

1. Who am I writing to?
 - 18-35 young adults striving for health improvement and health maintenance, they want to become the best version of themselves and become the warrior and empowered version of themselves,
 - Their pain point is staying in the same place with health and not actually improving for better health and just being a low value overall.
2. Where are they right now?
 - they are at a blog post, mentally they want to find a tip and trick they can use to keep having more trust with the company.
3. Where do they need to go?
 - They need to go and engage with a bunch of our blog posts and keep consuming.
4. What steps do they need to take to get there?
 - They need to get intrigued and hooked and the beginning of the blog post, and they need to relate to it to get the “wow, it’s me” effect and keep reading.
 - Throughout the blog post, it should be engaging enough so that the reader will maintain interest. The CTA should consist of the summary provided in the blog post and a CTA to make them feel motivated
5. Why do they need to take these steps to get there?
 - They need to take these steps so that they will not lose their interest and keep engaging with our content.

Format: Blog post

Medium-formed content - (600-1200 words)

Strikes a balance between providing enough information and keeping the readers engaged.

Suitable for most blog posts and articles

Idea: I have thought of writing a blog post about making people get ready for the New Year parties and alcoholism with supplements. I came across this because I looked at the analytics at Google Trends and it seems quite positive currently and could be way more positive by the new year.

End goal: make them take action with supplements engage with our content and develop more trust

Persuasion cycle

- 1-2 The beginning of the paragraphs needs to be intriguing and relatable to the reader so they can relate to it
- In those paragraphs, we need to discuss dream points only.

- Smooth transition to best possible solution and methods & supplements the reader can use to prepare themselves against alcohol and overdrinking themselves.
- And a summary with CTA to make them feel motivated to take action.

Blog post 

Blog post 

1st blog: My handwritten blog

HEADLINE: How to drink alcohol while taking care of your health in the 2024 holiday season

Do you want to have a massive night party with your friends and fill your belly with a lot of alcohol but you're afraid of starting your health journey all over again? Hold on a second, and take a moment. Have you ever felt that loss of coordination, impaired judgment, and slurred speech after drinking massive amounts of alcohol?

As adults, this effect seems way too basic to a degree, however, these effects are often overlooked and yet alcohol can have the most devastating impact on your life. Yet, Intoxication can dramatically ruin your productivity by decreasing your clear thinking towards your work and worsening your physical health, mental health, and even healthy relationships.

It's called Intoxication.

One of the most common and well-documented effects is **Intoxication** occurs with alcohol due to the way the body processes and metabolizes alcohol. When you have fun and drink alcohol, it is absorbed into your bloodstream through the stomach and small intestine. It then travels through the bloodstream to the liver, metabolizing it into a substance called acetaldehyde. Acetaldehyde is a toxic substance that can cause many health problems, including hangovers, which make your day unproductive and seem as if you have no power at all to go through your day.

However, keep in mind that which alcohol is metabolized varies from person to person. This is due to many factors, including genetics, weight, gender, and metabolism.

Yet, Intoxication is the most occurred sickness from alcohol on New Year's Eve. A study by the Trimbos Institute found that the percentage of people who were intoxicated on New Year's Eve in 2019 was 40%, compared to 25% on a typical Friday night.

What does this tell us?

It tells that intoxication is the most common occurrence in the Netherlands on New Year's Eve, which tells that if you were to do it, you would probably get it, and since we want to enjoy New Year's Eve holiday atmosphere with our loved ones and whom we appreciate the most without any sicknesses...

What are the most practical tips to avoid the intoxication experience with your loved ones?

- **Set a limit and stick to it:** Decide on the maximum number of drinks you're willing to have before you go to any New Year's Eve events. Write it down and keep it visible as a reminder. When you reach your limit, stop drinking. Don't be afraid to say no or to switch to non-alcoholic drinks.

- **Eat before and during drinking:** Food slows down the absorption of alcohol into your bloodstream. Have a substantial meal before heading out and continue to eat snacks throughout the night to maintain your blood sugar levels. This will help you feel fuller and more satisfied, and it will also take longer for you to feel the effects of the alcohol.

One study, published in the journal *Alcoholism: Clinical and Experimental Research*, found that people who ate a high-fat meal before drinking absorbed alcohol into their bloodstream 20% slower than those who did not eat. This means that it took the participants who ate longer to feel the effects of the alcohol.

This study was conducted on 20 healthy participants who were randomly assigned to either eat a high-fat meal (100 grams of butter) or a low-fat meal (100 grams of bread) before consuming a standardized alcoholic beverage. The researchers then measured the participants' blood alcohol levels over time to determine how quickly alcohol was absorbed into their bloodstream.

The results of the study showed that the participants who ate the high-fat meal had a slower rate of alcohol absorption than those who ate the low-fat meal. This means that it took the participants who ate the high-fat meal longer to feel the effects of the alcohol. The researchers concluded that eating a high-fat meal before drinking can help to delay the onset of intoxication symptoms.

- **Have a designated driver or use public transportation:** It's crucial to have a safe way to get home without driving under the influence. Arrange for a designated driver among your friends or family, or take public transportation to avoid putting yourself and others at risk.

In conclusion: These 3 mindful tips that are provided in the blog post help you to prepare yourself to ruin a lot of things you care about in your life. Yet the most crucial lesson that is taught in the blog post is **don't overdo it**. Have a limit somewhere, even if it's on drinking or working out. A limit should be always somewhere.

ChatGPT written blog:

Headline: Mindful Drinking: Navigating Alcohol During the Holiday Season

Excited for the big New Year's celebration? Before diving into that drink, pause for a moment. Did you know that one of alcohol's well-documented effects is intoxication, characterized by a loss of coordination, impaired judgment, and slurred speech?

As adults, we might think we're well-versed in these effects, yet often overlook their impact. Alcohol can significantly disrupt productivity, impair clear thinking, and strain physical, mental, and interpersonal health.

What Causes Intoxication?

When alcohol enters the body, it's absorbed into the bloodstream and then metabolized into acetaldehyde in the liver. This toxic substance triggers various health issues, including debilitating hangovers that can render your day unproductive.

However, alcohol metabolism varies due to factors like genetics, weight, gender, and metabolism speed.

On New Year's Eve, intoxication peaks. A study by the Trimbos Institute found that in 2019, 40% of people were intoxicated, compared to 25% on a typical Friday night.

What Does This Tell Us?

It highlights intoxication's prevalence on New Year's Eve in the Netherlands, indicating a high probability of experiencing it. Given that we want to enjoy the holiday atmosphere with loved ones without falling ill...

How Can You Avoid Intoxication?

Set a Limit: Determine the maximum number of drinks you'll have before any New Year's Eve events. Note it down and keep it visible for a reminder. When you reach the limit, stop drinking. Don't hesitate to decline or switch to non-alcoholic options.

Eat Before and During: Consuming food slows alcohol absorption. Have a substantial meal before going out and snack throughout the night to maintain blood sugar levels. This delays the effects of alcohol. Research in the *Alcoholism: Clinical and Experimental Research* journal revealed that a high-fat meal slowed alcohol absorption by 20%.

Arrange Safe Transportation: Always have a designated driver or use public transport to ensure a safe journey home without driving under the influence.

In Conclusion: These mindful tips aim to protect what matters in your life. Above all, the crucial lesson is moderation. Whether it's drinking or working out, setting limits is key.

Remember, a limit is always essential