

Emails for the Paleo Secret 30-Day Challenge

Who is your Avatar?

My avatar is Brenda, she is 43 years old.

Brenda is a good-looking, working-class person.

She comes home from work, makes dinner for her husband, and spends the rest of the day watching TV or reading.

What is their current situation and why is it so bad? (pain points)

Brenda is experiencing the common health issues that come as you slowly age.

She is becoming a fat, rash-infested suburban mom.

Her skin is red and soggy.

Brenda's hair is getting thin and starting to fall out.

Her joints and ligament are inflamed + painful.

Every year she looks 5 years older.

Her body is full of toxic chemicals from chugging medications over the years, desperately trying to fix her situation.

She feels nutrient deprived and is craving junk food.

Brenda is desperate and low on energy + focus.

Her situation is soo bad because she feels her body deteriorating and aging.

She is stressed out because she doesn't know what to do and which advice to take.

She is desperate because nothing is working for her, everything she tries only makes things worse.

She is losing hope and afraid of dying.

Brenda doesn't know what to do and who to trust.

All the medications and diet she tried only made the nasty symptoms worse.

What is their dream situation why is it so desirable? (pleasure points)

Brenda wants her life back, she wants to look and feel good.

She wants to be healthy and slim like she was in her 20s.

Brenda wants her skin to be tight and shiny, and her hair to be thick.

She wants the chronic pain and food cravings to go away.

Brenda wants to slow down her rapid aging and add more years to her life.

Her dream state is to be healthy and have a working system of eating.

She wants to stop trying a million different things, she wants to find a diet that's going to work for her and give her the results she's after.

It's so desirable because if she finds the solution, she can finally relax knowing she's on the right path.

All of her nasty symptoms will go away, she will be healthy and look good.

If she gets to her desired state, she will stop worrying and being stressed out.

What problems are stopping them from getting their dream situation?

The main problem is not knowing what exactly she should do and to who she should listen.

Brenda is confused and overwhelmed which is making things even worse.

She's under pressure and stress.

Combine those things with the nasty health symptoms and you have a recipe for disaster.

She is willing to do the work but she doesn't know who to listen to.

Lack of knowledge and guidance is her main problem.

She tried a lot of different diets and medications but nothing worked.

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

My product will give her a clear path to follow, and explain why she's not getting any results/improvement with other methods.

The product will cover everything in detail by teaching her why her problems came to be in the first place.

It will show Brenda what exact foods to eat and why she should eat them.

The product will show similar stories from a bunch of other people.

DIC Emails

SL: Easily knock off 20 lbs of fat in ONE month

Hey Brenda,

Have you heard about a 10,000-year-old diet approach that makes fat loss easy as shooting fish in a barrel?

It was discovered when Mark (53) from Pasadena tried it to unclog his arteries...

Just one month later, he stepped on the scale only to be left in SHOCK.

He lost 24 lbs and his love handles were cut in half.

His wife, Luren couldn't believe it!

Her husband looked exactly like when they were getting married 15 years ago, you can watch [his testimony here](#).

And after extensive research, scientists realized something weird.

This approach to consuming food has been used by our ancestors for tens of thousands of years!

They didn't have to destroy their body with chemo... trying to save their lives from cancer.

Or lose their legs in a losing battle with diabetes.

All because their diet was close to perfect!

Looks like the big food industry has some explaining to do...

You could easily melt the stubborn flab on your legs and fit into your old high school jeans,

[If you follow these rules that have been revived from ancient times](#)

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SL: **STOP doing cardio!**

Hey Brenda,

You might be a victim of the “lose weight with cardio” scam that has been making people even more fat and unhealthy.

Millions of Americans have been spiking their cortisol levels through the roof.

Which caused a negative reaction in their bodies.

And on top of this, people report that their junk food cravings exploded after forcing themselves to exercise.

The fitness industry doesn't tell you a lot of things.

This is only one of them.

If you want a functioning way to rip off body fat without destroying your joints on the treadmill,

[Click here and discover how thousands of people like you lose fat without cardio.](#)

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