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## 1. PROJECT OVERVIEW

Project Name:\*\* Fuel Nutrition Revamp

Brand Name:\*\* Fuel Nutrition

Website:\*\* [fuelnu.com](https://fuelnu.com/)

Amazon Listing:\*\* Not provided

Instagram Handle:\*\* Not provided

## 2. PRODUCT SNAPSHOT

What exactly is the product?\*\*

Fuel Nutrition offers a protein powder supplement, specifically a Multi Collagen Peptides blend.

What does it do and how does it work?\*\*

It provides essential nutrients to support beauty, health, and overall well-being. The scientifically formulated blend ensures high nutrient absorption, targeting areas such as skin, hair, nails, gut health, and digestion.

What problem does it solve?\*\*

The product addresses common concerns such as hair loss, brittle nails, and skin health, aiming to enhance natural beauty from within.

Who is it meant for?\*\*

Primarily targeted at women looking for a natural way to improve their beauty and wellness, particularly those dealing with hair loss and poor nail health.

## 3. CURRENT LISTING CHALLENGES

What's broken or underwhelming?\*\*

The current listing lacks differentiation and fails to communicate the premium and value aspects of the product. Key benefits aren't clearly articulated, and the creative execution feels generic.

Where are they losing conversions or attention?\*\*

The product's unique selling points and benefits are not immediately evident, leading to weak conversion rates.

## 4. TARGET CUSTOMER DEEP DIVE

Gender, age range, location, income, profession:\*\*

Female, aged 25-45, likely residing in urban areas, middle to upper-middle class income, professionals or stay-at-home individuals focused on self-care.

Life stage or identity:\*\*

Health-conscious individuals, possibly dealing with post-pregnancy changes, hair loss, or early signs of aging.

Pain points, desires, motivations:\*\*

They desire natural beauty enhancement, healthier hair, and nails without resorting to artificial products. Motivated by self-care and wellness.

How do they shop on Amazon?\*\*

They look for detailed product descriptions, customer reviews, and clear benefit statements. Value and efficacy are crucial.

## **5. BARRIERS TO PURCHASE**

Concerns about efficacy and visible results.

Doubts about the taste or ease of mixing the powder.

Worries about allergens or dietary compatibility.

Price sensitivity compared to competitors.

## **6. BRAND VOICE & TONE**

Tone:\*\* Informative yet approachable, empowering, and sincere.

Style:\*\* Conversational with a premium feel, emphasizing authenticity and trust.

Signature phrases:\*\* "Shine from the inside out," "Nourish your natural beauty."

## **7. USP<sub>s</sub> (UNIQUE SELLING PROPOSITIONS)**

Scientifically formulated for high absorption.

Potency equivalent to sixteen collagen capsules in just two scoops.

Made in the USA with all-natural ingredients.

Supports beauty and health without artificial enhancements.

## **8. 5-SECOND WOW FACTOR**

Visual Hook:\*\* A striking image of a woman with visibly healthy hair and nails, holding the product.

Copy Line:\*\* "Transform Your Beauty Routine with Every Scoop."

## 9. KEY FEATURES (WITH CONTEXT)

### 1. **\*\*High Absorption Formula:\*\***

- Why it matters: Ensures the body efficiently utilizes nutrients, maximizing results.
- Connection: Aligns with a busy lifestyle seeking effective solutions.

### 2. **\*\*Potency and Convenience:\*\***

- Why it matters: Achieves results with less product, saving money and time.
- Connection: Ideal for those valuing simplicity in their routines.

### 3. **\*\*All-Natural Ingredients:\*\***

- Why it matters: Offers peace of mind for health-conscious consumers avoiding synthetic additives.
- Connection: Resonates with the wellness community.

### 4. **\*\*Beauty and Wellness Support:\*\***

- Why it matters: Addresses multiple beauty concerns holistically.
- Connection: Appeals to a holistic view of health and beauty.

## 10. TOP 6 SELLING POINTS (WITH STRATEGIC JUSTIFICATION)

### 1. **\*\*Scientifically Formulated:\*\***

- Leverages credibility and trust, appealing to informed buyers.

### 2. **\*\*Maximum Absorption:\*\***

- Highlights efficiency, a key concern for result-oriented consumers.

### 3. **\*\*Natural and Made in the USA:\*\***

- Taps into local and clean product trends.

### 4. **\*\*Potency in Every Serving:\*\***

- Emphasizes value, reducing perceived cost barriers.

### 5. **\*\*Beauty from Within:\*\***

- Connects emotionally, promoting self-confidence.

### 6. **\*\*Comprehensive Health Benefits:\*\***

- Broadens appeal to those seeking more than just beauty solutions.

## 11. COMPETITIVE LANDSCAPE

Competitors:\*\*

1. Vital Proteins
2. Orgain

### 3. Garden of Life

Comparison:\*\*

Fuel Nutrition offers a higher potency per serving and focuses on holistic beauty and health, unlike competitors that may focus solely on collagen.

Amazon-specific differentiators:\*\*

Potential for subscription models, competitive pricing with bundles, and fast shipping options.

## 12. SEARCH & KEYWORDS STRATEGY

Target Keywords: "Collagen peptides," "beauty supplement," "natural collagen powder," "hair and nails support," "high absorption protein."

## 13. BRAND STORY, VALUES & PURPOSE

Origin Story:\*\* Founded on the belief that true beauty radiates from within, Fuel Nutrition emerged to empower women through scientifically-backed, natural supplements.

Core Values:\*\* Authenticity, empowerment, and wellness.

Purpose:\*\* To nourish and enhance natural beauty, supporting women in their self-care journey.

## 14. DESIGN DIRECTION

Aesthetic Preferences:\*\* Clean and minimal with a touch of elegance.

Visuals & Layout:\*\* Use warm, natural tones with crisp, clear imagery. Ensure the design feels premium yet accessible.

## 15. FINAL NOTES & STRATEGIC CALLOUTS

Packaging Considerations:\*\* Ensure the packaging reflects the premium nature, with clear labeling of benefits.

Customer Education:\*\* Consider educational content on ingredient benefits and usage tips.

Cross-sell or Upsell Potential:\*\* Explore bundles with other wellness products.

Social Proof:\*\* Leverage testimonials and influencer partnerships to build trust.

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