

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

Paula is 33; she has a round face and long wavy brunette hair. She is a mother of two and works part-time at her local school as a support teacher.

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

Her current situation is bad because she is gaining weight every month and will soon be morbidly obese. This is crippling her confidence and makes her very self-conscious in public. She gets particularly self-conscious around other women who she feels are more attractive than her.

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

Her dream state is to be at a healthy weight with a desirable figure. This will allow her confidence to soar and make her feel much more self-secure in public situations. Especially when she is around women who used to make her feel jealous and self-conscious.

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

Her current problem is her unhealthy lifestyle. She eats rubbish food and does no exercise. Because she is so unconfident, the idea of going to the gym fills her with dread. By following Justine's program, she will be able to foster a new lifestyle conducive to weight loss. As she will learn about vegan nutrition and how to exercise daily from the comfort of her own home.

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 lifestyle conducive to weight loss.

The pieces are on the pages below

DIC

SI: The secret to losing 18 pounds BEFORE summer

You can feel *amazing* in your own skin this summer...

As you walk your children to school, the warm breeze caressing your lean body.

Leaving all the other mums green with envy.

All because you made one dietary shift,

A dietary shift that is backed by the European Congress on Obesity...

For being the single most effective weight loss approach...

Meaning you can be fit, firm and sexy within 3 months.

[>>>>Discover how to be the hottest mum on the playground this summer!](#)

PAS

SL: Are you ready to LOVE what you see in the mirror?

Does joy overwhelm you every time you catch a glimpse of your reflection?

As you take in your voluptuous figure?

Or are your eyes instantly drawn to your saggy love handles?

As the grey mist of anxiety descends around you.

And your self-conscious insecurity starts gnawing away at you,

Shattering your self-esteem like a glass mirror.

All because of one lie you've been told your whole life...

"You need to go to the gym to work out".

You can now get fit, firm and sexy from the comfort of your own home.

Allowing you to feel *amazing* in your own skin.

[>>>>Discover the secret to loving what you see in the mirror and feel your confidence soar!](#)

HSO

SL: Feel sexy this summer!

Summer is a blessing for attractive people who can flaunt what they've got, but for the rest of us...

Cold shivers crept down my spine as I stood in front of the mirror.

My summer dress I wore less than a year ago was now far too small for me,

I was bursting through its seams!

My mind began to race...

How had I put on so much weight in 9 months?

What was I going to do this summer with all this extra timber?

The thought of summer began to fill me with dread,

Despite the fact, it is usually my favourite time of year.

My excess weight was now giving me debilitating anxiety.

And there was no way I could face going to the gym...

With all those hot bodies and judging eyes,

Which I meant I had to accept a body that I felt disgusted by,

As you can't get into shape without going to the gym, right? Wrong!

I shed 18 pounds in 3 months from the comfort of my own home.

Doing workouts that not only demanded my body to shed my unwanted fat,

But were fun and engaging,

I was almost disappointed when they were over.

Losing weight was easy and fun!

Especially when you have someone guiding you every step of the way,

It all starts with a friendly conversation...

[>>>>Discover how to feel great in your own skin and make this summer your best one yet!](#)

