



What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- This makes me feel good
- Feels energetic and motivated all day
- Will this lifestyle be persistent?

What do they
HEAR?

what friends say
what boss say
what influencers say

- Looking fit
- Smart and confident appearance
- Time and effort worthy

What do they
SEE?

environment
friends
what the market offers

- Nutrition based healthy lifestyle
- Persistent fitness and body maintenance
- Healthy approach towards dieting

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- Will this actually work?
- Is this possible in today's lifestyle perspective?
- Will this suit my current budget plan?

PAIN

fears
frustrations
obstacles

- Is my data safe in this?
- What if this doesn't work to my body condition?
- Am I wasting my time in this?

GAIN

"wants" / needs
measures of success
obstacles

- What if it works?
- There's immense change in my lifestyle
- I can lead a perfect and healthy life.