

Who is the avatar? A 24 year old man named John who has no time to make a full meal after work.

He works as a car salesman

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

John is tired of purchasing fast food everyday knowing it'll take a toll on him in the long run.

He works late and gets home at 11:00 or 11:30 pm and his energy is already drained.

He knows it won't take five minutes to make something that will actually fulfill his appetite.

What is their dream state and why is it so desirable?

He wishes there was a way to save some time to make something to eat that is actually worth eating unlike McDonald's, Burger King, or Wendy's.

He can't stand the taste of cheap food anymore

What problems are stopping them from getting to their dream situation?

John has no time to cook when he gets home from work and just wants to lay down, watch tv, and just relax while eating delicious food.

How will this product help them bridge the gap between their current situation and dream situation?

John needs something that is prepared so he doesn't have to think about the poor quality fast food he has to eat for another day.

This product will save plenty of John's time and he will actually look forward to going home to something flavorful

SL: Too busy to cook? Let us handle it!

Hey, <First Name>

Do you not have time to cook after getting off of work?

You've been eating fast food because it's your ONE and only option!

You know it's not healthy for you but there's nothing else you can do.

Fast food is taking a toll on your physical and mental health.

Sitting in the drive thru miserable!

You can't even imagine another day eating food of poor quality that the person cooking couldn't care about how it tastes to you.

Wishing you had a personal chef that would make those worries disappear in a heartbeat!

But we both know that would put a significant dent in your wallet.

[Open the gateway to healthier food plus less time wasted](#)