

## **Answer these questions:**

### **- Who do you think the ideal target market for this product is?**

- Adults in the range 20-30 years old who are looking to get the best body by summer.
- (Also the general public who value themselves and want to be healthier. But since his instagram videos are made to grab the attention of the young adults I prioritize them as the ideal market.)

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

- Josh, a 25 year old white teenager who wants to get a lean body quick and simple.
- He doesn't know much about going to the gym and eating healthy so he is looking for a way to stay fit.



- Determined to regain confidence
- Wants to live a healthier lifestyle
- Hardworking everyday in their jobs
- Does not want to disappoint himself and wants to get done this time

- Challenging themselves
- Goal chaser
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## **- What are the pains and frustrations your avatar is experiencing?**

- Bad techniques that have injured a person
- clueless on where to start on their fitness journey
- personal trainers can get too pricey
- nutrition plan too tricky stick too

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

- a workout plan and nutrition that is very easy to follow
- "Milestones that I achieved through the program is losing all that fat and building muscle! I could not believe I lost so many pounds." - internet answer
- "The program helped me rebuild the confidence, the love, and the self-respect I needed to have for me and mentally getting to the point where I needed to be." - internet answer
- losing body fat and gaining muscle
- having confidence

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

- not trusting the program and don't know where to start
- "I went ahead and bought the program. I'd been delaying it for a while, because I thought it would be more expensive." - internet answer
- "Im looking into getting one of his shred programs as well since summer is coming. Which one do you recommend?" - internet answer
- Bad experiences from workouts
- "Hi there! I've been considering to purchase one of his workout - I'm just concern for one thing, will the program includes workout schedule?" - internet
- "not knowing what to do" is the biggest reason new clients give as to what held them back from coming to the gym in the first place." - internet answer

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

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

- Fill them with gym knowledge to guide them in becoming a better version of themselves.
- Get them to achieve their dream state by giving them workouts and nutrition tips!
- get their life in order where they can focus on their career and gym at the same time!

- Finding a balance to find a good schedule for the gym in their personal life.

[https://drive.google.com/drive/folders/14TRl6r55pjL6fi9K38Pf\\_U3Uo-uG9JCo](https://drive.google.com/drive/folders/14TRl6r55pjL6fi9K38Pf_U3Uo-uG9JCo)

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## Learn the secrets to Sculpt yourself into a greek god

**“Rebuild your confidence in a manner that is overlooked by many”**

I have been juggling school, fitness and work for over 11 years and I am pleased to say that I have found the important factor in building the physique of your dreams!

**“ I’ve made many mistakes,  
But I went through all the efforts so you don’t have too”**



**Here is the secret (and it’s hidden in  
plain sight) to success!**

Whether you are a beginner that knows  
zero about fitness and simply wants to get  
in shape...

Or

someone who simply wants to rebuild  
confidence that will tense up a room as  
soon as you enter...

You’ll need change outside of

Many overlook the impact that a **schedule**  
can do and that may be the missing piece  
you need to stay motivated!

**I learned the key to balancing my work life with my fitness life while being a full time A+  
student without any fitness role model!**

I’ll be teaching you how to lose weight and rebuild confidence but only to those who don’t want  
to look back

[→ Teach Me How←](#)



***BEFORE***



***AFTER***