

Client Market Research

Who exactly are we talking to?

What kind of people are we talking to?

- Men or Women?

Men

- Approximate Age range?

Teenagers (14-18)

- Occupation?

Students + Starter Jobs

- Geographical location?

Global

Painful Current State

- What are they afraid of?

I'm a bit nervous about going to a gym - it's intimidating, and I feel like everyone's watching

Letting myself be reduced to average and blending in with every other guy, never truly stepping up to my full potential.

- What are they angry about? Who are they angry at?

I can't succeed no matter what I do or how hard I try - nothing ever seems to work.

I'm so fed up with being skinny.

I have bad genetics.

I have a fast metabolism

My entire family's skinny.

- What are their top daily frustrations?

I have no idea what to do

I'm skinny. I hate it, and I have no idea what to do.

I want to build the body of my dreams, but I could never really figure out how to get there.

I know I have to start lifting weights, but I'm not sure what to do, how to do it, or even where to start.

I feel dissatisfied with where I'm at and I know I'm capable of more. I'm ready to change and commit to a plan, but I just need something I can trust will work.

There are so many training splits, how do I know which one is best for me?

How do we know what exercise to do to build muscle optimally?

What meals should I be eating to build muscle?

I'm starting to think it's impossible to get jacked. There's just too much information out there and I don't know what to do with it all.

Contradictory Advice

There's so much conflicting information out there. I don't know where to start or who to believe.

I'm so confused by all the different fitness advice online. I don't know what to do anymore.

I'm so confused about what to eat and how to train. I've read so many different articles and watched so many different videos, but I'm still not sure what's right.

I went online looking for workouts, plans, and advice, then I got tens or hundreds of contradictory opinions of what I'm supposed to do, which left me confused.

I'm feeling really overwhelmed. I don't know where to start.

I'm starting to think it's impossible to get jacked. There's just too much to learn.

I'm afraid of making the wrong choices and messing everything up.

The information and opinions on weight gain is simply overwhelming to me.

No matter what I do...

No matter how much I eat, or how heavy I lift, I just can't put on any size.

I can't put on any size, no matter how often I go to the gym, or how hard I train, or how much weight I use, or how many exercises I do - nothing is working.

No matter how much I eat, I never see any progress, and I get full fast.

I'm not getting anywhere...

I'm trying, but I'm not getting anywhere

Nothing I do ever seems to work

I'm trying a bunch of programs on YouTube, Instagram, and even buying some, but nothing seems to work.

I've been going every day, but I'm not seeing much growth. I'm taking creatine and protein shakes everyday and eating as much as I can

When I first started bulking, really just force-eating all the time and training almost everyday of the week, I saw the scale go up a few pounds, but none of that weight was ever actually visible muscle. And because I never saw any actual results, I eventually ended up quitting and I went right back down to the weight I started at.

I never build any muscle.

I might get a little stronger in the gym, but I never actually grow or build any visible muscle.

I've been going to the gym for months, but I've made no progress. I go to the gym all the time, but I don't look any bigger.

I can't put on any noticeable muscle in the mirror.

I never actually look any bigger.

I just can't grow.

I struggle to put on even one pound of muscle, let alone 5, 10, 15

I struggle to gain even a fraction of an inch onto my arms - or to even put on a single ounce of muscle

My body stays skinny.

My arms never get any bigger.

My legs don't grow

I can't get that V-taper appearance

I can't get my chest to get that middle separation

My chest lacks that square, plate of armor look

I get disappointed in the lack of results that I see in the mirror

Training A LOT.

Spending 2+ hours a day killing myself in the gym

Training 5-6 days a week

I'm training hard and often, but I don't ever seem to pack on any mass

I spend hours in the gym, each and every day.

Eating A LOT.

I eat as much as I possibly can, force feeding myself practically all the time, and I constantly feel bloated and full - it's almost downright painful.

Man, I struggle to eat enough. We're just not built for that.

I need to force myself to eat

I have a really low appetite

It didn't matter if I ate doughnuts for a week straight and replaced Pepsi for water, I just can't seem to gain any weight.

Eating these plain and painful bulking diets, only to still struggle to gain weight

Dieting Frustrations

I never actually know what I should be eating.

I have no idea what to eat.

I'm eating every 2-3 hours

Nutrition is such a confusing topic.

I know how important my diet is but I just don't know where to start or how to do it in a way that easily fits into MY life.

Diet just feels expensive, time-consuming, and frustrating

I don't have all the time or money in the world to buy and cook quality, healthy meals.

I've never been much of a cook. I hate having to sit there and figure out what ingredients pair well with what. And I hate having to make meals that take 2-3 hours to prepare.

Parental Restrictions

I don't go to the gym cause my parents won't let me

I live with my parents and go to school so it's really hard to have a good diet

My parents won't let me buy protein powder or any supplements

It's near impossible to control my diet, especially with my parents feeding me

I don't have time

I neglected my body totally because of my studies

I don't even have time for the gym

School takes up too much of my time

Feeling stuck and hopeless.

It's frustrating and it feels unfixable.

Spending months, and even years, spinning their wheels

I can't ever seem to get my body to look like I want it to.

I'm just so lost on what to do anymore and I just feel stuck

I feel so powerless over how my own body feels and looks

- What are they embarrassed about?

I have skinny arms, and can't lift much

Pretty skinny guy with an average looking body

I'm super skinny

Small arms

I'm skinny and weak.

Thin, twig-like wrists

Thin neck

Small shoulders, narrow frame

No chest

No muscle in your legs

No V-Taper

Bony chest, shoulders, and arms.

Extremely skinny, extremely insecure

I've been going to the gym for months, but I've made no progress. I go to the gym all the time, but I don't look any bigger.

- How does dealing with their problems make them feel about themselves?

I'm skinny. I hate it.

I feel like I need to hide my body

I am sick and tired of being weak

I feel insecure

I just want to feel better about myself.

I feel like I need to hide my body. Hiding under bulky hoodies, layering t-shirts, and avoiding the beach.

Being skinny sucks the confidence right out of me.

Even with clothes on, I still hate how my body looks and feels

I feel depressed.

I felt dejected, confused, and angry that none of my muscles had grown even a fraction of an inch, despite tons of work and big eating.

- What do other people in their world think about them as a result of these problems?

I can't take another friend or family member asking me, "If you workout all the time, how come you're not getting any bigger?"

My friends and family pick on me for being skinny.

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?

To have a body that is strong, muscular, and attractive

Build the ripped, lean, powerful look you've always wanted

Build the perfect, attractive body

Build a head-turning, lean physique

Build a body that matches the guys on the cover of fitness magazines

Build a muscular, yet lean, and athletic looking physique

Build a lean, muscular, and athletic looking body

Build a more powerful and masculine body

Build a lean, chiseled, muscular physique

Build a strong, muscular, defined body

Build that Greek god physique

Get bigger, stronger, and straight-up ripped

Get leaner, stronger, and more muscular

Finally build my dream body

Extras

Turn your physique into a weapon

Straight-up look like a movie star

Get into outstanding, phenomenal shape

I want you to be in insane shape

Become the best, healthiest, leanest, most muscular version of yourself possible

FAST Desires.

Seeing fast, consistent gains in the mirror

Make faster strength gains
Their physique transformed with ease

Muscle

Build rock hard muscle
Pack on lean, strong, full-looking muscle
I'd like to put on some lean size - I want to get bigger
Easily pack on lean, dense, vascular muscle mass - and keep it on for good.
Increased muscle fullness
Pack muscle onto your frame
More definition in your shoulders, arms, back, and chest muscles
Build noticeable muscles in my chest, shoulders, arms, and back.
See a significant increase in your muscle size, especially in your shoulders, arms, and chest.
Pack on powerful, lean, vascular muscle mass in your chest, arms, thighs, calves, and back

Arms

Get my arms filling out my shirts
Big, thick, and powerful looking arms
Build huge, powerful, muscular arms
Add inches to my upper arms
Grow thick, dominant forearms
Grow powerful biceps and triceps
There's nothing quite like a thick set of guns that lets the world know you're strong, athletic, and powerful

Chest

Get my chest popping out
I want my chest to fill out and start to stick out more in my shirt
Your chest is like a plate of armor
Your upper chest is gonna get thicker
Thicker chest

Shoulders

Build incredible shoulders
Build broad, round, strong shoulders
Your shoulders are gonna get bigger and rounder

Back

Get my back more wider, and more muscular
I want my back to get wider to help create a v-taper look
Build a muscular, well-developed back

Six-Pack Abs

Build a muscular, shredded six-pack

Build visible year-round, chiseled abs

Legs

Sculpted, proportionate, and well-defined legs

Muscular legs

Impressive legs with killer definition

Face

Your face is sharp and chiseled

Strength

Build bone crushing strength

Develop amazing strength and be one of the strongest lifters in your gym

Develop incredible strength and power

Get strong beyond belief

Get bigger, stronger, and straight-up ripped

Get leaner, stronger, and more muscular

How it feels

To feel good about myself

I actually like how my body looks with, and without, a shirt on

I feel good, I feel great, I feel healthy, it's awesome.

When I started working out, everything changed.

I'm getting stronger each day and feeling better than ever.

I feel more energetic than I've ever felt before

I'm finally feeling alive in life again and I've got something to strive for.

This stuff gives me renewed reasons to continue

I've also never been so happy, working out was really what I needed.

My clothes fit better

I look and feel so much better!

I look my best!

- Who do they want to impress?

People at the beach/at the pool.

Girls

My significant other

Doubters/Haters

Family

Friends

- How would they feel about themselves if they were living in their dream state?
What do they secretly desire most?

Respect, Attraction, and Showing Off

Build a body that women find sexy, men find admirable, I find worth showing off.

Build a physique that commands respect, authority, and magnetic attraction

Girls

I want to have a body that makes women stop and stare

They want to be able to attract and date the girls they want - with ease.

To get attention from girls

To attract and land my crush

Landing my dream girl became effortless

Getting attention from stunning, high-quality women

I want to build the look that beautiful women swoon over

Catch cute girls staring while I'm at the pool or at the beach on vacation

My dating life skyrocketed

Confidence

To feel more confident and powerful

I want to be more confident and attractive

To feel strong, confident and powerful.

To feel confident, no matter where you are; at work, on a date, or even at the beach

I want to be able to look at myself in the mirror and be proud of what I see

Walk around through life in movie star shape, with bulletproof confidence

I want to get absolutely jacked and have a lot of confidence

My confidence shot through the roof

Develop unwavering confidence

A lean, muscular, and athletic physique that I'm proud of

I want to get rid of my skinny body, begin adding muscle, and creating a physique I am truly proud of, one I'm truly confident about!

Social

I want to turn heads when I step foot on the beach

I want to take my shirt off at the pool looking good.

I want to be the strongest, most muscular guy in the room.

Be the most fit, ripped guy at the pool party

To be seen as a man.

I want to be the most jacked guy in my school

Walking through your school, or at the beach, or on vacation, and catching beautiful

girls staring at you, simply because you're built like fucking Hercules.

Extras

Stand out from the pack, looking like an absolute movie star

Simply to have better looks.

I want to look better naked

To be good at sports

I want to experience the best in life - getting into movie-star shape makes life really fun.

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face?

I have bad genetics.

I have a fast metabolism.

You need elite genetics to get into fantastic shape fast.

I'm a hardgainer

- Who do they blame for their current problems and frustrations?

My genetics

My metabolism is too fast.

Everyone in my family is really skinny

- Have they tried to solve the problem before and failed? Why do they think they failed in the past?

I've been eating like a horse and hitting the weights like a mad man.

Blindly following diets and workouts they found free online

- How do they evaluate and decide if a solution is going to work or not?

I don't have to overthink what the "perfect routine" is because it's laid out for me.

An exact program, step-by-step on how to pack on muscle

The step-by-step, proven process for building muscle

Super simple to follow

A streamlined system

The complete, follow along, step-by-step blueprint

We'll give you the EXACT blend of carbs, protein, fats, and calories you must consume to quickly gain lean muscle mass (and keep it on forever)

We'll give you the exact rest periods, density, time under tension, and perfect form for guaranteed muscle growth.

This is the exact step-by-step approach that transformed me.

This is the exact program I used, and I'm incredibly excited to share it with you.

Complete, step-by-step guide

Tailored to your body type and your goals

Doesn't require elite genetics

No steroids required to look good

Doesn't require you to kill yourself in the gym everyday

- What figures or brands in the space do they respect and why?

- What character traits do they value in themselves and others?

- What character traits do they despise in themselves and others?

- What trends in the market are they aware of? What do they think about these trends?

Avatar:

Who are we talking to?

Name: **Andrew**

Age: **16**

Face:

Background:

Andrew is your average, normal high schooler. However, he's always been on the skinnier side, even as a child. Skinny arms, skinny legs, a weak, bony chest, thin wrists, and small shoulders. And he absolutely hates it. He hates the way his body looks and feels, and he wants to get ripped, but he just doesn't know how to get there or even where to start. He's tried eating massive amounts and training almost every day of the week, but nothing ever seems to work. His entire family is skinny too. Andrew blames a huge part of his current situation on his family's genetics and his fast metabolism.

Day in the life:

Values:

Outside Forces:

Places To Look For Answers:

1. Your client's existing customers and testimonials
2. Your client's competitors customers and testimonials
3. Talking with anyone you personally know who matches the target market
4. People oversharing their thoughts and feelings online
 - a. Youtube
 - i. Comments
 - ii. "My journey" type videos
 - b. Twitter
 - c. Facebook
 - d. Reddit
 - e. Other Forums
 - f. Amazon.com Reviews
 - g. Yelp and Google Business/Maps Reviews

Note For Long-Form Copy -

The Complete Guide To Physique Mastery

Since you're working out hard, your body will search for that protein to repair the damage from your training.

Feeding your body well-timed, precisely calculated meals throws the switch, turning your body from catabolic to anabolic.

The trick is knowing when, what, and how much to eat for maximum muscle and strength gains...

3-simple Mindset Changes that burst open the muscle-building floodgates... this step is an absolute must. In fact, it's so important that we devoted an entire book to helping you unlock the mental barriers keeping you from having the body of your dreams.

Pack on muscle as fast as you want - and allow you to keep it on with as little or no effort

Don't you deserve to be proud of how you look in the mirror?

You might expect to pay the normal price of \$500. Don't worry, you're not going to pay \$500, or even \$250.

I wish someone had done all this for me back when I was painfully skinny and desperately needed to gain mass (plus, back then I was a broke high school kid, so I know how tight money can be sometimes)

That's why we're offering the 90-Day CLEAN BULK System for only \$87

I know if you've read this far that you're 100% serious about finally gaining enough lean muscle mass to start busting through your shirts like the Hulk, I'm going to give you a one-time-only offer:

BETWEEN THE SUPPLEMENT GUIDE BONUS, AND THE ARM BUILDER PROGRAM,
YOU'RE ABOUT TO COMPLETELY TRANSFORM YOUR BODY - AND SHOCK YOUR
FRIENDS AND HATERS - IN JUST 6-WEEKS FOR LESS THAN TWENTY-BUCKS
GUARANTEED:

"Everything that I had to learn, understand, and master to achieve my physique goals, I will be downloading into your brain, to teach you everything you must know to transform."

"But if you're like most people, you've been struggling long enough to the point where you just want someone to tell you what to do."

With zero chance of failure.

I already did all the hard work to simplify all that information into a very simple and easy to follow plan that literally anybody can do

"If you don't want to look like a Greek god, move along. This is only for the people who want to stand out from the pack, not fit in."

Loving my diet and loving the process - sticking with it even longer and making incredible process I wasn't able to make before

All these other programs focus on weight on the scale

Diet is simpler and easier to follow - macros are easier to hit