

MJ Health Nutrition & Fitness: Brand System

Project: Brand voice guidelines, positioning and customer profiles

Client: MJ Health Nutrition & Fitness, sports nutrition and performance coaching, Sunshine Coast, QLD

Prepared by: Tony Quang

Extracted from the working brand documents produced for this project. Internal commercial detail has been left out.

What they do

A sports nutrition and performance coaching practice helping teen and adult athletes close the gap between how hard they train and how well they fuel that training, in person on the Sunshine Coast and online across Australia.

The business is built on one belief: fuelling correctly is as important as training itself. Every service, guide and content piece exists to replace guesswork with a practical, evidence based plan. All foods included, no restriction, no diet culture framing.

Why the dual founder model matters

An Accredited Sports Dietitian and an Accredited Strength and Conditioning Coach aligned under one roof is rare. Nutrition and training are designed to work together, rather than being two separate plans that happen to coexist. This is the brand's clearest competitive advantage and should be prominent in all positioning copy.

Brand Voice Guidelines

Brand identity

Tagline: Fuel Smarter. Perform Better.

Brand archetype

- Primary: The Guide. Methodical, supportive, knowledgeable. Walks athletes from confusion to clarity.
- Secondary: The Friend. Casual, peer level, "I have been there" energy from founders who competed themselves.

Brand essence, one sentence: MJ Health speaks with the energy and straight talk of a trusted sports teammate who holds a master's degree: direct, motivational, and unapologetically practical.

Signal phrase: "Stop the guesswork."

Voice dimensions

Dimension	Score	Notes
Formal to Casual	8/10 Casual	Founders by nicknames; contractions first; peer to peer register
Serious to Playful	6/10 Playful	Energy and punchy commands, balanced by clinical anchors such as "evidence based"
Technical to Simple	7/10 Simple	"Fuelling correctly" not "macronutrient periodisation"; plain English throughout

Reserved to Bold	7/10 Bold	No hedging; imperative CTAs only; zero passive voice
------------------	-----------	--

Personality by context

Context	Tone	Example
Homepage	Energetic, welcoming	"Work With Maddie" / "Work With Juzzy"
Program pages	Practical, outcome focused	"Clear, realistic nutrition strategies tailored to your sport"
Free guides	Motivational, commanding	"Stop the guesswork. Stop under-fuelling."
About page	Credentialed, approachable	"Holistic, BS-free, evidenced-based, and multi-disciplinary"
CTAs	Urgent, athlete peer	"Book FREE CLARITY Call Now"
Outcomes framing	Bold, specific	"Drop fat without losing power"

Vocabulary

Use these words

Action	Descriptive	Value	Energy
Fuel, fuelling	Evidence based	Performance	Pro, peak
Train and build	Practical, realistic	Confidence, balance	Power, strength
Recover and perform	BS free, clear	Empowerment	Lean, fast
Track and apply	Holistic, safe	Health, mindset	Game day
Transform and achieve	Athlete centred	Development	Pre-season

Never use these words

Category	Examples to avoid
Diet culture language	cheat day, clean eating, detox, guilt free
Clinical jargon	macronutrient periodisation, anthropometric assessment
Corporate formality	valued client, pursuant to, please be advised
Vague wellness phrases	nourish your soul, wellness journey, transform from the inside out
Passive CTAs	"consultations are available", always active: "Book your consult"

Signature phrases

Label	Phrase
Battle cry	"Stop the guesswork. Stop under-fuelling."
Positioning anchor	"Fuelling correctly is just as important as training itself"
Credibility tag	"Evidence-based, BS-free"
Aspiration line	"Track your progress like a pro"
Outcome promise	"Drop fat without losing power"

Voice chart

Our voice is	Our voice is not
Direct	Blunt
Energetic	Overwhelming
Credentialed	Academic
Practical	Prescriptive
Approachable	Unprofessional
Evidence based	Preachy
Athlete focused	Exclusive
Empowering	Pushy

Writing guidelines

Do

- Lead with the athlete's performance outcome, not the service feature
- Use imperative sentences in guides and CTAs: "Stop the guesswork." "Book your call."
- Say "fuelling" not "eating": purposeful, performance oriented language
- Write to two audiences at once, teen athletes and their parents
- Use credentials as context anchors, not headline banners
- Keep paragraphs to two or three sentences, because this audience skims
- Name outcomes specifically: "drop fat without losing power" rather than "improve body composition"
- Use "you" and "your athlete" to keep copy audience centred

Do not

- Use diet culture language
- Write long flowing prose, the audience skims
- Use passive voice: "you'll build strength" not "strength will be built"
- Hide the founders behind the brand: "Work With Maddie" beats "Work With MJ Health"
- Use vague wellness language
- Over explain credentials in marketing copy

- Open with formal greetings, start with the point
- Hedge outcome claims with "may" or "could"

Value propositions

1. Evidence based, not guesswork. Every recommendation is grounded in sports science, not trends or social media advice.
2. Built for athletes, not patients. From teen footballers to adult triathletes: performance nutrition, not general dietary management.
3. Credentials plus lived experience. A Sports Dietitian and an S&C Coach who have competed themselves, not just studied the theory.
4. The whole picture. Nutrition and performance coaching under one roof, so fuelling and training stay aligned.
5. No restriction, no nonsense. An all foods included philosophy that builds a healthy relationship with food alongside performance results.

Ideal Customer Profile

Two buyers, one decision

MJ Health has two primary buyer types, roughly equal in volume. Most content needs to work for both, because most bookings involve both: the parent who pays, and the athlete who shows up.

Persona A: the sports parent

Parent of a teen or young adult athlete aged 14 to 24, typically the mother. Their child trains three to five times a week in a team sport: football, netball, basketball, rugby, swimming or similar. The family takes sport seriously, with rep teams, school competitions, weekend games and occasional interstate travel. The parent manages the schedule, the meals and the worry.

- Age: 38 to 52
- Location: Sunshine Coast or regional Queensland, plus online across Australia
- Household: dual income, where sport is a meaningful but affordable expense
- Discovery: Instagram, school sport groups, referrals from other sports parents or the child's coach or physio

Persona B: the adult athlete

The athlete who shows up and does the work, training seriously around a job and other commitments, and wanting performance gains rather than general health advice.

What this means for content

Every piece has to clear two bars at once: credible enough for the parent who is paying and worrying, and direct enough for the athlete who has to act on it. Content that speaks only to one of them leaves the booking half made.