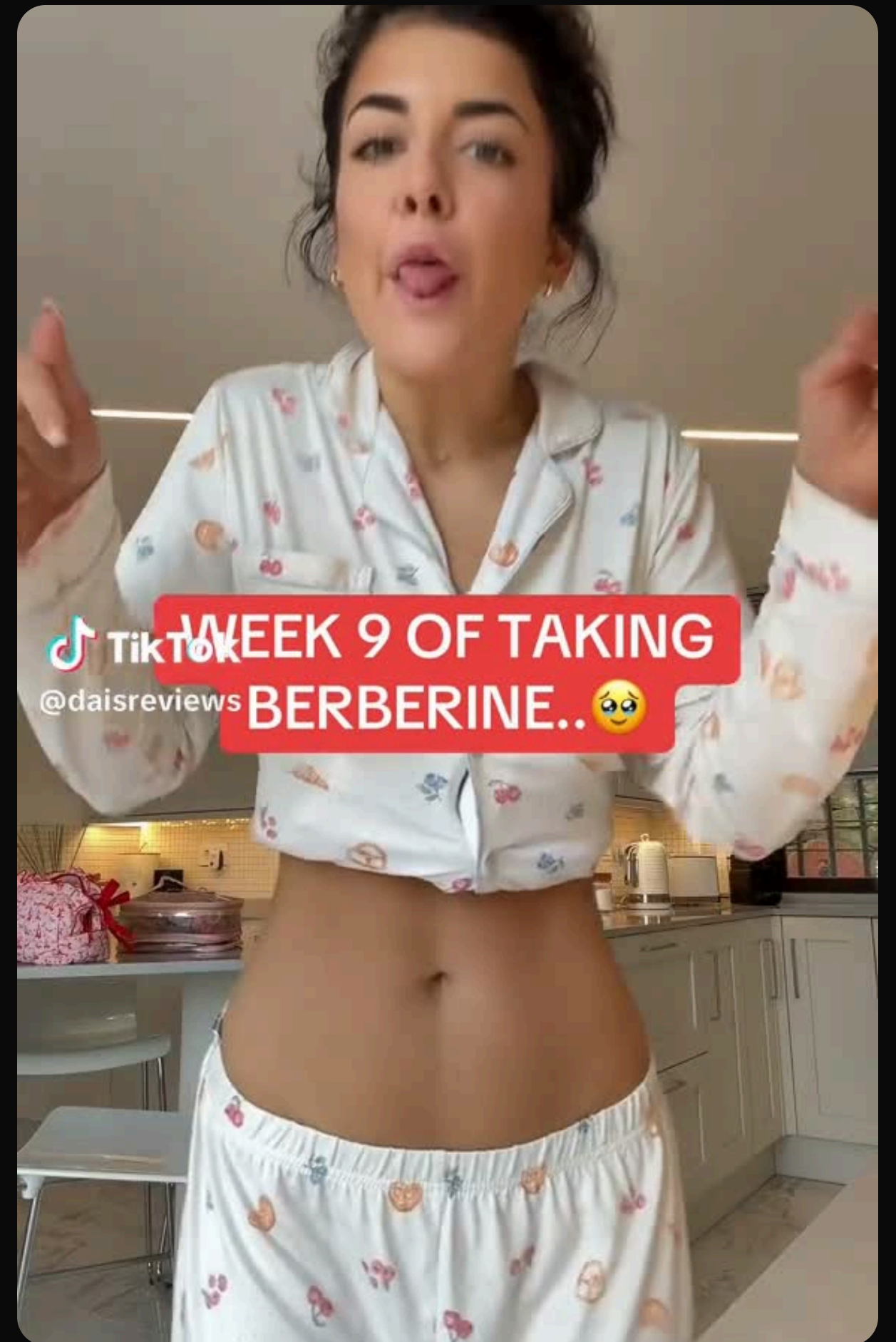
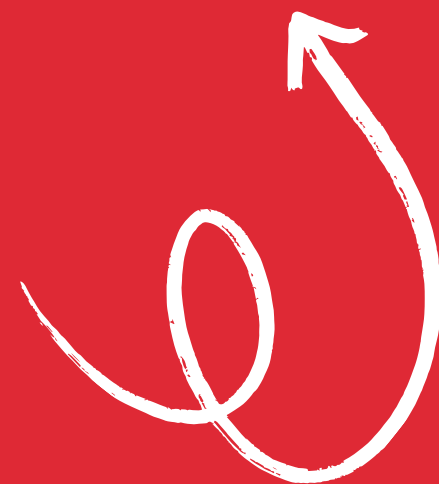


# The Weight Loss Playbook

A strategy by Marked In



# The Real Insight

Understanding the customer's true desires

## The Feeling

They want to walk into a room and feel **dangerous**. It's about confidence, not just weight. They wish to feel proud when they look in the mirror.

## The Obstacle

The weight is merely a barrier. Every purchase decision is driven by a **longing for a fulfilled life**, not just a number on a scale.

## The Exhaustion

They've tried it all. What they need now is someone who understands the **emotional toll** of their journey, not just another product to add to the list.

## But... Understand Customer Exhaustion

The weight loss market is overwhelmingly cluttered with promises of quick results. Customers feel exhausted from failed attempts, making it crucial for brands to connect on a deeper emotional level.



# Cut Through the Noise

To truly resonate with your audience, **avoid mentioning trends**. Instead, showcase transformative experiences. Highlight the life they desire beyond weight loss not just a product but a **new beginning**.



 TikTok  
@fitness\_hari

**-20KG in 2 Months**

Change 🤔🍔 100

# The Other Side Content System

Create impactful storytelling through **real customer experiences**. Showcase emotional transformations by highlighting pivotal moments that reflect their journey to reclaiming their lives, rather than just physical changes or products.



# How to apply this

## Strategies to scale effectively

### Emotional Outcomes

Focus on running emotional outcome content as paid ads. Test identity-led hooks against transformation hooks and analyze the data to optimize performance and engagement.

### Category Mockery

Retarget previous customers with content that mocks the category. By acknowledging past disappointments, the brand can foster trust and resonate with those who have been misled.

### Lookalike Audiences

Build lookalike audiences based on your highest-LTV customers. This method ensures you're targeting likely buyers who align with your brand values and resonate with the intended messaging.

## Creative Direction

Sell the life, not the product

### Outcome Focus

Lead every ad with the **outcome** — new clothes that fit, confidence to pursue their desires, and waking up feeling aligned with their body.

### Mock the Category

Open with pattern interrupts that **mock the category** — while others sell ingredients, your brand is focused on selling a feeling and a transformational experience.

### Real Language

Use **real customer language** — speak their truth, not clinical jargon. Capture the exact words they use when reflecting on their journey late at night.



# Why This Works

## Understanding the Exhausted Buyer

### Identity Over Ingredient

Customers aspire to become someone new, not to just buy a supplement. **Lead with identity** and encapsulate the transformation they seek in your messaging.

### Empathy as Differentiation

In a market filled with empty promises, the brand that **acknowledges fatigue** and exhaustion earns trust. Empathy sets you apart and connects with the audience on a deeper level.

### Outcome Visualization

Demonstrating the future life your customers desire resonates more than merely showcasing the product. **The brain envisions** what they can become, driving stronger conversions and engagement.





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