

## PROJECT OVERVIEW

### Project Name

Fuel Nutrition

### Brand Name

Fuel Nutrition

### Website

<https://fuelnu.com/>

### Amazon Listing (if available)

### Instagram Handle (if applicable)

## PRODUCT SNAPSHOT

### What exactly is the product?

Protein Powder

### What does it do and how does it work?

Fuel Nutrition's protein powder is scientifically formulated to provide a balanced intake of essential nutrients. It supports beauty, health, and overall well-being by ensuring easy absorption of vitamins and ingredients.

### What problem does it solve?

It addresses nutritional deficiencies and aids in improving skin, hair, and nail health, supporting a naturally beautiful appearance from the inside out.

### Who is it meant for?

It is meant for individuals looking to improve their beauty and health through natural supplements, particularly targeting women who value holistic wellness.

## CURRENT LISTING CHALLENGES

### What's broken or underwhelming about the current Amazon listing, brand positioning, or creative execution?

The visuals are outdated or off-brand, key benefits aren't clear, and the listing appears generic with a lack of differentiation. It also suffers from low conversion rates and isn't optimized for mobile, lacking a premium/value feel and human context.

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

Conversions are weak due to too much text, poor storytelling, and a lack of lifestyle or human context in the imagery.

## **TARGET CUSTOMER DEEP DIVE**

### **Gender, age range, location, income, profession**

Primarily women, ages 25-45, likely residing in urban areas with a middle to upper-middle-class income, and professions that prioritize health and wellness.

### **Life stage or identity (e.g., new moms, eco-conscious Gen Z, busy professionals)**

Eco-conscious women, beauty enthusiasts, busy professionals, and health-conscious individuals.

### **Pain points, desires, motivations**

Concerns about skin, hair, and nail health, desire for natural and effective beauty solutions, motivated by holistic wellness and self-care.

### **How do they shop on Amazon? What do they care about when scrolling?**

They look for premium, trustworthy brands with clear benefits and visually appealing listings. They care about product efficacy, natural ingredients, and customer reviews.

## **BARRIERS TO PURCHASE**

**List the common doubts, hesitations, or FAQ-style friction points that stop people from buying — even if they like the product.**

Concerns about product effectiveness, doubting natural claims, price sensitivity, and confusion due to information overload from the listing.

## **BRAND VOICE & TONE**

**Describe the tone and copywriting style the brand uses or should use (e.g., bold, sassy, informative, premium, conversational).**

The brand should use a premium and informative tone, with a conversational and supportive style that resonates with the target customer's desire for authenticity and self-care.

**Include any signature words, phrases, or linguistic quirks.**

Phrases like 'shine from the inside out', 'naturally beautiful', and 'holistic wellness' should be emphasized.

## **USPs (UNIQUE SELLING PROPOSITIONS)**

**What makes this product meaningfully different from other options in the category?**

Fuel Nutrition offers a scientifically formulated protein powder with potent ingredients in optimal dosages, ensuring maximum absorption and efficacy.

**Think functional benefits, emotional angles, and cultural relevance.**

Functional benefits include enhanced beauty and wellness, emotionally appealing to those seeking natural beauty enhancements, and culturally relevant for consumers who value clean and effective supplements.

## **5-SECOND WOW FACTOR**

**If a customer saw this listing for 5 seconds, what single visual hook, copy line, or feature would stop them in their tracks?**

Visuals showcasing vibrant, youthful skin and hair, with the copy line 'Beauty that Radiates from Within'.

## **KEY FEATURES (WITH CONTEXT)**

**List 4–6 major features. But go beyond just the bullet points — explain: Why does this matter to the buyer? How does it connect to their lifestyle or values?**

1. Scientifically formulated for optimal absorption - Ensures the buyer gets the most out of their purchase, connecting to their value of effective products. 2. Potent natural ingredients - Aligns with their preference for clean, natural beauty solutions. 3. Supports skin, hair, and nail health - Directly addresses their beauty concerns, promoting confidence. 4. Easy to mix with any beverage - Fits seamlessly into their busy lifestyle, offering convenience. 5. Made in the USA - Appeals to their preference for quality and locally made products.

## **TOP 6 SELLING POINTS (WITH STRATEGIC JUSTIFICATION)**

**For each of the client's selected selling points: State the point. Explain *\*why\** it's strategically powerful for this product and customer.**

1. Scientifically formulated - Builds trust in product efficacy. 2. Potent natural ingredients - Meets demand for clean beauty. 3. Supports overall beauty and wellness - Appeals to holistic health values. 4. Easy absorption - Ensures maximum benefit, reducing waste. 5. Made in the USA - Enhances brand credibility and quality perception. 6. Versatile usage - Fits diverse lifestyle needs, increasing convenience and appeal.

## **COMPETITIVE LANDSCAPE**

### **List 2–3 main competitors**

Vital Proteins, Orgain, Garden of Life

### **Describe how this product compares**

Fuel Nutrition focuses on optimal ingredient dosages and absorption, positioning itself as a more effective and premium choice.

### **Mention any Amazon-specific differentiators (e.g. bundle, shipping time, design)**

Potential for faster shipping options, unique bundle offers, and visually appealing, premium packaging design.

## **SEARCH & KEYWORDS STRATEGY**

**Suggest relevant search terms and niche keywords to target. These should align with user intent, category trends, or long-tail SEO goals.**

natural protein powder, beauty supplements, collagen peptides, skin health powder, holistic wellness supplements

## **BRAND STORY, VALUES & PURPOSE**

**Give a short but meaningful brand origin story or founder story.**

Fuel Nutrition was founded on the belief that true beauty and wellness come from nourishing the body with pure and effective ingredients. The brand was created to empower individuals to feel confident and radiant from the inside out.

**Highlight core values, emotional drivers, or the "bigger why" behind the brand's existence.**

Fuel Nutrition values authenticity, holistic wellness, and the empowerment of natural beauty, driven by the desire to provide products that truly enhance health and confidence without compromise.

## **DESIGN DIRECTION**

**Summarize the client's aesthetic preferences**

The client prefers a premium, clean aesthetic that conveys quality and natural beauty.

**Suggest how the visuals, layout, or color themes should feel (e.g., clean/minimal, bold/graphic, warm/natural)**

Visuals should be clean/minimal with a warm/natural feel, using soft, inviting colors that evoke a sense of wellness and purity.

## FINAL NOTES & STRATEGIC CALLOUTS

**Include any extra insights for the creative team, such as: Packaging or compliance considerations, Customer education needs, Cross-sell or upsell potential, Social proof or influencer angles**

Consider leveraging influencer testimonials and social proof to enhance credibility. Highlight the product's versatility and potential for cross-sell with other wellness products. Ensure compliance with Amazon's listing requirements and optimize for mobile viewing.