

Elisa

Avatar: Becky is 41 years old, and works as an accountant.

Current state: She's always trying some new diet, but it never works. They have constant restrictions and meal plans which never work. They feel scared because maybe it's just them. They become apprehensive about spending any more money because from experience it has never worked.

Pain: They're scared to let go of the constant restrictions because they feel there is no other way. Meal plans and rules have become second nature. They're afraid of trying anything else because everything until now has failed.

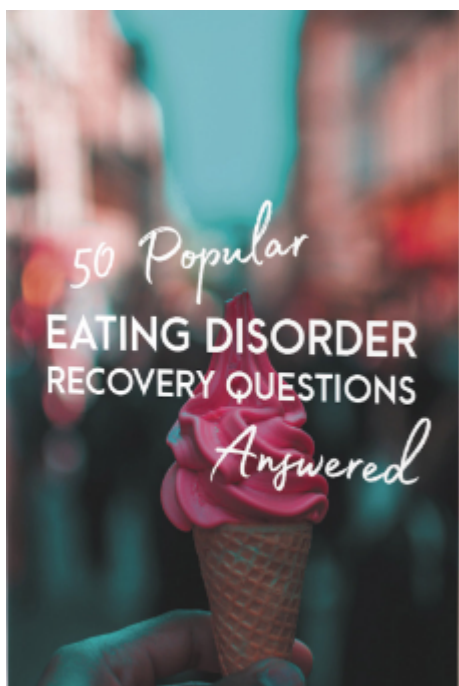
/Roadblocks: They must find a healthy way to deal with their eating restrictions. They need to learn how eating restrictions work and why they are the key reason for their inability to overcome them.

Dream state: They will feel confident that if it comes to choosing between temporary comfort and their well-being, they will make the right choice. They will sustainably manage their eating disorder. They would regain their love for their body and feminine side.

How the product helps: The product is a carefully structured course to help people overcome anorexia, bulimia or orthorexia and regain their period. It deals with understanding why you're here, what beliefs keep you at the start line, how to deal with them and most importantly what to eat.

Opt-In page

Top 50 most urgent questions about eating disorders... Answered



This ebook includes the **whats and hows** of why you haven't been able to overcome the constant restrictions and fears.

- ✓ Get detailed descriptions of how to manage your eating disorder.

- ✓ Get insight into your eating problems you didn't know you had.
- ✓ Learn about the mistakes that are ruining your diet and how to avoid them

Emmie

1. Who is the avatar
 - Women
2. What is their current situation and why is it bad (Pain points)
 - They've stopped trying to lose weight and accepted the fact that they'll be chubby and miserable
 - They don't want to be that middle age woman that people look at with disgust.
 - They feel like the harder they try, the more they lose control and eventually give up.
 - They feel like they want to rip themselves free of their weight and start over
 - They avoid looking at themselves in the mirror and if they do then they say things like "This is not me "
 - They feel powerless and defeated
 - They feel like they have a diet mentality where they always think of life in terms of food and weight. The
 - They're tired of hard-to-follow diets and endless restrictions that don't allow them to focus on their life
3. What is their dream situation(Pleasure points)
 - they want to feel young and vibrant. They want to be that middle age women that young women want to be like
 - They want to get free from the diet mentality and regain control of the life they lost a long time ago.
 - They want to get rid of all the confusion and find a simple, evidence-based way to lose weight sustainably
 - They want to be physically able to do things with their kids and be able to be by their side no matter what.

Fascinations

1. How to be that beautiful, vibrant and healthy middle age woman that people want to be like when they grow up.
2. The secret to being a healthy and vibrant woman that all women want to be like is to...
3. The secret to being that vibrant and healthy middle age woman that people wish to be like is
4. How to rip yourselves from your fat and become a new person
5. The four game-changing recipes that will help you become a beautiful and vibrant woman that people stare with desire.
6. If you're tired of looking at that chubby person in the mirror and want to be that vibrant beautiful woman that people stare with desire, Then try four game-changing recipes that help you achieve it in no time.
7. The single step you must take to being the beautiful vibrant middle age woman that people stare with desire.
8. The sneaky secret to achieving a beautiful and vibrant look.
9. The eating hack that burns through the fat in no time and turns you into a beautiful and vibrant woman.
10. The easy-to-follow recipes that will burn through the fat in no time and turn you into a beautiful and vibrant woman.
11. The easy-to-follow evidence-based recipes that will keep the fat at bay and turn you into a beautiful and vibrant woman.
12. The easiest way to burn through the fat and become the beautiful and vibrant woman that people stare with desire.
13. The safest way to keep the fat at bay and become the beautiful and vibrant woman that people stare with desire.
14. Get a glimpse of the stupid-easy method to help you cut the fat by half and become the beautiful and vibrant woman that people dream of being like.
15. Find the specific meals that keep the fat at bay with evidence-based solutions.

SL: The easy-to-follow recipes that will burn through the fat in no time!

✓ Get a glimpse of the stupid-easy method to help you cut the fat by half and help you become the beautiful and vibrant woman people dream of being like.

✓

Research for Lucie (Eduakale)

1. Who is the avatar?

- The avatar is Lucie, she is 31. She has had problems with diets since she was a teenager.

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She always notices the beautiful and thin women on social media that tell her that she can also be like them, but no matter how much she tries she is never successful.

This leads to feelings of despair, that she is not good enough or it just isn't meant to be. She eventually tries to bury all these negative feelings deep in her heart so they won't hurt her as much.

She becomes increasingly desperate and starts to define her very existence by her weight and all her failures with diets. "There is no way all the diets are wrong!" She thinks.

2. What's bad about their life (Pain points)

- They blame themselves for lacking consistency - no emotion
- They think that they can't lose weight without the accompanying feelings of guilt, shame and deprivation.
- They try to bury their feelings because of their negativity instead of trying to actually feel them.
- They have a sense of anxiety around foods - no emotion
- They think that some crazy diet is going to make a different person when in fact it always ends up hurting them because they failed.

3. What's their dream situation (Pleasure points)

- They want to create consistent eating habits - no emotion
- They want a sense of ease when it comes to their relationship with their body and the food they eat
- They want a way of eating that they enjoy and that supports their weight loss goals
- They want a nourished and energetic body so they can focus on the things they love, not on crazy diets that only hurt them.
- They want to create a mental space to help them focus on what they love.

