

Mission: create/write the copy for a landing page related to a company that sells protein shakes and other meals with protein, this landing page is the “CTA” for users to submit their email and get a free e-book in return.

Market Research

Who exactly are we talking to?

- Men or Women?

men

- Approximate Age range?

15 - 35

- Occupation?

Muscle growth,

- Income level?

Not important

- Geographical location?

Europe

Painful Current State

- What are they afraid of?

Health issues, skin issues, fake details of the shake/fake promises from the companies

- What are they angry about? Who are they angry at?

none

- What are their top daily frustrations?

They are frustrated if they will **consume enough protein** that day, if they will get some gains and make their muscles grow, some have difficulty finding healthy Food Options

- What are they embarrassed about?

When it comes to the protein shake itself, they are embarrassed about the taste, nutrients, and the ingredients in the protein powder.

When it comes to them, they might be embarrassed about themselves, due to their lack of Progress, because they don't see the results instantly even though they use protein powder everyday.

Some of them are embarrassed about themselves, due to the judgment from Others, I guess lack of self-confidence

- How does dealing with their problems make them feel about themselves?

It makes them feel bad because they think that they have to take protein powder if they don't get enough protein through food

- What do other people in their world think about them as a result of these problems? Not important

- If they were to describe their problems and frustrations to a friend over dinner, What would they say?

I can't grow my muscles even though I use protein powder everyday.

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?

They would have huge defined muscles, they would be more confident because they don't struggle with gaining muscle mass anymore, overall more happy and super confident

- Who do they want to impress?

Their friends, girlfriend, family, co workers, basically everyone around them

- How would they feel about themselves if they were living in their dream state?
more happy and super confident and proud of themselves

- What do they secretly desire most?
- If they were to describe their dreams and desires to a friend over dinner, what would they say?

I want to have a body like arnold schwarzenegger, I don't want to look skinny/fat with no six pack anymore, I want to have huge muscles and finally be confident when looking at myself in the mirror.

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face?

Belief about Lack of Muscle Gain: they think that their lack of muscle gain is due to factors beyond their control, such as genetics or a slow metabolism. They may feel frustrated and discouraged by their perceived inability to achieve the desired results despite their efforts. They think that their lack of muscle gain is linked to external factors such as insufficient time to dedicate to workouts, inadequate diet, or lack of access to proper gym equipment. They may compare themselves unfavorably to others and believe that they fall short in terms of strength, attractiveness, or overall fitness level.

- Who do they blame for their current problems and frustrations?

- Have they tried to solve the problem before and failed? Why do they think they failed in the past?

Some of them haven't, some have and they failed because they believe they have a lack of knowledge, limited resources, unrealistic expectations, or they gave up too early.

- How do they evaluate and decide if a solution is going to work or not?

They see Influencers promote protein powder, they do research online, they read comments and reviews

- What figures or brands in the space do they respect and why?

American bodybuilders like sam sulek and others, whey protein

What kind of people are we talking to?

They talk to other people with the same goals/struggles, basically to gym-bros

- What trends in the market are they aware of? What do they think about these trends? none

1 - Who am I writing to? Who is my avatar?

My avatar is Max, he is 19 years old, he is working out in the gym regularly, he managed to put some muscle on however he is not 100% satisfied with his physique he started to take protein powder but he didn't make much more progress. He thinks that he lacks knowledge or that his genetics are the problem he tried some different protein powders and did not succeed, he thinks that he is aware of his problem

2 - Where are they now? What are they thinking, feeling? Where are they inside my funnel? Etc

They are at the beginning of my funnel. I would say still kind of cold traffic

3 - What actions do I want them to take at the end of my copy? Where do I want them to go?

I want them to give me their email and they get the free e-book

4 - What must they experience inside of my copy to go from where they are now to taking the action I want them to take?

They must feel like I am understanding their pain/problems, they must get curious

What are the steps that I need to guide them through to take them from where they are now to where I want them to go?

- they see a fascination that makes them curious
 - I tell them something so they believe I understand their pain
 - I hit them with bullet points
 - CTA
-

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