

**Avatar:** Marli, 32

Marlie is 32 years old and as she has started to age she has put on weight over the years as she has become more focused on her job. She works a 9 to 5 and occasionally works on weekends, between all of this Marli also values social time as well and always spends quite a lot of time with her friends and family.

Between all of this Marli typically struggles to find the time and energy to just do some basic exercise she typically drives to and from work and drives nearly everywhere else.

She also talks about why she has put on weight over the years because she used to be a lot more active and spend less time at work. Marli does not want to get a gym membership as she can't find the time to drive to and from the gym consistently so she believes it will be better for her to buy some of her own equipment at home.

**Dream state:**

Marli wants to have lost the weight she has put on over the years and feel happy with her body again as well as just feeling more healthy in general to have more energy.

**Roadblocks:**

Marli does not have enough time nor energy to spend going to a proper gym throughout the week due to her very busy job.

**Product:**

Cardio machines like a treadmill someone like marli can have at her home just to get in some daily exercise

**HSO email:**

SL: How I lost 20 pounds without a gym membership

After my 50 hour work weeks I could never seem to fit in time to go to my local gym.

So I let go and gave up.

I became disappointed in myself. Put on weight and became unconfident.

"If only I had time to do exercise"

I used to say that to myself all the time I truly believed I could not make time for exercise.

So I made time.

I made an impulse decision to purchase my own treadmill. I looked at myself in the mirror and promised I would just use it for 30 minutes a day whether it was walking or running.

After one week of doing exercise as simple as this I had dropped 2 pounds.

Next week BOOM! 3 pounds more.

Next week BOOM! 11 pounds down in total.

After my 7th week of using my treadmill consistently I had dropped just over 20 pounds.

My confidence returned, My smile came back and I was pleased with my body.

[Click this link to get 25% off your own treadmill and achieve fitness like you once had](#)