

WINNERS WRITING PROCESS:

- <Business objective>
Get people to ditch their coffee machines and opt for better alternatives -> gain credibility and increase follower count
- 1. Who am I talking to? <detail about the avatar>
 - a) I am talking to man and women, aged 20-50, who are looking to boost vitality, prevent disease, and feel good overall - done all naturally with a holistic approach
- 2. Where are they now? <where they are in the funnel, market awareness level, stage of sophistication, current state, dream state, all 3 levels>
 - a) Scrolling passively through social media
 - b) Problem unaware - level 1.5 market awareness
 - c) Market sophistication 4.5
 - d) Current state: Looking to further enhance their health naturally and make the right choices that will add to their vitality, energy, and well-being.
 - e) Dream state: Enhanced their health further through holistic hacks that energized them and things that added to their vitality
 - f) Current desire: 6
 - g) Believe in idea/solution: 5.5
 - h) Trust in company/person: 4.5
- 3. What do I want them to do? <list out all desired actions for the reader to take>
 - a) Stop the scroll
 - b) Consume content
 - c) Like, subscribe, and share
- 4. What do they need to experience/think/feel to do that? <List the outline of what tactics and elements the top player used to take the reader from where they were at the beginning to the final objective>

The two major problems with coffee and how you can fix them to maximize the benefits of your coffee consumption.

I've been consuming coffee completely wrong for the past [number] years.

But I can guarantee that if you make these two simple holistic swaps I'm about to show you...

The quality of your coffee will be superior to any other, and you can confidently enjoy great coffee at your leisure!

1. **Quality of coffee**

Most coffee contains mold and pesticides.

In fact, almost up to 97% of the coffee we consume contains pesticides!



Nearly 97% of coffee today is grown using conventional methods, meaning it's treated with chemical pesticides and fertilizers.

In fact, conventional coffee is actually one of the most heavily chemically treated crops in the world!

The global MRL (maximum residue limits) database recently listed 42 pesticides commonly used in growing coffee.

However, this list doesn't include some extremely harmful pesticides used illegally in some countries.

The solution?

Always buy organic, pesticide-free coffee instead of conventional coffee found in supermarkets.

This will ensure that you consume only the highest-quality coffee, which will ultimately enhance longevity, mood, and overall vitality.

(Comment "COFFEE" for my favorite coffee brand)

2. **The way you are making your coffee matters!**

I get it. You're buying K-Cups because they're easy to use.

You put them in and forget about them.

But the problem with K-Cups, and generally with coffee machines that have plastic internal parts, is that the boiling hot liquid makes the plastic leach into your cup of coffee.

This gives you a dose of microplastics every time you take a sip.

It has already been proven that we humans consume a lot of microplastics.

So is there a safe alternative to brew coffee without getting microplastics inside?

Yes, there is.

An easy swap you can make is switching to a:

- Stainless steel stovetop espresso maker
- French press
- Glass pour-over coffee maker

They are simple to use, easy to clean, and may take a bit longer.

But good things take time, and it's way better than sipping on microplastics.