

Their product(s)

Protein powders, pre-workout, super green supplements, post-workout, and fat burners.

Their business

Alpha Lion is a supplement company that has been in the fitness industry since 2017. It's a new company but they have clinically dosed ingredients in their supplements and are well-liked by their customers. They make \$6 million annually and have around 11-50 employees. They are also very good at marketing and were able to make \$270K within 24 hrs during their Black Friday sale. They did this by treating the sale as something exclusive and used physiological tactics such as FOMO, exclusivity, curiosity, novelty, and anticipation.

AVATAR (for both men and women)

- Create an Avatar that embodies the target market you determined. List out some of their qualities.

Name: Jimmy

Age: 23

Gender: Male

About: Jimmy is a 23-year-old college student who likes to lift weights with his friends and is studying to become a doctor. He works hard both at the gym and for his degree but he finds it hard to get his macros in every day and push his body to the limit. Because of this Jimmy doesn't have enough time to cook high-quality meals and uses supplements to help. Jimmy has tried almost every supplement on the market and they have little to no effect.

- What are the pains and frustrations your avatar is experiencing?

Jimmy hates eating subpar meals that he's made in the little time he has to cook. Jimmy also hates the campus food because it isn't healthy enough and makes him feel and perform worse. He currently uses protein powders which help him but don't do much in terms of helping his workouts. He's tried pre-workout before but it barely works for him after a while (1-2 weeks). Jimmy is also bummed because his friends are getting stronger, but he isn't.

- What does your Avatar desire? What does their dream life look like?

Jimmy wants to build an aesthetic body. He's been fat his whole life and has been working out for 2 years and is nowhere near his dream body. He blames his field of study and the crappy campus food for getting him a subpar body. He also wants to get a girlfriend one day and be able to show off a Greek god physique. He also wants to be healthy!

- What is the key Roadblock keeping your Avatar from achieving their Dream State now?

The key roadblock that is holding Jimmy back is his TIME. Jimmy doesn't have time to cook the best quality meals and if he does, then he'll fall behind in his studies. Instead, he relies on crappy campus food for his macros and can feel himself gaining weight.

- What is the Solution that will allow the Avatar to achieve their Dream State?

The solution to Jimmy's problem would be Alpha Lions products and more. Alpha Lions products are clinically and professionally dosed, so Jimmy would get some results from them. He could start with the supplement and move to learn more about prepping healthier meals faster.

- How does the Product make it easier for Avatar to implement the Solution and achieve their Dream State?

The product(s) make it easier for Jimmy to reach his dream state because they are clinically dosed. The pre-workout will help Jimmy break PRs and focus, the post-workout will help him recover, the protein powder will also help him recover, and the fat burners should help him lose fat.

FV:

Email (Promoting Alpha Lion's pre-workout)(DIC)

Subject line: The pre that will destroy your workouts

Pre-workout can be one of two things

✓ It can be made from the best ingredients and hit just the right way.

✗ Or it will make you bounce off the walls and lose focus.

Can you guess what kind of pre that we carry?

Well you already know

We don't have to tell you

It gives you

- The juiciest pumps
- The mental focus to break PRs before breaking your bones
- Enough energy for your long sessions

And it can be yours...

Email (Promoting Alpha Lion's pre-workout) (PAS)

Subject: Workouts don't feel the same?

You know this feeling way too well...

That one day where nothing works.

You warm up with your friends and everything feels normal

Until you start to hit heavy barbell squats.

You feel nothing.

Your muscles don't contract the same way anymore and you don't enjoy lifting the weight.

Your friends are feeling happier after the session, but you feel like you could have done more...

You look back on the times when your workouts felt amazing and you felt your muscles tighten and expand.

You miss it.

You just need a little something to help

Try this and your workouts will be better

Email:

Subject line: Discover the story behind Alpha Lion and find your passion

By now you've heard almost everything about us

About how transparent we are and how we stand out from the rest.

But what about from a different perspective

Here is a story from our Founder, Troy about how he started Alpha Lion.

“At 30 years old, I saw my life becoming like everyone else's.

Stuck in a job I hated and selling my passions for a quick dopamine fix.

I'd even tried countless business ideas in the past and even dreamed about becoming an Actor.

All of these failed and left me with nothing.

But something inside me told me to keep going.

To think even BIGGER with my goals.

That without purpose and passion, my life would mean nothing.

To start something that would become bigger than me.

I would meet my business partner, Jordan after he left a comment on my YouTube channel saying I had small calves.

Like me, Jordan had countless failed business ideas and didn't want to work a job he hated.

Because of this and our desire for transparency in the fitness industry, we instantly bonded.

In our first year, we were working miles apart and spent every waking hour working over spotty video calls.

It felt impossible at times, but we kept going and found something amazing in the process.

Alpha Lion had transformed from a company to a community.

People who used our supplements shared their goals and dreams with the world and were connecting with each other.

This was just what we wanted.

We never wanted to be the guys who sold the 'best' supplements, but we wanted to build something that would be remembered.

To help people find their purpose and passions.

To inspire them.

To inspire you

Join us now and discover your passion*"

Signed by Troy and Jordan

*link to the website (either direct checkout or the website itself)