

- **(Bullet points have the most info if you don't want to read the whole thing)**

Target Market

What kind of person is going to get the most out of this product?

- **Young men with busy lives.**

Who are the best current customers, with the highest LTV?

Men who are keeping their health in check through fitness and nutrition.

What attributes do they have in common?

Confident, bold, hard-working.

Avatar

Name, age, and face:

Maheer zain, 28, white with a small beard.

Background and mini-life history:

Maheer grew up in a private school and has loving parents. He has 2 older brothers and 3 younger sisters. He started lifting at 20 years old and is still going strong. He went to uni, studied engineering, and found multiple job opportunities but he wanted more. Fast forward to today, he has multiple businesses, and makes good money but is constantly busy. He's married and has two kids. He only has time to go out with his family on the weekends so he cherishes every moment with them.

Day-in-the-life:

He's always moving around and goes home at night only to sleep. Then He's back to the grind at 4 am.

Values: What do they believe is most important? What do they despise?

He believes that the life force of a man is self-improvement (with the boys) and he's striving every day to become the best version of himself.

Outside forces. What outside forces or people does the Avatar feel influence their life?

His family.

CURRENT SITUATION

WHAT IS THE READER'S CURRENT SITUATION?

a. What makes it feel shitty? (i.e. What pain do they feel?)

- He's constantly on the move and doesn't have time to go home, sit and eat.
- His wife suggested that she'll make the food for him but the food at home isn't like meal prep and it rots/ tastes different over time.
- He tried meal prep services before but the food was bland and boring. On top of that, the calories it had was high and he did not feel full and satisfied.
- He's forced to go to McDonald's drive-through most days to save time.
- Can't be bothered with counting macros.

b. What are the long-term implications of staying there?

Frustration and more stress.

DREAM STATE

WHAT IS THEIR DREAM STATE?

- To keep his fitness and health and fitness in check while looking forward to every meal.
- To eat healthy, delicious food without having to waste time moving around.
- He wants to keep his calorie count low while feeling full and satiated.
- He knows that healthy food doesn't have to taste nasty. He just doesn't want to eat boring foods every single day.

a. What makes the dream state so good?

He'll be satisfied.

b. How will they feel about themselves when they have their dream state?

Content and has support.

c. How will others perceive them when they have reached their dream state?
(i.e.status)

A solid father who takes good care of his family; a G.

ROADBLOCKS

WHAT IS THE UNKNOWN PART OF THE PROBLEM KEEPING THEM FROM THEIR DREAM STATE?

- He can't find a way to eat healthy, delicious foods while saving time and keeping his calorie count low. He always has to sacrifice either one.

a. What have they tried before, and why didn't it work?

He let his wife cook meals for him to eat outside but the food at home isn't designed like a meal-prep service. The taste is a bit different and sometimes the food rots.

b. What "if...then.." law of nature do they need to follow to get their desired results?

- If he can eat healthy, tasty food while moving around, then he'll be happy.

PRODUCT

HOW DOES YOUR PRODUCT/SERVICE SOLVE THEIR PROBLEMS AND CARRY THEM TO THEIR DREAM STATE?

a. How does it address their previously unknown part of the problem?

- The product is a meal prep service (without the dead food), It'll help him save time and energy.

b. How does it remove risk?

- The food actually tastes good; Has flavor.
- Good portion size with low calories.
- Custom meals (Favorite foods, calorie counts, allergies, etc)
- 29 different meals, snacks, and protein desserts.
- Random weekly meal choice for a cheaper price – seafood /no seafood option
- Food stays tasty even when kept for days; the lid keeps all the moisture in when microwaved.
- Food lasts up to five days in the fridge. No need to freeze.
- Macros are written on the website.

c. How does it save time?

- Delivered to your door.

d. What makes it easy?

- Shove the thing in your mouth (Pause)

SL: Why you should NEVER sacrifice taste for a healthy meal

Body:

The moment you start getting sick of a bland, boring 'diet' is the moment you'll get back into the old habits of eating junk food.

This is why at X, our chefs cook and deliver to you top-tier meals, PACKED with flavor and pinpoint-accurate macros to help you stay on track!

So click the link in bio and finally get rid of the boring diet!