

**I've researched your target market avatar to understand better your product and market:*

Target market

The type of person who will benefit most from Rhi's program is a busy mother who is struggling to balance the demands of parenthood with her own health and wellness goals. She may feel tired, overwhelmed, and unsure of where to start when it comes to improving her physical and mental health. She may also feel self-conscious about her body, particularly her "mommy's belly," and desire a program that is tailored specifically to her needs and goals.

Ideal customer

Name: Rachel

Age: 32

Height: 5'6"

Weight: 160 lbs

Location: New York City

Background:

Rachel is a working mother of two young children. She has struggled with her weight and body image since giving birth and feels overwhelmed by the challenges of parenting. She often feels tired and lacks the energy to take care of herself. Rachel is looking for inspiration and motivation to improve her physical and mental health.

Day-in-the-life:

Rachel wakes up early to get her kids ready for school before heading to work. She works long hours and often feels exhausted by the end of the day. After putting her kids to bed, she spends some time on social media before going to sleep.

Values:

Rachel values her family, health, and happiness.

Outside forces:

Rachel feels pressure to maintain her job, be a good mother and stay healthy.

-Current State

What is painful or frustrating in the current life of my avatar?

Rachel is frustrated with her postpartum body and lack of energy. She feels overwhelmed by the challenges of parenting and struggles to find time for self-care.

What annoys them?

Rachel is annoyed by unsolicited parenting advice and judgment from others.

What do they fear?

Rachel fears that she will never be able to get rid of her postpartum belly and that she will never have the energy to take care of herself.

How do other people perceive them?

Rachel feels that others perceive her as a tired and frazzled working mother.

What lack of status do they feel?

Rachel feels that she lacks status as a working mother and struggles to find time for self-care.

What words do THEY use to describe their pains and frustrations?

Rachel describes her pains and frustrations as feeling overwhelmed, exhausted, and unhappy with her postpartum body.

-Dream State**If they could wave a magic wand at their life and fix everything, what would their life look like?**

Rachel's dream life would include a healthy, fit body, more energy to take care of herself, and a fulfilling career and family life.

What enjoyable new experiences would they have?

Rachel would enjoy activities such as hiking, yoga, and playing with her kids.

How would others perceive them in a positive light?

Others would perceive Rachel as a confident, energetic, and successful working mother.

How would they feel about themselves if they made that change?

Rachel would feel proud of herself for making positive changes in her life.

What words do THEY use to describe their dream outcome?

Rachel describes her dream outcome as feeling confident, energized, and happy in her body and her life.

-Roadblocks**What is keeping them from living their dream state today?**

Rachel's lack of time and energy, as well as her negative self-talk and self-doubt, are keeping her from living her dream state today.

What mistakes are they making that are keeping them from getting what they want in life?

Rachel is not prioritizing her self-care and is not seeking support from others.

What part of the obstacle does the avatar not understand or know about?

Rachel may not fully understand the impact of negative self-talk on her mental and physical health.

What is the one key roadblock that, once fixed will allow them to move forward toward their dream outcome?

The key roadblock for Rachel is her lack of time and energy to prioritize her physical and mental health.

-Solution

What does the avatar need to do to overcome the key roadblock?

Rachel needs to make self-care a priority by setting aside time for exercise, nutrition, and relaxation. She also needs to work on shifting her negative self-talk and seeking support from others.

If Rachel prioritizes self-care and seeks support from others, then she will be able to gain more energy, confidence, and happiness in her life. By implementing a healthy diet and exercise routine, along with mindfulness practices to manage her stress levels and improve her mental health, she can start to feel more in control of her life and more capable of handling the challenges of motherhood. With the right support and resources, Rachel can achieve her goal of getting rid of her "mommy's belly" and feeling more comfortable in her own skin.

-Product

To help Rachel achieve her health goals and get rid of her "mommy's belly," we offer a comprehensive program specifically designed for busy mothers. Our program includes a personalized meal plan created by a nutritionist or dietitian, along with a workout plan that fits into a busy schedule. We also provide resources and support to help mothers manage stress, improve mental health, and stay motivated throughout the process. Our program is designed to help mothers gain more energy, confidence, and happiness in their lives while achieving their health goals.

As we discussed in my previous email, one of the most effective ways to tap into the **"Safe"** emotion of your audience is through the power of social proof. By incorporating the specific techniques I will share with you shortly, you can **elevate your Instagram captions to a whole new level**, setting your testimonials apart from the other 99% of programs out there.

I'll be using Ffion's post as an example to demonstrate some areas that could be improved, and then provide examples to help illustrate my points. To make this process clearer, I'll be including numbers next to certain words, which I'll expand upon below.



"Hit your goal & then felt flat & lost?"¹

I can confirm you are a human!

The above photos are the incredible Ffion

Not somewhere she ever really expected to get to but the journey felt so great & the results kept on coming that she fell in love with the process & continued to push herself to see what she could achieve.²

All whilst being a bloody hard working mum!

Let's be realistic though, the above results did not happen in 12 weeks. This was 16 months of dedication, commitment, challenge & discipline.³

But what happens when you reach the "end goal?"

What happens when you achieve a huge milestone? (...)

(...) You are now learning a new path. A new you. And feeling a little lost is good.

Now we work on rediscovering the new you. New habits, new intentions, new beliefs.⁴

You have smashed through the glass ceiling. You are the living, breathing version of yourself you had always dreamt of.

Now we live her, now we are her, now we discover what she is capable of, what she has to offer & you embrace that. You enjoy that new journey now.

She now has even more potential.

Point 1.: First of all, I must say you that the perfect length for Instagram captions is below 150 words (Your current caption has 250). That is because most people are lazy, and they are not willing to read too many words in only one Instagram post.

In addition to this point, you can try allowing Ffion to tell her story in her own words. Using first-person narration will help your audience **connect with her experience on a personal level**.

And last but not least (in fact, this is the most important part), I want to discuss the process your audience may go through after they have seen the post. They clicked on it, intrigued by this incredible transformation, eager to know more about it and suddenly, the first words of the caption read this: ***How to become a sexy mum within a year.*** Their mind will “explode” and quickly will say *“Oh, I want that transformation for me. These words are introducing me to how I can get it and the amount of time I have to spend. Plus, the text is short, so I can spend a minute reading this because I may get something valuable.”*

It is not the perfect example (because not all bodies are the same), but I wanted to introduce you this way the concept of the “**hook**”. These normally are your first paragraph or words that will be read in the first seconds when someone enters the Instagram caption. So, these words need to **be super intriguing, unique, and useful**, to **get your reader captivated** and with the idea that **they will get something of value from what they will read next**.

Point 2.: “*Not somewhere she ever really expected to get to but the journey felt so great...*” This phrase sounds negative. It is like Ffion is not satisfied with the physique on the left; I don’t know if this is real or if you really meant to express it in a positive way. By the way, with a good hook and your reader interested in knowing more about the caption, this is the perfect moment to add emotion to your words (you do well in some lines above and we can use it here, as an example). The text will see this way:

“How to Become a Sexy mum within a year.

An overwhelming feeling of pride and satisfaction,

Extreme sense of confidence and attractiveness,

And a teeth-full smile of pure happiness...”

Here I sum up the dream state of your reader and the positive feelings Ffion has obtained after getting this transformation. Showing it in the first lines will add even more interest in keep reading.

Point 3.: Let’s be honest here: most of your audience, again, are lazy. So, don’t literally communicate that the road will be hard (they will lose interest in keeping reading). Losing

weight, of course, is not easy, but it has nothing to do with the idea that most people have in their heads: eating broccoli and rice in every meal, waking up early in the morning to get a super hard workout, sacrificing the best flavors, spending hours and hours at the kitchen... In fact, that is the main reason why people fail when they are trying to lose weight, normally, on their own (you do not want to return to their minds their unsuccessful attempts). We can try here by showing uniqueness, that your program is not the known way to lose weight. By doing this, we are intriguing the reader immensely:

“How to Become a Sexy mum within a year.

An overwhelming feeling of pride and satisfaction,

Extreme sense of confidence and attractiveness,

And a teeth-full smile of pure happiness...

Wonder she got there?

She is not basing her diet on rice and broccoli,

or spending hours and hours in the kitchen...

Point 4.: to close this incredible caption that will drive your audience to your *Linktr.ee*, we will do the following: don't reveal the solution, simply show that **your program is a 'unique method'**. By saying 'unique method' I want to express that they will not see this way to lose the “mum tum” in another place. It is **super exclusive**, they will ONLY see it on your Instagram. So, you will **give the reader too many reasons to click the link** (that we will put as a 'call to action'), because they can lose this incredible new opportunity to get their desired physique, and you will get them in your bio clicking in your *Linktr.ee* in the blink of an eye.

“How to Become a Sexy mum within a year.

An overwhelming feeling of pride and satisfaction,

Extreme sense of confidence and attractiveness,

And a teeth-full smile of pure happiness...

Wonder she got there?

She is not basing her diet on rice and broccoli,

or spending hours and hours in the kitchen...

She is using my "Ditch the mum tum" method allowed her to lose <amount of kilos or lbs> while working eight hours in her busy work and taking care of her child. (example)

So, if you want to accomplish a sexy body that will make you feel powerful in the mirror,

see how you can get it without having to spend more than 30min in the kitchen or training, in my bio! (example)

So Rhi, those were the points I wanted to comment on you to make your transformations captions even more effective.

And here's how we could get the ball rolling -

If you found meaning in what I wrote for you, I would like to ask whether you'd agree to a **quick discussion** around the way you are currently running your marketing. I would love to find a way I could come on board to bring value to your brand.

If not - all okay, just let me know in the email.