

# Market Research

About a Dieting Pill (aimed at people looking to lose weight)

## Who is Your Avatar?

Men and Women. Middle Aged (35-50 years old). Looking at different ways to lose weight. Middle Class Family. Usually overweight from a young age and continued on into adulthood.

## What is their Current Situation and why is it so bad?

Exercise only a few times during the week. Have tried different methods of weight loss such as fasting, exercise(No Results). Hard to find motivation to workout by themselves, which is a result of no guidance. The feeling of tiredness/laziness, resulting in no energy to get up and exercise. High risk of developing health problems such as: Diabetes, heart problems, even leg problems. Poor mobility

## What is their Dream State and why is it so desirable?

They want to lose weight quickly and with the help of supplements. It is desirable because they want to lose weight, improve diet and overall well being by only taking a pill (Which Makes it easy). They are looking for that **starter to get the ball rolling** into the weight loss journey, either to eventually start working out or not be hungry due to the pill.

## What Problems are stopping them from achieving their dream destination?

**Bad habits** of excess eating or not exercising regularly. Don't have any **guidance** and feel like they don't know what to do. There is **no urgency** for them to lose weight resulting in delaying the process. Tried once, failed, and accepted the fact that they cannot change (**Mentality**). Aren't comfortable with change, rather take the easy route and not do the hard work.

## How will the product bridge the gap between their current and dream situation?

The dieting pill solves these problems:

- Shred your unwanted weight and abdominal belly fat while maintaining lean muscle
- Improving mood and increasing energy
- Mental focus
- Metabolism booster

SL: New Way to Lose Weight is Leaving Doctors Speechless

**Do you currently feel...**

... continuously tired with a lack of energy to do anything.

... helpless because you are overeating.

... tired of looking in the mirror, without seeing results.

...lost, and don't know what to do next.

What if I told you there is a solution to all those problems.

A simple way for you to **kill your hunger** and **achieve the body** you have always dreamed of.

And no, this isn't a new workout plan, or some new diet

It's something much easier for anyone to try and see results instantly.

Wouldn't it be nice if you could just make those problems disappear

Lucky for you, I have just the right thing for you,

Reported to be the most effective solution on the market, aimed to increase energy, help weight loss and improve metabolism.

[The New Weight Loss Pill is the solution you were looking for.](#)

Don't wait, and take your first step towards your weight loss journey **today!**

**P. S.** If you buy this within 24 hours of reading this email, you will be provided with a free step by step plan on how to effectively take this supplement.

...stay tuned for tomorrow's email where I will present to you people who have successfully lost weight using this product.

See you Tomorrow ;)

