

Avatar:

Name: Heather



Age: 43

**Background:** Heather is a mother of two who works full-time as a nurse. She is busy and struggles to find time to prioritize her own health and fitness. She has tried various workout programs in the past but has never been able to stick with them.

**Day-in-the-life:** Heather wakes up early every morning to get her kids ready for school before heading to work. After a long day at work, she comes home to cook dinner and spend time with her family. She often feels exhausted and doesn't have much energy left to focus on herself.

**Values:** Heather values her family, helping others, and staying active. She despises feeling tired and sluggish.

**Outside forces:** Heather feels influenced by her job and the demands of being a mother. She also has friends who are into fitness, which makes her feel like she should be more active.

### **Current State:**

**Painful or frustrating:** Heather is frustrated with her lack of consistency with exercise and feels self-conscious about her body.

**Annoyances:** Heather is annoyed with feeling tired all the time and not having enough time for herself.

**Fears:** Heather fears not being able to keep up with her kids or being unhealthy as she gets older.

**Perception:** Heather feels like others see her as a busy mom who doesn't have time for herself.

**Lack of status:** Heather feels like she doesn't have the physical fitness or energy that she used to have before having kids.

**Words used to describe pains and frustrations:** "I just can't seem to stick with a workout routine" "I feel tired all the time" "I don't like the way my body looks"

### **Dream State:**

**Life with a magic wand:** Heather's dream is to have more energy, feel confident in her body, and have a consistent workout routine.

**Enjoyable experiences:** Heather dreams of feeling strong and having the energy to keep up with her kids. She also dreams of feeling confident in a bathing suit.

**Perception:** Heather wants others to see her as someone who is fit and healthy.

**Feelings about self:** Heather wants to feel confident, energized, and proud of herself.

**Words used to describe dream outcome:** "I want to feel strong and confident in my body" "I want to have the energy to keep up with my kids" "I want to feel proud of myself for prioritizing my health"

**Roadblocks:**

Current obstacles: Heather struggles with finding time to prioritize her own health and fitness. She also struggles with consistency and sticking to a workout routine.

Mistakes: Heather tends to put others before herself and doesn't always make time for her own needs.

Unknown obstacles: Heather may not know how to find a workout program that fits her busy lifestyle and can provide the results she wants.

Overall, Heather is a busy mother who struggles with consistency and finding time for herself. She values her family and helping others, but also desires to feel confident, strong, and energized in her own body. She fears not being able to keep up with her kids and wants to prioritize her health but doesn't know how. A fitness program that provides flexibility, support, and educational insight during workouts would be beneficial for Heather.

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

Heather's key roadblock is that she wants to improve her fitness but may not have the motivation or knowledge to do so effectively. To overcome this roadblock, she needs to find a fitness program or community that provides her with the support, guidance, and motivation she needs to achieve her fitness goals.

**“If she joins the Bod by Bree Community and follows the fitness programs and classes, then she will be able to improve her fitness, achieve her goals, and become part of a supportive fitness community.”**

**How does the product help the avatar implement the Solution?**

The Bod by Bree platform offers a variety of fitness programs and classes, including live and on-demand options. These options provide Heather with the flexibility to participate in workouts when it is convenient for her. Additionally, the platform provides a supportive fitness community, including group challenges and personalized coaching, to help Heather stay motivated and accountable in achieving her fitness goals.

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

The Bod by Bree platform provides Heather with the guidance, support, and motivation she needs to increase her chances of success in achieving her fitness goals. The platform offers a variety of workout options to keep her workouts interesting and challenging, and the supportive fitness community helps her stay on track and hold herself accountable.

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

The Bod by Bree platform offers a variety of workout options, including strength workouts, quick HIITs, and spotlight sessions, that are designed to provide effective results in a shorter amount of time. Additionally, the platform offers personalized coaching, which can help Heather optimize her workouts and make progress more quickly.

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

The Bod by Bree platform offers a variety of workout options that can be done from the comfort of Heather's own home, reducing the need for travel and other sacrifices. Additionally, the platform offers personalized coaching and support to help Heather optimize her workouts and make progress with less effort.

**What makes the product fun?**

The Bod by Bree platform offers a variety of workout options, including rhythmic stretch and the DROP, that incorporate music and fun, dynamic movements. Additionally, the supportive fitness community provides a fun and motivating environment to participate in workouts and achieve fitness goals.

**What does your target market like about related products?**

The target market is likely interested in fitness programs that offer flexibility and a variety of workout options to keep their workouts interesting and challenging. They may also appreciate supportive fitness communities that provide motivation and accountability.

### **What does your target market hate about related products?**

The target market may dislike fitness programs that are overly rigid or that do not offer enough variety in their workouts. They may also be turned off by fitness communities that do not provide adequate support or motivation to achieve their fitness goals.

Instagram Captions for Rise Program back in January:

Instagram Caption 1: "Hey Ladies! Tired of feeling exhausted and struggling to prioritize your own health? Join the RISE program and get the flexibility and support you need to feel strong and confident in your body! Let's rise together! 🙌💪💪 #RISEprogram #healthylifestyle #momlife"

Instagram Caption 2: "Attention busy moms! Want to feel energized and proud of yourself for prioritizing your health? Say goodbye to inconsistent workout routines and hello to the RISE program! Get the results you want on your own time with educational insights and support every step of the way. Join now and let's rise to new heights! 💪💪💪 #RISEprogram #momfitness #fitmom"

Instagram Captions in General to promote you as a Fitness Instructor:

Looking for a workout that can help you achieve your fitness goals quickly and safely? Look no further than strength training! Not only does it help build strong and toned muscles, but it also has numerous health benefits that go beyond just physical appearance.

Here are just a few reasons why strength training is worth prioritizing:

1. Fortifies Bones, Ligaments and Tendons
2. Increases Metabolic Rate
3. Can help keep you more Insulin Sensitive
4. Decreased Disease Risks
5. Contribute to better Mental Health!

Whether you're a busy mom like Heather or anyone else with a hectic schedule, a flexible strength training program can help you fit in a workout that supports your health and wellness goals.

So if you're ready to feel stronger, more energized, and confident in your own body, prioritize your strength training today! Drop a 💪 if you agree and share your favorite workout in the comments below.

Join the Bod by Bree Community today and take your fitness, nutrition, and lifestyle habits to the next level! With weekly live workouts and an exclusive On-Demand library, you'll have access to a variety of workouts, including The DROP, Rhythmic Stretch, Spotlight Sessions, and HIITBOX. Our group programs allow you to push yourself alongside a community of like-minded individuals, and our fitness guides provide educational insight to help you meet your fitness goals. Plus, as a member, you'll enjoy custom perks and discounts. Don't wait, start your FREE 7-day trial today! #BodByBree #FitnessCommunity #LiveWorkouts #OnDemand #GroupPrograms #FitnessGuides #FreeTrial

SL: Don't Expect Results Overnight

That's what you told us in the guide to starting our fitness journey.

Hey Bree,

So of course that's how I had discovered you(credit to fitonapp). To be honest your energy and expertise really stood out.

Leading me to try and find out more about you and what you promote.

Long story short I discovered your RISE program, through your instagram captions.

Really beneficial to the general audience you target and I'm a big fan of that.

To keep this quick, I've done some extensive research in my free time to find ways(leads) to trigger the emotions of said target audience

To create the perfect life symbol of them having the perfect body that you can train them to have.

Although they're just drafts I think they're pretty spot on.  
You can review them and tell me what you think.

Stay Strong  
-Jaivon.