

The "Problem" Solution

This is one of the oldest advertising techniques in the book. It's just adapted for email or social media.

All you have to do is use the name of the problem as the intended solution.

For example, "The Unpublished Book" Solution for writers, or "The IDK Anyone In Hollywood" Solution for those seeking jobs in entertainment, or "The Unqualified Lead" Solution for businesses. Here's an example from the paleo lifestyle world (overcoming the objection, "Well, sugar is just in everything"):

Subject: The "Sugar Is In Everything" Solution

~Contact.FirstName~,

It's like cancer. Everywhere you look, in every product, in every ingredients list, there it is: sugar.

One of the most common complaints about starting a new health-conscious lifestyle is that, "Sugar is in everything!"

So if you're letting that stop you from getting started, or if you've drenched a salad in dressing, only to realize it had high-fructose corn syrup in it, and letting that knock you off track...

Let's talk about The "Sugar Is In Everything" Solution: three steps to take when beginning your health transition.

Step One: Progress, Not Perfection

Don't let a setback knock you off track. You're undoing a lifetime of sugar addiction (for lack of a better term). If you eat something, only to find out it has sugar in it, don't freak out! You're a work in progress. Guilting yourself is the worst thing you could possibly do. Just tell yourself, "Well, now I know that has sugar in it—next time I'll opt for something else," or, "I should have asked whoever made the dish if they added sugar—I'll make sure to do it next time."

Step Two: Mindbank

Keep a log of everything that has sugar. If you encounter a setback as mentioned above, take out your phone and add whatever you consumed to your mindbank. If your favorite salad dressing is pumped full of high-fructose corn syrup, add it to your mindbank. Keep it handy as you shop, and slowly you'll start to remember what does and does not contain sugar.

Step Three: Eat Fresh

Staying away from foods in bags, boxes, cartons, or the like will help you kick added sugar for good. It's the only way to know for sure that what you're eating is free of additives. If you make your own salad dressing, you know not to add sugar. Even if you make your own sweets, like brownies and cakes, if you're making them yourself with fresh ingredients, and using natural sweeteners like Stevia or monk fruit, you can breathe a sigh of relief knowing your delicious treat is free from added sugars.

As you start your health journey, eating fresh won't always come naturally to you.

And that's why the Revive & Restore Nutri-Guide was created. Once you begin to follow the easy, step-by-step recipes, with weekly shopping guides, eating fresh will be just like helping the kiddos build their new LEGO set—probably even easier.

You can get the guide here: [URL](#)

SIGNOFF