

QUICK RESEARCH FOR CONTEXT

1. Who is your avatar? (the person you are trying to sell to)

Josh, 24 years old, is a math student. Wakes up early, drinks a cup of coffee, and goes straight to university. Here he is studying for a few hours and goes straight to the gym. He takes his regular supplements (some powders mixed with water). Trains for an hour and goes back home to study.

His friends' opinion matters to him the most. He wants to be accepted in a group and be seen as one of them. He wants his friends to admire him because this would make him feel good about himself. He lacks status and tries to boost it by becoming in great shape but it takes way too long. He was always a small, shy guy that didn't achieve anything significant so the lack of status is reasonable.

2. What is their current situation and why is it so bad?

He wants to get in shape as quickly as possible. He uses pre-workout powders to boost their performance but they taste terrible. Sometimes they are too sweet or bitter, sometimes they lack flavor. He doesn't want to consume them but if he won't do this he will significantly increase the amount of time needed to build muscle.

3. What is their dream situation and why is it so desirable?

They want to achieve their dream body and finally be seen as someone valuable, someone that is important, that achieved something. Others would perceive them as someone that is disciplined and handsome. They would more likely want to hang out with him.

4. What problems are stopping them from getting to their dream situation

They tried replacing their pre-workouts with other regular energy drinks but they didn't work as well so they abandoned this idea.

5. Solution

If they will replace their usual pre-workout with something that has similar effects and actually tastes good then they will have an easier time hitting the gym regularly and they will achieve their dream body faster.

6. How will your product help with the solution?

It contains all benefits of pre-workout + it tastes really good.

1. It is scientifically proven to work.
2. They don't need to mix any powders, they just need to open a can
3. It not only works as a pre-workout but helps burn calories and increase metabolism
4. It helps you burn over 100 calories more than average over a 3-hour period.

(Pre-workout energy drink to enhance your workout performance)

- A FITNESS DRINK THAT IS CLINICALLY PROVEN TO FUNCTION
- Burns calories
- Increase metabolism
- Safe and effective
- Pre-workout benefits
- Improved response to exercise

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FACEBOOK AD

💪 If you are a gym-goer...

Then you need to see this powerful energy drink.

It is like a pre-workout with benefits.

⚡ With every sip, you'll feel the energy coursing through your veins...

Fueling your body and mind with unstoppable power.

With a whopping 300mg of caffeine, it's like a turbo boost for your workout routine.

🔥 But that's not all, it also helps you recover faster like a phoenix rising from the ashes.

And with a taste so exotic, that will send your taste buds on a wild and delicious ride.

One sip is all it takes to leave you begging for more.

So why settle for mediocre results when you can dominate your workouts and smash your fitness goals with this secret weapon?

Try it now and become unstoppable!

Details below 📌