

Target Market

The target market is people who have difficulty keeping track of good diet and exercise.

Avatar

Jeff, age 52. Jeff is an aging father with three adult children and a wife of 25 years. He never used to watch what he ate or planned his exercise routines, but as of late the age has been catching up with him and he notices the pounds starting to pack on and energy levels dropping. A day in the life consists of going to work as a plumber and coming home in the evening to his wife. On the weekends he might go out with his wife and some friends. He values working hard and being a provider for his family. He despises bums and people who don't work for a living. Jeff is influenced by his family and friends primarily, anyone else doesn't hold much sway over him.

Current State

Jeff is frustrated by what he sees in the mirror and that he doesn't have the energy to do what he used to do anymore. He fears that his health will continue to deteriorate and that he won't be able to provide for his family or that he may die an early death. Others perceive him as honest and hardworking, but someone who doesn't take much pride in their appearance or health. Jeff feels a lack of respect for the work that he does or that people might pity him for his increasingly bad health. Pain words: low-energy, tired, zapped, sluggish, fat, out of shape, sorry, pitiable, lazy.

Dream State

In the dream state, Jeff would be disciplined and eat healthy foods and exercise with consistency; he would feel slim and energized as a result. Enjoyable new experiences like playing a full game of tennis with his friends may occur or going for brisk walks with his wife. Others would view him as someone who works hard in all areas of his life, worthy of admiration; vibrant and youthful. Jeff would feel proud of himself and more confident if he made this change. Dream words: energized, young, vibrant, strong, masculine, disciplined.

Roadblocks

Not having a consistent diet and exercise routine is stopping the dream. Jeff is making the mistake of not planning his health and only exercises and eats some vegetables here and there. He doesn't understand that he will never be able to be consistent without a hard plan to follow.

Solution

If Jeff has a consistent health and fitness plan he will achieve his dream outcome.

Product

This product implements the solution by providing a physical notebook planner to build effective habits and consistent routines. Chances of success are increased by the physical act of writing, which engrains the plan in the mind of the user and heightens commitment. Results are achieved faster when you do the work regularly as opposed to sporadically. The product's layout has everything you need to succeed: monthly calendars, weekly sections for goals setting and habit tracking, daily food logs with wellness and activity trackers. The health and wellness planner uses positive psychology techniques to help you feel great, get your health habits under control, assist in finding a healthy weight and taking care of your body.

The target market likes: “I find that if I write it down in my notes on my phone I am able to change the workout or lessen the weight but when it is there in pen I HAVE to do it.” They dislike flimsy notebook covers and bindings as well as inadequate spacing within the book.

Fascinations

1. Say goodbye to not getting results from *inconsistent* diet and exercise when you start implementing this **ridiculously simple** training habit.
2. STOP “winging” your health! Why you will **never** fit into your old jeans through sporadic bouts of crunches and broccoli.
3. How this wellness planner has the power to SUPERCHARGE healthy practice and *eliminate* inconsistency from your life.
4. Become the father and husband that your family *truly* admires in less than three months.
5. Fitness experts agree that this age-old health habit is *still* the most effective way to achieve that washboard stomach or **pythons** for arms.
6. Leave your friends in the dirt once you 10x your speed, strength and stamina.
7. Can the pen really help you reach your fitness goals?
8. NEVER miss a workout again once you start using this comprehensive wellness planner.
9. You don’t need complicated and expensive tools to stay on top of your fitness. How doing so *properly* is much easier than you think.
10. Are you letting your age define you? Reclaim your youth through discipline.
11. Be your family’s ROCK for many years to come when you get disciplined about your health habits NOW.
12. How simply writing down your workouts can benefit your health exponentially.
13. Thousands of people swear by this method of exercise discipline.
14. Why this wellness planner is the perfect solution to your inconsistent practice.
15. If you can write, then you can get in shape.

Say goodbye ZERO results from *inconsistent* diet and exercise when follow this **ridiculously simple** 🏋️ training habit 🏃

Let me guess...

Does your weight not stay off like it used to?

You haven't really changed anything, but now that *butter* is collecting on your hips.

⚠ STOP ⚠ “winging” your health!

You will **never** fit into your old jeans through sporadic bouts of crunches and broccoli.

Fitness experts agree that this age-old habit is *still* the most effective way to achieve a washboard stomach or **PYTHONS** for arms:

Physically writing a wellness plan.

You don't need complicated and expensive tools to stay on top of your fitness;

If you can write, then you can get in shape – and remain your family's ROCK for years to come.

Here's how it works:

- Writing supercharges the development of BULLETPROOF organization skills ✓
 - Activates neurological pathways to ensure **motivation** and **discipline** ✓
- Integrates healthy habits up to 300% more effectively than going off memory alone ✓



Caroline Jordan, a renowned fitness expert and health coach, devised the most impressive implementation of this training habit to date.

Following years of first-hand experience in the fitness industry,

Personally training hundreds of clients from *all walks of life*,

And even publishing a **definitive** book on health and fitness,

She boiled all of her best ideas and insights (an encyclopedia of knowledge!) down to this:

“The High Powered Wellness Planner.”



Caroline’s planner is the **conclusive authority** on wellness set-up due to its unique mechanisms for personal fitness growth, not seen anywhere else 📌

- 3 months of success planning, which has been scientifically proven to be sufficient time to achieve **eye-catching** results and formulate **unshakeable** habits ✓
- The use of “positive psychology” techniques to CRUSH fatigue and laziness ✓
- A customizable approach to attain your *specific* fitness goals and become the person that your friends and family admire as a beacon of hard-work ✓

The High Powered Wellness Planner has already transformed many people into the personification of good diet and exercise.

Jeffrey Carlson

5.0 out of 5 stars

Game changer!

I love Caroline so much she has been integral to my fitness journey! This new planner totally streamlined my goal setting and made it super digestible in smaller chunks than I was used to doing independently. What made the biggest difference was that I already trusted Caroline's disposition so it allowed me to really thrive!

People have spent thousands upon thousands of dollars trying to engrain the habits that Caroline facilitates in her planner **\$**

Now, it has all been condensed into an **easy-to-use** and *affordable* package.

And for a limited time, because gaining discipline requires you to take decisive action –
TODAY...not tomorrow...

We will reward initiative with a **50% discount!**

Isn't it time to become the version of yourself that everyone *respects* and *admires*?

~~\$50~~ ⇒ \$24.99



SL: Caroline, something you'll appreciate...

Hey Caroline,

Your recent Youtube workout video on lowering blood pressure was great! Having lower blood pressure is definitely something people need to understand when considering overall wellness.

While browsing your website, I came across your High Powered Wellness Planner and noticed there was no sales page for it.

Even a small sales page is a powerful mechanism for generating revenue on an item.

Given my genuine passion for fitness and day-to-day work in marketing, I decided to draft one specifically for your planner.

I'd love to hear your thoughts and I have a few more ideas to get people excited and moving if you like it!

All the best,
Damien Galotti

Judge for yourself 📌