

<b>Brief Overview</b>	<ul style="list-style-type: none"> <li>● <b>The Prolon Fasting Mimicking Diet: Sustainable Weight Loss for Longevity: Lose Visceral Fat, Keep Lean Muscle</b></li> </ul>
<b>Goals &amp; Measurement</b>	<p><b>Goal(s):</b></p> <ul style="list-style-type: none"> <li>● Build awareness of Prolon’s 5-Day Fasting Mimicking Diet with your followers and network.</li> <li>● As the holidays approach, boost sales of the Prolon 5-Day Program while creating a valuable revenue stream for you as a trusted partner!</li> </ul>
<b>The Ideal Conversation You Spark</b>	<ul style="list-style-type: none"> <li>● Our goal is for your content to spark reactions like <b>‘I want to try this!’</b> and inspire shares with friends and family. Check out our new <a href="#">Content Creation Best Practices Guide</a> for storytelling prompts, engaging hooks, and much more to elevate your content!</li> </ul>
<b>Our Target Audience &amp; Their Beliefs</b>	<ul style="list-style-type: none"> <li>● <b>Age:</b> The average age of our core target is around 55 years old</li> <li>● <b>Gender:</b> Female</li> <li>● <b>Location:</b> She tends to live in places like Brooklyn Heights, the West Village, Manhattan Beach, Brentwood, Lincoln Park, Buckhead, Mill Valley, and Bethesda.</li> <li>● <b>Beliefs</b> <ul style="list-style-type: none"> <li>○ She is fit &amp; healthy and wants to take her wellness to the next level as a well-educated health optimizer. Some may even be interested in “biohacking.”</li> <li>○ She is thoughtful &amp; intentional, and does her research. She cares about organic ingredients and their intentional origin and story.</li> <li>○ We hypothesize that only a portion of the audience we are targeting is aware of Prolon.</li> <li>○ We also hypothesize that the audience may not be familiar with longevity science or how fasting works, so getting someone from being relatively unaware of fasting’s benefits all the way to highly interested in Prolon is one of our biggest opportunities.</li> <li>○ For this reason, we will need to ensure we use familiar language, concepts, and ideas to help teach the audience about Prolon.</li> <li>○ For those who are familiar with Prolon, they may have mixed beliefs:           <ul style="list-style-type: none"> <li>■ She may believe the products and programs are too expensive and that the products don’t taste great</li> <li>■ At the same time, she may believe that the program is intuitive and easy to follow and that the products are healthy &amp; organic.</li> </ul> </li> </ul> </li> </ul> <p><i>(The audiences we target using paid media may differ from the majority of your followers. For this reason, what normally works for your followers may or may not work with the audience we target. We are here to collaborate and experiment with you to navigate what works best for our audiences.)</i></p>

<p><b>Prolon's Key Messages</b></p>	<p><i>(You don't need to use our specific language, so please think about synonymous phrases and concepts that best convey our key message territories in your authentic, passionate voice)</i></p> <p><b>The Prolon 5-Day FMD:</b> Backed by 32 clinical trials at 18 universities and 36 million dollars in R&amp;D, improves biological age score by 2.5 years after three consecutive cycles, #1 recommended Fasting-Mimicking Diet (FMD) by doctors worldwide.</p> <p><b>Weight Loss for Longevity:</b> We would love your primary benefit to lean into the idea of weight loss for longevity. Clinical trials have shown that three consecutive cycles of Prolon can reduce waist circumference by 1.6 inches, reduce BMI by 3.4% (while preserving lean muscle mass), and reduce body weight by 5 pounds.</p> <p><b>Feel free to mention other benefits as well:</b></p> <ol style="list-style-type: none"> <li>1. Metabolic Support</li> <li>2. Cellular Rejuvenation</li> <li>3. Mental Clarity upon Completion of Fast</li> <li>4. Skin Hydration and Texture Improvements</li> <li>5. Changed Relationship with Food</li> <li>6. Energy Support</li> </ol>
<p><b>Your Concept Using Our Framework</b></p>	<p>It's critical that your level of passion is high as research shows that high levels of authentic passion drives sales.</p> <p>We are here to help you as your strategists, coaches, and analysts, guiding you to produce content that works for your audience and ours.</p> <ol style="list-style-type: none"> <li>1. <b>Hook:</b> Start with a captivating and emotional or entertaining opener.</li> <li>2. <b>Why Care:</b> Think about why the audience will care about your post.</li> <li>3. <b>Personal Connection:</b> Build on the hook with a personal story.</li> <li>4. <b>Core Passion:</b> Link passion and values to Prolon.</li> <li>5. <b>Introduce Prolon:</b> Seamlessly introduce the program or product.</li> <li>6. <b>Emphatic Storytelling:</b> Engage with dramatic or humorous stories.</li> <li>7. <b>Detailed Benefits:</b> Share specific benefits and experiences.</li> <li>8. <b>Connect to Audience:</b> Relate benefits to audience emotions.</li> <li>9. <b>Call to Action:</b> Motivate with an authentic call to action.</li> <li>10. <b>Why Share:</b> Inspire viewers to share the content with their friends and family</li> </ol>
<p><b>Deliverables</b></p>	<ul style="list-style-type: none"> <li>● 1 organic video on your social platform of choice - Instagram, YouTube, and TikTok (please note that for TikTok you should avoid terms like "fast" or "fasting")</li> <li>● 3 organic story slides for Instagram</li> <li>● <b>We will select the best partner content to boost</b> with paid ads to drive more traffic to your links and help you build your own platform!</li> </ul>

<p><b>Timeline &amp; Deadlines</b></p>	<ul style="list-style-type: none"> <li>• We ask that you post your content in the month of October to be considered for boosting.</li> </ul>
<p><b>Content Guidelines</b></p>	<p><b>Guidelines for Communication:</b></p> <ul style="list-style-type: none"> <li>• <b>Dos</b> <ul style="list-style-type: none"> <li>○ Use evidence-based claims provided in this brief.</li> <li>○ Be precise, accurate, and consistent in language.</li> <li>○ Emphasize the science and benefits behind ProLon products.</li> <li>○ Use correct capitalization and formatting (e.g., ProLon 5-Day, Fasting Mimicking Diet).</li> <li>○ Refer to ProLon as the ProLon 5-Day Fasting Mimicking Diet (FMD)</li> </ul> </li> <li>• <b>Don'ts</b> <ul style="list-style-type: none"> <li>○ Avoid terms like "cure," "heal," or "fix."</li> <li>○ Do not make unfounded health claims.</li> <li>○ Avoid nicknames or short forms of product names.</li> </ul> </li> </ul> <p><b>Tone &amp; Voice</b></p> <ul style="list-style-type: none"> <li>• <b>Trailblazing and Knowledgeable:</b> Expert, precise, and consistent.</li> <li>• <b>Relatable and Welcoming:</b> Clear, approachable, and empathetic.</li> <li>• <b>Transparent and Trustworthy:</b> Honest and communicative.</li> <li>• <b>Empowering and Inspirational:</b> Encouraging and supportive.</li> </ul> <p><b>Visuals</b></p> <ul style="list-style-type: none"> <li>○ Record High Definition Photo and Videos</li> <li>○ Don't Use Non L-Nutra or ProLon Logos</li> <li>○ Ensure Content is Clean and Well Lit <ul style="list-style-type: none"> <li>• Do Not Use Filters</li> <li>• Film in Upscale // Modern Locations When Possible</li> <li>• Film in locations with natural light</li> </ul> </li> </ul> <p><b>Audio</b></p> <ul style="list-style-type: none"> <li>○ Ensure Sound is High Quality and Clear</li> <li>○ Only Use Royalty-Free Sounds and Music that we Approve <ul style="list-style-type: none"> <li>• Please Avoid Using Popular Music or Sounds</li> </ul> </li> </ul>