

What kind of people are we talking to?

Mostly Men

Aged 20-50

Above average income level

Geographical location - Global

Painful Current State

- He does not have the right knowledge to get in shape.
- They are afraid of not being respected by their wife/kids
- They may feel angry at themselves for not staying consistent
- They are less confident because of not having control, not being in shape
- Other people may respect them less, think that their "prime years" have passed

[Quotes taken from different reviews, social media comments from similar demographic]

"I have been intermittent fasting, staying within a calorie deficit, and I haven't seen any real changes in my body weight"

"It did not work because I was only gaining muscle while my body fat percentage was staying the same"

"I was strong and fit years ago but then life demands caused my strength and condition to fall off a cliff."

Desirable Dream State

- Their desires involve the **1st, 3rd, 4th, and 5th stages of Maslow's hierarchy** the most powerful, of course is the 5th one (**Self-actualization**)
- They would love to lose weight and become muscular with low body fat.
- They would be a good example to their children, respected by relatives, desired by women.
- They want to impress family, colleagues, and most importantly, women.
- They desire to be loved and respected
- If they were to achieve their dream state, they would feel a sense of pride and happiness. As well as a sense of self-actualization and confidence.

Values and Beliefs

- They believe that they do not have the **knowledge and time** to achieve their goals.
- That leads to them failing to stay consistent.
- They blame their lack of time and consistency.
- They are not sure whether their progress is too slow because they are doing something wrong
- They have tried to solve their problems in the past, but failed because they lack a sense of direction and confidence in their methods.
- They despise feeling lazy

"I love that your content is backed by studies & research"

VALUE EMAIL:

The Truth About Losing Weight That Will Ensure You Succeed

People seem to have this *stupid, self-limiting belief* that becoming muscular and losing fat is meant to be **difficult**.

They think that getting a shredded **six-pack** takes "too much time", they believe that they are *too busy*. What seems even more weird to me is the **myth** that it requires a **ton of research and knowledge**.

Guess what...

It's actually stupid-simple

You just need to:

1. **Find** a simple workout plan, based on your goals
2. **Check** how much you can eat (nothing extreme, unlike many fitness "*influencers*" may suggest
3. **Stay consistent**, the results are going to come, even if you don't see them at first

You see, 95% of weight loss comes down to your mindset...

Extreme caloric restrictions, weird food combinations, spending more than 90 minutes in the gym is just an **unnecessary overcomplication**. What actually matters is that you build healthy habits, to which you can actually stick to.

And that's where the magic lies. **The fitness industry loves to overcomplicate things**. They thrive on selling you the latest fad diets, expensive supplements, and complicated exercise programs. Don't fall for this trap.

Keep in mind, that the only things **actually worth investing your money into** are:

- Healthy food
- A good coach
- A workout/diet plan

Now store this in your mind and go out into the world without any **limiting beliefs**. Stay consistent. Stay positive.

You've got this.

— Ri