

Brief Overview	Getting Through the Holidays with ProLon's 1-Day Reset
Goals & Measurement	<p>Goal(s):</p> <ul style="list-style-type: none"> • Drive sales & awareness of the ProLon 1-Day Kit using your content. • Empower your audience this holiday season with a science-backed product to keep them balanced and thriving.
The Ideal Conversation You Spark	<p>We aim for your content to inspire comments like “I want to try this!” or “this is exactly what I’ve been looking for” and shares with friends and family. Our community managers will assist in engaging with your audience, answering questions, and fostering a positive conversation.</p>
ProLon's Key Messages	<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>The ProLon 1-Day Reset: ProLon Reset provides a complete day of innovative nutrition formula that was scientifically tested and patented to feed your body while keeping it in a physiological fasting state. This Nutrition Program induces your body to breakdown fat and use it as fuel, similar to when you water fast. ProLon Reset is based on the science of the Fasting Mimicking Diet, which is backed by 32 clinical trials at 18 universities and 36 million dollars in R&D.</p> <p>Navigate holiday overindulgence: Holidays are about celebration and joy, but balance is key. With ProLon's 1-Day Reset, you can enjoy the season without compromising on your health goals. ProLon's 1-Day Reset is a simple, effective way to maintain balance after indulgent meals and stay on track with health goals even during the busy holiday season.</p> <ul style="list-style-type: none"> • It's perfect for anyone looking to prioritize long-term wellness while enjoying holiday festivities. • It provides nourishing food while still giving your body the benefits of fasting, making it easy to stay on track without feeling deprived. <p>Your Personal Experience: Share your own experience with the 1-Day Reset, whether it's how it helped you bounce back after holiday parties or how it fits seamlessly into your routine during this busy time.</p> <p>Feel free to mention Reset's benefits as well:</p> <ol style="list-style-type: none"> 1. Ideal for a quick, 24-hour reset 2. Transitions your body into a fasted state 3. Support switch to ketosis and fat burning

	<p>4. Can be used as part of a weekly or monthly intermittent fasting routine</p>
<p>Deliverables</p>	<ul style="list-style-type: none"> ● 1x Reel ● 3x Story frames
<p>Hashtags & Mentions</p>	<p>Be sure to tag @Prolon</p> <ul style="list-style-type: none"> ● #ProlonPartner ● #ProlonReset ● #HolidayWellness ● #LongevityLiving ● #HealthGoals
<p>Our Target Audience & Their Beliefs</p>	<ul style="list-style-type: none"> ● Age: The average age of our core target is around 55 years old ● Gender: Female ● Location: She tends to live in places like Brooklyn Heights, the West Village, Manhattan Beach, Brentwood, Lincoln Park, Buckhead, Mill Valley, and Bethesda. ● Beliefs <ul style="list-style-type: none"> ○ She is fit & healthy and wants to take her wellness to the next level as a well-educated health optimizer. Some may even be interested in “biohacking.” ○ She is thoughtful & intentional, and does her research. She cares about organic ingredients and their intentional origin and story. ○ We hypothesize that only a portion of the audience we are targeting is aware of Prolon. ○ 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. ○ For this reason, we will need to ensure we use familiar language, concepts, and ideas to help teach the audience about Prolon. ○ For those who are familiar with Prolon, they may have mixed beliefs: <ul style="list-style-type: none"> ■ She may believe the products and programs are too expensive and that the products don’t taste great ■ At the same time, she may believe that the program is intuitive and easy to follow and that the products are healthy & organic. <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>Your Concept Using Our Framework</p>	<p>After reading the brief, we will request that you provide a concept using our storytelling framework as we find a formulaic approach is best for paid media optimization.</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"> 1. Hook: Start with a captivating and emotional or entertaining opener. 2. Why Care: Think about why the audience will care about your post. 3. Personal Connection: Build on the hook with a personal story. 4. Core Passion: Link passion and values to ProLon. 5. Introduce ProLon: Seamlessly introduce the program or product. 6. Emphatic Storytelling: Engage with dramatic or humorous stories. 7. Detailed Benefits: Share specific benefits and experiences. 8. Connect to Audience: Relate benefits to audience emotions. 9. Call to Action: Motivate with an authentic call to action. 10. Why Share: Inspire viewers to share the content with their friends and family
<p>Recent Examples of Winning Content</p>	<ul style="list-style-type: none"> • Asset 1: Reset Fast <ul style="list-style-type: none"> ◦ It's informative, showcasing the product alongside personal experience, and reinforces trust through scientific research backing. • Asset 2: Get Ready with Me <ul style="list-style-type: none"> ◦ Talks about what the kit has done personally for her, while also sharing more information about the product.
<p>Content Guidelines</p>	<p>Guidelines for Communication: Also see our Content Creation Guide</p> <ul style="list-style-type: none"> • Dos <ul style="list-style-type: none"> ◦ Use evidence-based claims. ◦ Be precise, accurate, and consistent in language. ◦ Emphasize the science and benefits behind ProLon products. ◦ Use correct capitalization and formatting (e.g., ProLon 5-Day, Fasting Mimicking Diet). • Don'ts <ul style="list-style-type: none"> ◦ Avoid terms like "cure," "heal," or "fix." ◦ Do not make unfounded health claims. ◦ Avoid nicknames or short forms of product names. <p>Tone & Voice</p> <ul style="list-style-type: none"> • Trailblazing and Knowledgeable: Expert, precise, and consistent. • Relatable and Welcoming: Clear, approachable, and empathetic. • Transparent and Trustworthy: Honest and communicative. • Empowering and Inspirational: Encouraging and supportive.

	<p>Visuals</p> <ul style="list-style-type: none">○ Record High Definition Photo and Videos○ Don't Use Non L-Nutra or Prolon Logos○ Ensure Content is Clean and Well Lit<ul style="list-style-type: none">● Do Not Use Filters● Film in Upscale // Modern Locations When Possible <p>Audio</p> <ul style="list-style-type: none">○ Ensure Sound is High Quality and Clear○ Only Use Royalty-Free Sounds and Music that we Approve<ul style="list-style-type: none">● Please Avoid Using Popular Music or Sounds
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