



Robin 70726378

## Background & mini life history

A 50-year-old wife, mother, and grandmother. She works full-time as an RN in a children's hospital, making an average income. She lives with her husband; her kids are all grown and have their own lives.

In the morning, she has two granola bars and a cup of coffee, and then off to work she goes, hardly ever having time to prepare food at all, much less in a healthy way. She'll pick up fast food during her lunch hour or buy something from a vending machine. Once home, she'll eat whatever is in the fridge or more fast food before heading home.

Robin always ate what she wanted as a kid, but she never got fat because she was always active. The weight started to pile up after life happened.

She gained weight in college,

After she got married,

and continued to gain more weight with each child she had. It grew out of control after that.

## Current state

**Simple tasks are increasingly difficult.**

She's **embarrassed** because she would become easily winded when playing outside with her grandkids, resorting to sitting down on a lawn chair and watching them as they play.

Robin has had a few health scares, but they never found anything wrong whenever she saw a doctor. But they all tell her the same thing,

"You need to lose weight."

Robin feels **defeated**. **She is doomed forever** to be another woman who'll never see her family grow because of her size.

She blames herself, but she's **secretly angry** at her parents. Blaming them for never teaching her about nutrition and proper diet.

The only thing on her parents' (and later her own) mind was, "**Does it taste good?**" and "**Can I afford it?**"

She has already been on every diet known to man for a very long time, and it was a yo-yo cycle. She'd lose some weight but gain more than she lost which was **very discouraging**.

One **disappointment** after another, she's **cautious** about ANY weight loss program promising to deliver significant results but only have it last for a short time.

Nothing worked long-term, and she didn't want to be let down again.

## Dream State

- To eat healthier, prepare food in better ways
- To have a healthy relationship with food
- To lose weight, & keep the weight off forever
- Avoid food deprivation and eat real, whole, good food
- To listen to your body & know how to feed it properly
- All health ailments are gone. Including any medications she's taking
- To have more vitality, more liveliness, walk with an extra pep in her step
- Avoid exercising and still lose weight
- Watch her grandkids grow up, be there for certain milestones

- Stop being self-conscious about her appearance
- Stop questioning whether she'll be able to fit in a seat at a table

## Values & Beliefs

- Wants a strong support system every step of the way
- There is no price one can put on having the option to live a longer, happier, and especially healthy life
- Values being healthy, happy, & motivated. Leading to a new you.
- I never thought I'd be able to take off weight and keep it off. I have tried every program out there.
- The problem with other weight loss programs is that once you reach your goal weight, they don't help you maintain it.
- Needs something that's specifically tailored for her body, not a cookie-cutter program
- Coaches must be professional, knowledgeable, supportive, and care about your wellness journey

## Roadblocks

What's keeping Robin from achieving her dream state is primarily a lack of knowledge. Of nutrition, proper diet, portion control, IF, etc.

AND

Fear, because she's been on so many other diets, and she's afraid she'll regain the weight she loses. Leading to disappointment.

## Solution

If Robin can focus on losing weight in the kitchen with a proper diet and not through exercise, then she will lose weight and keep it off for the rest of her life.

## Product

You'll be evaluated once a week to know precisely what foods your body needs to lose weight quickly and safely. And also, what foods to stay away from.

You'll learn the best way to prepare food,  
how many servings to have,  
What to do to get over a plateau,

You'll have guidance and support from staff every step of the way  
You'll always speak to a live human being, not to a bot on an app

