

# Field Report: Positioning Breakthroughs



# FIELD REPORT: POSITIONING BREAKTHROUGHS



I actually think I am having some good breakthroughs on positioning. I had a woman comment on my FB just last week saying “Erin, I need you and your workouts!” So I quickly sent her a message and we started a FB chat. I asked a **TON** of open ended questions to find out what her burning problems are. I transcribed the whole chat. Then another woman who just purchased my product reached out on FB and I grabbed her and did a FB chat with her as well. Funny enough, these women were quite similar.

When it comes to immersing yourself in a particular field, nothing beats 1 on 1 conversation. The insights you gain can be worth 100X what you get out of ordinary research.

In essence, this is what I discovered:

1. [They’re] busy (in this case, they are both moms) and fitting in workout either in the morning or afternoon is near impossible.
2. They put on their workout clothes with every intention of doing it, and before you know it 2 hours passed and the workout never happened.
3. Both used to be in really good shape, did a lot to stay fit... [but] the busyness of life has caused them to let that go.
4. [Both of them] caught a glimpse of a picture of themselves and was like “Woah, what happened to my arms.” Literally **BOTH** women said this.
5. One of them is a single mom and she knows her weight is holding her back from dating.
6. One woman was tired of felt self conscious around her man. To get super specific, she didn’t like being on top during sex because she felt like she was just all out there and super exposed.
7. Both women want an exercise program that is not going to berate them or make them feel worse about themselves. When asked how they want to feel: **Strong. Powerful. Confident. Sexy.**
8. Both women **ALSO** are very aware of the fact that having a little extra weight is holding them back from doing other things in their lives. Like they don’t have enough energy to spend that extra time with their kid or they don’t have the desire to go out and socialize because they are tired and frankly don’t feel great about themselves

Treat these insights as GOLD. If two people feel this way, I bet hundreds more do too.

This is a good start; now dig deeper: Why do you want to be strong? What does feeling powerful mean to you?

Keep asking why until you get to the emotional core.

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9. I also think there is the shame in there that they have let themselves go, which doesn't feel great.
10. Lastly, and this is interesting, **BOTH** women, when asked why they want to workout did not **INITIALLY** say because they want to lose weight. In fact, most women I talk to are almost afraid to admit they want a hot body, because they think it's shallow to want that. And with all the messages in the media, they think they are supposed to just **LOVE YOUR BODY** the way it is. I see that this is **SUCH** a conflict, because when digging a little deeper, yeah, they want to be able to put on a pair of jeans and a t-shirt without feeling like they need full body **SPANX**.

-Erin S.

You'll often find that people have preexisting beliefs around your topic.

Take note of these so that you can incorporate them into your messaging—better yet, teach them how to overcome these beliefs! Do this and they'll be students for life.