

Avatar:

Name&Age: Patrick 24 Years

Background&Mini life story: Patrick is 24 Years of age, and works in the marketing business. He has never been much of a sportsperson.

He often spends his time Gaming and watching Tv shows.

Patrick has often been perceived as the skinny kid. Often called Patrick Toothpick.

(he hates this nickname) he tried to join the gym numerous time. But when stepping inside the gym, he often feels overwhelmed in the gym. By the number of fitness machines or big-looking people in the gym. He tried to hire a personal trainer but after one workout. He quit not because he didn't like the workout. Patrick just doesn't like social interactions. Because of his insecurities.

He wants to pick up on fitness as he read online it can boost your confidence.

He's starting to look up online fitness courses. But he feels an abundance of information leaves him even more lost.

Values: Patrick wants to look fit and overcome his insecurities. Wants to feel productive. And wants people to see him for who he is!

Day in the life:

Patrick wakes up around 7 in the morning. Gets ready for his morning commute to work. (an hour by train)

He works at a sales office. He is above average at his job. But is annoyed he often gets overlooked and taken advantage of because of his lack of social skills. Often finds himself daydreaming about his Gaming experience where he is able to feel strong and looked upon. For his skills. After work, he heads to the train station. On his way home he reads an article about gaining confidence by working out. This intrigues him but his past experiences cross his mind. He can't seem to commit to the idea. Once home he starts gaming which makes him forget his daily struggles.

Target Market:

People with little knowledge of fitness are looking for an Online Program.

Roadblock:

He has never been much of a "Sports person" and lacks the confidence (insecurity) to believe he can redefine his identity.

Solution:

A step-by-step Program for beginners to excel in Fitness and achieve maximal progression.

Product:

Full Body Training V2 - beginner Program

Marketing Email: 150 words. P-A-S

Subject: **Redefine yourself with Fitness and Shatter your insecurities!**

Do you feel lost, like an outsider in the gym?

Are you discouraged by the other guys' size and strength at the gym?

You know that guy that walks through the gym proudly,
displaying his impressive physique with each step.

He doesn't let his **fears** stop him.

And at some point, he was in the same position as you.

Every **HERO** has a beginning to their story!

Overcome your Gym fear with a SIMPLE step-by-step Gym plan
that will have you looking like that Gym guy within **10** weeks.

Exercise helps build confidence by improving your body image.

Leaving you **confident, unstoppable**, and ready to tackle any **challenge**.

Each hero's bravery begins with a single step.

And yours is here and now!

Don't let insecurities hold you back - take action today and start building a more confident you!