

## THE “NAME THEIR PAIN” FRAMEWORK

**Why It Works:** Diagnosing their pain and telling them WHY they are experiencing this problem builds trust.

### 1. What are they experiencing?

#### Overweight

- Shame
- Low energy
- Restrictions (can't go where they want, can't start a family, can't wear what they would like to, ...)
- Health issues
- Low self esteem

### 2. What do they want to be experiencing?

#### Lose Weight

- Freedom
- Energy
- Content & satisfaction
- Stress free
- Confidence

### 3. What are the reasons they're currently experiencing this pain?

You're experiencing this pain for 2 reasons:

- 1) You think being overweight IS the reason for all your problems, thinking: if only the weight goes away all the other problems will go away.
- 2) Therefore, you find solutions (diets/exercise program) that only tackle the weight, and guess what? You might lose a few pounds, but the other issues are still there and are still in the way and they make losing weight impossible!
- 3) Then you blame the diet, and you tell yourself you'll never be able to lose the weight, so you will always have those issues.

### 4. What counter-intuitive thing do they need to do in order to fix their problem?

You need a Framework that tackles all the other issues WHILE you are losing the weight. A program that tackles your mental health while also helping you lose weight! So, you continue to lose more than just a few pounds, because the other issues are also melting away.

## THE “STIR DESIRE” FRAMEWORK

**Why It Works:** The HOW remains behind a paywall. You are simply stirring desire and shining a light on what is missing...

### 1. What are they doing to solve their problem?

There obsessing on one thing.

I'll stop eating carbs

I'll start drinking water

I'll just stop giving into my cravings

I'll join the gym

I'll take this injection

I'll eat more protein

I'll start walking everyday

### 2. Why isn't that working?

Do you really think just changing one thing is going to fix your problem? Don't you think you would've figured it out by now if all you had to do was change one thing?

Losing weight is a series of multiple things!

### 3. What counter-intuitive thing should they be doing instead?

They need a step-by-step framework that takes EVERYTHING into account. Not just changing your food and joining the gym. Everything else too!

### 4. What do they need to do in order to confirm they are not doing what needs to be done?

Want me to prove it? Ok, go pick that one thing you believe will make you lose all the weight you want to lose (anything – start intermittent fasting) and then message me in 6 months to let me know your success story.

But I'm willing to bet you won't be messaging me in 6 months because you'll likely quit that one thing! Or even better is you'll be messaging to learn more about the framework that tackles everything – and that's why it works.

So are you going to wait 6 months? Or are you going to register?

## THE “ELIMINATING OBJECTIONS” FRAMEWORK

**Why It Works:** You are positioning yourself as someone with completely new and different information.

**1. What do most people in your industry tell your prospects to do?**

Cut back on cravings.

You want to lose weight? You need a diet.

**2. Why is that wrong?**

First of all, let's call it like it is - having daily cravings is an addiction. And simply cutting back is not how you address an addiction.

You need more than a diet; you need a weight loss professional that has a background in human psychology and behaviors.

**3. What should they do instead?**

You need to treat your food addiction for what it is: a serious mental health issue that should be addressed using psychological strategies. You need a step-by-step weight loss framework

Someone who will not only think about the food and the exercises, but the psychological barriers that got you there in the first place. You need a step-by-step weight loss framework

**4. What results will they experience once they do the right thing?**

Once you address the issues behind your addiction, you won't be having daily uncontrollable cravings anymore. You will feel like you can follow through on your goals.

You will lose weight and keep it off. You will have complete control over your weight, because you will be working on the barriers that got you overweight in the first place.

**5. Where will they be a year from now?**

Not only will you have lost weight and kept it off, but you will feel very confident you can take on any challenges because your biggest barriers are gone! Register to find out what this framework is!

## THE “HIGH CONTRAST” FRAMEWORK

**Why It Works:** You are connecting their pain to a shared experience and telling them exactly what’s missing.

**1. What character (book or movie) exemplifies who your audience wants to be?**

- Blake Lively & Ryan Reynolds in deadpool

**2. What character (book or movie) exemplifies who your audience is right now?**

**3. How do the experiences of these characters relate to the experiences of your prospects?**

Tired, addictions, stressed out, low self-esteem, snapping at people, hopeless.

**4. What is the vehicle that will take them from where they are to where they want to be?**

Weight loss framework that tackles their weight AND the barriers that got them overweight in the first place.