

1. Who is your avatar? (the person you are trying to sell to)

Paula is 33 with a slightly round face. She has long brunette hair. She works part-time at a local school and then comes home to her two children and husband.

2. What is their current situation, and why is it so bad?

Her current situation is bad because of her expanding waistline and low energy levels. Her poor diet makes her fatter by the day and is also leaving her lethargic and unmotivated.

3. What is their dream situation and why is it so desirable?

Her dream situation is to lose weight and feel rejuvenated with more energy. This would allow her to be a more doting mother and perform better at her job. Whilst boosting her confidence in her self-image.

4. What problems are stopping them from getting to their dream situation (and how will your product solve them)?

She is eating too many refined carbs, which leaves her craving more junk food and compounds her weight problems. By eating a ketogenic diet, she would lose weight easily as she would no longer crave junk food. She would also feel her energy levels soar.

5. How will your product help them bridge the gap between their current situation and their dream situation?

By teaching her how to live a ketogenic lifestyle.

DIC

SL: How to lose 16 lbs in 8 weeks

Do you want your friends to marvel at how weight has *fallen* off you?

Despite the fact you haven't joined a gym...

You haven't gone on any crash diets...

And you haven't even cut your calories!

As the truth is, if you want your body to burn fat...

Like coal in a *blazing* furnace...

You need to remove one food from your diet.

And eat in the way people did for 90% of human history...

[>>>>Discover why weight loss is easy when you eat the way you have evolved to!](#)

PAS

SL: Are you limping through the day, constantly fatigued?

Lethargy is more than an inconvenience...

It's a curse that will cast a shadow over your entire life!

As you appear cold to your beloved children...

Vacant and lifeless.

All because of one grain that you eat,

A grain that the human body has not evolved to consume.

Remove this from your diet, and you will feel turbocharged from sun up...

To sundown.

Allowing your children to *feel* your warmth radiate through you.

With your endless engaging energy...

It will be smiles all round every time you pick them up from school.

As they will be delighted to see you having missed you all day...

[>>>>Discover how to turbocharge your energy levels and become the super mum you were meant to be!](#)

The HSO is on the page below

HSO

Are you a junk food junkie?

I was at breaking point with my obsession with all things sugar!

Whether it was Dunkin doughnuts at lunchtime...

Or Ben and Jerries after my dinner.

I was constantly consumed by sugar!

If I wasn't eating it, I was thinking about it.

I was obsessed.

If there were a rehab for sugar, I'd be in there.

But there wasn't rehab for sugar, nor is it illegal.

In fact, they sell it everywhere I go!

I felt like waving the white flag of surrender and accepting I would be diabetic before I was 40.

Until one day, by sheer accident, I discovered something remarkable.

I didn't eat my usual breakfast as I was running late for work...

And sugar didn't cross my mind once!

Even as I walked past the dunking doughnut stands that I usually frequent every day...

I didn't even consider it.

So after researching what I was eating for breakfast,

I soon realised where I had been going wrong this whole time.

Within 8 weeks, I had lost 16 lbs.

And it took virtually no willpower to do it.

As sugar was the last thing on my mind...

[>>>>Discover how to kick your sugary cravings to the curb and watch the weight *fall* off you!](#)