

Market Research

Who exactly are we talking to?

Sim Strength

What kind of people are we talking to?

- Men or Women?
 - Men
- Approximate Age range?
 - 18 - 24
- Occupation?
 - Varied
- Income level?
 - Varied
- Geographical location?
 - Not Specified

Painful Current State

- What are they afraid of?
 - They are afraid of being judged by other people for their current state. Whether they are overweight, bulky, average, or skinnyfat, they are terrified of being viewed as low status based on their physique.
- What are they angry about? Who are they angry at?
 - They are angry about their high body fat percentage. They are annoyed with other people who say they don't lift
- What are their top daily frustrations?
 - They are tired of getting tired far too easily. While they are happy that they are strong they are frustrated that others do not see it that way. Their immense fat percentage makes it very difficult to comfortably live their life
- What are they embarrassed about?
 - They are embarrassed about their physique. They are extremely overweight and have a hard time moving throughout their day without feeling extremely fatigued. They know they lift by they do not look like they do
- How does dealing with their problems make them feel about themselves?
 - Dealing with these problems lights a spark within them. They know they want to make a change but lack the proper training and nutritional guidance that can get them the results they want much quicker than they would on their own
- What do other people in their world think about them as a result of these problems?
 - They think about them in the same way people thought about Josh. Even if they lift heavy weights frequently, other people would have no way of knowing due to their high fat percentage. While they view themselves as strong, other people view them as out of shape. They do not have the social proof they feel they have worked for.
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
 - "I lift most days of the week but I do not have the physique to show for it. People are always making sly comments about my weight, stating that I could never be a

lifter with the way I currently look. I would be angry but I believe there is some truth to what they are telling me. I don't look like I lift at all. In fact I would agree that I'm too fat and pudgy to be considered a "serious" lifter. It's honestly been affecting other areas of my life too. I'm not sleeping as well, I feel fatigued all the time, and my skin is not as clear as I would like it to be"

Desirable 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?
 - They would slice off all of their fat to achieve a near 'godlike' anime physique. They would walk through they day with tons of energy and confidence
- Who do they want to impress?
 - Themselves. Those who doubted them
- How would they feel about themselves if they were living in their dream state?
 - They would think much higher of themselves as they believe achieving an "anime like" physique would increase their confidence and allow opportunities to just flow to them. they
- What do they secretly desire most?
 - To look insanely jacked like an anime character
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
 - "If I could just wave a magic wand and completely change my physique, I would have the most insane anime body known to man. I would instantly feel more confident in myself and to other people. No longer will I get negative remarks on the correlation between my gym life and my physique. I would feel POWERFUL"

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face?
- Who do they blame for their current problems and frustrations?
 - They blame themselves putting on too much weight
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 - They have tried to start lifting in the past but were not given the proper guidance they need to achieve the physique they want.
- How do they evaluate and decide if a solution is going to work or not?
 - They evaluate it based on social proof and testimonials. If they can see that other guys are killing it with the program and achieving the "anime like" physique the desire, then they will consider using the solution to achieve their goals.
- What figures or brands in the space do they respect and why?
 - Joshua Sim, Kinobody, Jax Blade
- What character traits do they value in themselves and others?
 - Discipline, Strength, Confidence, Lean
- What character traits do they despise in themselves and others?
 - Fat, Fatigued, Weakness
- What trends in the market are they aware of? What do they think about these trends?

AVATAR

Meet Alvin!

Alvin is a 22 year old man with a powerlifters physique and a fat gut.

He was always on the bigger side so naturally he was drawn to the heavy weight lifting and oversized hoodie wearing lifestyle which is powerlifting.

While he has been consistently hitting for the last 4 years, most people who look at him would say otherwise as his 'power gut' signifies the latter

Though Alvin hates being viewed this way, he cannot deny there is truth in what these people are saying about him. Aside from his monstrous lifts he is overweight, always fatigued, and has trouble sleeping

If he could wave a magic wand and completely change my physique, he would have the most insane anime body known to man.

Alvin would instantly feel more confident in myself and to other people. No longer will he get negative remarks on the correlation between his gym life and his physique.

The only problem is...

He has no idea where to begin or who to trust to help him achieve that Goku-like physique

UPDATED DRAFTED EMAIL - The one I would send

Subject Line: Josh, we gotta talk...

Look Josh, you and I can both agree you have an insane physique, a booming YouTube channel, an incredible coaching program, and a huge Instagram compared to the majority of fitness influencers. However, If you're really killing it on all of these platforms and if you truly are dedicated to inspiring thousands of people to achieve exceptional results in the gym...

Why are you settling for a website that's just "average"? (arguably below average...)

While I don't know the specifics of your conversion rates, sales numbers, or current client base, I do know that with a website this BLAND you're definitely not getting the amount of applications you were originally hoping for.

So, here's what I want to do for you

I want to create you an entirely new landing page. A landing page that will have your followers HAMMERING your DMs, begging to be accepted into your coaching program.

I will create this page for you completely free of charge, in fact, I will incur any initial costs of making these changes that way you take none of the financial risk of changing.

All I ask is for compensation when these changes begin increasing your programs monthly revenue

Let me know if this sounds good to you. I look forward to hearing from you.

Best,

CJ Longobardi

UPDATED Sample HSO Email

Subject Line: Welcome to my newsletter

Hi there, My name Josh Sim

You may know me as the former Powerlifter turned Bodybuilder and YouTuber with over 50 thousand subscribers.

As a powerlifter, I accomplished many feats, including squatting 555 lbs (252.5 kg), deadlifting 621 lbs (282 kg), and breaking the bench press record with 430 lbs (195 kg).

Everything was going well until I realized I got... FAT

Despite remaining active in the gym, I constantly felt fatigued and had trouble sleeping

I had let myself go to the point where I looked like someone who had never step foot in a gym before

This is what I looked like at the start of the year...



238 lbs (108 kg)

It was time to make a drastic change.

I moved away from powerlifting and embarked on months of training to carve out my “hidden physique” under my fat shell and achieve my inner anime protagonist

After a few short months, here’s what I achieved:



168 lbs (76 kg)

Since then, I've become a full time weightlifting coach dedicated to helping hundreds of men achieve that same transformation.

Throughout this journey, I saw the same repetitive and predictable roadblocks preventing my clients from reaching their weightlifting goals, including some of which you may have experienced:

Accumulating the most effective strategies to break through these plateaus, I designed a **"battle-tested"** system any man can follow to take full control of their fitness goals

Men that were overweight, bulky, and even skinny fat have followed these strategies to a tee to look like absolute anime protagonists.

Not only did they achieve insane results, **they did so in 3 months or less.**

Want to know how they did it?

[Click the link learn how to unlock your "hidden physique"](#)