

“AVATAR”

What kind of people are we talking to? We are talking to overweight

We are talking to men and women

18 AND OLDER

What are they afraid of?

They are afraid of failure, failure of not being able to lose weight, being rejected, and of their health.

- What are they angry about?

Not being able to commit to losing weight, to be able to stay on track with healthy eating and exercises.

-Who are they angry at?

They are angry at themselves. Most people are also angry with society for not understanding what an overweight person goes through. The rejections and the bullying that some of them suffer.

- What are their top daily frustrations?

Top daily frustrations are not being able to wear what they like because of their body type, and the tiredness they feel during the day. Some of them even feel ugly just because they are overweight.

- What are they embarrassed about?

They are embarrassed by what they see in the mirror daily. They don't even want to go out, or even take pictures because they don't look the way they used to.

- How does dealing with their problems make them feel about themselves?

- They are very insecure and aggravated because they don't know where to start.
- And If they are dealing with their overweight problem by doing exercise and doing diets it makes them feel better. They are less tired more energetic, and they start to feel good about themselves.

-What do other people in their world think about them as a result of these problems?

Horrible they wish they would be able to help them more than what they can. Sometimes we see our family members, or friends going through this weight problem and the only thing we can do is give advice and help them with the journey but that is only if they help themselves as well.

- If they were to describe their problems and frustrations to a friend over dinner, what would they say?

Most people don't feel comfortable, or safe speaking about their inner thoughts. Especially their weakness. However, the people who do speak about their frustrations usually just speak about their weight and how it is taken over their lives and the things they can no longer do due to their overweight and their poor self-esteem.

- 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?

If they could use magic to change their life it would look clear of worries, and no extra stress because they would get rid of any problems they may have, either weight, money, or job. Etc. their life would feel like floating on a cloud.

- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?

They desire to be at peace, to feel comfortable and happy about being where they always wanted to be.

- If they were to describe their dreams and desires to a friend over dinner, what would they say?

They will say "I dream of becoming the best version of myself that'll make me feel proud of all the accomplishments that I've achieved."

- What do they currently believe is true about themselves and the problems they face?

They believe that time passes in the blink of an eye. that we should not waste time and that we

should take care of our health and physique since due to life situations we neglect ourselves!

- If they were to describe their problems and frustrations to a friend over dinner, what would they say?

Most people don't feel comfortable, or safe speaking about their inner thoughts. Especially their weakness. However, the people who do speak about their frustrations usually just speak about their weight and how it is taken over their lives and the things they can no longer do due to their overweight and their poor self-esteem.

- 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?

If they could use magic to change their life it would look clear of worries, and no extra stress because they would get rid of any problems they may have, either weight, money, or job. Etc. their life would feel like floating on a cloud.

- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?

They desire to be at peace, to feel comfortable and happy about being where I've always wanted to be.

- If they were to describe their dreams and desires to a friend over dinner, what would they say?

They will say "I dream of becoming the best version of myself that'll make me feel proud of all the accomplishments that I've achieved."

- What do they currently believe is true about themselves and the problems they face?

They believe that time passes in the blink of an eye. that we should not waste time and that we should take care of our health and physique since due to life situations we neglect ourselves!

- What do they currently believe is true about themselves and the problems they face? They believe that time passes in the blink of an eye. They should not waste time and take care of their health and physique since due to life situations we neglect themselves!

- Who do they blame for their current problems and frustrations?

They blame themselves for not prioritizing their health and their looks.

- Have they tried to solve the problem before and failed?

Yes, they have felt since they want to take the easy way! We all know that is not going to work.

Why do they think they failed in the past? They haven't been consistent.

- How do they evaluate and decide if a solution is going to work or not?

Trial and error

Places To Look For Answers:

1. Your client's existing customers and testimonials
2. Your client's competitors customers and testimonials
3. Talking with anyone you personally know who matches the target market
4. People oversharing their thoughts and feelings online
 - a. Youtube
 - i. Comments
 - ii. "My journey" type videos
 - b. Twitter
 - c. Facebook
 - d. Reddit
 - e. Other Forums
 - f. Amazon.com Reviews
 - g. Yelp and Google Business/Maps Reviews

DIC