

- **(Read bullet points only if you don't want to read the whole thing)**

## **Target Market**

What kind of person is going to get the most out of this product?

- **Mothers who are into fitness and health.**

Who are the best current customers, with the highest LTV?

**Mothers who love to cook healthy plant-based/ vegan recipes.**

What attributes do they have in common?

**Curious and shy.**

## **Avatar**

Name, age, and face:

**Ella, 35, white skin, brown hair.**

Background and mini-life history:

**Ella grew up in a private school and has loving parents. She has 2 older brothers and 3 younger sisters. She finished uni with a 3.9 gpa. She had a solid office job but quit when she got married 10 years ago to take care of her family. She now has 2 baby boys and wants them to grow up and become little warriors.**

Day-in-the-life:

**Ella wakes up at 5:30 a.m. every day, makes breakfast for her husband before he goes to work. Then mostly stays at home to take care of her baby boys. On the weekends, she goes to the local hypermarket to buy items/ recipes that she'll need to make food for her family. She loves cooking and decided to only eat plant-based foods. All she wants to do is make elite, healthy, top tier food for her family and make everyone happy.**

Values: What do they believe is most important? What do they despise?

**She believes that it is a womans duty to be the heart of the house. She hates lazy hoez.**

Outside forces. What outside forces or people does the Avatar feel influence their life?

Her family, friends, and social media.

## **CURRENT SITUATION**

WHAT IS THE READER'S CURRENT SITUATION?

a. What makes it feel shitty? (i.e. What pain do they feel?)

- She's constantly surrounded by junk food and is worried that her kids might get addicted to junk food in the future. Especially if they're used to a healthy diet.
- She wants her kids (8-9 yr old) to follow a plant-based diet in the future and stay healthy. But is worried that they may not get enough nutrition.
- She's worried that her kids might have some digestive difficulties on a plant based diet.

b. What are the long-term implications of staying there?

*Worried and stressed.*

## **DREAM STATE**

WHAT IS THEIR DREAM STATE?

- For her kids to grow up strong and healthy, away from addictive trash food.

a. What makes the dream state so good?

*She'll be happy.*

b. How will they feel about themselves when they have their dream state?

*Happy and content.*

c. How will others perceive them when they have reached their dream state?  
(i.e.status)

*A great mother who raised warriors.*

## **ROADBLOCKS**

WHAT IS THE UNKNOWN PART OF THE PROBLEM KEEPING THEM FROM THEIR DREAM STATE?

- She wants her kids (8-9 yr old) to follow a plant-based diet (in the future) and stay healthy. But is worried that they may not get enough nutrition.

a. What have they tried before, and why didn't it work?

**She tried to make healthy food but her kids are spoiled and won't eat. So she has no choice but to cook their favorite food (Fried chicken, samboosa, etc)**

b. What "if...then..." law of nature do they need to follow to get their desired results?

- **If her kid stay healthy, away from junk food, then they'll be happy.**

## **PRODUCT**

HOW DOES YOUR PRODUCT/SERVICE SOLVE THEIR PROBLEMS AND CARRY THEM TO THEIR DREAM STATE?

a. How does it address their previously unknown part of the problem?

- **The product is sprouted pumpkin seeds. It is very rich in nutrients and can be mixed with food or eaten on it's own.**



b. How does it remove risk?

- **Easy to digest.**
- **Gluten-free and vegan**
- **Good source of protein, fiber, and healthy fats.**
- **Good source of vitamins and minerals, including magnesium, zinc, and potassium.**
- **Can be eaten raw or roasted.**
- **A versatile ingredient: Can be used in a variety of recipes, from salads and smoothies to baked goods and snacks.**
- **Supports a healthy immune system and improves digestion.**

c. How does it save time?

- **Open it and eat (Or mix with other food)**

d. What makes it easy?

- **Open your mouth (Pause)**

SL: Raise healthy little warriors

Body:

It's hard to convince your little ones into eating healthily. Especially if they're picky. So why not go with the flow?

Actually, this is the main reason why we created a 'secretly-nutritious' snack designed for kids (And adults too 😊),

Meet our Sprouted Pumpkin Seeds - An enjoyable way to introduce your kids to the world of plant-based foods. Here's why:

An easy fight against junk food: Our sprouts can be added to your salads, smoothies, or anything else you think is best!

Fine-tuned, balanced, and easy on the stomach.

WE CARE: With a plant-based origin, we made sure that you get your proteins, vitamins, and much more 💪

Flexible: Our sprouts can be added to your salads, smoothies, or anything else you think is best!

We know that every kid loves cookies and chips. But It's time to show them that healthy food can taste great too ♥

So click the link in bio, order now, and raise your little kids into mighty warriors!