

TM: I help tired and stressed moms regain their energy and function at their best.

Target: The people I work with are: Mothers between the ages of 20-40

Problem: Who have problems/fears: are overwhelmed and have little energy

Solution: I help them by: holistic products and strategies

Benefit: So they can? Be patient and do what's important to them.

Problems	Fears	Wants	Dream	Lingo
Tired	losing patience	Physical energy	Being a fun loving parent	Momlife
Irritable	not being able to manage	Sleep well	To achieve inner peace and joy	overwhelmed
Anxious	scared of not coping Fear of not being good enough	emotional energy	Create a loving and happy home	exhaustion
Overwhelmed	Fear of health issues	take care of duties gracefully	Be present for their children	Energy
Stressed		mental clarity & focus		Balance
Active				Self care
Panicy			To leave a positive impact	Reselience
Overworked				Wellness
Impatient				Calm
Emotional stress				Fulfillment
Low physical energy				Busy
Can't think clearly				Responsibilities
Large responsible load				
Tension headaches				

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