

Yoga Market Research

Basic Avatar



Name: Emma Smith

Background Details

43 year old, mother of two, housewife

Day in the life: Mornings often start slowly. Body pain may make it hard for her to get out of bed, so she may spend a few minutes stretching or doing gentle movements to ease stiffness.

She may experience moments of frustration, stress, or even feelings of isolation

Generally, What Kind Of People Are We Targeting?

- Women
- 30-50
- 50% housewives and 50% currently at work.
- \$3k + per month
- United States of America

Painful Current State

- chronic pains
- Angry about long term body pains.
- Neck pains, shoulder pains, lower body pains, muscle tension and stiffness
- They are embarrassed about having to sit or lay down very few

minutes, when performing activities that require them to physically active

- Dealing with their problems makes they feel sad, angry and old
Other people feel empathy for them
- I Feel tired and old, my body is stiff and every morning I have to take painkillers for my back pain.
- Not aware of somatic exercises

Desirable Dream State

- They want to be energetic, feel young again. And wake up to no pains
- They want to impress their family and friend, plus themselves
- They would feel happy, stress-free and
- I want to feel young again and have the ability to walk around freely with no pains

Values, Beliefs, and Tribal Affiliations

- They struggle believing they can solve their problems
- They blame themselves
- They have tired pills and getting messages, but after a 3-6 hours the pains come
- If the pains would be permanently and instantly gone, they believe that method to be the best
- Chiropractors and painkiller pills
- They value a their time and money
- What character traits do they despise in themselves and others? Lack of self care
- What trends in the market are they aware of? What do they think about these trends? Chiropractors
- What “tribes are they a part of? How do they signal and gain status in those tribes?
They are part of Health and wellness communities and they gain status by offering support and achieving personal well being.

Market awareness

- Solution aware

Market sophistication

- Stage 4

Attention

- Active intent
- Pattern interrupt
- Threats

Curiosity Amplifiers

- Fomo
- More specific with the details

Trust and authority

- Empathy
- Social proof

WINNER'S WRITING PROCESS

1. Who am I talking to?

Women in my email list, who suffer from chronic body pains

2. Where are they now?

They are busy with their daily activities

3. What do I want them to do?

Open the email, get hooked, Click the CTA and watch video

4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

Desire,Fomo.dream outcome.

SL: Instant Pain Killer)

Hi {{First_name}}

Are you struggling with severe body pains?

Keeping you tossing and turning every night in search of relief.

You have to stop relying on temporary pain relievers

Pills are not an option either

Painkiller pills may numb the pain for just 3 hours

Plus, over time you'll need stronger drugs.

For the same effective relief

You need a permanent solution.

In just 7 minutes this powerful [video](#) reveals a simple technique to

- Release all body tension

- Loosen stiffness from head to toe
- Alleviate both upper and lower body pain

Imagine waking up tomorrow morning feeling as refreshed as you did in your 20s, full of energy and free from pain.

To get instant relief-

Watch this 7-minute [video](#) now.

