

1 HOST: Hello, I'm _____ If you have a significant weight problem, you're going to be so happy came to our website today. I totally understand how frustrating it can be to lose weight. But, it's not your fault you are overweight. Our bodies are genetically programmed to eat when there is food. And, with all of the advertising for unhealthy food, and the availability of fast food, in many ways, weight gain is inevitable. And that is a problem because being overweight can cause serious health problems. Here's the good news. You don't need to live your life overweight any longer. You can lose weight without ever being hungry thanks to a proven bariatric procedure. Here are a few success stories.

2: Since you are taking the time to come to our website, I know you likely are struggling with your weight. Being overweight affects so many areas--from your health to even your social life. But it doesn't have to be that way any longer. Science has finally figured out a way for you to lose a tremendous amount of weight, without you ever being hungry. You really can live the rest of your life fit, thin, and healthy. It's time for you to succeed with your weight loss. Go ahead and call 1-800-123-4567 to find out more. I made the call and now my life will never be the same... (adlib about your weight loss success story. Pretend you are talking to candidate for the procedure. Authentically tell us your story, while persuading the person to look into the procedure for themselves.)