

Half of the document is related to empowerment and another half is Yoga. So some of the questions will be answered on a yoga interest or an empowerment interest.

What is the market target?

We are talking to Anita who is 28 years old, and committed to following and making her health better, she already follows a balanced diet that is rich in organic and natural products, she does yoga, and takes daily runs to stay fit. And she is on the woman empowerment side, which is her community. She strongly believes in supporting local businesses and often participates in events that are focused on environmental awareness and social justice.

She is willing to invest in quality products that reflect her lifestyle and beliefs. So if it is a high-quality product and they follow their belief, she will buy it. She looks for supplements that are natural, ethical, and scientifically substantiated. Anita prefers companies that are transparent about their ingredients and production processes and that actively contribute to social and ecological initiatives.

What is their problem?

- **There is no clear problem that they are dealing with, in some cases, they have multiple problems that are not really noticed and they don't talk about it online. In some cases, it's very vague and broad and they have problems with their "journey" and in their mental and physical health. Most of the time, it's just mental aikido that they don't deepen themselves to and it's literally just "hard times"**

What is the solution? And how does it help?

- **The solution is us, the supplemental company.**

Who exactly are we talking to?

What kind of people are we talking to?

- Men or Women?
 - Women
- Approximate Age range?
 - 18-35
- Occupation?
 - Manager at a trendy restaurant or cafe.
- Income level?
 - an average of € 2,850 gross per month. Salaries range from €2,425 (low) to €3,280 (high).
- Geographical location?
 - Netherlands

Painful Current State

- What are they afraid of?
 - In Yoga, they are afraid of falling backwards, I am now physically burned out and I just can't trust my body anymore. Even doing yin poses makes me afraid of triggering my body when going too deep and this naturally has made me lose trust in life and experience a lot of fear.
 - It's definitely the worst experience I have ever been through and I am so afraid of not being able to get back to my body and the practice. So much regret, so much anger and sadness at the same time.
 - In empowerment
- What are they angry about? Who are they angry at?
 - They are angry that they are "underestimated" and seem perceived as a lower class of power
 - They are angry at nobody, generally, at yoga they are also angry after yoga because of getting in touch with the emotions.
- What are their top daily frustrations?
 - Taking a day off in Yoga and feeling like they are back to square one, after all of the hard work in Yoga and the small journey with the level-ups. The feeling on day one frustrating
 - Dedicating their time to Yoga (slight beginner problem, but we are more oriented to the people that are used to Yoga)
 - In the past, putting their body through terrible things, with their health issues, and oftentimes, IBS.
 - And they had big uncomfortable and annoying back pain in the past.
 - For example, she also is struggling with menopause and that's why she joined to do yoga so they can release stress.
- What are they embarrassed about?
 - Falling on a handstand Yoga pose and showing up as inexperienced in front of everybody, but she understands it's just a small failure so she just keeps going.
 - And it's embarrassing for her to not show the power that is inside of her.
- How does dealing with their problems make them feel about themselves?
 - They don't feel frustrated as much as now, but partially of the other groups on empowerment feel mentally and physically drained, which is a market we are not focusing on but we can also focus on this target audience.
 - *"Women's health is so complex and often misunderstood and even overlooked when it comes to health care."*
- What do other people in their world think about them as a result of these problems?
 - It's a learning process and that's where they grow, learn from their mistakes, and become better versions of themselves.
 - People around them see as sunny, social, sunshine, and much better people than they were before.
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
 - **"I hate exercise and recently connected with yoga and you articulate everything I feel about it so accurately. It found me at a dark time and I appreciate it so much now"**
 - **"When I do yoga it feels like I'm asking my body for forgiveness for all the terrible things I've put it through"**

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 feel like they are the leader and the main character of their life at their health journey,
 - Yoga has boosted their self-esteem and confidence in themselves to believe they can achieve whatever they want because then they believe it's possible.
 - Calmness

- They feel high spirituality and not being critical to themselves, but more loved.
- They are willing to welcome discomfort as a challenge in their life.
- Being more positive towards hardship and that they believe they can do it.
- Who do they want to impress?
 - They do not want to impress themselves, rather, show themselves what's possible, and show it to other people.
- How would they feel about themselves if they were living in their dream state?
 - With positiveness and calmness, they would feel like they can achieve anything
 - That yoga continues to save their life, in physical mental, and spiritual health.
- What do they secretly desire most?
 - Creating their world with themselves not caring what others think about them and having peace with themselves.
 - Self-Empowered feelings
 - Positive music
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
 - **"I am moved and inspired by the gentleness and honesty you approach your practice, your body ❤️ I feel this daily intention to meet yourself where you are is truly transformative, empowering, and revolutionary. It is the opposite of what capitalism and toxic productivity want for (or out of) us."**
 - **"Yoga saved and continues to save my life."**

And P.S. some of the Amazon reviews

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face?
 - They believe that it's just the same challenge that the universe is throwing at them, even in the past, it was the same, but now they believe that they are stronger than before to fight these mental and spiritual challenges back.
- Who do they blame for their current problems and frustrations?
 - The universe throwing the challenges at them.
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 - They tried to solve the problem with therapy because it doesn't feel like Yoga, but yoga works best for them because it connects them spiritually, mentally, and physically.
- How do they evaluate and decide if a solution is going to work or not?
 - They look at the solution, they look if other people did it, and look at the science and benefits behind it, and think how it's going to benefit her on spiritually and mentally so it can be calming and nice (which is just in mentally relaxing). And then take the action.
- What figures or brands in the space do they respect and why?
 - Lizzo
 - Lady Gaga
 - Yoga With Adriene, because it helped them to learn the first basics of yoga and bring true calmness and positivity with their mind and physical health.
 - Taylor Swift, "Literally feel like it sent a wave of empowerment, confidence, I just feel like it expressed something I feel that I haven't been able to figure out for a while."
 - They don't respect Andrew Tate because he is a "misogynist and feminist" against the empowering of women
 - They talk a lot about Jesus, etc
- What character traits do they value in themselves and others?
 - That they are brave, capable of everything, calm, positive, supportive of others, and they are confident.

- Spontaneous person
- What character traits do they despise in themselves and others?
 - They know that they could do more but they don't do it.
- What trends in the market are they aware of? What do they think about these trends?
 - Different yoga types, Yoga with Adriena beginner phase,
 - Hot Yoga
 - Cool yoga transitions, and poses that make the reader relate to.

1. Name, age, and face.

Name: Anita

Age: 28



Face:

2. Background and a mini-life history

Background: Anita is committed to following and making her health better, she already follows a balanced diet that is rich in organic and natural products, does yoga, and takes daily runs to stay fit. And she is on the woman empowerment side, which is her community. She strongly believes in supporting local businesses and often participates in events that are focused on environmental awareness and social justice.

She is willing to invest in quality products that reflect her lifestyle and beliefs. So if it is a high-quality product and they follow their belief, she will buy it. She looks for supplements that are natural, ethical, and scientifically substantiated. Anita prefers companies that are transparent about their ingredients and production processes and that actively contribute to social and ecological initiatives.

Mini-Life History: Anita had a rough life history, she was growing up with some problems with her health, and she couldn't understand what it was because she was young, while she was growing up, she ate whatever she could because her family could afford it, and after a while in her puberty, she got hit with IBS, menopause, and anxiety, she developed anxiety because she had all other different sicknesses, and couldn't get rid of it during the class, home, and rough evenings that stress her out on having the periods and menstrual cycle.

And she heard about the trend on "plant-based" diet and that it's healthy and you can remove IBS and some of the health issues that Anita was having, so, she of course started doing it.

She started veganism as a diet in hopes of seeing some benefits that was promised, and she did! After some weeks, she felt amazing on getting to the vegan diet, and she also felt less heavy than usual and felt much lighter. And she felt amazing because she can feel like her old self, the healthy self.

After a while with her balanced diet, she had a lot of developed stress because of personal issues, and even though she felt peaceful and better being vegan, it wasn't enough. So she searched around on Google and found yoga, she started taking classes from "Yoga With Adriene" and after the first yoga class, she felt amazing, peaceful and as if she was closer to nature, and she had that spark of gratefulness that she took yoga, and she saw yoga as a way of being calm and going through life controlled, balanced and healthy.

She started taking yoga regularly to improve her physical, mental, and spiritual health, and she started to see the results coming in, which are calmness in mind, being a better and greater version of herself, and going for the better. And she saw yoga as a continuous way of improving her health.

She developed the growth mindset because she was failing at yoga, but because she felt such great results in the beginning, she understood that the failures are just temporary.

And now, she is just in a constant journey to improve herself, learning new things every day, and becoming a greater version of herself than ever before. She also is more grateful for things.

3. Day-in-the-life

She wakes up in the morning and gets out of bed, she makes her first breakfast because she knows that breakfast is important, and after that, she goes out for a quick morning walk in nature. Because she knows it's also healthy.

And once she got back home, she started doing her yoga practice to start the morning nice and calm.

She prepares her vegan meal so she can take it to her own work and eat it there and not get distracted by other food because (in this case) she is a manager at a fancy restaurant/cafe.

After work, she walks back home to have dinner with vegetables, and vegan stuff, she does her own hobby, for example, hang out with friends, or watching a movie.

Then, at the evening she takes some of the supplements for her stress and etc, like Ashwagandha, and for her menopause with periods, so she takes these type of supplements and heads to sleep to begin a new day.

Sentences they use to describe themselves:

Amazon Book Reviews "You Got This"

"I have been loving this devotional so far! The book is beautiful, each day has a meaningful little devotional and

some words of encouragement, especially for us moms who hustle and are working full time. Love it and even bought one for my little sister as well. I would recommend this to working women who need some Christian/Godly motivation."

"This book was made to inspire women and it did just that, I look forward to reading the next chapter. It was heartfelt through and through."

"I was looking for something to encourage me with some challenges I was facing at work and just feeling exhausted by everything. This fit the bill and gave me that extra oomph and put things back into perspective. It felt good reading it, like a soothing healing balm."

"I have a hard time finding devotionals that really speak to me and aren't cheesy or flaky. Every one of the devotionals in this book hit home for me. This is extremely rare.. Melissa is very down to earth and sheds light on so many different areas of life that I didn't even realize needed attention until I read it and I'm like "oh yeah, that's me 100%". I have bought this book as gifts for my friends bc I love it so much and it has helped me grow and see things differently!"

"Got this for a gift idea and the person that received it loved it, especially for the hardworking woman part indicated on the book. The person I gave it to is a hardworking mom of 3 beautiful kiddos, a credentialed RN and PA. She is a wound care provider in her field. Bless her heart. She stays calm and cool all the time. I am inspired by her demeanor and wanted to give her something meaningful to meditate and reflect on. This was perfect."

Youtube: Yoga

"I like men, I think men are the coolest, but you don't need them to live"

Love that line. Women can do everything a man can do and create new life.

"not something I have to do, its something I get to do" i love this frame. Thank you for sharing this beautiful growth of yours Carolina! deff and inspiration "

I hateee exercise and recently connected with yoga and you articulate everything I feel about it so accurately. It found me at a dark time and I appreciate it so much now

"I am moved and inspired by the gentleness and honesty you approach your practice, your body ❤️ I feel this daily intention to meet yourself where you are is truly transformative, empowering and revolutionary. It is the opposite of what capitalism and toxic productivity want for (or out of) us."

"When I do yoga it feels like I'm asking my body for forgiveness for all the terrible things I've put it through"

"Yoga saved and continues to save my life."

As a very physically limited young person this has become my dearest and most favourite workout of all time. It's strengthening my muscles but releasing my tendons and chronically convulsed body. I'm struggling with my knees, shoulders etc. a lot and I've been doing this workout about 1-3x a week and I'm already seeing results in my physical feeling. Thanks a lot and great work!!!!

Total Hours spent of research: 4 hours

Music makes her feel positive, she has a habit of tik tokking, and she's adamant to keep up with meditation, anti-social extrovert, sailor-venus goddess of love, it was embarrassing for her to do things high school and talk about it, but now she can laugh about it. She is realistic about voting and she knows that it's not the only thing you can do to make a change in the world, but it's one of the things to understand that it's our power, work hard, play hard, and do it because you love it type of mentality, they love to be themselves.

Lady Gaga:

She likes to start the morning with a morning workout, she likes the quote of "1. Never give up and 2. Never stop listening to 1." she wants to do so much, so she just keeps on dreaming,