

G WORK PROCESS

Feem Fit program

What is the objective I'm trying to achieve (Why is it important)

The objective is to promote a product called FEEM Fit for a kinesiology practice that uses a holistic approach to help their clients.

The reason my client offers this is because some people have to wait up to a year due to the enormous mental health care waiting lists to be able to work on their stress and burnout complaints. Once they start working, it sometimes takes years before they get back to their old self, if that works at all.

By generating leads and sending an email sequence to persuade the reader to buy this program, not only will it help the target audience much sooner, it will also generate more revenue for my client.

Product description:

FEEM Fit program is a tailor made strategy that uses Scientific methods and Personal coaching to help you.

This program helps with reducing stress and helps you prevent a Burn-out.

The main results caused by stress are:

- Chronic fatigue
- Sleeplessness
- Overstimulation
- Fear and Worry
- Concentration and Memory issues
- Physical tension and pains
- Digestive issues
- Loss of self-esteem
- Negative thoughts
- Social Withdrawal

The FEEM Fit program contains a 6-step approach which is linked to different aspects of your life and character to ensure quick and lasting results.

One by one will be targeted, and will be done as follows

1. Diet, Vitamins and Detox→Age and Health
2. Optimal balance between exercise and rest→Lifestyle
3. Daily Schedule and Work-Private life balance→Stress causes
4. Stress processing→Personality and Character
5. Habit change and pitfalls→Goals and Passions
6. Unconscious programming→Unresolved traumas and Stress

This approach is:

- Tailor-made for your specific situation
- Scientifically backed (For example: your diet, exercise and psychology)
- Result oriented
- Focused on long term success/lasting success
- Flexible
- Easy accessible (No waiting list because you get all the material you need to do this on your own pace)

What part of their online presence/funnel is needed to achieve the objective

What is the logical way to offer the product/service

1. Generate leads
 - a. Instagram (Main target)
 - b. YouTube
 - c. Google
 - i. SEO
 - ii. ADS
2. Free Value in exchange for contact information
3. Email campaign
4. Sales page or book a call schedule

How do the top players offer similar product/service

- 1.
2. Instagram (Example 1)
 - a. Captivating/Disruptive picture
 - b. Post content regarding a certain topic caused by stress that resonates with the readers current situation or desire
 - i. Example
 1. How to turn stress from something negative to something positive
 - c. CTA
 - i. Check the Link in my Bio for free value
 - d. BIO
 - i. Linktree
 1. Programs
 2. Free value
 3. Blogs
 4. etc.
3. Instagram (Example 2)
 - a. Picture to captivate the attention
 - i. 10 slides sharing information
 - b. Copy
 - i. Start off by mentioning pain state

- ii. Explaining that it's the root cause for their current state
- iii. Some form of HSO
 - 1. Personal experience
 - a. "When I realized this, I stopped fearing these states and began to see them as a signal"
 - 2. Actions that come as a result of noticing the signals
 - a. Crying
 - b. Moving
 - c. Singing
- iv. Sharing a deeper understanding of the mechanism
- v. Offer to join the community for free
 - 1. I will share the practices with you
- vi. CTA
 - 1. Check the link in the BIO

Who Am I talking to?

Who will read my copy

My copies will be mainly read by people who are not actively searching for a solution. However, they will be introduced to my client's company through my email campaign.

NOTE! THE MAIN AUDIENCE WE WILL BE TARGETING SPECIFICALLY ARE THE SUBSCRIBERS.

What kind of people are we talking to?

- **Men or Women?**
Men and Women, mostly targeted towards women who are open to alternative health care.
- **Approximate Age range? (Source; Central Bureau of Statistics)**
Between 25-65 (peak age is estimated between 55-65)

B1: Contact met alternatieve genezer en oordeel naar achtergrondkenmerken, 2018

	Contact in afgelopen 12 maanden (in %)	Contact in afgelopen 5 jaar (in %)	Gemiddeld rapportcijfer ¹⁾
Totaal	11,2	19,3	7,9
Geslacht: Man	8,0	14,2	7,9
Geslacht: Vrouw	14,2	24,2	7,9
Leeftijd: 18 tot 25 jaar	5,5	13,4	7,7
Leeftijd: 25 tot 35 jaar	11,7	22,1	7,7
Leeftijd: 35 tot 45 jaar	13,7	21,2	8,0
Leeftijd: 45 tot 55 jaar	13,5	22,3	8,1
Leeftijd: 55 tot 65 jaar	15,1	23,5	7,9
Leeftijd: 65 tot 75 jaar	8,7	15,6	8,1
Leeftijd: 75 jaar of ouder	6,1	11,7	7,6
Herkomst: Nederlandse achtergrond	11,0	19,5	7,9
Herkomst: Westerse achtergrond	14,2	24,4	8,0
Herkomst: Niet-westerse achtergrond	9,8	13,5	7,9
Onderwijsniveau: Laag	7,4	13,3	7,7
Onderwijsniveau: Middelbaar	11,5	19,4	8,1
Onderwijsniveau: Hoog	13,2	23,2	7,9
Huishoudensinkomen: Eerste kwartiel	8,5	16,4	7,6
Huishoudensinkomen: Tweede kwartiel	11,1	18,9	7,9
Huishoudensinkomen: Derde kwartiel	11,8	20,1	8,0
Huishoudensinkomen: Vierde kwartiel	12,3	20,6	8,1

¹⁾ Het gaat hier om het oordeel van bezoekers die in de afgelopen vijf jaar contact hebben gehad met een alternatieve genezer.

- **Occupation? (Source; Central Bureau of Statistics)**

Considering women who have a higher educational level (Bachelor/Masters degree)
I use the three most common occupations.

- (Primary) school teachers
- Social workers, group and residential counselors
- Doctors

3.4.2b Tien meest voorkomende beroepsgroepen van hoogopgeleide vrouwen, 15 tot 75 jaar, 2020

	Beroepsniveau	2020 x 1 000
Leerkrachten basisonderwijs	4	114
Sociaal werkers, groeps- en woonbegeleiders	3	91
Artsen	4	80
Gespecialiseerd verpleegkundigen	4	70
Adviseurs marketing, public relations en sales	4	62
Psychologen en sociologen	4	57
Docenten algemene vakken secundair onderwijs	4	52
Bedrijfskundigen en organisatieadviseurs	4	52
Fysiotherapeuten	4	52
Specialisten personeels- en loopbaanontwikkeling	4	51

- **Income level? (Source; Werkzoeken.nl)**

Estimated Gross income per month.

- (Primary) school teachers €4020
- Social workers €3520
- Group and residential counselors €2905
- Doctors €5565

- **Geographical location?**

Mainly targeted at

- Netherlands
 - Rotterdam

Painful Current State (How do they describe their Problems)

- **What is/are the problems they are dealing with?**

Dealing with (vague) health issues caused by stress

- Chronic fatigue
- Sleeplessness
- Overstimulation
- Fear and worry
- Concentration and memory issues
- Physical tension and pain
- Digestive issues
- Loss of self-esteem
- Negative thoughts
- Social withdrawal
- On the brink of having a Burn-out

- **What are they afraid of?**

I don't know where this comes from, and I get the impression that there is no solution. I just worry that one day I'll drop dead from a heart attack! Sounds dramatic, but I do fear this. All this stress continuously going through my body is not good. I am so sad these days! (Source; Reddit)

- **What are they angry about?**

- I spend a lot of money for no results! I don't feel heard
- I went to the doctor first to see if there was anything wrong with me, they couldn't find anything... (Source; Google review)
- SPECIALISTS or so-called doctors... they all told me... that I had to take strong medicines... I often fainted... Emergency rooms in hospitals... (Source; Google review)
- I think I may have to pay out of pocket for health care but I've already done this and found expensive unhelpful advice there too. I had some very tangible health events which led me where I am today, so the disconnect between facts and assumptions by medical providers has been awful. (Source; Reddit)
- I have stated several times that I simply cannot do anything due to dizziness and have fallen down a number of times as a result. Each time this was waved away with yes, you must have done too much. After 3 months I was done with this because I didn't do much except walk from downstairs to upstairs because I couldn't afford more. (Source; Google review)
- I sometimes will blame myself for not going to the doctor sooner when I knew something was wrong but I just didn't want to admit that something was wrong with me. However, I try to remember that it takes a lot of convincing in the medical field since doctors unfortunately rarely believe the patient (Source; Reddit)

- **Who are they angry at?**

Conventional health care (Doctors, specialists)

- **What are their top daily frustrations?**

- As for the stress, I find mine builds up when I put too much on my plate (which is nearly always). I end up not being able to get everything done on time and projects/assignments start building up until I'm in so deep that I can't handle it anymore. (Source; reddit)
- I experience a ton of stress all the time. Ironically, I am also always sick, slow to heal, and sluggish. (Source; YouTube)
- Every time I take a step forward, I'm sucked back into the same whirl again somehow. (Source; YouTube)
- This job just has me exhausted. I used to wear make-up everyday. Now I roll out of bed 10mins before I have to leave and pull out some clothes idk if I've

even worn. My apartment is a disaster because I can't even clean. I am just so physically drained from this job and tired of it. I'm just angry at everything now. Administration, kids and the work load. (Source; Reddit)

- One thing that frustrates me about everyday life is the constant rush and the feeling of being overwhelmed by the pace of modern life. It often seems like there's never enough time to truly savor moments, relax, or focus on the things that truly matter. (Source; Reddit)
- I don't know how to manage stress in my day-to-day life
- **What are they embarrassed about?**
 - I see others around me live their life and having hobbies, while I'm struggling just to get the simplest things done.
 - I don't know if I could ever be who I was before again. I don't know if I could even limit the damage that's still being made. Every time I take a step forward, I'm sucked back into the same whirl again somehow. (Source; YouTube)
 - I just can't function enough to get it all done. I'm failing tremendously at work and at home. (Source: Reddit)
- **How does dealing with their problems make them feel about themselves?**

I feel frustrated because I feel "broken" and pathetic.
It's incredibly frustrating because it is a slow process and I miss the person I was before all of this. (Source; YouTube)
- **What do other people in their world think about them as a result of these problems?**
 - My peers think I'm under them. I have experience multiple times where people try to dominate, intimidate or talk down to me (Source; Reddit)
 - People have told me they perceive me as stand-off-ish. (Source; Reddit)
 - Sometimes I think my colleagues are horrible, can't deal with their stress, will happily throw you under the bus, say things to make others feel uncomfortable, have been patronised, criticised in front of my boss, or they try to lead you into saying something controversial so they can tell on you. (Source; Reddit)
 - I feel ashamed that people see me this way, I feel like I'm not good enough. Even though people seem to understand, they don't really understand what I go through.
- **If they were to describe their problems and frustrations to a friend over dinner, what would they say?**

I feel terrible, I have headaches, feel tired all the time, can't concentrate and forget a lot. I'm stressed all the time because I feel like I have to do so much in a day and there is no time to do it all. It gives me the feeling as if I'm broken, and that thought alone frustrates me!

I went to the doctor for this, but they can't help me with this. I don't know what to do.
- **What is keeping them from solving their problems now?**

I don't know what's causing all these health issues, all I know is that I'm stressed out and feel like I'm on the edge of having a full-on Burn-out. I can't really open up about it because they will perceive me as weak and will take advantage of me/mistreat me.

Desirable Dream State (How do they describe their 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'm relieved of my (vague) health issues caused by stress, my living conditions have improves as a result. I feel much better now. I'm full of positivity and energy in life again! I know how to get along with myself.

- **Who do they want to impress?**

- I want to impress others who are in the same situation as me. I want to become a beacon of hope for those who struggle with stress.
- My heart would absolutely be broken for my family's sake if I dropped the ball badly enough. (Source; Reddit)
- I am a mother of 2. One 6 and the other 3. They are happy, loving and positive children. Sometimes I can't believe they are my babies they are so happy and they love me for me. This is why I am here. (Source; YouTube)
- Like, I want to impress my boss as much as I can, because I receive tangible benefits whenever I impress him. Pay raises, bonuses, privileges with my work scheduling, choice of assignments, gravitas. (Source; Reddit)

I eventually do this for myself and to improve my living condition.

- **How would they feel about themselves if they were living in their dream state?**

I would feel hopeful, energetic, happy and joyful.

- **What do they secretly desire most?**

I secretly hope to find a solution on how to manage and deal with stress and get rid of my (vague) health issues.

- To find support and guidance to become better and love myself. (Source; YouTube)
- I find myself craving this feeling of acceptance and love, and wanting to find the perfect career path that would fulfill me. (Source; Reddit)
- A life free of stress. Just living to experience life (Source; Reddit)

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

I'm so happy that I got rid of these (vague) health issues caused by stress and I know how to overcome it in the future. It was money well spent. I'm full of energy and stand in a more positive stance in life!

Values, Beliefs and Tribal Affiliation (How do they view the world, think and process information)

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

There is no solution to my problem, yet deep down I hope there is one. I want to get rid of the thing(s) that's causing me to experience these health issues and stress. I'm trying to figure things out a bit.

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

I can't really blame anyone

- I blame myself for not being able to get the doctors to believe me something is seriously wrong any sooner. Now it might be point of no return and am a young mom I'm so heartbroken (Source; Reddit)
- I quit the corporate world for the sake of my mental health. It is a waste of time to deal with toxic boss and colleagues. (Source; YouTube)→ I assume corporate life is to blame for the current problems and frustrations
- management to provide a better environment, not tell employees how to deal with stress. Fix the cause, not the symptom. (Source; YouTube)
- For months I struggled to work because I couldn't focus (*my job is very demanding and high stress so this really kicked my ass*). After seeing my PCP (*multiple times*), a trip to the ER after a major anxiety attack (*which ended up being sort of a waste of time eventhough it was the first time in weeks I was able to sleep for more than 4 hours*), therapists, cardiologists, ENT, and neurologist, it ultimately boiled down to stress being the culprit as they couldn't find anything else. (Source; Reddit)
- Doctors are busy pushing prescriptions that only treat the symptoms and not the cause (Source; Reddit)

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

I have tried going to a doctor for help, but that's about it.

- **Why do they think they failed in the past?**

All I get is prescription medicine and if I'm lucky I will be sent to a specialist (Who won't have an answer). The solutions that are offered to me are just temporary and the results are not long lasting.

- **How do they evaluate and decide if a solution is going to work or not? (Do they look analytically, do they decide based on emotions, etc.)**

Before I consider if a solution might work, I do research, check their Google reviews and check if I find relatable stories. I only do things if I feel comfortable with the mechanism.

Besides that, I check to see if anyone in my relationships has ever tried alternative medical care as a solution, maybe they have some address where I can go to.

- **What figures or brands in the space do they respect and why?**

- Annalie Howling
A speaker, creator and trauma specialist who posts content on Instagram regarding stress and to understand it a little better.
I respect her because the content she posts has something you can either immediately use or learn from.
- Mindfultherapynyc
A mental health educator that posts content on Instagram about anxiety, burn out and emotions.
I respect her because her content is related to feelings. I especially visit her page when I'm feeling down or lost.
- Ektakhurana
A TedxSpeaker and clinical psychologist that talks about different aspects,

varying from mental health, to pains caused by stress, etc. She shares how the symptoms come about and how to better understand them.

- Doctor Amir Khan

A doctor and author leverage his medical expertise to help content consumers better understand where their health issues. Besides that he teaches the deeper understanding of the mechanics of the human body such as: hormones, blood pressure, etc.

- **What character traits do they value in themselves and others?**

I value that I still have hope regardless of my stressful life that's filled with health issues. I want to enjoy life to the fullest!

- I value the support I can find on Reddit and YouTube. Many people are encouraging me, which inspires me to be brave and keep going.
- I think god gave me anxiety so i can learn about it more and be more conscious about this world (Source; YouTube)→ Trying to stay optimistic regardless of the situation
- I hope i get healed from this very blessfull Sunday and to all the others having anxiety and depression ..may God heal you . Blessed Sunday ❤️ (Source; YouTube)
- I am miserable inside, hate life, yet I do good things and try to help people. If I can not be happy, at least I can try to make the people around me happy. (Source; YouTube)

- **What character traits do they despise in themselves and others?**

I can give everyone advice and help everyone, but myself.

- I noticed recently that I do what I find unacceptable in others. When I'm very stressed, I treat others badly, getting angry about little things and being unfair. I don't think this often happens, as I have to be quite stressed, but I don't like it. The problem is that I can't really think straight when I'm like this, so in that moment I don't necessarily realize what's going on and if I do, I'm not calm enough to decide if I'm overreacting or not. (Source; Reddit)
- I love how he said that if you are frustrated, you can kinda put that off on other people. IF you're having a bad day, maybe that's why you take it out on bad people. I tend to do this sometimes. And I think it's honestly cus I don't have an outlet for it. I have temporary fixes like working out or distracting myself, but sometimes what bothers me stays in me and festers. And I can't really talk it out with anyone cus the people I have in my life either don't care to hear about it or I will be talking, and they are literally doing something else (esp on the phone) (Source;YouTube)

- **What trends in the market are they aware of?**

There are different trends that I'm aware of:

- Supplements
- Alternative Health care
- Traditional Chinese Medicine
- Meditation
- Journaling
- Acupuncture
- Yoga
- Homeopathy
- Osteopathy

- **What do they think about these trends?**

Some of these mentioned trends I tried, but they were not lasting effects. It was only temporary relief. (Which I'm not looking for)

- **What "tribes" are they a part of?**

The tribes I think they are part of are:

- Alternative health care tribe

- Holistic healing tribe
- Free your body and Mind tribe
- **How do they signal and gain status in those tribes?**
 By affirming that they love the content posted, for example. And then share how the mechanism has changed their lives and how they experienced their transformation. Also sharing some words of encouragement and advise others to take the same path to reach the dream state.
 - Congrats, so you're ready to take the plunge into holistic living, but not sure where to start? Or perhaps you're already on this transformative path and want to enhance your well-being further? We've got you covered with some great first steps and insights you'll wish you knew sooner. (Source; Reddit)
 - Sharing philosophical quotes, for example
 - Passion is the power which can crash the firmament (Source; IG)
 - Talking about them, finding a way to release the abundance of energy I have inside a body that gets very easily injured
 - Affirming/confirming the “powerful” content
 - Virtue Signaling
 - I've had x experience and did y and I feel amazing now, love it! Highly recommend this!

What makes the target audience tick/buy?

- Google (Course to learn how to deal with stress and burn-out)
 - SEO plus Ads to make sure the company gets on the first page
 - Also a specific headline answering related to the keywords
 - Spark curiosity to click
 - Immediately mention what you'll get
 - 16 days
 - Experience based teachings will be taught
 - Teachers with practical experience
 - Lesson material comes from vitality coach training module
 - CTA
 - Copy
 - Starting with a niche down
 - Perfectionist colleague
 - His objection/coping mechanism
 - Stress keeps me sharp
 - etc.
 - His pain state
 - Forgetfulness
 - Sleeping problems
 - Not paying attention
 - Calling in sick (absent on work)
 - Increase in logic
 - Statistics show that 35%-40% of the absenteeism due to illness has a psychological cause.
 - Linking the pain state to stress
 - More details about the coaching
 - What we will teach you
 - Understand causes stress and burn-out
 - Understand consequences stress and burn-out
 - Understand how to overcome stress and burn-out
 - Social proof
 - Niche down
 - This product is for
 - HR managers
 - Therapists
 - Psychologists
 - People who want to teach others about stress and burn-out
 - FAQ
 - More social proof
- Instagram (Example 1)
 - Captivating/Disruptive picture
 - Post content regarding a certain topic caused by stress that resonates with the readers current situation or desire
 - Example
 - How to turn stress from something negative to something positive

- CTA
 - Check the Link in my Bio for free value
- BIO
 - Linktree
 - Programs
 - Free value
 - Blogs
 - etc.
- Instagram (Example 2)
 - Picture to captivate the attention
 - 10 slides sharing information
 - Copy
 - Start off by mentioning pain state
 - Explaining that it's the root cause for their current state
 - Some form of HSO
 - Personal experience
 - "When I realized this, I stopped fearing these states and began to see them as a signal"
 - Actions that come as a result of noticing the signals
 - Crying
 - Moving
 - Singing
 - Sharing a deeper understanding of the mechanism
 - Offer to join the community for free
 - I will share the practices with you
 - CTA
 - Check the link in the BIO

Where are they now?

What is the current state

In my current situation, I experience health issues and feel a lot of stress, especially from work. I have to stay strong because I'm afraid that people will take advantage of my struggle. It's making me feel frustrated with everything, including my life. Every time I set a step forward, something happens, and I'm sucked back where I was. I don't have time to enjoy life and the things that truly matter to me. People around me seem to have everything together, and I'm struggling with the simplest things. It makes me feel "broken" and pathetic as a result.

I went to the doctor for help, maybe there is something wrong with me, however they couldn't find anything. All they told me was to take strong medicine or some other form of temporary solution. I pay out of my pocket for health care and I get nothing useful in return! I'm at the point that I'm willing to try anything to relieve myself of this torment.

I'm worried that one day I'll drop dead from a heart attack or lose my mind because of my life right now.

What is their roadblock

Identify the roadblock

What's stopping the avatar from getting it on their own?

The avatar doesn't really know where their health issues come from, they just scratched the surface by noticing that they experience stress all the time and that it mostly comes from work. But they fail to find the root cause of the stress and understand how it's related to their health issue. Therefore, don't know what to do against it.

What mistakes is the avatar knowingly/unknowingly making?

1. Relying too much on conventional medical treatment
2. Being too skeptic in some occasions
3. Accepted that their life can't be better, despite trying some things that don't effectively address their problem and solves their problem permanently
4. Don't have the guidance and tools to understand their situation on a deeper level and overcome their current circumstances (Health issues, mental state, environment, etc.)

What did the people who live in the dream state do differently from the rest, to get to the dream state?

People who live in the dream state have actively tried to find a solution, not only relying on conventional medical treatment. They were able to stay open-minded and try things out in hopes that it would help, and stayed committed to the treatment.

They used not only the internet but also asked people in their circle if they have experience with certain health treatment methods.

What is their Dream state

The dream state of the avatar would be to finally be relieved of the health issues and stress in their life. Armed with applicable knowledge, they can detect and overcome their future stress and health issues that follow as a result. Allowing the avatar to live a happy, energetic and positive life filled with love, respect and acceptance. Inspiring others to also work on themselves and become a beacon of strength and positivity for those around the avatar (Boss, Family, Friends, Kids, Peers).

Target Audience/Avatar

Name

Miranda Hazeveer

Age

34

Occupation

(Primary) School teacher

Life story

Miranda is a single mom of 34 with two children aged 7 and 4. She is single because she endured abuse (Mostly verbal) in her marriage. When she got her second child, she couldn't bare it anymore and chose to divorce her husband. Regardless of being a single mom, she's still active to make sure her children have a fun upbringing. She likes to go to the cinema with them or the zoo.

She loves to teach people new things, therefore she chose to be a teacher at a primary school. She teaches the new generations about life, math, languages, etc.

Miranda is a woman that does everything in her power to make sure that everyone around her is happy and content, sometimes leading to her downfall. However, she still believes that there are more good people on earth and that can make this earth a better place.

Before she was married, she was very active and happy and loved to travel around the world. Constantly experiencing new things and adventures.

Daily struggles

Working as a primary school teacher can be very frustrating. Long hours, Work-life/Private-life balance, teacher politics, etc. Besides that, the students can also be a handful sometimes.

She tries to maintain a healthy balance, but the pressure is too great.

She used to live life with passion. But recently she starts to experience unexplainable health issues; Fatigue, sleeplessness, worry, digestive issues, concentration and memory issues.

She started to notice significantly more stress in her life. She tries to do her best regardless, but even the simplest of tasks seem to become a huge obstacle. Making her feel like a failure.

She's very tired of all this stress, pressure and (vague) health issues and went to a doctor and specialists for her problems. However, she was let down because they could not really do something for her besides giving some pills. She now tries to find alternative treatments that might help her get the peace and joy she longs for so desperately.

She tries to move forward in life, but she keeps getting sucked back to where she was, tiring her more and fueling negative thoughts.

She's stressed out to the point where she wonders how long it will take before she burns-out, have a heart attack or lose her mind.

What is the Market Awareness for the product/service?

	PROBLEM	YOUR SOLUTION	YOUR PRODUCT
Level 1- Problem unaware	✗	✗	✗
Level 2- Problem aware	✓	✗	✗
Level 3- Solution aware	✓	✓	✗
Level 4- Product Aware	✓	✓	✓

Products for stress reduction and burn-out

- Supplements
- Coaching
- Online training
- Other alternative health treatments
 - Acupuncture
 - Osteopathy
 - EMDR
 - Chiropractor
 - Ayurved
 - etc.

I would assume based on the products I found that the market is between 3 and 4. However, when I also add the product of my client in consideration, I assume that they are level 2. Therefore, I need to start from there and work my way up to level 4. The product FEEM Fit mainly uses the mechanism coaching.

What is the Sophistication Level for the product/service?



Based on my findings, I would assume that the market is at stage 5.

Reason:

1. Blogs and other forums where they specifically come up with (generic) methods to help with the pain state.
2. Niche down of courses and coaching
 - a. For people between 20-30
 - b. For companies
 - i. Solo entrepreneur
 - ii. Team/employees
3. Supplements for specific needs
 - a. Ashwaganda
 - b. Magnesium
 - c. etc.
4. Conventional Health Care propagating to go to a psychology therapist, etc.
5. Alternative health treatments
 - a. Claims that the practice is specialized in helping a specific pain/problem
 - b. Niche down
 - i. Want to stop with smoking?
 - ii. Do you have physical pains in your body
 - iii. etc.

The mechanism FEEM Fit uses is coaching, but it's not for a specific niche because, everyone nowadays is stressed out and feels burnt-out.

Therefore, I need to take advantage of the experience play.

1. Tailor-made plan to guarantee success
 - a. No generic information you can find on the internet
 - b. Personal guidance

- c. Toolbox to effectively move forward
2. Use the advantage of long waiting lists and rigorous intake procedures at government entities such as psychologies etc.

What is the current Level of Desire for the product/service?

Based on the current situation with public health and their pains/problems and solutions for those problems, I would assume the desire for the product/service would be around a 6/10. The popular solutions are free, but too generic. To make sure that we leverage the desire towards our advantage, I need to make sure that it's caught by the public eye.

What is the current level of Certainty in your product/service?

Based on the current market and the many reviews other companies have, I would assume that the overall certainty is around a 5/10.

Since the price of the FEEM Fit package is €1700 the certainty would be a 1/10. The reason for this assumption is that the product expensive and will take 10 weeks. Therefore, I need to make sure that the target audience is convinced that it will give them a 100% success rate.

What is the current level of Trust in the company?

The company of my client is not very well known, despite the well-structured SEO and 27 reviews (99% of those are 5 stars). Also, my client's Instagram page has only 8 followers. Based on this information, I would assume that the trust in the company is around a 1-2/10.

Where do I want them to go?

(What specific actions do I want them to take after reading my copy?)

Identify any perceived cost (Example: Click Link, buy the product) they may have about your desired action, as well as their probable required Certainty & Trust Threshold for that action

1. Read copy/consume content (Instagram)
 - a. Desire 6/10
 - b. Certainty 5/10
 - c. Trust 1/10
2. Click link in BIO
 - a. Desire 6/10
 - b. Certainty 5/10
 - c. Trust 3/10
3. Exchange information for free value
 - a. Desire 6/10
 - b. Certainty 5/10
 - c. Trust 4/10
4. Buy product or book a consult.

- a. Desire 8/10
- b. Certainty 9/10
- c. Trust 8/10

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

How will I get their attention?

Instagram

- 1. Use intriguing photo to stop them from scrolling
 - a. Danger
 - b. Opportunity
- 2. Instagram copy
 - a. Start building rapport
 - i. Add value by mentioning what stress causes
 - ii. Use statistics
 - iii. Offer a solution to start working on it
 - b. CTA→ Check link in BIO

How will I increase specific levels

- a. Desire
 - i. Promote the dream state
 - ii. Share value that will help them start working towards the dream state
- b. Certainty/logic
 - i. One on One coaching with a professional with +20 years experience
 - ii. Success guarantee
 - iii. Explain the mechanism of the product
 - 1. How it works
 - 2. What the package contains
 - 3. How long it will take
 - iv. Use statistics and factual information
- c. Trust
 - i. Experienced practitioner (+20 years)
 - ii. Social proof for credibility

How will I bring down the perceived costs and thresholds

- a. Desire
 - i. Make the challenges they face seem much more manageable than perceived
 - ii. 10 weeks you'll be unrecognizable
 - iii. No waiting lists
- b. Certainty
 - i. Tailor made to your specific situation
 - ii. Practices are based on scientifically backed methods
- c. Trust

- i. Can find the practitioner back in the quality register (RBCZ and Vbag)

Other additions to persuade the reader

- a.

Outline

Examples of top achieving companies with similar objectives
(inspiration models you can use)

Other used Frameworks

Email Campaign

Email 1 DIC showing first roadblock

Email 2 HSO shift believe and explain why I offer the product

Email 3 DIC show new roadblock

Email 4 DIC Hard sale

Email 5 PAS to get the over the threshold