

### Who is your avatar?

Dan, 24, works as a chef. Co-workers make comments about him being overweight which makes him feel frustrated and disappointed in himself. He is very unmotivated when it comes to exercise and finds himself sapped of energy everytime he comes home.

### What is their dream outcome?

His dream outcome is to lose body fat and have visible abs. He would be respected by his family and friends and would find himself more energised each day. He would feel proud and confident. He would gain more attention and confidence towards women.

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

He hates the way he looks and struggles to walk up the steps without running out of breath. He feels uncomfortable all the time for his current size (5'10 95kg). He carries around an uncomfortable amount of body fat. He sees all the instagram models/influencers and wishes for a body like that but it feels too far away for him to reach. Women make fun of him from time to time and don't take him seriously which makes him feel more anxious and self-conscious about his body.

### Day To Day Life

Wakes up late, goes to work, eats junk between his breaks, comes home, eats more junk, lazes around watching TV and goes to bed. He 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. He tends to think these thoughts many times throughout each day.

### What roadblocks do they face?

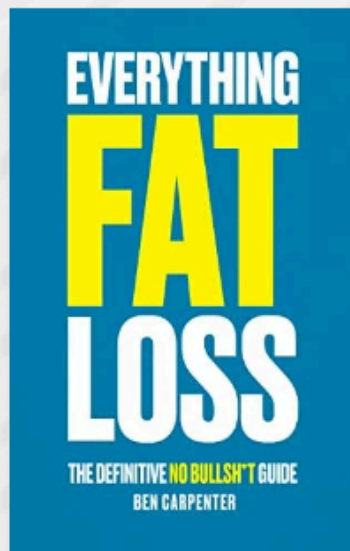
He wants to lose weight but doesn't have the discipline nor drive to start losing weight. He's tried out the occasional workout and diet, but it never lasted. He lacks guidance and accountability.

### What is the solution? - Should be 1 thing

A way for him to lose weight easily by taking small steps and being guided and held accountable in his weight loss journey. Someone who will keep him in check when he steps out of line. Something he 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. The program focuses on keeping the individual accountable and disciplined to ensure he doesn't step out of line.



## Download the FREE Everything Fat Loss eBook

Start shredding unwanted fat by the week to achieve that crisp chiselled physique!

Below are the 3 Main Sections of what you'll get!

**Grab Your eBook Here!**

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1

### The Fat Loss Secret That Most People Don't Know of.

This fat loss secret is often hidden from the fitness industry, but in this eBook, I uncover the very reason why you're not losing fat and how you can start applying this secret today to lose weight for 2 weeks time!

2

### The Monster Mentality That Makes Quitting A Diet Impossible

With this mentality, you learn how to easily remove any possible cravings and desires for unhealthy foods while still being able to eat them with free will...All while losing weight!

3

### A 30 Minute Workout That Shaves Fat Off Every Place On The Body

With just 30 minutes of your day, you can stay active while losing fat without any excuses or worries about not having enough time.

**Strengths** - Like that it emphasises it's short and easy to follow, you describe the pain state pretty good.

**Weaknesses** - You don't completely explain the dream state. You say in the second paragraph: "to achieve that crisp chiselled physique", but that's just the feature, you have to dig deep and find out why they want that physique.

Example: For their crush to stare at their body all day long.

It's just to show the reader that the opt-in page product will actually help them.