

*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



*What do they*  
**SEE?**

environment  
friends  
what the market offers

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

*"I can and will do this"*

*"I have really let myself go"*

*"Nothing fits me"*

*"I need more confidence"*

*"I want to be healthy"*

*"I am so jealous"*

*"Super skinny celebrities"*

*"Expensive foods"*

*"Friends and family losing weight"*

*"Future life prospects & opportunities"*

*"Celebrity fitness"*

*"Eat only healthy food"*

*"Never mind i will do it tomorrow, or later in the week"*

*"workout regularly"*

*"I am capable of doing this if i put my mind to it"*

*"Buy oraganic foods only"*

*"I will do it"*

*"I have a naturally high metaboilsm so can get away with eating what i want"*

*"Have you tried weight watchers?"*

*"Have you tried this app?"*

*"cheers up"*

*"Have you tried running or joining the GYM?"*

*"Quickly becomes out of breadth after a short walk to the corner shop and back"*

**PAIN**

fears  
frustrations  
obstacles

*"Affected with lots of health issues repeatedly"*

**GAIN**

"wants" / needs  
measures of success  
obstacles

*"More confidence to do the things he always wanted to do"*

*"An oppurtunity to live new life"*