

**QUICK BRIEF:** Social media copy, especially for Facebook, Instagram, and LinkedIn is second nature to me. With it being the first type of copies I've ever written, I have a deep understanding on how it should be done, as well as the do's and don't's.

## HOW TO BE FIT WHEN YOU DON'T HAVE THE TIME FOR IT

You want to be fit.

But the problem is... **YOU DON'T HAVE TIME!**

And I **BELIEVE YOU** when you say that you've tried.

Because just like you, my student Irisha was busy as a bee.

Besides **working on her business for 60+ hours a week, she was also a fulltime student-- making it impossible to make time for her fitness.**

But guess what?

**-From 40lbs, she could now lift 115lbs.**

**-She now has 2% less body fat**

**-Overall, she became stronger, while looking AMAZING!**

Now you're probably wondering: **HOW?**

It's all because of careful and strategic planning through my **Zen Fitness Program--**

Specifically designed for you to reach your fitness goals without sacrificing your day-to-day hustle.

With my **Zen Fitness Program**, you can **get the body of your dreams no matter how busy you are.**

Let me ask you...

**Have you tried all sorts of quick online workouts?**

**Your diet doesn't really work for you?**

**Is time restricting you from living your dream body?**

If you said **YES** to any of these, then my Zen Fitness Program is for you!

**SEND ME A MESSAGE TO GET A TAILOR-FIT A PROGRAM TODAY!**

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## THE FITNESS PROGRAM THAT DOESN'T SUCK

**I've got great news for you:**

You can now hit your fitness goals **without sacrificing time and your favorite food!**

Do you wanna know the secret?

It's mostly in your diet..

**BUT HEAR ME OUT FOR A SEC, OKAY?**

What if you didn't have to ditch the food that you love?

What if you could eat your favorite fast food and still lose fat?

Because just like you, **MY CLIENTS AND I LOVE TO EAT.**

And we would do anything to keep eating what we love!

**SO HOW DID WE LOSE FAT WHILE STILL BEING HAPPY WITH OUR FOOD?**

THE ZEN FITNESS PROGRAM...

They say that you need to **WORK HARD** to get your dream body--

**I SAY, NONSENSE!**

You. need. to. **WORK. SMART.**

And for you to get your dream body quickly and easily,

I have strategically divided the Zen Fitness Plan into **3 simple parts:**

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**IDENTIFY**  
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"The heart and soul of Zen Fitness"

Your body is unique in its own way.

With the Zen Fitness Program, **you will be assessed** to know exactly what your body needs to hit your goal.

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**EXECUTE**  
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You will be following a plan designed specifically for you. And yes, **YOU GET TO EAT YOUR FAVORITE FOOD**

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**CELEBRATE**  
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Thanks to your dedication, you've finally hit your goal! So... Maybe do a little celebratory dance?

So let me ask you...

**Do you want to get your dream body?**

**Do you struggle with your diet?**

**Do you barely have any time to workout?**

If you said **YES** to any one of these, then the Zen Fitness Program is for you.

**SEND ME A MESSAGE TO GET YOUR DREAM BODY!**

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**HE TRIED EVERY DIET ONLINE. BUT THIS ONE CHANGED HIS LIFE...**

If you're reading this, you've probably tried at least one of the many fad diets online, but it's just not helping you reach your goals.

And if it does, your weight just fluctuates back and forth, ending up with you going back to your original weight.

Worse-- you gain more weight.

How do I know?

Because one of my clients, Alex, had the exact struggle you're going through.

His goal was simple: to lose weight.

But practising fad diets, he realized how UNSUSTAINABLE they were by making him gain back the weight that he worked so hard to lose.

That was an endless loop for Alex, until he decided to take the final leap at my **Zen Fitness Plan....**

In a matter of **3 months**, he lost a whopping **32 pounds WITHOUT SACRIFICING HIS FAVORITE FOOD!**

**YES! IT'S POSSIBLE TO BE HAPPY WHILE HITTING YOUR FITNESS GOAL!**

And just like Alex, you could use my Zen Fitness Plan to skyrocket your fitness journey for the long term!

**You don't need to sacrifice a lot with my Zen Fitness Plan.**

So...

Are you tired of fad diets that work temporarily?


Do you hate having to sacrifice your favorite food for a diet?

Because I get you..

And if you **SEND ME A MESSAGE** right now, we can talk about how **MY ZEN FITNESS PLAN** could skyrocket your fitness journey while you keep eating what you love!


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HOLIDAY COPY
Headline: Feeling those 'extra holiday pounds'? 🍷🍷
Body:

Did you “enjoy” a little too much this holiday season? 

We get it. The food is heavenly!

But after the fun & deliciousness comes the guilt.

Drink after drink while eating those holiday cookies – ‘Tis the season to be jolly, right? 

But now we're faced with the monumental task of "How to shift these extra holiday pounds?"

For women over 45, shedding stubborn pounds around the midsection is way harder than in our 20s and 30s. Why?

That is because of a sudden drop in estrogen levels, causing hormonal imbalances directly connected to weight management.

Because our body is no longer the same body.

Our hormones levels fall off a cliff and metabolism slows down, so we hold onto extra weight (especially around the mid-section)

That's why the methods that used to keep us in shape in our 20s and 30s NO LONGER WORK for women after 45.

(Have you ever wondered why that ‘Meno Belly’ never seems to come off even after strict dieting and exercise? Now you know.)

We need to take care of our HORMONES first!

Luckily, we have dedicated our studies to helping women like you reach their best version. So we set out on a bold mission to develop a NATURAL solution that helps women over 45 to LOOK and FEEL like the best versions of themselves.

...One that is made specifically for the bodies of women going through peri-menopause and menopause so they can finally take back control over bodies and feel like themselves again.

And after 2 years working with doctors, pharmacists, and natural health experts, we developed a unique natural and organic body-balancing herbal tea blend called MenoSlim tea



MenoSlim's proprietary formula has natural herbs in just the right amounts to help women to:

✔ Feel fresher, lighter, and more energized

- ✓ Reshape the body, including that 'Meno Belly' and those thighs
- ✓ Not only feel great but LOOK great
- ✓ Assist hormonal balance and relieve common symptoms of menopause (hot flashes, night sweats, moods, low energy etc)

If you're looking to slip seamlessly into your favorite clothes again, and enjoy energy and zest for life like in your 30s...then give MenoSlim tea a try today!

With a full 60-day money back guarantee and a BONUS Teatox when you order today, it's no surprise women over 45 are calling MenoSlim tea their secret life hack for 2023.

There are 3 delicious flavor to choose from:  
Apple Cinnamon, Limon Lime, and Acai Berry  
Try one or try them all!

It's time to put yourself and your health first in 2023 (you deserve it!)

Get your FREE Teatox when you try MenoSlim tea today and enjoy the fresher, lighter 'new you!'

[Insert CTA]

## NEW YEAR COPY

Headline: Shed the 'MenoBelly' this 2023

Body:

"New Year, New Me?"

Many women over 45 say this every year, finally deciding to reach their weight goals.

But every year, it seems like hitting that goal gets more difficult.

And it feels like no matter what exercises or fancy new diet we try – there's always an invisible force pushing you back to losing those pounds.

Don't you wish that weight management was as easy as when you were in your 20s again?

See, you might be putting all the effort into managing your weight.

But at this age, there is ONE MORE thing to consider besides diet and exercise:

## HORMONES.

As you age, you will hit a point where a drastic drop in Estrogen happens. Leading to what we call the 'Meno Belly.'

And because of the hormonal imbalance, shedding pounds feels like the most challenging thing in the world.

But we get it. We know that you want to get back in shape this year.

The good news is: YOU CAN DO IT!

By getting your hormones back on track, managing your weight will be A LOT easier.

MenoSlim Tea is formulated specifically for YOU!

It helps with:

- ✓ feeling fresher, lighter, and more energized
- ✓ reshaping the body, including that 'Meno Belly' and those thighs
- ✓ not only feeling great but LOOKING great
- ✓ restoring hormonal balance.

MenoSlim Tea is a game changer for women 45+ this 2023.

*"Before MenoSlim, I had such a pouch in my belly. Six months ago, I gained 10lbs because of pandemic. Nov 16, after my 14 day teatox I lost that 10 lbs. I was shocked at how fast it came off. I weighed 130, and now my new weight is 120. My husband is amazed!!!"*

Let's make 2023 your year!

[Insert CTA]

## EVERGREEN #1

Headline: Shed off extra pounds at 45+?!

Body:

Weight management today is different from 20 years ago.

Back then, you only had to go to the gym fewer times a week, with minimal changes in your diet, and you're in shape!

But today, you can try to hit the gym thrice a week with a low-calorie diet (heck, even try a fad diet) but still struggle with weight management.

It's not your fault.

That's just the nature of the female anatomy.

You can hustle all you want to manage your weight at this age.

But if you don't understand how your body works at 45+, hitting your weight goal will take forever.

Women at this age experience a sudden drop in Estrogen called the ESTROGEN CLIFF.

This drop leads to hormonal imbalances that cause what we know as the 'Meno-Belly.'

Sadly, workout and diet won't be enough. Because Meno-Belly is HORMONAL.

But don't lose hope! Losing the Meno-Belly is POSSIBLE!

By balancing out hormones, weight management will be easier.

Through our research, we have formulated MenoSlim Tea: 100% Natural & Organic

Helps with:

- ✓ feeling fresher, lighter, and more energized
- ✓ reshaping the body, including that 'Meno Belly' and those thighs
- ✓ not only feeling great but LOOKING great
- ✓ restoring hormonal balance

Don't let anything hold you back from hitting your weight goals!

[Insert CTA]

## EVERGREEN #2

Headline: Can't get the scale to go down?

Body:

Do you wish to see your weighing scale numbers drop?

A lot of women in their 40s and 50s struggle with weight management.

One day, they step on their weighing scale to see a decline of 1 lb, and the following days find an increase of 3.



Imagine all their efforts wasted!

Now, this can sound familiar because this might be you.

Maybe you've exhausted all your options from intense workouts that you couldn't maintain and fad diets that cause incredible whiplash.

In short, YOU'RE STUCK.

But you need to understand that it's NOT your fault.

At the age of 45+, you experience major hormonal imbalances.

And one of them is caused by a sudden drop of estrogen called the ESTROGEN CLIFF.

This sudden drop leads to difficulty in weight management, giving you the 'Meno-Belly.'

The big question is: CAN WE BEAT THIS NATURAL PHENOMENON?

Based on our research, we have found that we can counter an Estrogen Cliff by supplementing the loss of estrogen.

And we have the ONE PRODUCT to help you do that.

MenoSlim Tea: 100% Natural & Organic.

Helps with:

- ✓ feeling fresher, lighter, and more energized
- ✓ reshaping the body, including that 'Meno Belly' and those thighs
- ✓ not only feeling great but LOOKING great
- ✓ restoring hormonal balance

You don't have to remain stuck on the scale.

Take Allison's word for it!

"I completely recommend this tea to women like me who are struggling with weight management. Because it actually is different. And you need to try something different. What have you got to lose? Besides the Meno-Belly!"

[Insert CTA]

