

## Target Market

- The kind of person who is going to get the most out of my copywriting services is health and fitness business owners who have an online presence.
- The best current customers are those who are committed to their health and fitness goals and understand the importance of strong copy in their online marketing efforts.
- These customers share attributes such as a passion for health and wellness, an entrepreneurial spirit, and a desire to connect with their audience through compelling copy.

## Avatar

- **Name:** Sarah, **Age:** 35, **Face:** Sarah is a fitness enthusiast with a friendly, approachable face.
- **Background:** Sarah started her fitness journey in college and quickly became passionate about it. After completing her degree in health sciences, she decided to start her own fitness business online to help others achieve their goals.
- **Day-in-the-life:** Sarah wakes up early every morning to exercise, then spends most of her day working on her business. She enjoys spending time outdoors and is always on the lookout for healthy new recipes to try.
- **Values:** Sarah values honesty, hard work, and helping others achieve their goals.
- **Outside forces:** Sarah feels that social media influencers and other fitness professionals are the biggest outside influences on her life.

## Current State

- Sarah is frustrated by the lack of engagement she's getting on her social media accounts despite her best efforts to create engaging content.
- She's annoyed by the constant stream of new trends and fads in the health and fitness industry that make it challenging to stay on top of the latest information.
- Sarah fears that she won't be able to grow her business to its full potential and that she won't be able to help as many people as she wants to.
- She lies awake at night worrying about how she can make her business stand out in a crowded market.
- Sarah feels that others perceive her as another fitness influencer, rather than a knowledgeable and compassionate coach.

## Dream State

- If Sarah could wave a magic wand at her life and fix everything, she would have a thriving business with a loyal following of engaged clients who are achieving their health and fitness goals.
- She would be able to travel and meet new people, while still running her business remotely.
- Sarah would feel confident and proud of the impact she's making in the health and fitness industry.
- She would be using her platform to make a positive impact on the world.

## Roadblocks

- The biggest roadblock for Sarah is the lack of engagement on her social media accounts.
- She's not sure how to differentiate herself from other health and fitness professionals and stand out in a crowded market.

## Solution

- If Sarah were to work with me, I would help her create compelling copy that resonates with her audience and helps her stand out in the health and fitness industry.
- By crafting messaging that speaks to her audience's pain points and aspirations, Sarah can create a strong connection with her followers and build a loyal following.

## Product

- My copywriting services will help Sarah implement the solution by creating persuasive and effective copy for her website, social media, and email marketing.
- Through my services, Sarah will increase her chances of success by creating a stronger connection with her target audience.
- With my help, Sarah will be able to get results faster by cutting through the noise in the crowded health and fitness industry.

- My services will help Sarah get the results she wants with less effort and sacrifice by allowing her to focus on what she does best – coaching and motivating her clients.
- What makes my services fun is the opportunity for Sarah to collaborate with a skilled copywriter who shares her passion for health and fitness.
- Based on my research, my target market likes personalized, authentic, and relatable content, while they dislike content that feels inauthentic or overly salesy.
- My services will reflect these preferences and will provide value to Sarah's audience by creating content that speaks to their needs and aspirations.

I understand that Sarah's target market is looking for practical advice and actionable tips that they can use to improve their health and fitness, as well as inspiration and motivation to stay on track with their goals.

My copywriting services will help Sarah deliver this content in a way that is engaging, relatable, and impactful.