

Who is your avatar?

Jess, 24, works as a chef. Co-workers make comments about her being overweight which makes her feel frustrated and disappointed in herself. She is very unmotivated which makes her feel lazy and she finds herself sapped of energy everytime she comes home.

What is their dream outcome?

Her dream outcome is to lose body fat and have a slim waist. She would be respected by her family and friends and would find herself more energised each day. She would feel proud and confident.

What pains do they experience in their current state? And how do they feel about it?

She hates the way she looks and struggles to walk up the steps without running out of breath. She feels uncomfortable all the time for her current size (5'8 75kg).

Day To Day Life

Wakes up late, goes to work, eats junk between her breaks, comes home, eats more junk, lazes around watching TV and goes to bed. She hates this cycle and wants to break out of it as changing all of it in one go would be far too much pressure to handle.

What roadblocks do they face?

She wants to lose weight but doesn't know the right plan for her and what would work for her. She has tried out the occasional workout and diet, but it never lasted. She lacks guidance and motivation.

What is the solution? - Should be 1 thing

A way for her to lose weight easily by taking small steps. Something she can perform being at home, at breaks at work, or even at the gym.

The Product

A fitness program that can benefit the individual's needs for going from fat-to-fit with workouts and diet plans.

Subject Line: The Secret “Fat-To-Fit” Trick That Kills Your Insecurities

She was trapped.

Trapped in a cage filled with frustration and despair from seeing slim, toned instagram models.

Her reflection in the mirror represented a far cry destination towards such a slim, hourglass-like shape.

With her weight covering the outlines of her waist she felt hopeless.

Gritting her teeth while she searched relentlessly for an answer to her frustrations.

Not for some quick fix or ab workout that guaranteed a six pack in a few days.

But something that would adjust to her low-energy lifestyle.

Someone to guide her to the path of weight loss both physically and mentally.

Only to find it moments later.

Fat-To-Fit Coaching.

Coaching that allowed her to break out of her cage and soar sky high through each goal that was set for her.

Week by week, month by month, losing 15kg in just 4 months!

Leaving her to relish in her slim, toned physique she could have only dreamed of being in before she started.

She now spends each day grateful and fulfilled knowing that she's taken her first big step to changing her life.

So If you lack the time and energy to start losing weight and don't know where to start,

Then you're unaware of the “Fat-To-Fit” trick that makes fat loss simple for anyone.

[Break Free From Your Cage Of Frustration And Glide Towards A Slim, Toned Physique With Hundreds Of Others](#)

P.S. Here's Sophie's transformation 📌

