

Target Market

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

- **Older women in their 40s-50s, fairly Christian (religious), depends on the government/ big pharma to take care of them. Some are vegan and some are not.**

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

Women who are going through hormonal changes in their bodies like menopause and ibs as they enter their 40's and 50's.

What attributes do they have in common?

Attributes most mothers would have. Loving, caring, quiet (but not shy), outgoing, calm.

AVATAR

Name, age, and face:

Sarah, 43, white and blonde.

Background and mini-life history:

Sarah has lived the normal life in a suburban nice area, finished highschool and college, graduated, got a job in a private company, and worked her way up there. Then she met her husband. 10 years later, she has two young children. One is a 5 year old boy and the other is a 9-year-old girl.

Day-in-the-life:

She cleans the house, makes the food, or goes and buys groceries just like any mom would. But her gut issue interferes with her social life. So she structures her day in a way to avoid any gut problems. And if that means she has to cancel brunch with her friends then so be it.

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

She believes that family is first. She hates leeching 304's.

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

Her gut issues. She feels like she has to schedule her life around her bloating gut pain and constipation, and diarrhea.

CURRENT SITUATION

WHAT IS THE READER'S CURRENT SITUATION?

What pain do they feel?

- Felt like a walking zombie
- fatigue was weighing on me day in and day out.
- felt drained of all my energy.
- My life was filled with endless responsibilities – my job, my children, my home.
- A constant juggling act where I always needed to keep up.
- I lost sight of my own well-being
- Persistent bloating became my new “normal”
- I went from feeling confident in my favorite summer bikini to hiding behind layers of clothing at the beach... even in 100 degree weather!
- It felt like bloating just came in and out of my life as it pleased (She doesn't feel like she has control of her own body cause of the bloating)
- My meals were ruined by the anxiety of my stomach swelling up like a balloon which left me feeling heavy and sluggish
- Looking Pregnant Even When I Wasn't (This makes her even more insecure about her body)
- Her stomach is bloated and it makes her feel insecure and doesn't want to show her body to her husband. That led to no intimacy for 7 months.
- She kept her gut issue a secret cause she feels her husband will be turned off if she opens up to him.
- She looks and feels pregnant. Which sucks for any woman.

- I couldn't wear my favorite T-shirts anymore. Because it only accentuated my bulging gut.
- I couldn't even look at myself in the mirror anymore.
- Because each glance was just another reminder that my body wasn't what it used to be.
- It ruined the confidence I had built up over SO many years.
- On top of all the that mental pain she also deals with sudden Diarrhea and Nauseating Constipation.
- The diarrhea that make her fear she'd soil her underwear.To not being able to relieve herself for WEEKS made her feel like she added weight to her belly.
- When she finally relieves herself, she feels like her stomach has tiny shards of glass.
- overwhelmed by a sense of complete helplessness. No matter what I did.... nothing worked!
- She looks at the mirror way too much cause of the bloating. And her stomach expands everywhere like she's pregnant.
- At its worst, her pain is felt on the upper part of her stomach. Almost like the pain is going into her ribcage. She even presses on her ribcage trying to "push the pain out". And ofc it doesn't work that well.
- Even after having 8 hours of sleep, her stomach gets bloated for no reason and she moving around in bed in agony, hugging her pillow, hoping for the pain to go away.
- She thinks the bloating is gas cause when she moves her body a certain way, the pain is less. But that dull aching pain is always there.
- She wants to get rid of the dull aching stomach pain, so she goes for a walk but her back starts hurting cause the bloating messes up her posture so much it gives her back pain when she walks. She even clenches up her stomach to not look pregnant when walking, which makes her look weird cause of difficulty walking when her stomach is clenched. And she feels like she can't even get home.
- Lying down isn't helping with bloating as well.

- She absolutely hates the gut pain. It ruins her day and even week sometimes.
- The physical part of bloating is whatever but it's really challenging for her mentally. She feels constant pain, looks pregnant, her clothes don't fit, she feels and looks fat, and she even thinks that she ate too much if she's bloated.
- If she's really bloated she won't even go out for a meal with her friends. And she regrets not going out later on.
- Her gut issues is affecting her physically, mentally, and even her social life.
- When she's not bloated everything's great.
- When she's bloated, nothing positive comes to her mind. And even the positive thought knowing the pain won't last forever, she's gonna have to wait for days probably. She'll have to eat bland food, drink herbs like peppermint tea, and she can't eat or drink whatever she wants.
- On the days when she's bloated, she feels mentally drained and feels the worst.
- She's gonna have to cancel plans on friends that she already planned just to make herself feel better. Living this way makes her feel lonely. Her gut health is affecting her relationships.
- She's frustrated cause she has abd, but she can't see them (cause of bloating)
- Bloating feels like someone inflated a massive balloon inside her bowels and its painful.
- When she eats something she's not supposed to eat, it instantly triggers her bloating gut pain (ibs), and by instantly, it means the pain triggers literally right away.
- Desperate for a night of uninterrupted sleep.
- "This way, you're not limiting yourself to partial benefits that might give you temporary hope (when taking health supplements)

Only to leave you feeling MORE discouraged when your gut health deteriorates again."

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What are the long-term implications of staying there?

She's gonna be in agonizing pain for the next few years or maybe even her whole life. Or that's what she feels like. Just the thought of dealing with her gut issues for the next week (never mind a decade) drains her mentally.

What annoys them?

She can't even expect what's gonna happen with her gut (diarrhea or constipation)

The clothes (jeans or shirt) gets tight cause of the bloating. So she'll have to buy clothes that are 3x her size (when her gut isn't bloating) so that it fits when her gut is bloating.

That she's living like she's pregnant but she's not (lower back pain, looks pregnant but isn't, tight clothes, can't go out when she wants) and her gut issues basically dictates her life.

What do they fear?

"Something inside of me feared he was turned off by my horrible bloat."

That her gut pain can come in at any time and she can't expect it. So the one thing that "controls" her life, she can't even prepare for cause the pain comes randomly (or when she eats the wrong thing and even then she doesn't 100% know what foods will trigger her ibs)

What do they lie awake at night worrying about?

Desperate for a night of uninterrupted sleep.

That she doesn't know when the gut pain is coming and it could happen when she wakes up even after a full night's sleep.

How do other people perceive them?

Just like any mother, loving, nice and caring.

What lack of status do they feel?

She can't even swim with her kids at the beach anymore cause kids are staring and mothers have rude comments about her.

She takes peppermint tablets to ease her bloating and that makes her burp. A lot. For her, it's not a pretty look but the relief of trapped gas inside is so good it's worth it.

What words do THEY use to describe their pains and frustrations?

Ruining, nightmare, fatigue, pain, insecure, dull, aching, hate, awful, uncomfortable, anxiety, depression

DREAM STATE

If they could wave a magic wand at their life and fix everything, what would their life look like?

- **full of life and energy again**
- **Being able to finally any clothes her size, and feel youthful again.**
- **Not being controlled by ibs, bloating, and gas control her life.**

- Not have to deal with the insecurities, embarrassment, and pain caused by her gut problems.
- “To feeling the vibrant, and overwhelming joy of incredible gut health!My “pregnant bloat” that crippled my life....Flattened out to a bikini model level...In half the time I was expecting!My anxiety-fueling diarrhea stopped....Allowing me to fully enjoy time with my friends and family again....And returning the joyful laugh I thought I lost.On top of all of that....My energy-draining constipation vanquished....Resulting in me feeling like I had 10 cups of coffee (without having a single sip!).The anxiety....Depression....And zombie-like living....Was in the past.Now, THIS is my new normal.Feeling free and without restraint.... Boasting the kind of health that can only leave others inspired!”

What enjoyable new experiences would they have?

Her gut issues won't interfere with her daily life, relationships, and social life. She won't have to feel any excruciating pain, so her love life will improve and she won't feel insecure, she won't feel older cause of a bloating belly, and she won't have to cancel lunch/ dinner with her friends cause of her gut issues, and she won't have to move her schedule around to match with her gut bloating pain.

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

She'll feel happy and youthful again.

How would others perceive them in a positive light? (i.e.status)

More beautiful, healthier, and they'll see that “shine” on her face.

What words do THEY use to describe their dream outcome?

Flat toned belly, control, feel better, youthful, relationships, life, energy, free, holistic, healthy, support, healing, vitality, live

ROADBLOCKS

What is keeping them from living their dream state today?

- **And no matter how much I tried to reduce persistent bloating, nothing helped!**
- **Even if I slightly reduced my bloating, it would only take one wrong bite to reverse any progress I made.**
- **I tried FODMAP diets.**
- **Did countless processes of food elimination.**
- **I cut out wheat, dairy, heck even my favorite chocolate. Nothing worked. I even tried enemas multiple times....Which only added temporary relief.**
- **I spent thousands of dollars on naturopaths and medical doctors. But it's useless.**
- **These symptoms only seemed to get worse over time....**
- **She can't do much to make herself feel better. She feels like nothing in the world will make her feel 110% better.**

What mistakes are they making that keep them from getting what they want in life?

- **Her husband reassured her that he still loves and desires her even with bloating and gut issues, but she doesn't believe him. Her insecurity won't go away no matter what anyone says. And her insecurity (gut bloating) plus gut pain is taking a toll on her marriage, friendship, and even day to day life.**

What part of the obstacle does the avatar not understand or know about?

She doesn't know why her gut problem(bloating) is so instant. Cause it feel like

as soon as the food touches her tongue, it triggers her ibs. She's thinking the food is supposed to atleast get to her stomach first to digest. But she still doesn't know why it's so instantaneous.

She tried different diets like FODMAP but the bloating still doesn't go away. Even enema only works as a temporary relief. Then the stomach goes back to "normal" (aching)

What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?

- **If she can find a way to get rid of her gut problems, she'll easily be in her dream state.**

SOLUTION

What does the avatar need to do to overcome the key roadblock?

- **Her gut microbiome needs fuel (and our guts, humans in general), meaning she needs to fuel that healthy gut bacteria.**
- **She needs to create the perfect environment for her gut health to flourish.**

"If they <insert solution>, then they will be able to <insert dream outcome>"

- **If her healthy gut bacteria is fueled and the best gut environment is created, then her gut issues will go away.**

PRODUCT

How does the product help the avatar implement the Solution?

- **Helps maintain a healthy weight and decreases appetite**
- **Encourages the expression of healthy genes**
- **Helps repair the leaks in the gut lining that cause "leaky gut"**

- Improves the gut microbiome by feeding the good bacteria in your gut
 - Helps the body absorb more nutrients, both from the foods you eat and from the ingredients in the formula
 - Supports immunity and decreases inflammation, through the immunity-regulating and anti-inflammatory effect of the ingredients
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- **The Biome Renew 4 Is Specially Formulated To Help You Support A Healthy Gut**
 - Formulated from natural ingredients
 - Sourced from organic plants and compounds
 - Created in an FDA-approved facility
 - Gluten-Free, Soy-Free and Dairy-Free
 - Contains non-GMO ingredients
 - Added in just the right doses to achieve maximum effects in as little time as possible.
 - And manufactured in the USA, using premium domestic and international ingredients.
 - The product is vegan friendly and dairy free.

How does the product help the reader increase their chances of success?

- **It will give the reader's guts the perfect environment for her gut health to grow.**

How does the product help the reader get the result faster?

- **She won't have to do years/ months of research and sourcing/ looking for the right ingredients.**

How does the product help the reader get the result with less effort or sacrifice?

- **All she has to do is take the capsules with food daily.**

What makes the product fun?

Opening a supplement (pill) has a satisfying noise and it looks safe (white pill)

What does your target market like about related products?

That the supplements actually work, are worth the price (meaning not too expensive) and aren't a scam.

What does your target market hate about related products?

That the supplements don't work, are too expensive, and don't have a lot of nutrients

COPY:

Subject Line: The Four Eastern Secrets To Gut Health

Body:

Hey,

If you've ever experienced constant bloating and stomach-ache,

It could ruin your day (and even your whole week)

And It can feel impossible to reduce bloating, no matter how much you try.

But the worst part is you can't even do anything about it...Right?

Absolutely not.

Inside your gut is a whole "ecosystem" called the **gut microbiome**.

And that gut microbiome needs to be fueled.

How?

By creating the four key elements needed to create the perfect environment for a healthy gut.

If you'd like to know more about the four key elements, and how you can help your "good bacteria" grow,

Click the link below:

[Discover the four key elements needed to support a healthy gut](#)

Subject Line: IBS slowly destroyed my life

IBS shouldn't dictate our lives

How IBS was destroying my marriage

IBS shouldn't take our freedom away

Gut pain shouldn't dictate our lives

Body:

Hey,

If you're anything like me,

You know how it feels to go through a "pregnant-bloating" phase.

It's where you feel (and look) like you're pregnant...but you're not.

Why am I saying this?

Because on top of the gut pain, bloating shook my confidence to the core and was destroying my marriage.

It made me extremely insecure about my own body.

As a result,

My whole life took a hit.

Physically, mentally, and socially.

I couldn't even spend time with my family and friends without worrying about an upset stomach.

But to be honest, I got sick of it.

Something had to change.

After months of research and reading hundreds of books (not an exaggeration) on biology and gut health,

Things have changed since then.

Nowadays, I wake up feeling ALIVE and full of energy.

No more hiding behind layers of clothing to hide my body on the beach.

No more feeling like I constantly have to worry about an upset stomach.

My body looks and feels youthful once again.

And most importantly,

I feel healthy and in control of my life, once again.

And the best part?

My belly is long gone and I have a bikini-level model flat belly.

My gut issues are a thing of the past, and I'm living the dream life I always wanted.

If you're tired of letting gut problems dictate your life, there's hope.

I found a solution that worked for me, and I believe it can work for you too.

It's called Biome Renew 4, a natural, all-in-one solution that supports excellent gut and digestive health.

Take the first step towards reclaiming your vitality and start living the life you deserve.

If you're curious to learn more, let me know, and I'll be happy to share my journey with you.

Take care, Sarah.

But what nobody seemed to understand,

Bloating took a toll on my mental health as well.

I couldn't even look in the mirror anymore.

I wasn't the same as I used to.

But how does someone go from having a protruding belly to having a flat belly

Why?

I felt extremely insecure about my own body.

I looked like I was pregnant, even when I wasn't.

My own body felt like a prison.

"Are they laughing at how I look?"

"Why are they looking at me weird?"

"Will he love me if I open up to him?"

All these thoughts came

I used to be so insecure about my body

I felt he would be turned off if I opened up about my struggles.

The constant bloating made me feel unattractive and unworthy of intimacy.

But then, I discovered Biome Renew 4.

This 100% natural solution changed everything.

No more bloating. No more insecurity. Just a vibrant, confident version of myself.

Ready to take control of your gut health and reclaim your life?

[Click here to learn more.](#)

To feeling free and without restraint,

Sarah

Gut issues like IBS shouldn't ruin our lives.

And to be honest,

I'm to blame for that.

The constant bloating, gut pain, and insecurity that leaves you feeling like you've lost yourself?
Yeah, I know those struggles too well.

But here's the thing, friend...

There's hope. A light at the end of this seemingly endless tunnel.

Imagine a life where you're free from the grip of gut issues. Where you feel confident, vibrant,
and full of energy again.

It's not just a dream. It's within reach.

Curious to discover the secret behind my transformation? I've got something special just for you.

Click below to take the first step towards reclaiming your gut health and confidence:

=> Unlock the key to a brighter, bloat-free future with Biome Renew 4.

With warmth and understanding,

Sarah