

Video 100 pushups:

<https://vimeo.com/991419822?share=copy>

Content Requirements:

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

People who want to learn how to lose weight through healthy, delicious and sustainable nutrition and want to have an easier meal prep process

Current state: They are fat

Dream state: They want to lose weight

Roadblock: They don't know how and what to eat healthy in order to lose weight

Solution: Knowing what food to prepare and how to be in a calorie deficit.

Product: A book that teaches them how to lose weight and gives them 100 already-made healthy and delicious nutrition plans to follow

Target Market

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

People who don't know how much, what and how to eat in order to lose weight

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

People who want to lose weight and keep it off by changing their food

Mothers who have kids and want to cook something healthy for them

People who are new to dieting and want to know how to eat healthy and lose weight through nutrition

- What attributes do they have in common?

They don't want to spend a lot of time coming up with meal plan ideas, spending energy calculating calories and macronutrients.

Generally, What Kind Of People Are We Targeting?

- Men or Women?
 - 60/40 women men
- Approximate Age range?
 - 25-50
- Occupation?
 - All kinds of jobs - common trait: sedentary jobs that make them gain weight
- Income level?
 - All income levels
- Geographic location?
 - Anywhere in Romania

Painful Current State

- What are they afraid of?
 - Having health problems in the long run from not eating healthy and gaining weight
 - Needing to follow strict diets that have food without taste and make you starve. After you stop following them they make you gain weight back.
 - Not being liked by others because of their image
 - Having less chances on mating
- What are they angry about? Who are they angry at?
 - Feeling tired (*"good food = good sleep"*) - not sleeping well
 - Not having control over the food you eat (eating a lot of sugar - cake, chocolate, coffee with sugar) because they don't know how they should eat and aim for.
 - Feeling bloated
 - Weight gain and body image issues: Struggles with negative self-talk and a disconnect between how she sees herself and how she wants to look
 - Maybe not being able to tie their shoe laces without panting (a gafai)
 - Maybe not feeling like doing anything besides sitting
 - Maybe making pauses after walking a certain distance & getting tired easily
- What are their top daily frustrations?
 - Not knowing how a healthy diet looks like - *"What should I eat today?"*
"What should I cook healthy for me (and my children)"
 - What & how to eat in order to lose weight
 - Maybe how to properly cook certain healthy recipes
- What are they embarrassed about?
 - Possibly being in a financial constraint - they don't want to spend a lot of money on healthy food since it can be a lot more costly than the less healthy one. They want a budget friendly healthy eating option
- 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?

- Being withdrawn from the world - people not noticing, or giving them attention making them feel even worse about their image and self confidence. Not having a good social life. Not being important to others.
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?

I want to lose weight and to be healthy, to be able to do the things I feel like I've missed out on. But I feel so helpless and disappointed in myself, I don't know what to do anymore.

- *"I don't know what to eat. I don't know how to eat. I'm not an expert in the kitchen"*
- What is keeping them from solving their problems now?
 - Not knowing how to be in a caloric deficit
 - Not knowing how and what to eat in order to lose weight and be healthy

Roadblock

- What is keeping them from living their dream state today?

Lack of knowledge and direction: They feel overwhelmed by conflicting information about diet and exercise, unsure what truly works.

They don't know what and how to eat in order to lose weight (how to be in a caloric deficit, macronutrient consumption). They might have heard some advice online but it's random topics about weight loss.

They don't have an all-in one explanation of the whole weight loss through nutrition process

- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?

Knowing how and what to eat in order to lose weight

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?
 - I know what and how much to eat
 - I don't keep in mind that I'm on a diet and I'm trying to lose fat - I just eating normally from the food plan
 - I enjoy life and I enjoy the food - *"In my mind there isn't something like a diet. It's simply a lifestyle"*
 - I fall asleep better at night
 - I feel like going for a walk - I don't get tired anymore from walking

- I can bend over, I can breath, I can work
- Going from XL to S
- Losing weight and maintaining it without needing any more help (nutritionists, diets, etc.)
- Being able to eat delicious food and losing weight
- They lose weight without suffering - being hungry, quitting good taste to lose weight
- The nutrition became a lifestyle
- You can eat & drink whatever you want from time to time
- I only use max 30 minutes to cook the food - time save (more value)
- Who do they want to impress?
 - Workplace colleagues
 - Family
 - People they meet - being perceived as an equal to them
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
 - Social acceptance - being liked by others and feeling proud of the way you look
 - Social life and confidence - being able to stop thinking about how you look and how others perceive you when talking to a person
 - Mating opportunities - having better choices and possibilities
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
 - *"I lost weight without suffering for the first time in my life"*
 - *"I feel light"*
 - *"In my mind there isn't something like a diet. It's simply a lifestyle"*
 - *"I like it. I don't need to order food from outside now."*

"The only hidden cost of the program/product/book is that after you follow it you will need to change your wardrobe" - interesting insight from a prospect interview

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
 - *Everything starts from the food and the mindset. You can solve the other*

problems but if you don't solve the nutrition its without purpose to solve the other problems

- Who do they blame for their current problems and frustrations?
 - “It was my fault”
 - Job - having all kinds of food at the job that tempt them, eating snacks
 - Accumulated stress - needing to eat something sweet
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 - Every diet on the internet. They work, but in the short term. Because after you quit them you get fat again.
 - Nutritionists - made them suffer from hunger, they were eating secretly (“mancam pe ascuns”), they lost weight but after they stopped working with the nutritionist they got the weight back because they were hungry. They started eating double
 - Pills from the farmacy
 - Powder that you take with water or yogurt
 - Teas & coffee for detox - they lost weight with them but regained the fat back after not taking these supplements anymore ...they got sick - stopped eating, the supplements destroyed the person's liver & stomach, made them go to the hospital and take a surgery and put the weight back
- How do they evaluate and decide if a solution is going to work or not?
 - If they like what they see they will eat (“objective beauty” in food)
 - If they see other people success stories (before and after transformation, written OR video testimonial)
- What figures or brands in the industry do they respect and why?
- What character traits do they value in themselves and others?
- What character traits do they despise in themselves and others?
- What trends in the market are they aware of? What do they think about these trends?
 - Losing weight while eating what you like - they think that it isn't healthy and don't like them. They know that most of the people who promote them, although they seem to not be super fat, they are fat. The results are also mediocre, people lose weight but they don't actually have a healthy lifestyle and a healthy, fit body.
 - They think that pills, teas and other supplements don't help them and have side effects
- What “tribes are they a part of? How do they signal and gain status in those tribes?
 - Workplace tribe - looking better gives you more attention, confidence and status

They might believe that if they lose a lot of weight their skin will hang/get loose on their body

They might believe that they aren't able to make sport, but instead are able to make 10.000 steps per day in order to lose weight

Who am I talking to?

Men age 30-40

They have gained weight in the past years because of their sedentary jobs and lack of movement.

They want to learn how to lose weight through dieting

They don't like normal diets since they imply a lot of restriction and a lot of them sacrifice a lot of the food's taste.

They want to eat good, delicious recipes that they can make in 30 minutes in order to enjoy the food while losing weight.

Where are they at now?

Ended up on my opt-in page from one of my posts in which I told them that I will give them a weight loss guide if they gave me their email to send it to them (hook to my newsletter)

Where do I want them to go?

End up on the main website in which I sell them a book about how to diet + 100 meal plans that they can follow with QR videos in which they are shown how to cook properly some recipes from the plans

(Why am I doing this? Need my clients trust that this will get him traffic to the website so that he allows me to modify it because it's worth it)

What are the steps that I need to take them through to get them from where they are to where I want them to go?

1. Get them excited to enter their name and email in order to receive the free guide
2. Get them to read my FV emails in order to get valuable advice (trust, build the relationship)
3. Make them go onto the website through a soft sell email in which I tease them the paid book

Personal analysis of your copy's weaknesses and how you plan to improve them.

Opt in - I'm not sure if the authority introduction part on the website is just too less. I give them more background in the guide after they take the first step. The headline might sound too salesy and forceful with all those adjectives. Not having weight loss results from the guide but only from the people the authority "has worked with". That being personal work, not just a result from reading a guide. (saw this at some top

players; they don't have results from the guide to they add results from persons they've worked with to build credibility). Maybe trying to munch with the "on page X" and adding some unnecessary elements.

Email #1 - I'm not sure if I should cut the 'congratulations' part. It might be just useless since it doesn't really provide the reader with value.

Email #2, #3, #4: Giving general advice. Maybe the free value to sell ratio of the emails.

Email #5: Being too forceful with the painful image that I try to make them picture in their brain. Maybe trying too hard to make them click that link.

Explain how you attempted to fix your issues and ask for feedback on your efforts.

Opt-in: I maintained some short points in order to build trust just enough to sign up where I will give them more details about the authority in the guide. Didn't made a whole story on the opt-in.

Email #1: I was not sure if the reader will want to read the whole email if I give them the free guide in the first few lines so I moved the guide to the end so that I assure that I: tease the next email, make them see what kind of advice I will give and build some kind of status by being direct.

Email #2, #3, #4: Focused not only on eating but also the mental part of weight loss and advice that they can find useful.

Email #5: Don't over exaggerate with the picture. Before I had a vivid image of how they will be old (have pefusions and will lay on the hospital bed). But I realized that it might be too much for some people that are here for advice so I thought that I will remain to some more simple explanations of the problems they will face in order to not be all forceful all of a sudden. Headline.

Product strength and weaknesses:

Pros:

- Time & effort saving - pre-planned meals.

- Affordable: Offers a potentially cost-effective solution compared to nutritionists or meal delivery services.
- Proven Results: Backed by testimonials and author experience.
- Guidance: gives you video recipes that you access through a QR code
- Free shipping & printing - less sacrifice for the user (but also less profit for us)

Cons:

- Lack of Personalization: While offering 100 meal plans, it might not cater to every individual's taste preferences or dietary restrictions.
- Dependence on Adherence: Success heavily relies on the user's commitment to following the plans consistently.
- Limited Support: The book does not provide ongoing support or accountability for users.
- Physical book - requires time to ship

Market awareness - Level 4 - Product aware: they come from my email list in which I told them about this book and that it helps you with already-done-for-you nutrition. They know about my solution to their problem

Market sophistication - Stage 3/4 - Most trainers and nutritionists use the market $\frac{2}{3}$ sophistication because they copy each other. The market has seen most of these titles "How to lose 20kg and eliminate back pain in 4 months at home, without gaining weight." "How to change your life in 90 days Lose 15 kilos in 3 months". These nutritionists sell calls & coachings. I sell a book.

Current feeling of pain/desire - 3/10 - they want to lose weight to nutrition, they are tired of having fat on their belly and body

Cost 5.5/10 - they need to spend money and put effort into cooking and eating healthy

Current belief that the idea will work - 2.5/10 - they know about caloric deficit and heard from a lot of people that it makes you lose weight. They tried to lose weight so some of their credibility from online diets has gone. But at the same time they didnt had to sign up to a newsletter and build a relationship with the online person that gave them/wrote in an article about the diet.

Certainty threshold - 7/10 - They have some level of trust in me. They took one step (free guide) + they read my email in which I gave them advice. They have a 7 day money back guarantee + free shipping in all the country. They have a 35% price reduction on the paid book

Trust in the company selling the product - 4/10 - they have read my posts and subscribed to my newsletter in which I gave them 7 menus for 7 days to lose weight. And 4 emails with advice.

Trust threshold - 6/10 - they already know me, they have been following me on IG, they agree with me. I send them emails...if they read them we have a better relationship (trust, credibility, authority)

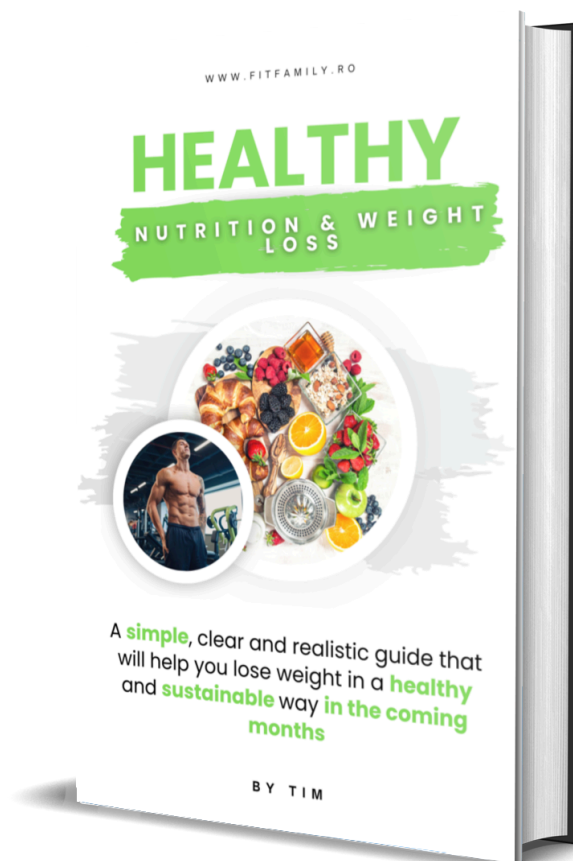
Funnel:

Fv post in which I tease at the end the free guide > Link in BIO > opt in page > signup > free guide sent on email > 4 FV emails (1 email/day) > one soft sell email > website

Copy - OPT IN

(need to put it online, this is the first opt-in that he will have and is translated from my main language)

A clear and simple guide that will show you how to lose weight through healthy, tasty and sustainable nutrition



✓ A week of nutritional menus used by me at the gym to make the people I train lose layers of fat from the first days (ready for you on pages 15-21)

✓ Backup food options for food allergies, preferences and intolerances (page 22)

✓ How to determine the best caloric deficit in less than a minute with this custom calculation (all explained step by step on pages 7-10)

✓ The healthiest and richest sources of proteins, fats and carbohydrates that will help you lose weight more easily, but also those that constantly make you fat (pages 6-8)

✓ The two main causes of weight gain and how to stop them (page 24)

& more

(Bullets will be next to the books image, made it larger so you can see it better)

Sign up now to get the full guide

Name _____

Email _____

SEND MY FREE GUIDE NOW!

Here are just some of the results of the people who worked
with me...

<before and after transformations from past clients>

My name is **Tim**.

IMAGE

With my client

- ✓ Coach and nutritionist with over 12 years of experience
- ✓ 1000+ lives transformed through nutrition and exercise
- ✓ In the last 7 years, I have trained nutritionists and personal trainers on the Romanian market, holding professional training courses.
- ✓ I organized the first Nutrition Technician course supported by a professional training school in <City>.

Emails once they signed up

After they signup to get the guide

Email #1:

Subject line: You have arrived (+your gift)

Hello <name>,

Welcome to the Fit Family newsletter!

Just before I give you the free guide...

I have two important things I want to tell you:

1. TODAY...

By joining the FitFamily newsletter...

You have taken the first (hardest) step towards your goal.

(Regardless of what it is...to lose weight, tone up, put on muscle.)

And you have proven that you are a person determined to change for the better.

Something not many do these days.

That's why I want to congratulate you.

2. Although it is true that I want to help you transform your body...

I don't want you to expect this type of:

"miraculous fast weight loss methods that will make you lose 5 kg in 3 days while relaxing with sweets in front of the TV".

The best and most sustainable transformations are not instantaneous.

Even less through harmful foods and habits.

Don't feel like committing to your goal? Want instant results without any work?

Then do me a favor and unsubscribe at the end of the email.

This newsletter is ONLY for people who want to have a healthy lifestyle.

Because as long as you read the emails I send you and put into practice the information I give you...

You can't help but transform your life.

I will start tomorrow by sharing my story with you.

Until then - [Here's your free guide](#)

We hear soon,
(sounds weird from the translation)
Tim

By the way... Write me what is the biggest challenge you are facing right now.

That way I can better understand your situation and create more personalized emails in the future.

Email #2: (This email isn't an introduction one because I gave them an introduction in the free guide)

SL: Why you make bad choices for your health

2'nd SL: And how to stop it

The human brain will always opt for the choice with the least possible risk and energy consumed.

Why?

Because it is set on *survival mode*.

Thousands of years ago everything was hundreds of times more risky...

Got sick?...now you're about to die because there's no medicine within 75 km.

Does your back hurt?...now your family is out of food and you are subject to possible lifelong disability.

The problem is that this mode of survival is not so relevant nowadays.

How do you reset your brain and make it work in your favor?

Simple...

If you're not making the right choices for your health, you most likely don't have WHY to make them.

Let's say you have to choose between watching TV or going to the gym.

This is how your brain sees the problem:

If I watch TV I relax (reason to watch TV).

If I go to the gym I sweat, struggle to lift weights and get muscle soreness (costs to go to the gym).

See what the problem is?

He compares a reason to a cost.

It's normal that your brain will choose TV if it doesn't have a reason to go to the gym.

So I ask you:

What is your reason?

What is the one thing that will motivate you to overcome any obstacle that stands between you and your dream body?

Think about it.

Maybe it's being a good role model for your kids and breaking an unhealthy family eating cycle.

Maybe it's avoiding serious health problems like type 2 diabetes or cardiovascular disease and living a longer life.

Or maybe it's being able to experience and see the world through the eyes of the best, healthiest, strongest body you've ever had.

Find your reason and at the next election put it into action.

If you have it strong enough, it's impossible not to make good choices for yourself and your health.

-Tim

Email #3

SL: Why do you find losing weight a painful process?

2'nd SL: And how to make it more sustainable

If losing weight seems like a painful process because of the food choices and exercises you have to do...

And it causes you a state of mental and physical discomfort...

Your weight is not the problem.

(Though it's the main thing you want to change)

But how do you perceive the sacrifices you make to lose weight.

You see, most people who want to lose weight only count calories...

I do cardio to burn calories.

Eat healthy to limit your calorie intake.

Lift weights to burn calories.

This way of thinking will not help you lose weight.

What's more, it will discourage you...

Because you won't think you're making progress until you see a drastic change in weight.

And it's totally meaningless (some proverb from my country).

Just think about the real benefits of a healthy lifestyle.

(In addition to losing weight)

Cardio improves the health of your heart, lungs and physical performance.

Eating healthy makes you feel good, more energetic and improves your health.

Weight training helps you get stronger, feel better and improve your fitness.

The interesting part that many don't understand?

Calories burned are a side effect of things that are good for your health.

You cannot be healthy and have an unhealthy body.

You can't exercise, eat healthy and as much as you need, but somehow your body refuses to lose weight.

THERE IS NO SUCH THING.

That's why I want you to think *NOW* about what changes you could make in your routine *TODAY*.

What foods and activities do not have a positive impact on your health that you could eliminate,

And which of them can be replaced with others that are more beneficial for your health.

Then start making those changes.

As long as you build healthy habits, you can't help but improve your health and lose weight.

-Tim

Email #4

SL: Comparison...

Comparing yourself to others leads to discouragement, obsession with quick results and giving up.

If you are not careful how you use it, it can poison your brain with toxic thoughts that give you the illusion that you are not progressing...

The way it works is simple:

Results without context...

You see a man who has a toned body...then you look at your body and think it's impossible to get toned because of your weight.

You notice on social media influencers with pumped muscles...then you look in the mirror, you realize how much work you have to do, and you get discouraged.

But you leave out an important detail...

Every result has a context behind it.

DIFFERENT choices.

Chances.

Variables.

And the way you perceive the results, without that context, confuses your brain and its expectations.

Because if I tell you that:

That man with a toned body went to the gym for 3 years and for the last few months he maintained a caloric deficit of 1400 kcal to tone up...

It's as if everything doesn't seem so WOW anymore.

Or if I tell you that that influencer with pumped muscles has been going to the gym for 12 years for 4 times a week...

Now suddenly the results seem normal.

Why?

Because they have context.

If you didn't have it you would think that the universe is in favor of those people and you are a collateral victim of an eternally cursed life.

Which is far from the truth.

The universe works the same for everyone.

If they did it, you can do it too.

The question is...

Will you do it?

-Tim

Email #5 (sell email)

SL: It will be too late...

You don't know how important health is until you lose it.

The refined sugars you overlook daily,

The move you don't make when you can

And all your inner calls to change that you refuse day by day to stay in comfort.

Sooner or later...

They will catch you from behind.

They will cause you little trouble, at first sight...

Which will evolve over time like a black hole and absorb more and more of your health.

Until you wake up like a year ago you could climb the stairs without stopping to catch your breath.

Eight months ago, it was as if the distance to the store was not so tiring.

A few days ago you don't remember it being so hard to bend over.

And you will regret what you could have done but didn't.

BUT...

It will be too late.

When your body won't respond to the exercises you've been ignoring.

A simple walk will seem like a marathon.

You will depend on medication to control health problems that could have been prevented.

You will look in the mirror and see a body emaciated and prematurely aged due to neglect.

You will want to enjoy simple activities with family and friends, but you will no longer have the energy or ability to participate.

You'll realize that every little decision you've been putting off,

Every moment of comfort you chose over your health,

They brought you to a point where you can't get out.

All you can do is lie in your own sadness and think about what it would have been like if you had started earlier.

The good part is that:

You can still make a CHANGE.

You can lose all the pounds you don't want.

To return your body to its state full of energy and strength.

And you can have a healthy lifestyle that will let you live long and well.

But only if you get down to business TODAY.

If you have decided that you want to change your life NOW you have one more chance.

Don't miss it.

[Click here.](#)

(link to website in which I sell them the paid book)

-Tim