

- **(Read bullet points only if you don't want to read the whole thing)**

Target Market

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

- **Women who want to stay healthy and are constantly moving around.**

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

Women who regularly workout or a bit more active than the average woman.

What attributes do they have in common?

Passionate, adventurous, and curious.

Avatar

Name, age, and face:

Adriana, 30, white skin, black hair.

Background and mini-life history:

Adriana grew up in a private school and has loving parents. She has 2 older brothers and 3 younger sisters. She finished uni with a 3.9 gpa and is now a jury assistant. Her job requires a lot of her time. This is why on the weekends, she goes on long adventures with her friends to calm her mind.

Day-in-the-life:

Adrianana wakes up at 5:30 a.m. every day and goes to her job at 7, she mostly has administrative work. On days where it doesn't get too hectic and busy, she prays to god that they let leave early, so she can go to her favorite spot by the beach as she's going home. She does a lot of meditation and reads self-help books. This is why she's calm even though she's outside 99% of the time.

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

She believes that health and wellness is key. She hates toxic people who add negativity to her life.

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

Her family, friends, and job.

CURRENT SITUATION

WHAT IS THE READER'S CURRENT SITUATION?

a. What makes it feel shitty? (i.e. What pain do they feel?)

- She's a picky eater, keeps eating snacks all day and has trouble staying within her calorie limit by dinner.
- She can't be bothered to cook a healthy snack on top of lunch and dinner.
- She doesn't want to get fat but is also craving some snacks. She keeps looking online for ways to keep her calories low so that she can eat more.
- She's a very snacky person but feels guilty if she eats too much.
- She's struggling to find healthy low calorie snacks which give that same sense of satisfaction as a sugary, high calorie snack.
- She eats when she's 'bored' and knows it's a hard habit to break.

b. What are the long-term implications of staying there?

Fear, guilt, and stress.

DREAM STATE

WHAT IS THEIR DREAM STATE?

- She knows that the cravings will get to her, but she wants to at least maintain a proper diet.
- She wants a quick way to eat a delicious and healthy snack without getting fatter. And not feel guilty.
- She wants to eat comfortably, without having to watch every bite, and be able to eat more than usual without feeling guilty.

a. What makes the dream state so good?

She won't be scared of getting fat.

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

Happy and relieved.

C. How will others perceive them when they have reached their dream state?
(i.e.status)

A healthy, happy, cheerful woman.

ROADBLOCKS

WHAT IS THE UNKNOWN PART OF THE PROBLEM KEEPING THEM FROM THEIR DREAM STATE?

- **She thinks that the only way to get healthy snacks with low calories is through making her own recipe. Which will take time.**

a. What have they tried before, and why didn't it work?

- **She tried zero sugar snacks but they had a weird aftertaste, disgusting smell, and gross texture.**

b. What “if...then..” law of nature do they need to follow to get their desired results?

- **If she can find a quick way to eat something healthy and low in calories, then she'll be happy and relieved.**

PRODUCT

HOW DOES YOUR PRODUCT/SERVICE SOLVE THEIR PROBLEMS AND CARRY THEM TO THEIR DREAM STATE?

a. How does it address their previously unknown part of the problem?

- **The product is a vanilla latte (Premade) cake. It's healthy, tasty, and low in calories.**

b. How does it remove risk?

- **The Vanilla Latte Smartcake® 4-Pack contains 4 x 2-packs, for a total of 8 Smartcakes®.**
- **38 calories per cake.**
- **4 grams of protein per cake.**
- **Gluten-free.**
- **Made with a proprietary fiber blend that includes oat fiber, corn fiber, and flax, providing 5 grams of fiber per cake.**

- **No sugar and no starch.**

Boring details (Skip):

The ingredients of the Vanilla Latte Smartcakes® include eggs, purified water, erythritol, whey protein isolate, olive oil, pure vanilla, cinnamon, ground coffee, salt, cellulose gum, stevia extract, citric acid, spices, and herbs.

The Smartcakes® need to be stored in the freezer upon arrival for best shelf life and optimal freshness. If frozen, they can be thawed on the counter for approximately 20 minutes or microwaved for 10 seconds.

Each box of Smartcakes® weighs 0.8 lbs and has dimensions of 10 × 5.5 × 2.5 inches.

c. How does it save time?

- **Warm it up for 10 seconds then eat (It's delivered frozen to keep freshness)**

d. What makes it easy?

- **Open that mouf (Pause)**

SL: Have your cake and eat it too!

Body:

Breaking up with a sweet tooth is like trying to quit a guilty pleasure - especially if you're a chocoholic just like me 🍫

This is why we created a low-calorie healthy snack that you can enjoy without feeling guilty!

Introducing our vanilla latte smart cake, a sugar-free, fluffy & moist treat that actually tastes good 😊

It's time to enjoy the rich taste of real, pure vanilla that'll make your taste buds dance with delight 🍷

So click the link in our bio, order now, and enjoy a guilt-free, delicious treat!

