

Market research and context:

1. Who are we talking to?

- Men and Women
- Those who are frustrated with how they live their lives
- They are aware that their mindset and negative thinking are ruining their lives and making them indulge in all the bad habits
- In general, people who struggle with a bad mindset and view on life and know they need to change their mindset but do not quite know “how”

2. What are their biggest frustrations?

- They fear they won't reach the goals they've set for themselves because of their laziness
- Their mind keeps taking over and influencing their actions, essentially making the bad habits look like they're okay
- Whenever they see someone with the level of success they want, instead of feeling motivated they feel frustration, anger at themselves, and even envy
- Every day is just another cycle of: getting motivated and setting daily goals, losing motivation after some effort, grabbing their phone or any source of cheap dopamine, feeling like shit to even do the rest of the work, going to sleep regretting today's actions.

3. Their dream state

- They would like to wake up one day and be “Free” that's basically what they're chasing, freedom from the mind's dirty tactics
- They're ideal day would be like this:
Wake up, check your daily goals list, not check social media or waste time at all, immediately start working on their daily goals, they don't feel as lazy or as bad as before so they can keep working for more hours, they see distractions everywhere but they choose to stay focused, they're too powerful for their mind to control them anymore, they crush today's goals and go sleep with a smile on their face and only more motivation to do the same again tomorrow.

4. Where are they now?

- They're scrolling on X as usual, wasting time seeing other people debate and share controversial opinions
- They do feel like shit but it's not as intense as when they're alone with their thoughts because they have something to distract themselves with for now
- They see my client's thread which at first glance seems to bring up their problem, relate to it, and offer the solution at the end of the thread.

5. What beliefs do I need to shift to get them to that dream state?

- Since they already know that their mind is the problem I need to focus on bringing it up
- Make it clear that: drowning yourself in pleasure and distractions will not make the negative voices go away
- Also explain that anxiety and all the bad feelings are actually a last-ditch attempt from their mind to push them to change their reality (Starting with their mindset)
- I should share some lessons that are already in the product, not too much but at least show that I know what I'm talking about as this target audience doesn't seem to react that well to our sales attempts

X Thread:

I will cure your anxiety FOREVER!

- It's not about 10-minute meditation sessions
- Not journaling
- And definitely not me telling you to "just work harder"

Implement this, and you'll never waste another day again.

Quick thread  

Does this sound familiar?

You plan some goals for the day:

“Work on my business... Study... Train more...”

But you NEVER get them done.

Then you go to bed, regretting the time you wasted and the actions you didn’t take.

Why is that? ↓

Part of you knows the answer.

It’s the reason behind your anxiety, laziness, and addiction to bad habits.

When was the last time you went a full day without your phone?

“Ummm... I don’t remember.”

Exactly—you’ve never done it.

Now... ↓

What the problem really is:

You can’t control your thoughts.

Whenever a difficult task comes up, you reach for the closest dopamine hit to avoid the discomfort in your mind.

You can't stand being alone with your own thoughts.

So, how do you fix this? ↓

First, know this:

The more you avoid, the worse it gets.

The more you dwell on negative thoughts, the more they'll multiply.

It's a cycle:

The task feels hard, you avoid it, then you feel bad for not doing it, which makes you avoid it again.

I'm here to help you break that cycle once and for all. ↓

“Subconscious Mind Reprogramming”

Your entire approach to life is influenced by the chemistry of your brain.

When you learn to sit with your thoughts, process them one by one, and let go of what doesn't serve you—

That's when real change begins.

But you can't do this alone. ↓

To reprogram your mind, you can't rely on your own thoughts—it simply doesn't work.

Instead, you need someone to guide you through it:

With daily practices and straightforward lessons that actually work.

Not some guru yelling at you for being lazy.

Some of you may have already left, and that's fine. Let's see how they handle their negative self-talk...

Spoiler alert: they won't.

Decide now...

Do you want to keep wasting DAYS and watching someone else achieve your dreams?

Going to sleep every night knowing you let another perfect day slip by?

Or

Do you want to wake up tomorrow and ACTUALLY finish your to-do list?

Free from the chains of self-doubt and negative emotions.

Scrolling away is choosing the first option...

[LINK]