

Market Research Template

Who exactly are we talking to?

Niche: **“Women looking to Lose Weight”**

What kind of people are we talking to?

- Men or Women? **Women**
- Approximate Age range? **28-49**
- Occupation? Moms, 9-5ers
- Income level? **Low-income, working multiple jobs**
- Geographical location? US

Painful Current State

- What are they afraid of?

“ had PCOS land I was **on the spectrum for pre-diabetes and high blood pressure.**”

“**I am shit scared** of going to the gym due to negative experiences I had when I was 13.”**gymtimidation**

“**I'm being so unhealthy that I'm scared I'll get really sick, I don't know how to change this around.**”

“I found out I'm pre diabetic”

“I lost 120lbs eleven years ago and maintained the loss for about 8 years and the weight has been creeping back. **I was incredibly hyper aware and hyper critical of my body at my smallest and lived in fear of a regain.**”

Notes:

1. **Health complications:** The individual mentions having PCOS, being on the spectrum for pre-diabetes and high blood pressure, and discovering they are pre-diabetic. They express fear and concern about their health and the potential risks associated with these conditions. They may fear further health complications and the need for medical interventions.

2. **Negative experiences at the gym:** The individual shares negative experiences from their past when they were 13, which has led to fear and intimidation when it comes to going to the gym. They may feel self-conscious, anxious, or intimidated in a gym environment, possibly due to judgment from others or past negative interactions.
3. **Unhealthy habits and illness:** The individual expresses fear about their current unhealthy lifestyle and the potential consequences it may have on their well-being. They may be concerned about developing serious health issues and not knowing how to make positive changes to improve their health.
4. **Fear of weight regain:** The individual mentions losing a significant amount of weight in the past but living in fear of regaining the weight. They may have experienced a hyper-awareness and self-criticism of their body when they were at their smallest. The fear of weight regain may stem from the emotional and physical challenges associated with weight loss and the desire to avoid going through that experience again.

These fears reflect their concerns about their physical and emotional well-being, as well as their desire to overcome obstacles and make positive changes in their lives.

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

"**I was just mad at myself.** It really just hit me and I thought, 'You got to do something. You are almost 400 pounds.'"

Along with gaining more independence, she was also "**stressed, working multiple jobs, and I didn't know what I should be eating.**" That meant she was grabbing what was easy and convenient

"I was in my mid-30s, and I realized that very quickly that there were going to be things that I absolutely could not do."

Benes spent most of her life overweight. She was obese as a child,

"I'm angry and sad all the time and I'm constantly, and I mean CONSTANTLY, thinking about my body and how fat I am and how much I hate it."

"I decided I NEEDED to make a change and lose weight for my health. I was morbidly obese and my health and overall life was suffering because of it."

"I feel and relate to the things you were experiencing at your highest weight at my current weight after having my baby. I hate myself and you're so inspiring"

"The shame I feel when I gain weight back...."

"I'm struggling with forgiving myself after gaining all the weight I lost a year ago. From 285 to 215 back to 270. The shame I feel is insane, especially when I keep telling myself how much farther I would've been if I didn't start binge a few months ago"

"I'm catching myself definitely in the stage of extreme guilt when I don't work out for an extended amount of time and being hyper aware of my appearance."

"my behavior made me lose respect for myself and it shattered my confidence"

"how unkind I have been to myself, to my body, I've starved myself, binge ate, cursed myself and what not!"

Notes:

1. **Self-anger:** The person expresses being mad at themselves for allowing their weight to reach almost 400 pounds. They feel a sense of personal responsibility and frustration for their situation.
2. **Lack of knowledge:** They mention being stressed, working multiple jobs, and not knowing what they should be eating. This lack of understanding and guidance may contribute to their anger, as they struggle with making healthy choices.
3. **Physical limitations:** The individual realizes that there are things they can't do due to their weight, which likely leads to feelings of anger and frustration at their own body and its limitations.
4. **Body image and self-hatred:** The person constantly thinks about their body, expresses hatred towards themselves, and feels extreme guilt and shame when they gain weight. They have engaged in self-destructive behaviors and have been unkind to themselves.
5. **Regaining weight:** The individual is angry and experiences shame when they regain weight after previous weight loss. They feel immense guilt and struggle with forgiving themselves for the setbacks.

- What are their top daily frustrations?

"I started having a lot of health issues," she says. "My back was hurting all the time.

"My weight-loss journey came at a point in my life where my weight was something I faced every day and led me to a constant state of depression,"

Parker had to take a lower-paying job with flexible hours so she could take care of her daughter, Kumari, and any money she made went to feeding Kumari healthy meals while she ate \$1.25 fried chicken. **-working a shitty job**

"**I cannot** go on like this anymore and I want to lose it."

"...having to **constantly wear hoodies to hide my moobs(man boobs) is infuriating,** especially during the summer."

"**I worry about losing my mobility if I continue living this way,** and eventually my life."

"I feel really stuck. I want to be okay with my body, but I've never been okay with my body so I don't know what I'm aiming for. I feel that the way my body is has been rejected by the people I love and that really hurts."

"I'm a busy mom of 4 they all have some sort of disability"

"I'm 42 and desperate to lose weight. I haven't looked in the mirror in years after gaining 80pounds in 4months."

"I've been really really struggling with the lack of sleep making me want to eat more."

"I am struggling to get down below 200 and I have been feeling extreme fatigue lately."

"Getting off a food addiction is such an underrated struggle. It's not easy, and it's such a complex and personal experience for each and everyone."

"I cried watching this. It's the only fitness video I've found that actually discusses the pain of binge eating, failing, getting back up, and all the self-hatred. Thank you SO much for sharing. **I've felt very truly alone with this for so long.**"

"I've been fat my whole life, I became really aware during high school and I never looked the same at my face or body. Now I'm in college and **I'm so tired of not liking myself.**"

"The endless roller coaster of emotions. The self-hatred when "eating bad" or missing a workout. The binging and then extreme dieting. The feeling that you're alone. **The frustration when you feel like nothing is working.**"

"I know I'm gonna get through this, I know I'm gonna reach my dream body" girl I've been through this cycle about 7 times since I was 15 and I'm 31 now and i am CRYING now because **that is how I feel, again, NOW** I'm excited to watch the rest of this because I know my thinking is so disordered"

"I feel so guilty when I THINK about eating. When I do eat, it's so hard not to go back into old habits and get rid of the food in a matter of seconds."

Notes:

1. **Chronic health issues and back pain:** Dealing with persistent health issues, especially chronic back pain, is a daily frustration for the person.
2. **Weight-related depression and body image issues:** The individual's weight loss journey coincided with a period of daily depression and struggling with body image, causing ongoing frustration.

3. **Financial struggles and job dissatisfaction:** Taking a lower-paying job with flexible hours to take care of their daughter, while not being able to afford healthy meals for themselves, contributes to their frustration and dissatisfaction with work.
4. **Fear of mobility loss and overall quality of life:** The person worries about the potential consequences of continuing their current lifestyle, such as losing mobility and negatively impacting their life.
5. **Body acceptance and feeling rejected:** They struggle to be okay with their body and feel hurt by the perceived rejection of their body by loved ones, causing ongoing pain and frustration.
6. **Responsibilities as a busy parent:** Being a busy mom of four children, all with disabilities, adds to their daily frustrations and challenges.
7. **Sleep deprivation and overeating:** Lack of sleep contributes to their struggle with food and the desire to eat more, leading to frustration and difficulties in maintaining healthy habits.
8. **Fatigue and difficulty in reaching weight goals:** Feeling extreme fatigue and struggling to reach a weight below 200 pounds adds to their daily frustrations and sense of discouragement.
9. **Food addiction and emotional struggles:** Dealing with food addiction, emotional ups and downs, binge eating, and self-hatred are ongoing daily battles for the individual, causing frustration and feelings of being alone.

10. **Guilt and negative thought patterns:** The person experiences guilt and struggles with negative thoughts surrounding food, eating habits, and self-image, making it challenging to break old habits and maintain positive changes.

- What are they embarrassed about?

Ever since high school, Migliaccio felt like she was "battling" her weight.

"My body makes me look like the **typical creep** (glasses and weight) and that is further adding to my **fear of gym** or public weight loss in general." **they fear being in public attempting to lose weight**

"I'm 600 lbs. A police dispatcher **working 12 hr shifts sitting in a chair.**"

- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?

"I would have headaches from the food and she would say, 'I need you to be healthy, I'm really, really worried about you. Please eat healthy.' **I realized that my health was connected to her wellbeing.**"**the people who care about you will worry for you.**

"That's when I realized I had to do a serious change in my eating habits, not only for my well-being, but also for my health, and for my mood, as **I did not feel like going anywhere because my clothing did not fit me!**"

"I was feeling frustrated, sad, kind of depressed too; every time that I looked to myself in the mirror I did not like what I saw. **I didn't want to have pictures taken,"**

"Last night I didn't do good at all **woke up 2 times starving** hopped out my bed at 6am to go eat some cereal. ***I just feel like I'm about to start over eating.***"

Notes:

1. **Appearance and weight:** The person feels embarrassed about their weight, describing themselves as looking like the "typical creep" due to their weight and wearing glasses. This embarrassment contributes to their fear of being in public and attempting to lose weight.

2. **Physical limitations and job role:** The individual mentions being 600 lbs and working as a police dispatcher, which involves long shifts spent sitting in a chair. They may feel embarrassed about their weight affecting their physical abilities and the nature of their job.

3. **Impact on relationships:** The person acknowledges that their health is connected to the well-being of someone who cares about them. They may feel embarrassed or guilty that their weight and health issues are a concern for others.

4. **Negative self-perception:** The individual feels frustrated, sad, and depressed about their appearance. They express dissatisfaction with their reflection in the mirror, dislike having pictures taken, and struggle with their eating habits. These negative feelings contribute to their overall embarrassment and self-consciousness.

5. **Struggling with overeating:** The person mentions feeling like they are about to start overeating, expressing frustration and potential embarrassment about their eating habits and lack of control.

- If they were to describe their problems and frustrations to a friend over dinner, what would they say?

Her highest weight of 349 lbs., though, came at "the lowest point in my life, when my mom passed away," she tells PEOPLE.

Wulff felt like pregnancy was "permission to just eat whatever I wanted," the 39-year-old teacher tells PEOPLE. the excuse

"Ugh this happened to me too Chizi. I was doing so good. I quit my job bc it was mentally draining. I ate and gained all the weight back within 3-4 weeks. Just binge eating. At this point. I just don't know what to do. Besides get back on track. And yes, people telling me I was losing weight made me feel good but it also made me feel weird"

"As an emotional eater I can relate to this whole video. I lost like 40lbs due to illness and everyone and their mom told me how great I looked (which then I told them I'm very sick). After a while it started to sink in (not at first because I thought the weight lost made me look disgusting). And I started to think maybe I should go on a diet to maintain this. But then I gain my sense and told myself I need to GAIN some of this weight back; I'm too thin and it cause problems. I want to gain it healthy and not slip back into my emotional eating habits, but life be life-ing!! Ugh!!!!"

"How often have I "wished" I looked better so I could enjoy summer activities, or "wished" I felt more comfortable in my own skin. It stops you from living the life you want."

"I starve and lose weight then I binge and surprise I'm the same as before... as if there is no getting out of this vicious cycle. I hope I can get back to a healthy routine...."

"Although I'm only 13 (turning 14) I am so so ready for change, I'm tired of sucking in my stomach and having trouble fitting in jeans. I just want to feel better about myself."

Notes:

1. **Weight gain during difficult times:** They would share that their highest weight of 349 lbs. coincided with the lowest point in their life, the passing of their mother. This indicates that they have experienced emotional struggles and turned to food for comfort.
2. **Struggles with emotional eating and binge eating:** They would discuss how they have found themselves in cycles of weight loss and weight gain due to emotional

eating and binge eating behaviors. They may express frustration at being trapped in this vicious cycle and their desire to establish a healthy routine.

3. **External pressure and conflicting feelings:** They would mention how people's compliments about their weight loss initially made them feel good, but also created a sense of unease. They may express conflicting thoughts about their appearance and weight, wanting to be healthy but also feeling the pressure to maintain a certain image.

4. **Impact on quality of life:** They would express how their weight and body image issues have prevented them from fully enjoying life and engaging in activities they desire. They may share their longing to feel better about themselves and have a more positive body image.

5. **Desire for change and self-improvement:** They would express their readiness for change and their determination to improve their situation. They may convey their tiredness of hiding their stomach and struggling with fitting into clothes, expressing the desire to feel better and more confident.

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?

She now balances five-days-a-week workouts with her job as an online teacher

"I want to lose it rapidly(weight) and make some drastic life changes in the process to make me happier and healthier."

"Marissa I cannot begin to tell you how GRATEFUL I am for you!!! Since starting reverse dieting (this week I'm bumping up to 2200) I've lost about 5 pounds in the last month eating more than I ever have!! **I feel like I haven't even been trying! My workouts seem so much more effective.** I told myself going into it that I might gain a couple pounds reverse dieting and just to, like what you said, trust the process. I'm still expecting to gain a few eventually during the process but it's working amazingly! I went from 150 to 145 in the last month! Not a ton but super sustainable! Thank you for everything"

"I'm down TWO pant sizes, yet the scale is telling me that I'm 2 pounds heavier than I was at the beginning of June. I do regret not taking more progress pictures and accurate measurements at the beginning though."

"I've been on a very slow and steady journey and have gone down 2 pant sizes over the last 1.5 years but honestly the most progress has happened after finding your channel and discovering my love for resistance / weights !!!"

"balancing my body and trying to find my hormones has helped SO much thank you for being wonderful"

Notes:

In their desirable dream state, **they would feel a deep sense** of contentment, confidence, and happiness. The rapid weight loss and transformative life changes would contribute to an **enhanced quality of life**, allowing them to fully embrace their physical and mental well-being. They would **radiate positivity** and enthusiasm, inspiring those around them with their contagious energy.

Above all, the dream state would **evoke** a profound **sense of self-fulfillment and a genuine appreciation** for the journey they have undertaken. **They would feel alive**, vibrant, and **in control** of their destiny. The dream state would represent a true embodiment of their aspirations, where they have successfully transformed their life and created a future that is happier, healthier, and more fulfilling than they ever imagined.

- Who do they want to impress?

"I wasn't feeling good in my own body. I used to not like myself and wasn't comfortable being around family and friends. Everyone would ask what happened to me because I used to be skinny. **they want to impress their friends and family**"

"I got a lot of attention I was in my early 20's. I'm 30 now and in the last 5 years I've gained a lot of weight from life (2 pregnancies as well) and I've noticed I receive way less compliments and it feels bad."

Notes:

They want to impress both their friends and family. They express a desire to regain their previous physical appearance and receive positive attention, as they mentioned **feeling uncomfortable around their loved ones due to the changes in their body**. They have noticed a decline in compliments over the years, particularly since gaining weight and going through pregnancies. They express **feeling disappointed by the decreased attention** and the impact it has on their self-esteem.

Therefore, in addition to their personal goals of becoming happier and healthier, the individual also **seeks validation and admiration from their social circle**. They want to impress their friends and family by transforming their body and regaining their previous physical appearance, hoping to receive compliments and positive attention once again.

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

"I feel so much lighter, and I don't mean physically," she continues. "I just have so much more energy, I'm more positive, I'm more likely to put myself out there. I'm a better teacher, a better wife, a better mother. A better everything."

"I feel so good, I **have more energy**, and I feel more flexible too."
It's like it gives me more energy while doing my workout!

"I'm finally starting to find a happy place for my body I'm down 80 lbs."

"It's so refreshing to see a story similar to mine. Lots of other stories people were overweight as children, but hearing of someone who lost herself, became depressed, and overcame her depression and took control of her life is so motivating and inspiring! **Makes me feel like I can continue doing my best and I'll see results**"

"When I lose weight, my depression goes away as well and **I feel so amazing.**"

"During my weight loss journey that I just started recently, I kept having off days. Even though I still feel bad sometimes, I decided to say that I can still do this even if I take a step back. I feel like something that's been helpful is tracking my calories because it makes me feel in control. I'm so happy to see results, and I feel like I'm learning more."

Notes:

They would **feel a deep sense of fulfillment, happiness, and confidence**. They would feel lighter, both physically and emotionally, and experience an increased level of energy. They would also feel more positive, motivated, and **willing to put themselves out there** in various aspects of their life, such as teaching, relationships (as a wife and mother), and overall self-improvement.

One of their secret desires is to reach a state where they feel good about their body and have found a happy place for it. They have experienced significant weight loss (80 lbs.) and see it as a major achievement. **Losing weight not only improves their physical health but also has a positive impact on their mental well-being, including alleviating their depression.** Feeling amazing and being free from depression are deeply desired outcomes for them.

They also find inspiration and motivation from stories of others who have overcome similar challenges and taken control of their lives. This reinforces their belief that they can continue doing their best and achieve further results.

Overall, the individual's secret desires include feeling physically and emotionally empowered, experiencing the positive effects of weight loss on their mental health, and finding inspiration and motivation through their own journey and the stories of others. **They value the sense of control** that comes from tracking their progress and learning more about themselves along the way.

- If they were to describe their dreams and desires to a friend over dinner, what would they say?

"I tell people that before I felt like I had a mental cloud over my head. I didn't always put me first," she says. "My whole life has changed."

"My Weight Loss Cured My Depression"

"It's always amazing to me how when people lose weight, their entire face changes too. I'm really glad her depression is gone. Physical activity really helps you with negative thoughts. Having a healthy lifestyle is truly self-love."

Notes:

- "You know, I used to feel like there was a mental cloud constantly hovering over my head. I was always putting others before myself and neglecting my own needs. But now, everything has changed. My whole life has transformed."

- "I can honestly say that my weight loss journey has cured my depression. It's incredible how shedding those pounds has had such a positive impact on my mental health. I feel like a completely different person."
- "It's fascinating to see how weight loss not only transforms the body but also the face. I'm so glad that my depression is gone, and I attribute it to the physical activity and healthy lifestyle I've embraced. Taking care of myself has become an act of self-love, and it's truly remarkable how it has changed my outlook on life."

In essence, they would share their journey of overcoming mental and physical obstacles through weight loss and adopting a healthier lifestyle. They would emphasize the profound impact it has had on their mental well-being, the transformation they have experienced, and the **newfound sense of self-love and prioritizing their own needs**.

Values and Beliefs

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

"I lost weight every week for a full year," she says. "I was just determined. If I put a bit on, which happened a couple of times after that first year, I didn't let it derail me. You're going to have ups and downs." → she believes enough in herself that if she puts the work, all she has to do is stay consistent.

"When I'm hungry **I feel like I just eat and eat and eat and then I don't even realize that I'm not hungry anymore.**"

"**I've been putting it off for so long**, thinking that it can't be worth the work to change my lifestyle."

"My knees are absolutely shot from carrying excess weight so **I find exercise really daunting.**"

It's really hard to stick to something."

"I had a baby in January and I just haven't felt myself lately I'm definitely not where I want to be and it's very hard to find inspiration and this mommy life is super busy, but I agree we all can make time and definitely change our diet."

"I have to lose this weight and gain self love."

"I want to start working out again, but I dread the sore feeling ugh!"

"I need a reset!"

"obesity is on the rise especially here in the United States."

"On the outside I look like I'm in good shape but I'm not. My goal is to gain strength and muscle so I can garden and walk more without fatiguing. I struggle with mental health issues that keep me from moving a lot. Luckily, I have always eaten largely unprocessed food, though lately, I've realized that I need to reset my diet as well. I want to feel energetic again."

"I've got some bad habits that I really want to change in order to lose weight and get healthier. My problem though is with being consistent! I have ADHD and need constant motivation to keep going. I struggle with black and white thinking. It's either all or nothing, no in between!"

"After pregnancy I have severe muscle diastasis, a very slow metabolism, and a condition where I feel weak and tired all the time that no doctor seems to be able to diagnose. But I don't want to die never having been able to look in the mirror again and say damn, my body looks good!"

"I swear weight seems almost impossible to lose after menopause, I've tried so many things. I've always weighed around 120lbs from high school till I hit menopause then the scale just went up, up, up, and I've changed nothing in my eating habits, now I'm like 50lbs. heavier and it's so depressing."

"I agree completely with getting comfortable before you start. I've tried it the other way too many times."

"One caveat of setting goals based on your past self is that we change as we age, especially as women. One thing that I think isn't talked about enough is that women continue to develop into our early 20s, so looking like you did at the end of high school might physically be impossible. Also, having a baby will forever change your body. Setting a pre-baby goal is going to be unrealistic."

"Food is the most challenging addiction to overcome as we cannot simply 'stop eating.'"

"I've lost 35 IBS and kept the weight off but it's a day to day struggle"

"Losing weight is hard BUT keeping it off is harder!"

"Losing weight is so hard! As long as it is for your aesthetic purposes, you can take your time. I have heard that not having enough protein can cause sugar cravings. I would check to see how much protein you need, if that is what caused the cravings. Our bodies do so many things to maintain equilibrium. Our bodies hoard fat, crave sugar, and have less energy when we try to lose weight. Losing weight goes against the things that have kept humans alive for so long. Don't feel bad about gaining weight back. Loving yourself is the most important thing. At any weight you're a star"

"9 years of my life (I'm 27) I have struggled with keeping weight off because of my sugar addiction. But I am determined to not give up."

“It's not about perfection, it's about effort. And when you bring that effort every day, no matter how big or small, that's when transformation happens.”

Notes:

1. They believe in their ability to lose weight and make positive changes in their life through determination and consistency.
2. They struggle with overeating and not being aware of their hunger cues.
3. They have been putting off making lifestyle changes and are unsure if it will be worth the effort.
4. They find exercise daunting, especially due to knee issues caused by excess weight.
5. They find it difficult to stick to something and struggle with consistency.
6. They acknowledge that they need to lose weight and gain self-love.
7. They want to start working out again but dread the feeling of soreness.
8. They feel the need for a reset and recognize the importance of diet in their overall well-being.
9. They believe obesity is a growing issue, particularly in the United States.
10. They want to gain strength and muscle to improve their physical abilities and mental health.
11. They have bad habits they want to change but struggle with consistency due to ADHD and black-and-white thinking.
12. They face physical challenges after pregnancy, including muscle diastasis, a slow metabolism, and undiagnosed fatigue and weakness.
13. They feel frustrated with weight gain during menopause despite unchanged eating habits.
14. They have learned from past experiences that getting comfortable before starting a weight loss journey is important.
15. They acknowledge the changes that occur as women age and the impact of having a baby on the body.
16. They recognize that food addiction is challenging to overcome and cannot simply be stopped.
17. They have experienced weight loss but still find it a day-to-day struggle to maintain.
18. They understand that losing weight is difficult and that keeping it off is even harder.
19. They believe in the importance of self-love and that weight does not define one's worth.
20. They have struggled with a sugar addiction for a significant portion of their life but remain determined to overcome it.
21. They embrace the idea that transformation happens through consistent effort, regardless of its size.

These beliefs reflect a combination of challenges, frustrations, self-awareness, and determination as they navigate their weight loss and lifestyle change journey.

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

"Every choice I made regarding what I fueled my body with and how much exercised I did was all up to me," she says. "I had no one else to blame for my poor decisions that led me to being nearly 400 lbs."

'A lot of people gained weight during COVID too because of inactivity, depression or even sickness'

"Stress is one main cause of my sugar addiction. Mainly the stress of my family who gives me no support of anything and I felt my only happiness was sugary carb filled foods."

Notes:

They primarily take responsibility for their current problems and frustrations.

They blame themselves for their poor decisions that led to their weight gain.

They mention external factors such as the impact of COVID-19 and **stress from their family** as contributing factors to their struggles with weight and sugar addiction.

They acknowledge that ultimately the choices they make regarding their diet and exercise are within their control.

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

"Could not find a program that **fit suitable needs** (girlfriend looking to lose weight while boyfriend is trying to lean up.)"

"I gave up looking for workouts even I can do for years... **everytime I tried I ended up sweaty, red and depressed** 5 minutes after the start of the video."

"I'm starting my journey again after having my fourth baby. I've always been able to lose the baby weight relatively quickly but this time I haven't been able to lose a pound. I have hypothyroidism so it makes it a little harder."

"I was 18stone and lost 8 stone in 10 months (4 years ago) because my daughter who I was breastfeeding had 7 allergies so I had to cut out a lot of things which meant everything was cooked from scratch! I was addicted to diet coke, takeaways, chocolate and biscuits. I ended up vegan and maintained then got pregnant in 2018 gained 3 stone started strength training and restricting and lost 5 stone so 10 stone total loss... i was sick though i wasn't doing great my thoughts around food was really bad, I couldn't eat animals, any processed foods, I was eating raw fruit and veg and that was about it. I went carnivore and gained 3 nearly 4 stone. Now i am tracking everything. I was able to eat pretty freely as a vegan but now i must track as meat is so much more caloric dense. This is hard!!"

"When I started this past weight loss journey, I made the plan to start trying to walk from or to places. Usually, I took the bus to places and walked home. I lost some weight, then 4 months later, I ended up on MFP. I was just curious what my calories, protein and fat were and then I started following the MFP plan for losing a pound a week. I did that for about 3 months, then I had found this channel, so I did about 2 months reversing to maintenance, then not tracking. That brings us to Beatrice Caruso's 67 be your best bitch challenge, so I tracked again and ate at a deficit again. I'm also doing more strength training now. "

"I was also "trying" to lose weight for a while before I started losing weight because I was trying to eat better and said I'd move more, but I had to get more serious about moving more. I take measurements including my weight once a month. I also use my strength changes as a metric. I'm still overweight so the scale goes down every month still."

"I've been on a weight loss journey for a longgggggg time. I've struggled with my weight for my entire adult life. Plenty of yo-yo dieting followed up with failed attempts at staying consistent. 2 years ago, I was finally able to get it somewhat under control through the WW (Weight Watchers) program. Since then, I've been through many ups and downs accompanied with weight gain and mental health issues."

"As a fellow yo-yoer when it comes to weight... being small at first, gaining, losing, gaining again, losing again, gaining way more again, now trying to lose again... it's such a lonely and personal journey."

"In 2018 I lost 75lbs. Everyone was so proud of me and I finally had a healthy relationship with food. But then life happened and I gained everything back plus extra. You're not alone!! I have started losing again and I'm down 19lbs so far."

"I lost 45lbs while working from home, went back into the office, sitting all day. I've gained 50lbs. Just a setback. Have to find a new routine."

"I lost a lot of weight and kept it off for quite some time but gained a good portion of it back when life threw me some curve balls."

"I lost 40 pounds a couple years ago, healthy BMI, and now I'm almost exactly where I started. I'm so sad about it. I have no one in my life to share a weight loss journey with. I really want to get back on track but I honestly know I have a bad relationship with food. I feel guilty when I eat bad, I binge eat, but have noticed it's when I'm stressed and I've been super stressed. A horrible breakup, lost almost my entire staff, car accident, kid issues. Can't seem to pull myself together. I don't even know where to start.."

"I have very bad relationship with food and am overweight. I was into martial arts for many years but since I ate a lot it couldn't help me to lose weight."

Notes:

Yes, they have tried to solve the problem before but have faced challenges and experienced setbacks. Some reasons they believe they failed in the past:

1. **Difficulty finding a program** that suits their specific needs, such as a weight loss program suitable for both the individual and their partner.
2. **Feeling discouraged and depressed after attempting workouts**, possibly due to physical exertion or the perceived lack of progress.
3. **Having hypothyroidism**, which can make weight loss more challenging.
4. Struggling with extreme dietary restrictions and changes, such as transitioning to a vegan or carnivore diet, which had mixed results and potentially led to weight gain.
5. Trying different approaches to weight loss, such as tracking calories, following specific plans, or participating in challenges, but **experiencing ups and downs in consistency**.
6. Dealing with yo-yo dieting, **weight fluctuations**, and **failed attempts to maintain consistency**.
7. Facing life events, stressors, and personal challenges that affected their ability to stay on track, such as breakups, work-related issues, car accidents, and family problems.
8. Having a negative relationship with food, including guilt, binge eating, and **using food as a coping mechanism during periods of stress and emotional turmoil**.
9. Struggling with maintaining a healthy weight **despite being involved** in physical activities like martial arts.

Overall, they have encountered various obstacles and personal difficulties that have hindered their past weight loss efforts and made it challenging to achieve their desired results.

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

"I absolutely love that you have these **exercises available for people who feel like giving up because the "beginner" exercises are still too difficult to maintain for people**"

"I have been searching high and low for someone with the same body shape as me."

"I feel like i finally found someone i can relate to!"

"Weight really does affect how you feel about yourself and I'm determined not to hit 40 next year being overweight."

"Great tips. I've been in maintenance for a couple of months and have been on the fence about starting my fat loss, but I think I am ready based on the tips you've given here."

"I could cry - how excited I was to stumble across your channel! I started reverse dieting (I was in a "cold-turkey" calorie deficit averaging 800-900 calories a week for the past 6 weeks) and I'm now adding more calories and being more intentional with my macros. I even subbed to Thrive Market! I'm trying to follow the workouts you post and I do plan to eventually buy one of your books when I can afford it. In the meantime, I'd love to see a video that goes more in depth on your mobility warm-ups/warm-downs. I'm one of those freaks that actually loves cardio, so for now I've just been running before resistance training, but I want to reduce my cardio and do mobility exercises instead."

"when exercising, even if you hate it, keep saying to yourself, in your mind, "This is a great workout, it's so good for my body, I'm doing great, I love this.Z" it's amazing how it truly helps and affects the future of that workout. We start appreciating it, the harder it is, the more we love it."

Notes:

They evaluate and decide if a solution is going to work or not based on several factors:

1. Accessibility and suitability: They look for exercises or programs that cater to their current fitness level and body shape. Finding solutions that are realistic and manageable for their specific needs is important.
2. Relatability: They seek out resources and individuals who they can relate to, especially **those who have faced similar challenges or share a similar body shape**. Feeling understood and represented increases their belief in the effectiveness of a solution.

3. Emotional connection: They express excitement, determination, and eagerness when they come across solutions that resonate with them. **Feeling a sense of connection** and enthusiasm indicates that they are more likely to believe in the solution's potential.
4. Desire for change: They express a strong desire to improve their self-image, feel better about themselves, and avoid reaching a specific milestone or age while being overweight. This motivation drives them to seek out solutions that they believe will help them achieve their goals.
5. Readiness for action: They indicate a readiness to start or resume their weight loss journey based on the information and tips they receive. **When they feel equipped with valuable advice and guidance, they are more inclined to believe in the effectiveness of the solution.**
6. Positive self-talk: They emphasize the importance of positive self-talk during exercise, recognizing its impact on their mindset and future workouts. They acknowledge that reframing their thoughts and appreciating the benefits of exercise can contribute to their overall belief in the effectiveness of the solution.

They evaluate and decide if a solution is going to work based on its accessibility, suitability, relatability, emotional connection, alignment with their desires, readiness for action, and the positive mindset it promotes.

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

Fit Mother PROJECT url: <https://store.fitmotherproject.com/pages/reviews>

- "I'm now wearing work dresses that I haven't in years. I feel amazing!! My energy is amazing. My daughters are inspired by my transformation and are starting to eat better now too. I recommend this program to everyone looking to get healthy."
- "I love it and have set a new goal for the next month. It's really encouraging to finally be seeing consistent results. I know I can stick to this and continue to lose weight. Thank you to Dr. Anthony and the Fit Mother Project team!!"
- "Between my husband and I (he's doing the Fit Father Program), we've lost the body weight of our youngest daughter. I'm so happy we found the Fit Mother and Fit Father Projects."
- "I'm down from a size 4 to a 2. More importantly than size is building strength and muscle. I am stronger now. I have much better cardio. This is a great program for busy moms like me."

- "This program has truly given me and my family a new life. I am so grateful for the Fit Mother Team and all of my fellow Fit Mothers. You all truly feel like an extended family to me."
- "This program saved me. Trust me when I say just give yourself 1 hour a day that's all you need and the rest will click together. You can do this too."

Babes of Wellness url: <https://babesofwellness.com/testimonials>

- "I have never experienced such a magnificent atmosphere at any other gym. This ALL women gym has set the bar very high for any other gym out there. I strongly recommend any woman out there that has the intention of working towards a healthy lifestyle to give this gem of a gym a shot."
- "Kat helped me feel powerful and made me understand that we move our bodies because we deserve to honor our bodies with movement. With Babes of Wellness you get so much more than just a workout, you also get a community of beautiful individuals! My favorite part was the meditation at the end. I have grown so much since working with Babes of Wellness."
- Babes of Wellness is an amazing sanctuary for women. I have had the privilege to workout with Kat, Inez, and Nancy. They are wonderful and motivate you to do your best. At Babes of Wellness, you not only get in a physical workout you also get a mental check-in with meditation and affirmations.
- "Babes of Wellness is a fantastic gym!! Kat is super friendly and interested in you, no matter your fitness level. She motivates everyone equally and has a passion for what she does, always encouraging other women with positive kind words to remind us as women of who we are."

Notes:

Reasons why they hold these brands in high regard:

Fit Mother Project:

- **Transformation and consistent results:** They have experienced significant physical and energy transformations, which have inspired them and their families. They appreciate the program's effectiveness in helping them achieve their weight loss and health goals.
- **Supportive community:** The Fit Mother Project is seen as an extended family, offering a supportive network of like-minded individuals going through similar journeys. This sense of community fosters motivation and encouragement.

- **Convenience for busy moms:** The program is specifically designed for busy moms, making it accessible and manageable for individuals with demanding schedules.
- **Building strength and muscle:** The program focuses not only on weight loss but also on improving strength and cardiovascular fitness. This emphasis on overall health and fitness is valued by the individuals.

Babes of Wellness:

- **Positive and empowering atmosphere:** They appreciate the welcoming and empowering environment provided by Babes of Wellness. The gym is described as a sanctuary for women, where they feel motivated and encouraged to honor their bodies through movement.
- **Community and personal growth:** Babes of Wellness offers a community of supportive individuals, creating a sense of belonging and camaraderie. The meditation and affirmations provided during workouts are seen as valuable mental check-ins, contributing to personal growth.
- **Personalized attention:** The trainers, such as Kat, are praised for their friendliness, interest in each individual's fitness level, and motivation to bring out the best in everyone. They are seen as passionate about their work and dedicated to uplifting women.

They respect these brands for their effectiveness, supportive communities, personalized attention, and the overall positive and empowering experiences they provide.

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

"Through the struggle, I encountered during my journey, I came to realize that the most difficult road had led to the most beautiful journey of my life."

"What's even more amazing than the physical transformation is the fact you've gone from a lower unmotivated mindset to the mindset of an athlete!!!"

"That's so impressive because mental strength is such a huge flex too!!"

"This version of you shows your discipline, accountability and represents internal & external health. You should be proud of what you have done!"

"it's amazing how you did it all naturally, you have inspired me and given me hope that i can get to that point on my on journey"

"This is a true example of what a weight loss journey looks like. The pain, the mental distress, contemplating, failure, managing to push through. She has shown a perfect example of what effort can do, what hanging on can do. This is a life milestone, overcoming every seeming burden."

Notes:

1. **Perseverance:** They appreciate the ability to endure and push through challenges and struggles, acknowledging that the most difficult roads can lead to the most beautiful outcomes. They recognize the effort and determination required to overcome obstacles.
2. **Mindset and Mental Strength:** They value a positive and motivated mindset, describing it as a transformation from a lower, unmotivated mindset to the mindset of an athlete. Mental strength is seen as an impressive quality, highlighting the importance of overcoming mental barriers and staying committed to goals.
3. **Discipline and Accountability:** They recognize the significance of discipline in achieving desired outcomes. They appreciate individuals who exhibit discipline and hold themselves accountable for their actions and choices. This includes adhering to healthy habits, following a program, and staying consistent.
4. **Health, both internal and external:** They emphasize the importance of overall health, not just physical appearance. They value individuals who prioritize both their internal health (e.g., mental well-being, self-care) and external health (e.g., physical fitness, weight loss).
5. **Inspiration and Hope:** They appreciate individuals who inspire others through their achievements and serve as a source of hope. They find inspiration in those who have accomplished their goals naturally and view them as role models for their own journeys.
6. **Effort and Overcoming Challenges:** They admire individuals who put in effort and show resilience in the face of difficulties. They recognize the value of overcoming mental distress, failure, and burdens, seeing it as a milestone in one's life.

These traits reflect a strong commitment to personal growth, well-being, and achieving goals.

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

So i have been struggling with a **binge eating disorder** for the past six years now

I am a binge eater, who doesn't have to be hungry to eat...a lot.

"I want to start my weight loss journey but **I don't know where to begin.**"

I could sleep 16 hours a day and **never feel rested.**

I was feeling overwhelmed and anxious all the time for being overweight.

"I'm a mom of 2. I've been through a lot and I've gained so much weight. I'm 29 and feel 50 something. I'm over this feeling I'm getting up and moving."

"20 years of weight battles and struggle to breathe, have sleep apnea, heart palpitations/pains, joint issues. Really destroys mental health."

Notes:

1. **Binge Eating:** They express frustration and struggle with binge eating disorder, indicating a dislike for this behavior. They might despise the lack of control and the negative impact it has on their physical and mental well-being.
2. **Lack of Control over Eating Habits:** They mention eating a lot even when not hungry or feeling the need to eat excessively. This lack of control over their eating habits might be something they dislike about themselves.
3. **Uncertainty or Lack of Direction:** They express confusion and a lack of knowledge about where to begin their weight loss journey. They might despise feeling lost or unsure about how to take the first steps towards their goals.
4. **Exhaustion and Lack of Energy:** They mention feeling tired and unable to rest even after long hours of sleep. They might despise the constant fatigue and lack of energy, which can be associated with being overweight or other health issues.
5. **Overwhelm and Anxiety:** They describe feeling overwhelmed and anxious due to their weight and associated health issues. They might despise the negative impact these feelings have on their mental well-being and overall quality of life.
6. **Negative Physical and Mental Health Effects:** They express frustration and disappointment with the negative effects of being overweight, such as sleep apnea, heart

palpitations, joint issues, and the toll it takes on their mental health. They might despise the impact of these conditions on their overall well-being.

These traits reflect their dissatisfaction with their current circumstances and the desire for change and improvement in their lives.

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

Notes:

- **Personalized programs and tailored solutions:** Overweight individuals are aware of the growing trend of personalized weight loss programs and solutions that cater to individual needs, such as programs designed for couples or those with specific dietary requirements.
- **Body positivity and inclusivity:** The increasing focus on body positivity and inclusivity in the market. They are aware of the shift towards **embracing diverse body types** and challenging societal beauty standards. These trends foster a more accepting and supportive environment for people on their weight loss journey, promoting self-acceptance and self-love.
- **Online communities and support:** Some of them are aware of online communities, support groups, and social media platforms dedicated to weight loss and fitness. They find value in these trends as **they offer a sense of connection**, shared experiences, and motivation. Online platforms can provide a space for individuals to seek advice, share progress, and find support from others going through similar challenges.
- **Technology and fitness tracking:** They are more aware of the advancements in fitness tracking devices, mobile apps, and **wearable technology designed to monitor physical activity, calorie intake, and overall health**. They view these trends positively as they provide tools and resources to **track progress, set goals**, and make informed decisions about their lifestyle and habits.

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