



Who is your avatar? - Dan, 30, works as a builder. He has a fairly fit build and finds himself lacking motivation to workout because he's been let down by poor results in the gym.

What is their dream outcome? - His dream outcome is to build muscle quickly and consistently. He would gain more compliments by those around him and the people he meets for his physique and would feel more motivated for every session.

He would find himself more confident each day allowing him to have more effort to put into his job as well as his mental health. He would feel proud and confident with his hard earned physique.

What pains do they experience in their current state and how do they feel about it? -

He hates how he never seems to make progress in the gym and he struggles to put on muscle. He feels exhausted by the time he gets to the gym as his job has long hours. He feels as if he lacks attention and overall respect from his peers and wants a muscular, lean body to show off his hard work to be complimented and given that sense of popularity/attention. He feels unnoticed, invisible and pushed aside. He's considered using supplements to boost his muscle gains such as protein powder, pre-workout etc, but he's worried about the negative side effects (e.g face itching).

Day To Day Life - Wakes up late, goes to work, comes home feeling exhausted, goes to the gym in a bad mood because of his previous bad session (caused by lack of energy), doesn't gain muscle. He hates this cycle and wants to break out of it in order to slim down. He tends to think these thoughts many times throughout each day.

What roadblocks do they face? - He lacks motivation and energy for his workouts, which mentally and physically drains him from having the possibility to progress in his workouts. He's also worried he'll waste his money on supplements as he is fairly new to supplements and needs a supplement that really stands out to his current pains and understands his situation.

What is the solution? - Should be 1 thing - A way he can rocket-boost his motivation and energy levels every time he enters the gym to ensure he always has a good session.

The Product - Pre-workout

Where is my reader? - Checking his emails.

Where do I want them to go? - To click the CTA on the email to take them to the pre-workout selection.

What do they need to see, feel and experience to get them there? - They need to see something that really talks about his current pains. Such as about his lack of gym progress, muscle gain, exhausting and tired feelings and how it can all be easily fixed.

FOR CONTEXT: This is a landing page I made for the audience to sign up for, to receive a free eBook as well as entering the emailing list. The eBook focuses on teaching the audience more about how to use supplements, what supplements are best for him as well as when to use supplements.

<https://ethanclarke-3a92d.gr8.com/>

Pros:

Cons:

Improvements:

Things to consider next time: