



Can be an Encyclopedia for my food

I can start again

I can burn calories

Motivated

Depressed

I want to be Healthier

I wish I look like that

No interest or pleasure in activities

Good results

Nutrition does three forth of the work

What do they SEE?

environment
friends
what the market offers

Celebrities fitness

Things that inspires more

Follow trainer guidance

The cost must be substantial

I can do this if I got mind to it

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Difficult to go to gym after a long day

Fails to follow

I wish I could do that



am I skinny..?

am I obese..?

Is your natural metabolism high?

Is your food is nutrient rich?

Stress, depression, anxiety..?

What do they HEAR?

what friends say
what boss say
what influencers say

Tried Regular Exercise..?

Tried Zumba,Salsa..?

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



PAIN

fears
frustrations
obstacles

Organic food is hard to find

Body pain Or Internal Organ Pain

Fear about Results

Frustration of Not getting in Shape

Fear of Mockery

GAIN

"wants" / needs
measures of success
obstacles

Provides you with the calories and nutrition your body needs

Enhance your quality of life

Healthy Diet

Physical and Mental health

Ability , Strength, Willpower

