

# Sample video ad script

By

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VOICE  
Are you a mother?

An animated mother pops out of the ground, looks at the camera and nods.

VOICE  
Do you find it nearly impossible to lose your "baby fat"?

VOICE  
Maybe you couldn't control your eating after your child was born and you recently got the biggest shock of your life when you stepped onto the bathroom scale, or gazed into the mirror?

The animated mother nods

VOICE  
You've probably tried dozens of training programmes but neither of them worked and you found yourself back at square one each time didn't you?

Animated mother gives a slightly embarrassed nod...

VOICE  
And just to add insult to injury, you stare longingly at the old clothes you used to fit. You're probably tempted to sell them because it hurts having to look at them.

Skinny jeans pop up and the mother can't fit them on.

VOICE  
Do you feel embarrassed to have your picture taken with your baby? Even though you know very well that she WILL want to see those pictures?

The mother shys away from a camera and gives a final silent nod.

VOICE  
Well, as luck would have it, you don't have to suffer through this anymore.

The mother perks up and listens attentively.

VOICE  
Yes! After years of research and trials with over 300 moms around the world, we developed "Fat loss Experience" the training and diet  
(MORE)

VOICE (cont'd)  
system that'll melt the extra fat  
away...without wearing you out and  
starving you to death!

MOM  
Really?

VOICE  
Of course. With over 25 special  
exercises made especially for  
women, this "Easy as 123" program  
is tailor made just for you.

You'll never feel tired or starved  
as you do it.

And it gets even better, just like  
an aspirin a day keeps the doctor  
away, doing these exercises daily  
will ensure that you'll be your  
natural energetic self and won't  
have to go on any "uncomfortable  
diets".

"Fat loss Experience" is the "Rolls  
Royce" of training programmes made  
specifically for new moms who want  
to regain their pre birth figure.

MOM  
Awesome, how can I get it?

VOICE  
"Fat Loss Experience" is only  
available on this website.

It's a physical package we ship to  
you so..

Fill in your details on this order  
form and we'll ship it to you right  
way.

But you have to hurry, there's a  
box of "Fat Loss Experience" with  
your name on it and if you don't  
order now, I might have to give it  
to the next person in line.