

Business Info

- Name: Nathan's Keto Store
- Market: Health
- Sub-Market: Nutrition
- Niche: Ketogenic Diets

Demographics

- Name: Josh
- Age: 35
- Gender: Male
- Marital Status: Married
- #/Ages Of Children: 2 children, ages 2 and 4
- Location: Midlothian, VA
- Occupation: Military
- Job Title: Battalion Maintenance Officer
- Annual Income: \$60k
- Level Of Education: College

Interests

- Sports & Fitness Instruction
 - <https://www.facebook.com/bodyspartan/>
 - Learn how to be in shape
 - Needs to be in shape for his job
 - Tough, stressful environment with long days. Needs to stay on top of his game
 - <https://www.facebook.com/RyanEngelFitness/>
 - Learns how to get a killer bod
 - To impress his wife
 - Happy wife, happy life
- Athlete
 - <https://www.facebook.com/derekweida/>
 - Motivation (combat vet that lost a leg)
 - Some days he doesn't feel like working out
 - Tired
 - <https://www.facebook.com/athleanx/>
 - Learn new exercises that produce results
 - Stay in shape for his job, impress his wife
 - Better life
- Vitamins/Supplements
 - <https://www.facebook.com/Onnit/>
 - Learn about achieving peak performance through supplements, nutrition, and exercise

- Stay in shape for his job, impress his wife
 - Better life
 - <https://www.facebook.com/BSNSupplements/>
 - Ditto from Onnit
- Retail Company
 - <https://www.facebook.com/GovX/>
 - Discounts on clothing, tickets, and travel
 - Who doesn't like a good deal?!
 - Makes his money go further
 - <https://www.facebook.com/Qalo/>
 - They made a "functional wedding band" for his life
 - Doesn't have to worry about damaging his "real" ring
 - He works hard and sometimes things get damaged
- Media
 - <https://www.facebook.com/1stPhorm/>
 - High quality supplements
 - He cares about what goes into his body
 - He wants to perform optimally
- Author
 - <https://www.facebook.com/TimFerriss/>
 - Performance and optimization
 - Demanding job
 - Military
- Personal Coach
 - <https://www.facebook.com/EatToPerform/>
 - Learn how nutrition affects performance
 - Demanding job
 - Military
- 1st Page
 - <https://www.facebook.com/ireallyloveketo/>
 - Learn about Ketosis and stay informed about the diet
 - He's heard it helps optimize performance
 - Demanding job
- 2nd Page
 - <https://www.facebook.com/bodyspartan/>
 - Ditto from above
- 3rd Page
 - <https://www.facebook.com/Onnit/>
 - Ditto from above
- 4th Page
 - <https://www.facebook.com/fit2fat2fit/>
 - Learns about ketosis and he likes Drew Manning
 - Performance optimization

- Demanding job
- 5th Page
 - <https://www.facebook.com/JimStoppaniPhD/>
 - Provided training, nutrition, and dietary information
 - Improved performance
 - Job

The 3 Whys

Go through the Demographics and Interests you came up with, asking "why" **three times** to uncover the individual's psyche.

Once you understand their psyche, you'll be better able to answer these questions *as they pertain to your market/niche/business*:

- Goals and Values:
- Challenges and Pain Points:
- Objections and Roles: