

1.who is this for?

-women who want to lose weight

2. Where are they?

They have tried a thousand diets and food trends to lose weight and sometimes have succeeded but then eventually regained it because it wasn't sustainable for them.

They are sick and tired of counting macros and calories, thinking about food.

They want to shed the weight while being able to enjoy their comfort foods.

3. What action do I want them to take?

I want them to keep on reading

4.What do they need to experience to take that action?

They need to feel like my solution is different

Self-analysis

-the question in the beginning is frame awkwardly, make the first line about them, address them, is actually do you feel guilty

-second line could've been like good or i'm glad- because...

-rest of it has some slight flow issues,like the 3rd and 4th line, but in general it's ok

-it's not a highly explosive piece of copy, it's weak when it comes to emotions

Feeling guilty after eating donuts, ice cream, or any other comfort food?

Good thing you're here then.

This means you're committing one of the great sins when it comes to your relationship with food.

This sin is an insight I realized a couple of years back.

At that point, I had only coached 100+ ladies and they were probably in a similar situation as you right now.

For them:

-Gym was boring because they only slid on the cardio machines

-They didn't like to look at themselves in that mean mirror or see the evil number on the scale

-They punished themselves with restricting diets only to overeat and feel ashamed and regretful

Some of these women were almost hopeless when they first came to me. In a complete panic that they were doomed to never lose weight.

And I've helped every single one of them get jaw-dropping results.

I mean really shocking transformations.

When I got their pictures of progress after 30 days- I had to go like "WOW".

Most of them have dropped at least 2 sizes and now have to consider changing their wardrobe.