

**Who is your avatar?** - Carolle, 40, works long hours in an office job. She is overweight and has tried diets before but nothing seemed to work. She wakes up late, goes to work, comes home feeling exhausted, and lazes around with a bit of a walk every so often. She hates this cycle and wants to break out of it in order to lose weight. She tends to think these thoughts many times throughout each day.

**What is their dream outcome?** - Her dream outcome is to lose fat to have that hourglass figure look. She would be respected by his family and friends. She would find herself more comfortable in her body and around friends. She would gain more attention and affection from her partner. She would also feel comfortable and excited to take fat burner supplements, knowing they'll benefit her.

**What pains do they experience in their current state? And how do they feel about it?** - She hates how she looks and wishes she could swap her body for someone else's. She feels hopeless when it comes to losing body fat and weighs herself everyday to see the scale fluctuate but gradually increase. She feels as if her body is out of control and that there is no hope for her body to change.

**What roadblocks do they face?** - She lacks the knowledge on how she could lose weight in a way that works for her. She feels as if exercise and dieting is the only way to lose weight and she is delaying that until she finds another way.

**What is the solution? - Should be 1 thing** - A way for her to lose weight easily and effortlessly.

**The Product** - Fat burner supplement.

**Where is my reader?** - Searching online about how to lose weight quickly and easily.

**Where do I want them to go?** - To go to my blog where they can learn more about fat burners and what they actually do and then to opt in to a newsletter to be given the 5 myths of fat burners to ensure she feels far more comfortable purchasing fat burning supplements.

**What do they need to see, feel and experience to get them there?** - She needs to see a way they can lose weight without high intensity exercise and strict diets. She needs to feel as if the company understands her current struggles to ensure she feels like she is in the right place.

Email 1 (The email they receive once they've signed up the newsletter)

**Subject Line: Here's your Fat Burner guide!**

We congratulate you on your decision, you have just signed up to the best, most value and informational driven newsletter within the fat burning industry.

Here we will personally be sending you tips, facts and the best fat burning supplements out there, so you can know exactly how you can slim down to that slim-lean body, while knowing exactly how to always have control of your weight.

**[Here's The Beginner's Guide to Using Fat Burners for Weight Loss](#)**

To your amazing health,  
DiscoverSupps

**Email 2**

**Subject: The simple "hack" that dissolves 2.5 lbs in 24hrs**

Alt Subject: One Exotic Loophole Dissolves 59 lbs Fat

You eat healthy all day... spinach, chicken, and broccoli.

You try all the diets... keto, paleo, and vegan.

You're hungry, you're tired.

But every morning, your weight never changes.

However it's extremely easy to resolve this problem...

A newly discovered bizarre tropical fat-dissolving loophole that has NOTHING to do with dieting or exercise... (in fact, eating your favourite foods is recommended!)

Jason Mitchell, age 43, dissolved 52 lbs with this loophole.

Cheryl, age 54, from Memphis, dissolved 29 lbs of fat with this loophole.

And once I saw the fat melt away for me, too, I had to share it with you.

==> **[One Tropical Loophole Dissolves 2½ lbs In 24 Hours](#)**

To your amazing health,  
DiscoverSupps

PS. This incredible fat-dissolving loophole had been hidden for centuries by a small number of families on a remote Vietnamese island, try it for yourself here.

### Email 3

A breakthrough study has proven this topical ingredient can cause a body-temperature spike and increase metabolism, which results in considerable weight loss.

It's 200% more powerful than exercise – even when sleeping.

Even Dr. Oz. featured it recently on his show – calling it a booty fat buster!

Can you guess which one it is? ([Click the link to find out](#))

Green tea  
African mango  
Raspberry

Cheers in your health journey,  
DiscoverSupps

PS. The \$80 billion dollar weight loss industry does not want you to know this product because they can't profit from it.

### Email 4

Subject: The No. 1 miracle in a bottle to burn your fat, according to Dr. Oz.

A handful of studies from Asia suggest that this topical ingredient — which is chemically similar to capsaicin, the heat compound from chile peppers — might help burn fat, especially the fat that builds up in the liver.

Dr. Oz called it a “miracle in a bottle.”

Want to know what it is?

[Click Here](#)

To your amazing health,  
DiscoverSupps

PS. There is no doubt the billion-dollar weight loss industry does not want you to see this video and discover the amazing fat-burning secret! Watch it now before the video is taken down.