

Free value for a training program for seniors (sales page description)

Target market: Mostly women over 55, seniors, at risk of osteoporosis



Avatar: Agnes

Agnes is a 65-year-old woman who feels like she is getting older but she wants to stay young and fit. Her joints hurt, she has been having weak bones lately (osteoporosis).

Mini backstory: Agnes when she was growing up, she had moderate levels of exercise, she was playing some sports like ski, football, volleyball, but when she got married, settled down, had son, grandsons, she stopped exercising, and mostly she just has been at home cooking, doing some stuff

Day in the life: Agnes wakes up at 6 am, she makes tea, makes breakfast for her husband, who is going to work, and she starts cooking lunch, with some breaks for naps, because of her joint pains, and lower back pain. She has an itch for wanting something more, feels bad because she can't play with her grandsons that much, watches the news with her husband when he comes home, makes dinner, goes to bed at 9 pm

Pains, frustrations/ Current state:

- It feels like being pregnant. Seriously. You're tired, you don't feel in control of your own body, I feel like this is as close to being old as a young person can feel.
- increased level of fatigue from poorer heart function, muscle wasting, poorer digestion. Poorer rest at night because of impaired ability of the brain to make melatonin and chronic pain and general circadian rhythm breakdown. Hence, the older person may only be able to sleep three or four hours at night and naps frequently, or at least needs to rest.
- poorer short term memory.
- increases in chronic pain, especially with the development of osteoarthritis and osteoporosis. Mobility and strength are affected.
- poorer balance because of changes in the brain that regulate the sense of where one's body is in space, called proprioception. This and other neurological changes lead to the tottery gait of old age and the feeling of falling, even whilst seated in an automobile

What does their dream life look like?/Dream state:

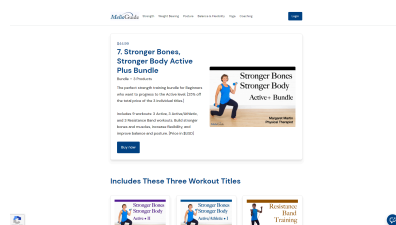
- Feels balanced
- Fit and strong
- Can play with grandsons
- Enjoy her retirement
- Can sleep well
- Has high energy

The key roadblock: normal exercise is too much for her/ can't handle the load

The solution that will help Agnes to achieve her dream state: is daily exercise

How the products will help to implement the solution: provides exercises that can be easily performed by all the elderly.

Free value start here for a training program sales page



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