

Target Market Research (Concise Version, Can Send Whole 10pg Docx If Necessary)

Who Am I Talking To?

- **Target Audience:**
 - Women ~50 years old looking to improve their fitness.
 - Busy mothers, both full-time and employed, who feel they have major time constraints.
 - Women with kids, home responsibilities, jobs, and more, always doing something and rarely taking a break to relax or prioritize themselves.
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Where Are They At Now?

- **Responsibilities:** Overwhelmed with keeping kids healthy, bosses happy, and homes running smoothly, often neglecting self-care.
- **Health Issues:** High cholesterol, perforated colon, menopause-related changes, increased belly fat, decreased strength, stretch marks, weight gain.
- **Emotional State:** Embarrassed by current fitness level, frustrated for not prioritizing health earlier, and societal beauty standards marginalize older women.
- **Complaints:**
 - Physical limitations prevent enjoying time with children.
 - Social ostracism and judgment.
 - Poor-fitting clothes, feeling undesirable to their partner.
 - Frequent gym absences due to embarrassment.
 - Emotional eating, lack of time, motivation, and knowledge about healthy eating.
 - Tried working out before without success.
- **Client Types:**
 - Not actively searching but might see advertisements or posts on social media.
 - Actively searching for fitness solutions tailored to older mothers with limited time and many responsibilities.
- **Roadblocks:**
 - Time constraints, lack of self-accountability, understanding holistic fitness, fear of gyms, lack of fitness knowledge, unrealistic expectations.
- **Language of Current State:**
 - "Loved this today! I have barely slept and needed something lighter but effective..."

- "Think this will be my early Saturday workout. My kids have the day filled with summer sports tomorrow..."
 - **Language of Dream State:**
 - "YES, we become the age we choose 💪😬."
 - Becoming sexually alluring, more active with kids, role model mom.
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Desired Actions

- **Goals:**
 - Capture attention via organic social media posts, reels, or ads.
 - Drive traffic to the website.
 - Encourage sign-ups for fitness programs.
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Steps to Guide Them

1. **Recognize Value:**
 - Emphasize that investing in themselves is worthwhile and necessary for maintaining their household and being there for their kids.
 2. **Acknowledge Past Efforts:**
 - Validate their past attempts and explain why previous methods failed (e.g., lack of a holistic approach).
 3. **Present Correct Process:**
 - Describe an effective, holistic fitness process that fits their lifestyle.
 4. **Introduce Mo:**
 - Explain who Mo is and why she is qualified to help them.
 5. **Highlight Painful Current State:**
 - Paint their current state as a significant issue affecting not just them but also their families.
 6. **Tie to Dream State:**
 - Connect their dream state to biological (intimacy), social (positive social support), and overall wellbeing.
 7. **Provide High-Value Content:**
 - Offer valuable content to build trust, create urgency without overusing CTAs.
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Dispel Rejections

- **Common Objections and Resolutions:**
 - **Cost:** Frame it as an investment in happiness and health.
 - **Timing:** Start working out now to accelerate weight loss and build momentum.

- **Enjoyment:** Encourage workouts they love to sustain motivation.
 - **Accountability:** Stress the importance of having an accountability partner.
 - **Holistic Approach:** Emphasize that fitness is more than just gym time.
 - **Body Concerns:** Address fears of becoming too bulky or failing again.
 - **Gym Anxiety:** Provide solutions for overcoming gym fears.
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Market Awareness and Sophistication

- **Awareness Level:** Level 3 (Solution Aware)
 - Call out known solutions, then offer the product as the best form.
 - Differentiate Mo's program with home comfort, busy mom empathy, fun plans, and holistic fitness approach.
 - **Sophistication Level:** Stage 5
 - Niche down to serve busy, working, and family-oriented moms.
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Gauges to Buy

- **Value Perception:**
 - **Current:** 4/10, Needs Improvement: 6/10
 - Understand the merits of getting fit but need to address the cost barrier.
 - **Trust in Mechanism:**
 - **Current:** 2/10, Needs Improvement: 8/10
 - Overcome past failures with explanations and holistic approach.
 - **Trust in You:**
 - **Current:** 2/10, Needs Improvement: 8/10
 - Build trust by showcasing Mo's credibility, affordable pricing, and testimonials.
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Marketing Avatar: Lisa Thompson

- **Name:** Lisa Thompson
- **Age:** 50
- **Appearance:** Shoulder-length wavy brown hair with grey streaks, green eyes, kind smile, laugh lines.

Background:

- Suburban upbringing, local university, married with three children.
- Former marketing executive, now a full-time mother.

Day-in-the-Life:

- Busy morning routine, household chores, freelance marketing tasks, dinner prep, family time, exhausted by evening.

Current State:

- Health fears, anger, daily frustrations, embarrassment, negative self-perception, and societal judgment.

Dream State:

- Strong, energetic, confident, fit, attractive, positive self-perception, role model for kids.

Values and Beliefs:

- Seeks realistic, flexible, and holistic fitness solutions.
- Respects empathetic, dedicated fitness trainers.
- Values honesty, supportiveness, resilience.

Target Market Characteristics:

- Dislikes arrogance, insensitivity.
- Aware of holistic health and body positivity trends.
- Prefers sustainable, personalized fitness approaches.

VSL Copy (Ignore Formatting Will be Fairly Irrelevant B/C Spoken):

Look and Feel the Age You Choose by Harnessing My 2 Fitness Hacks

Busy moms have it rough. Our workday doesn't just end at 5:30 after a day at the office. After that, it's time to clock into our second full-time job as Mom. There's school pickup, grocery shopping, preparing two different dinners, and so on. It's never-ending. Before you know it, it's time for bed and packing lunches the next morning.

In striving to keep our kids healthy, our bosses happy, and our homes running like well-oiled machines, it's only natural to get caught up in the craziness and forget to take care of yourself.

Eventually, you'll begin:

- Noticing your face lose its youthful contour and sharpness
- Retaking photos because your belly is gently spilling over your waistband
- Jumping up & down, trying to fit into the pair of jeans you've had for 15 years

Before finally recognizing, you can't break the cycle alone. You work so hard, have so many responsibilities, and so many people to please you don't have enough time to take care of yourself.

It's a miserable feeling...

But what's even worse is trying & failing to solve it.

Whether it's:

- Failing phony diets
- Getting no results from "20 Minute Mommy Abs" tutorials
- Hating every moment of and falling off your gym routine

All eventually end in the exact same problem:

You hate what you do, then half-heartedly continue for a little bit, before noticing no results, get discouraged, and quit.

The solutions to these problems are my two secrets. I've personally utilized in my decade worth of fitness instructing, to physically transform hundreds of busy working moms just like you from self-conscious to carrying muscle in places they didn't even know they could have muscle, and having a perky butt for the first time in their life!

Are you finally ready to learn the secrets for yourself? Good!

One: Genuinely loving & enjoying your workouts, not just the results

I'm a firm believer that fitness doesn't have to be the grueling, energy sapping, and miserable chore that hardcore gym influencers make it out to be!

Fitness is all about consistency. One miserable, two-hour, muscle-shattering workout is far less beneficial than five semi-intense workouts that leave you feeling great and energized every week.

The best way to be consistent with something is to love doing it.

For a good book, playing with your children, or an occasional night out with the girls, you can always find time because you love it.

I teach you to love fitness through exhilarating, high-energy custom classes, filled with infectious laughter and heart-pounding excitement. Our vibrant music playlists keep you motivated and moving, while regular progress checks reveal just how much you improve each week, making you love yourself and fitness more with every single session.

Two, looking at health holistically (as a whole) and recognizing there is so much more to fitness than what you do for 30 minutes in the gym

Your public gym personal trainers and favorite influencers on Instagram and Facebook, only recognize the 5 hours per week you spend actively working out in the gym. But there is so much more, the other 160 hours you spend outside of the gym a week are far more important to looking and feeling like the powerful and beautiful mom you are.

How much are you sleeping?

What does your diet look like?

How many steps are you walking per day?

My most successful clients, with my help, have learned being fit isn't a mood. It's not something you only turn on when you're working out. It's a conscious effort that spans every aspect of life.

Now, the decision is yours. You can pick 1 of 2 options:

Option 1: Join my most successful clients, in utilizing my one-on-one personal training program to best harness my two fitness secrets and enjoy watching your body tighten up, face thin out, and your neighbors' jealousy peer out the window as you run around playing with your children like a full-blown athlete, while they struggle to keep up.

Option 2: You can skip this opportunity and continue tossing jeans, being self-conscious, and telling your children mom's too tired to play.

If you choose Option 1, here's what you need to do next:

1. **Exit this video** and **scroll down** to book your consultation call.

2. **Enter your information** into the form.
3. **Select** your preferred date and time for our meeting.
4. **Submit the form** and get ready to transform your body and mind.

Don't wait—spots are limited, and your health can't wait.

See you soon, and let's get started!