

# RESEARCH

## What kind of people are we talking to?

**Age:** 20-40

- Busy professionals with sedentary jobs and limited time.
- Fitness beginners and moderately active individuals ready for a change.
- People are open to joining online fitness communities or local workout groups.

## Painful Current State:

- Busy with work, leading to a sedentary lifestyle and limited time.
- Dealing with weight gain, low energy, and high stress.
- Experiencing discomfort like back pain and poor posture from sitting.
- Struggling to find motivation and suitable workouts in a busy schedule.

## Desirable Dream State:

- Wanting a more active lifestyle despite a busy schedule.
- Aspiring to manage weight, boost energy, and reduce stress.
- Hoping to alleviate physical discomfort and improve posture.
- Dreaming of finding motivation and fitting workouts seamlessly into daily life

## Values and Beliefs:

- Caring about both physical and mental well-being for overall health.
- Liking fitness practices and diets that are easy to stick with.
- Valuing support from a community for motivation and shared stories.
- Knowing that a complete wellness approach goes beyond just exercise.

Subject: How to get jacked in just 12 weeks.

Hey %FIRSTNAME%

It's not a secret that only hard work can get great results.

But, how should you work?

- 2 hours?
- 4 hours?
- in a public gym?
- at home?

There is only one way to find out...

BY TESTING EVERYTHING.

That's literally what I am doing right now.

I am testing which people are really working hard for their dreams.

and %FIRSTNAME% I have something that might just spark your curiosity...

and I am not even kidding, just check this out!

[The 12-week Icon Transformation Challenge.](#)

[sign off]

P.S. We have limited spots for the challenge, hurry up, or lose the chance of getting your dream shape.