5 Pillars for Being Hard to Kill: Nutrition, Movement, Sleep, Stress + Resiliency, and Environment.

**How does the product help the reader increase their chances of success?**

Supportive community. Private Facebook Group

Quarllly calls the founder/expert/doctor specializing in Nutrition, Exercise, and Health Science.

**How does the product help the reader get the results faster?**

There is a 10-week challenge that allows Harold to put ACTION with his new holistic approach.

**How does the product help the reader get the result with less effort or sacrifice?**

Learn the information once. You are set for life with a sustainable and optimized foundation according to your health.


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FREE VALUE DRAFT:


## Example of prospect's writing style:


In order to create the life you deserve and the future you want to see, you need to start NOW.




Today. 

No more excuses. 

No more waiting for the right time. 

You just have to decide that you are going to become the person you are meant to be. 

If you want my guidance on how to do this, I'd love to have you join me at the Hard to Kill Academy. Doors close tomorrow! 

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Instagram captions #1:

**Objective: get people to click the link in her bio and sign up for her Academy**

**Since the market is sophisticated, write in a unique way that is the motivational way.**

I have problems making my DIC tight.

My writing feels super vague when I'm tightening my DIC copy.

**Objective: Use curiosity and desire to earn the click in the bio**

## DIC For Instagram Caption #1 | TEASE THE 5 Pillars

**Hook:** Reclaiming your vitality starts with five essential pillars. ✨

And you have been using these pillars subconsciously.

And today, you can be aware of them and squeeze every drop of energy as if it's a lemon. 😊

But I have to warn you. 😬

Not only will you be able to do tasks with laser focus, insane clarity, and clear memory.

You can have "special time" with your children playing pretend pokemon, riding bikes outside, or hide and seek.

If you're ready, I'd love to have you join the community inside the Hard to Kill Academy. 🙌

Click the link in my bio for more info! ✨

## DIC For Instagram Caption #2:

**Hook:** “What’s the point of sleeping if you’re sluggish the whole day?” 🙄

That is one of many questions that are asked inside my private community.

And the answer is quite simple but has been hidden under the rug for quite some time.

But all you need to know is WHAT, WHEN, and HOW to spark your energy output. 🔥

And it’s not doing cold showers, meditation, breathing techniques, intermittent fasting, or drinking an extra liter of water. 🧑

You will be surprised that even the typical medical system leaves out “gaps of information” about maximizing energy output.

I will reveal the answer inside the Hard to Kill Academy. 🧑

And the doors will close in 3 hours, and I’m not sure when they’ll reopen again.

I want to give 100% of my attention to my private community. 😎

Click the link in my bio for more info! 🔥

## DIC For Instagram Caption #3 | REM SLEEP ANGLE

Maximizing energy levels will no longer be a mystery for you. 📌

And all you need is to know YOUR body's unique REM cycle.

But you won't find the "sweet spot" by accident. 😎

There is a holistic and scientific approach that you must take.

And once you do, you can kick the life-sucking naps out of your life.

And for the first time in years, you will be able to end the day playing tag with your kids without being out of breath.

But you need to start now.

The doors of the Hard to Kill academy will close in one hour.

Click the link in the bio for more info. 🔗

See you inside. 🤝