

## **Title: Why That Last Diet Failed, Even Though Your Friend Lost 20 Pounds**

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### **Intro**

When people have a hard time losing weight, they often feel like they are the only person with that problem. They feel like everyone around them can lose weight at will, so it can be helpful to point out that others often experience these same troubles.

### **The Main Point of the Article**

The point I try to drive home throughout this article is that there is no diet that is going to work for every person. When someone understands why a specific diet failed for them, it can be enough to motivate them to do the work needed to figure out what will work best for them and their body. So I try to explain how the main function of any diet may not be optimal for the way their body is currently operating, and that could be enough to restrict any weight loss results, or even cause weight gain.

### **The Optimal Diet is Determined by Digestive Capacity**

This is important because it is very common for digestive symptoms to be present in those experiencing difficulty with weight loss. They experience a specific symptom, and you can explain how the underlying cause of that symptom can also render some diets useless, they can at least understand why a diet failed. When they see it wasn't their fault, and that they can take steps to improve those issues, they are often willing to put in the work to reach their goals. Including the list of digestive symptoms in this section is a good idea.

### **Going Through Popular Diets**

You can include the same diets I did, or maybe you want to talk more about vegan or vegetarian diets, or maybe even popular cleanses, etc. But this section is very helpful in helping people understand why a diet may have helped their friend while causing them to gain weight. It can also help them see what diets might be optimal for them in their current state, and what issues may need to be improved in order to better benefit from the types of foods they enjoy the most.

### **Where to Learn? Section**

This is where you'll have to decide what you want to promote the most. Promoting our 12-week fat loss course will likely be the easiest way to make the article profitable. With

the 50 cent digestion course, you can also use your affiliate link for this course because during the registration process, there is a secret upsell features that allows them to register for the fat loss course at a big discount if they do it right then. They can add the 12-week fat loss course to their order for only \$47 more. You can still earn your 50% commission on these sales as well.

This is also an excellent opportunity to promote your services. Especially if you have completed our Health Coach course and can help them look at their body chemistry and better assess any digestive symptoms, etc. This is a great place to let them know you can help them in this journey.

At the bottom of the article, or even throughout the article, it may also be a good idea to add some type of lead magnet, or free giveaway. After all, the real goal is to get people into your email sequences so you can build that relationship.

### **Using this Article as Training Wheels**

Remember, your goal is to create original content to share your voice. This is just an easy template to follow to get your feet wet, begin attracting new followers and clients, and maybe even make some affiliate sales (through our courses, or maybe some other affiliate partner that you decide to add on this page). The more you can write about the topics you know we can promote because they are aligned with our teaches, the better the chances we can help you expand your reach. But that doesn't mean you can't write about other topics and promote them yourself. Think outside the box and stick with it and you'll find your groove, just like Stella did (I never saw that movie).