

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?

It provides essential nutrients to support beauty, health, and overall well-being, including gut health and digestion.

What problem does it solve?

Enhances beauty from within and supports skin, hair, and nails health.

Who is it meant for?

Individuals seeking nutritional support for beauty and wellness.

CURRENT LISTING CHALLENGES

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

Outdated or off-brand visuals, Low conversions, Key benefits aren't clear, Looks generic / no differentiation, Not optimized for mobile, Too much text, poor storytelling.

Where are they losing conversions or attention?

Lack of clear differentiation and storytelling

TARGET CUSTOMER DEEP DIVE

Gender, age range, location, income, profession

Primarily women, aged 25-45, likely in urban areas, with a middle to high income.

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

Health-conscious women, possibly those invested in beauty and wellness.

Pain points, desires, motivations

Desire for natural beauty enhancement, concern about aging, and overall wellness.

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

They look for reputable brands with clear benefits, authentic reviews, and visually appealing listings.

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 effectiveness, ingredient quality, and value for money.

BRAND VOICE & TONE

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

Informative, premium, and empowering.

Include any signature words, phrases, or linguistic quirks.

Empowerment through beauty, shine from the inside out.

USPs (UNIQUE SELLING PROPOSITIONS)

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

Scientifically formulated with potent ingredients in optimal dosages for maximum absorption and benefits.

Think functional benefits, emotional angles, and cultural relevance.

Supports the no-makeup movement by promoting natural beauty.

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?

Two scoops provide the same potency as sixteen regular collagen capsules.

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 maximum absorption—ensures you get the full benefits of nutrients. 2. Supports skin, hair, and nails—aligns with beauty-conscious lifestyles. 3. All-natural and made in the USA—appeals to those who value clean and local products. 4. Convenient all-in-one blend—fits into busy lifestyles.

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. Potent dosage—ensures visible results, appealing to results-driven consumers. 2. Natural ingredients—aligns with eco-conscious and health-focused buyers. 3. Scientifically backed—builds trust in efficacy. 4. Beauty support—caters to the primary motivation of the target audience. 5. Easy to use—integrates seamlessly into daily routines. 6. Made in the USA—enhances brand credibility and appeals to patriotic sentiments.

COMPETITIVE LANDSCAPE

List 2–3 main competitors

Vital Proteins, Garden of Life.

Describe how this product compares

Fuel Nutrition offers scientifically optimized dosages and a focus on beauty and wellness, compared to generic offerings.

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

Potential for faster shipping and optimized bundles for customer convenience.

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.

Collagen protein powder, beauty supplements, all-natural collagen, skin health supplements, hair and nail vitamins.

BRAND STORY, VALUES & PURPOSE

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

Founded with the belief that true beauty comes from within, Fuel Nutrition was created to empower individuals through scientifically formulated supplements.

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

Core values include empowerment, natural beauty, and health. The brand exists to help individuals feel confident and beautiful from the inside out.

DESIGN DIRECTION

Summarize the client's aesthetic preferences

Clean, modern, and premium feel.

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 focus on natural and premium aesthetics.

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 highlighting customer testimonials and potential influencer collaborations to enhance credibility and reach.