# Social Media Ad

#### How to actually LOSE weight as quickly as possible!

Have you ever failed to stick to a healthy diet?

Or fallen victim to some tasty chocolate?

You felt too unmotivated to work out, grabbed your phone, sat on the couch, and scrolled through Instagram.

Deciding to remain insecure and overweight.

Imagine a life where you never skipped working out and actually stuck to a healthy diet:

Feeling happier and more confident than you have ever been in your life!

Showered with compliments from your family, friends, and colleagues.

Being asked for fitness advice.

Fitting in all the clothes you ever wanted to try on going shopping!

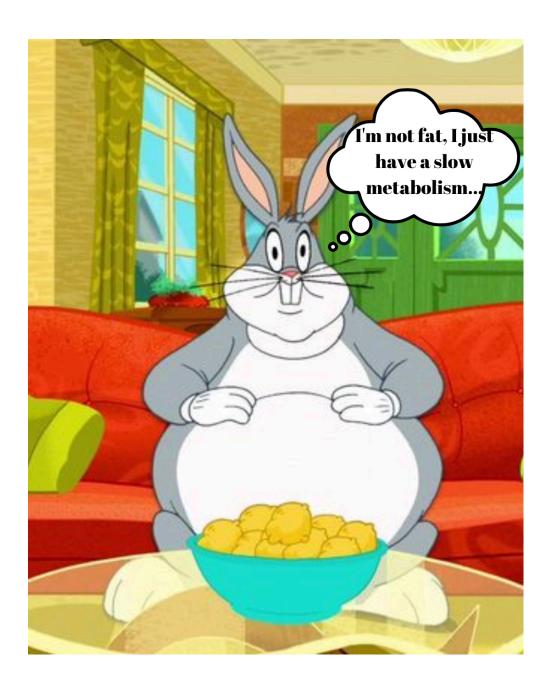
Having a lean and fit hour-glass shaped body that would make anyone take a second look passing by!

It doesn't have to stay a dream, you can turn it into reality with 3 tools to help you stay motivated, stick to a diet that consists of healthy yet delicious meals and fun workouts!

These tools are available to anyone who actually wants to achieve their fitness goals!

You can keep dreaming and stay insecure, or turn it into reality and see how good life can get!

Scroll down for the picture...



## **Avatar**

Name: **Emily** Age: **29** (I chose a woman because I think that men would rather listen to another man on bodybuilding or something else, not just "moving" as the guru (female) describes it.)



Face

#### Backround:

Emily was born into a nuclear home with a father and a mother in a decent home.

Her mother always wanted to push healthy eating on her daughter but the dad being a dad spoiled his little girl as much as he could.

Always letting her eat whatever she pleased and get her all the McDonald's she wanted.

When she was a small kid it was not that much of a problem eating but around 6th grade she got so big you'd think you looked at her on zoom in.

She knew she had to lose weight and she tried and tried for years but always failed and every time got depressed about it because she could not commit to it and thought she was a failure.

She did not know what to do, she thought that it would take years to get fit.

With time she started to feel gross and think that she looked gross.

Feeling embarrassed and insecure everyday because she is chubby and unfit.

Always found it impossible to stick to diets because of eating out or with family.

As she would go shopping for the baggy that would keep her from being ridiculed she inevitably saw some tight jeans on a mannequin that she absolutely loved.

Ever since, at night when she went to sleep she would always dream of having a body that is lean, fit but still curvy, and aesthetic, basically the perfect body every woman wants.

She also dreamed about being complimented by her family, friends, colleagues and feeling happier, more confident and vibrant.

She wakes up disappointed every time and wishes it were different but does not know what to do and doesn't know how.

### Day in the life:

Emily wakes up at 8:00 AM.

Goes to the bathroom for the morning routine and dresses up in her baggy secretary suit.

Eats some garbage, high in sugar and calories cereal and goes to work where she is about to sit on her ass for 4 hours before she gets up to eat fast food only to go back and sit on her ass again until the shift is over.

When she gets home she has a BIG dinner brought by uber eats.

Fancies Pizza Hut a lot. (can't blame her for dat one:D)

Eats while watching tik tok next to her cat.

The rest of the day is pretty uninteresting, just consuming garbage content.

And that is how the day ends with her going back to sleep only to do the same damn thing tomorrow.

#### Values:

**Important:** She knows she has to lose weight or else health problems might come in.

She wants to be fit

She wants to be confident.

She wants to impress her family and friends.

Despises: she hates being a failure

Despises diets.

despises working out because she does shitty exercises and does not know what to do.

hates the way she looks.

### Outside forces

Too much info on the internet and cannot decide what to do.

Does not know what to do anyway.

Diets are way too hard for her

Lifestyle destroys her physique

Motivation