

Target market: It's for those hikers who take a keen interest in knowing their own body.

- The best current customer that is going to get the highest LTV is men age between 18-45.
- Some women age 20-25
- Reviewing the comments, the majority of the target market has been men that have the interest on spending time doing the activity at a more extreme.

"I brought a winter bag and tested it a few times before using it. Its sooo warm its comfort rating is -18C. Have other gear that is good too"

Avatar

- -Carlos Wilkie, 32 years old 6'2", weighs 210 pounds, wears glasses caucasian, dark hair, mix of italian and polish.
- Carlos has a bachelor's degree in computer science. He is a computer programmer for a startup company that allows remote work from home. He lives in a duplex home. He is a minimalist. He grew up with both parents although both immigrants they were educated (father was a teacher) (mother was a nurse) It was smooth sailing for the family. In carlos younger years he learned to love the outdoors even though he is cursed to get sprain ankle. His family frequently spent time going on hikes and experiencing new adventures and unbelievable sights.
- Day in the life of carlos. Carlos wakes up at 7 in the morning works 3 days out of the week and works about 4-5 hours a day. The rest of the day carlos spends exercising and finding new adventure/challenges/ mountains to climb.
- His values are work hard play hard. After working hard on his programming. He dedicates time for his favorite hobby (hiking)
- Carlos feels that time is starting to get to him and wants to improve on his energy to continue exploring greater adventures.

Current state

- Carlos regrets not taking advantage of his earlier years to explore more extreme locations. Pretty sure it's the views that are going to take me out- not paying attention to the ground directly ahead causes majority of my injuries on trail lol
- Becoming older and having less energy
- Being eaten by a wild animal/freezing to death/ getting to old to enjoy his favorite hobby
- "Can't beat experience and there's nothing like shivering all night to remind you maybe you've gone too light ha ha!"
- They lie awake thinking about how he's running out of time and one day
- People see him as a outgoing, smart guy
- He lacks strength because he sometimes gets injured like a small ankle sprain
- "Injuries take too long to heal"

Dream state

- They wish they can find the fountain of youth and be 22 again or have super strength or have a daily job as a hiking explorer
- Bigger Badder mountains, or better hiking trails

- In his dream state if someone were to view him in a positive light would see him as a very active and strong individual
- If he took the time to take preventive maintenance/specific exercise to prepare his body for more extreme weather and trails.
- Exciting, breath-taking, unforgettable-memories,difficult but rewarding challenges, adversity,

Roadblocks

- 1. He doesn't like to wait when recovering from an injury
- 2. Has uncomfortable pain from past experience
- He's getting older losing the energy to take on new challenges
- He doesn't understand that theres workouts online that he could use or supplements to increase his performance
- One key thing he could do is add going to the gym to be more stronger for extreme adventures.

Solution

- If they build strength training and stretches they would be able to enjoy going up mountains.

Product

- Prepares the avatar with the exercise needed to continue his hobby
- They get a blue print to track their workout progress and video calling webcam sessions to keep accountability
- The mobile app has pre programmed workout sessions for any level entry from beginner to intermediate or advance
- Each program has exercises that are short but packed with workouts for anyone short on time(can do it every morning after waking up)
- Less sacrifice by not having to go to a gym or spend money on weights
- Use equipment that you would use anyway on hiking trips
- Fun while exploring the real world
- Other products like rei is just really overpriced and removes a majority of people who just enjoy hiking.

DIC

Audience isn't very aware of the product. 14k views and less than 20 comments on prospects app video compared to prospects niche videos.

Subject Line: Hikers secret weapon

CHASE MOUNTAINS

Hello [insert name]

Today is your opportunity to learn the best techniques of adapting your life for any environment!

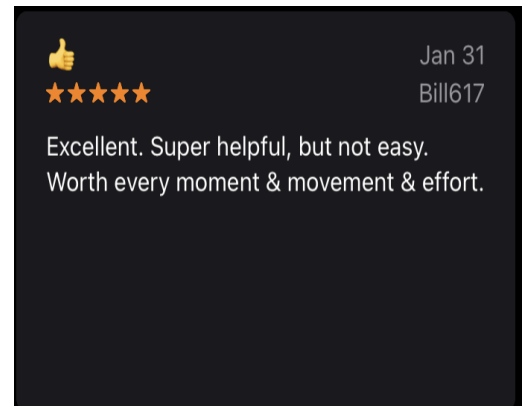
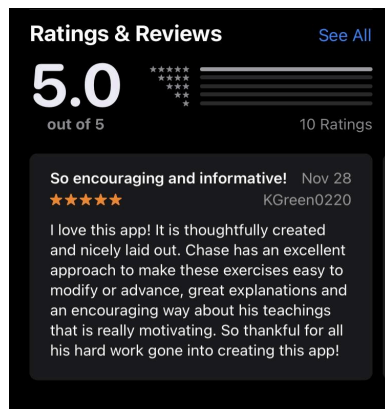
How?

With over a decades years of experience my knowledge as a strength training and conditioning coach since back in 2012 I have made it my mission for everyone to enjoy the experience to do what one wants without any limitations getting in the way. 🤔👊

My app "Chase mountains"

Is here to prepare your mind and body

*Quality exercises
without having to
waste hours at the gym*



PAS



Let's face it [insert name]

Does this sound like you? being stuck 8-12 hours a day 5 days out of week in a dull building. Simply enduring everyday's tense muscles on your lower back and neck throughout the morning and evening from sitting on a chair to little to no breaks. Lack of movement that makes your legs feel like a child's dollar twenty-five sweaty old pool noodle. Do you feel insecure about the way you look because of the lack of mirrors sitting on the computer chair burning your retina with unnatural lighting in the office that has no ventilation! Unable to fix your lower back and neck pain because you're spending time stuck in bumper to bumper traffic on the highway with no a/c or heater & random people staring at you melt/freeze in real time for hours.

Imagine getting off work 30 minutes or getting through traffic.

It would be easier to last

Did you know you strengthen the muscles of your lower back and neck endurance for a pleasant and easier hours on the job.

The beginner exercises will strengthen your body's neck and lower back to hold multiple hours of repetitive work in the office and fix discomfort!

Buy now!

You need to go hiking!

Hiking Is our favorite thing to separate from our everyday stress at work.

injuries while on the trails, which can limit our ability to explore and enjoy the outdoors.

If you work a desk job, you might also feel like your muscles just aren't up for the

Challenge.

It's frustrating to feel like ***you're not living up to your full hiking potential.***

But what's even more frustrating is feeling like you can't get the most out of your *outdoor experiences.*

Hiking should be an adventure, ***not a source of discomfort or pain.***

And it's not just your body that suffers

when you're not feeling your best,

it's harder to connect with nature and fully appreciate all that the outdoors has to offer.

That's where Chase Mountains comes in. Certified strength and conditioning coach,

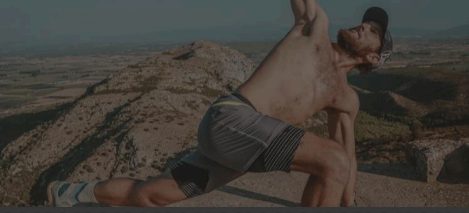


Chase Tucker,

founded this program to help people stay pain-free and injury-free while hiking, skiing, and climbing. With his expert guidance and exercises, you'll learn how to prevent knee pain, overcome desk job muscles, and enjoy the trails to their fullest. Plus, you'll gain the confidence to explore new environments on your own, so you can connect with nature and reap the mental health benefits that come with it.

PS. Imagine being able to hike without worrying about knee pain, feeling strong and capable on the trails, and truly immersing yourself in nature. That's the kind of life that Chase Mountains can help you achieve. Say goodbye to frustration and discomfort and hello to the best hiking experiences of your life.

I recommend the 7 day free trial. For the mobile app down below!



START HERE

7 DAY CHALLENGE

Free

Products included:

✓ 7 DAY CHALLENGE

JOIN NOW!

By registering for this program, you agree to the Apple App Store terms and conditions. You can learn more [here](#).

[Terms of Use](#) / [Privacy Policy](#)

FREE ROUTINES

☒ MOUNTAIN PROOF ANKLES Free

Build Ankle Strength & Mobility

Products included:

✓ MOUNTAIN PROOF ANKLES

☐ MOUNTAIN FITNESS TEST Free

Test your baseline & measure progress

Products included:

✓ MOUNTAIN FITNESS TEST

GET INSTANT ACCESS