

Avatar:

Name: Maria

Demographics:

Age: 35

Gender: Female

Marital status: Single

Occupation: Marketing Manager

Income: \$60,000 per year

Education: Bachelor's degree

Pains:

- Maria has struggled with her weight for most of her adult life and has tried many diets and fitness programs without success.
- She feels self-conscious about her body and avoids activities like going to the beach or pool.
- She experiences low energy levels and struggles to keep up with her busy schedule.
- She finds it difficult to stick to a diet or exercise routine long-term and often gives up after a few weeks or months.
- Maria has a busy work schedule and finds it hard to make time for exercise and healthy eating.

Desires:

- Maria wants to lose fat and tone her body so that she feels more confident and comfortable in her own skin.
- She wants to have more energy and feel healthier overall.
- Maria desires a sustainable fitness program that fits into her busy schedule and is easy to follow.
- She wants a program that offers support and accountability to help her stay on track and reach her goals.
- Maria desires to learn how to create healthy habits that she can maintain long-term.

Roadblocks:

- Maria has tried many diets and fitness programs in the past but has not been able to achieve lasting results.
- She has a busy work schedule that often leaves her feeling tired and stressed, making it difficult to stick to a diet or exercise routine.
- Maria finds it challenging to make healthy food choices when eating out or socializing with friends.
- She struggles with motivation and often gives up on a program after a few weeks or months.
- Maria has limited knowledge about exercise and nutrition, which makes it challenging for her to create a plan that works for her.



No time to workout?

Say goodbye to long, boring workouts and hello to a fit and sexy you with our new full-body HIIT workout programs designed for people with busy lives.

Get them for FREE now!

This is a pop-up they're going to get when browsing the website, I made them this pop-up lead magnet to increase their lead generation because they didn't have many other sources of lead generation other than their newsletter that doesn't even pop-up when you go on the website, so it's often not noticed by someone browsing the site.