



Simple N' Lean 17 Kit – Sales Page (FINAL)

The Last Diet You'll Ever Go On

Think I'm pulling your leg?

Listen up, buttercup ...

You see, I know you've got a gazillion things on your plate, so there's no need to waste another second on:

- Sheepishly asking the store clerk if that sexy shirt comes in any other size besides small.
- Gazing into your closet full of clothes that are too narrow in the hips, too snug in the arms and too tight to button up.
- Saying "this time I'm going to lose the weight" right before you give in to that slice of chocolate cake that's been staring at you for the past 2 hours.
- Wondering how in the heck you ended up here – it's depressing, humiliating and fuels insecurities.

I should know – I lived it.

Hi, I'm Torey, the founder of My 17 Day Diet Blog and former serial dieter. Low-carb, no-carb, shakes, juice cleanse – I tried 'em all (and failed).

I'd lose 5 to 10 pounds, and still I couldn't beat the sugar cravings and hunger pains. Then I tried the 17 Day Diet and my world opened up. Finally, a diet – NO, more like a lifestyle – and one that I could live with.





The pounds melted away, my energy skyrocketed and I finally felt comfortable in my skin. There was only one problem...

A girl can only eat so many green beans and salmon!

My taste buds, family & wallet were screaming for change.

Then I created the ...

SIMPLE N' LEAN 17 Kit

A tasty, easy-to-prepare, no-thinking-required complete meal planning kit for ALL cycles of the 17 Day Diet. With the Simple N' Lean 17 Kit, you'll:

- Jumpstart your weight-loss journey with a bang.
- Jolt your taste buds with a variety of scrumptious recipes.
- Conquer your sweet tooth.
- Shave inches off your waist and hours off planning, shopping and prepping your meals.

<<Testimonial>> *I'm on Cycle 1 and am about half-way through and down 6 pounds. The recipes from Simple N' Lean have been most helpful. They give me good things with lots of flavor to look forward to eating! – Ann L*

<<Testimonial>> *Remember me? By my 85th day of the 17 Day Diet, I had lost 44.5 pounds. I've not strayed.... and wanted to update you.*

Since then, I've continued my journey with the 17 Day Diet as my inspiration. I still use its core principles every single day... the warm lemon water in the morning, the 2 probiotics daily, the 2 fruits a day in the afternoon, the lean protein and cleansing vegetables, and from time to time, the allowed carbs. I get in my minimum of 17 minutes a day of exercise, and I'm VERY happy to



say that I'm now down 122 pounds! – Marie [insert last name or first initial like with Ann]

The Simple N' Lean 17 Kit virtually guarantees that this time WILL BE the last time a diet doesn't work – regardless of how busy you are.

Here is the kit in a (coco)nutshell:

- **Quick Start Guide (PDF) (\$27 Value)** – In this speedy 24-page guide I've boiled down all 531 pages of the 17 Day Diet book into the most important, valuable and juicy parts you need to succeed including:
 - A brief overview of each of the 4 cycles
 - Best practices for transitional days
 - A complete food list for each cycle of the diet
 - Answers to the 13 most commonly asked questions including the ever popular “How do I get off this pesky plateau?”
 - Weight Loss Goal Chart
 - A “Commit to Change Contract” to keep you motivated and focused
- **Daily Meal Plans (PDF) [\$70 Value]** – Your exclusive meal plans that get you through Cycles 1 to 3 of the 17 Day Diet:
 - Takes away the guesswork and temptation to cheat yourself out of achieving the best results.
 - Gives you convenient and nutritious options to keep your meal planning exciting and fun.
 - Breaks down each cycle into yummy seafood, beef and chicken options you'll love.
- **Over 50+ Belly-Smiling Recipes (PDF) [\$97 Value]** – Tasty, easy-to-make recipes that are sure to get your belly doing backflips:



- Unlike most dishes inspired by the 17 Day Diet, these nourishing recipes are designed for real people with busy lives, real budgets and real taste buds.
- You'll get a ton of easy-to-prepare seafood recipes so tasty you'll forget you hate fish (no culinary degree required).
- These are 50+ innovative, savory and kid-, waistline- and wallet-friendly meals you'll love preparing and look forward to devouring (even in Cycle 1).
- **Shopping Lists (PDF) (Exclusively for Plus and VIP Members) [\$20 Value]** – Hate writing out grocery lists? Let me do it for you. Imagine:
 - No more swearing when pulling back into your driveway after grocery shopping only to realize you forgot to get something on your list.
 - Having a shopping list organized by cycle AND category. No need to flip through your recipes all while trying to find the veggies, meat and fruits you need to buy.
 - Strutting to the register in confidence knowing you didn't miss a single must-have item you need for the week.
- **Private Online Support Group (Exclusively for VIP Members) [PRICELESS]** – Get access to our private Facebook Group so you can:
 - Connect with others who are on the same journey.
 - Find like-minded people who will support you when you need it most.
 - Wake every morning and let your new “besties” know how you're doing. It's all about accountability and support.



- **Live Community Challenges (Exclusively for VIP Members) [\$47 Value]** – Once a quarter, inside our private Facebook Group I host Community Challenges. When you participate, you’ll get:
 - Access to a supportive group cheering you on to drop pesky pounds.
 - Loving kicks-in-the-pants from your group besties.
 - The delightful feeling of losing weight AND having fun.
- **4 Weeks of Coaching Emails from Yours Truly (Exclusively for VIP Members) [\$97 Value]** – Sticking with a weight-loss plan past the 4-day mark is hard. It’s prime “fall-off-the-wagon” time. These weekly emails are specially designed to keep you fired up, laser-focused, losing weight and feeling fabulous!

<<Testimonial>> *I have lost 102 pounds, and I have only 8 pounds left to reach my goal. Dropping these last few pounds have been the hardest, but I know I will do it. I sing the praises of this diet to anyone who asked me how I did it! Anyone reading this ... if you stick to it, and it really can be done, you too can be at your goal! – Patricia [insert last name or first initial like with Ann]*

<<Testimonial>> *I have tried lots of diet programs that have been out on the market over the years – Walk Away the Pounds, Richard Simons, Stop the Insanity, Beach Body Makeover, etc. and I thought, why not try one more.*

Over the years, I would lose weight and then gain back a bit more than what I lost. This cycle continued over and over again. As a health professional, I understood the ramifications of being overweight, but I needed to empower myself to get going on a new path. Last August was the final straw. I had outgrown my size 18 jeans, and while headed to the women’s plus size clothing section, I looked in the dressing room mirror and said “No.” I was



not going to buy one more new size in clothing. I had a closet filled with items from size 10 to size 18, and I refused to buy anything else.

The first cycle [of the 17 Day Diet] was hard but I stuck with it and lost 12 pounds. It was a big boost to my morale, and it jolted me on my way.

The first few weeks, I lost 3 and 4 pounds per week. By the end of November, I had gone from 220 pounds to 170. I had resolved to stay with it. The weight gain did not happen overnight, so I was determined to allow it to come off slowly. People started noticing in September and by December, they were utterly shocked. When asked about my "secret" I gladly praised the 17 Day Diet! – Charlene [insert last name or first initial like with Ann]

<<Insert pricing table during sales page design phase>>

VIP Members' Limited-Time Bonuses

When you grab your kit by [insert date], you'll receive 6 Fast-Action Belly-Busting Bonuses worth \$182 – all for the hefty price of FREE.

Just look at all these scrumptious goodies:

- **VIP Bonus #1** – Create Your Custom Green Smoothie eGuide
- **VIP Bonus #2** – Daily Food Checklists & Journals eGuide
- **VIP Bonus #3** – Mindset Shift for Weight Loss & More eGuide
- **VIP Bonus #4** – Daily Printable Affirmations
- **VIP Bonus #5** – Smoothie eKit for the Transitional Day
- **VIP Bonus #6** – Low-Carb Recipe eCookbook for the 17 Day Diet





Fair Warning: Many of these delectable bonuses will disappear February 2016, so it's best to stretch forth your fingers and hit the buy button NOW.

Satisfaction Guaranteed

Try the weight loss kit and, if by chance, you're not entirely happy with your purchase, simply request a refund within 30 days. You'll get your money back no questions asked.

Saving the Best for Last

Just like with losing weight, it takes a village to turn a biz dream into a reality. And when you invest in the Simple N' Lean 17 Kit, you become one of the "village people" for an aspiring woman entrepreneur.

How? I'll donate 10% of your investment to a woman seeking business funding through Kiva.org. That way, you're giving back your pounds for GOOD. Now, that feels great!

