

# [Research for Avatar and Target Market]

## Avatar

- **Name, age and face.** This makes it much easier for you to imagine them as a real, individual person.

Name: Michael

Age: 27

Face: Soft looking

- **Background and mini life history.** You need to understand the general context of their life and previous experience.

Background: Graduated from college and university.

Mini Life History: Quite reserved. He has faced challenges in terms of connecting with women over the years. He is not so experienced when it comes to sexually pleasuring women. He suffers from internal doubts about himself due to self-esteem issues. He has difficulty being present in the moment as he tends to overthink at times.

- **Day-in-the-life.** If you can get a rough idea of what the average day in their life looks like you will be able to relate more easily to them.

He works in a 9-5 office job. Currently, he is single. There is nothing much going on with his dating and sex life. He does experience some internal conflicts within himself from time-to-time.

- **Values.** What do they believe is most important? What do they despise?

He believes that being a masculine man is very important. Also, being a great lover so that he can have more meaningful relationships with women.

He despises feeling like a “loser”.

- **Outside forces.** What outside forces or people does the Avatar feel influences their life?

- Heavy duty social programming (from his parents, school and society)
- Organized religion
- Experiences from past relationships
- Work life
- Media propaganda

## Painful Current State

- What are they afraid of?

- Feeling like a loser with no purpose or direction
- Not being able to find a decent lover/companion
- Their sexual trauma
- Attachment wounds
- Toxic behavioral patterns

- What are they angry about? Who are they angry at?

- The shitty life path someone else laid out for them
- Their relationships which are disappointing
- Lackluster sex life
  
- Angry with themselves
- Angry with the person that made them feel that way
- Angry with the previous path that they choose

- What are their top daily frustrations?

- Change is not possible
- No sense of purpose or direction
- A lack of meaningful relationships in their lives
- Not being able to be in the present moment
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- What are they embarrassed about?

- A lack of satisfying sex life
- Premature ejaculation
- Not being able to be present
- Having no sense of direction

- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?

It makes them feel:

- Clueless
- Hopeless
- Powerless
- Having thoughts such as change is not possible
- Intense anger

Other people would think about them as:

- Someone who lacks purpose and direction
- Someone who is pessimistic
- Someone who is not able to get a female lover/companion
- Someone who lost hope
- Someone who doubts about a change happening in their life
- Someone who is near to giving up

- If they were to describe their problems and frustrations to a friend over dinner, what would they say?

They would describe how toxic their relationship is and how they are not having enough sex or being in a dead bedroom type of relationship. They are on the verge of giving up in their relationship.

## Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?

- Getting into relationships with the opposite gender which leads into healthy, fulfilling and meaningful ones
- Having an enjoyable and consistent sex life
- Being able to feel like a teenager again
- Experiencing deep levels of intimacy
- Getting rid of repetitive thoughts and behaviors that created misery in the past

- The ability to build presence, power, and confidence
- The ability to discover what really turns their lover/companion on
- Healing their sexual trauma completely

- Feeling unshakable

- Who do they want to impress?

- Themselves
- Their lover/companion

- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?

- Irresistible
- Extremely confident
- Sexually confident
- Healed from their existing traumas
- Empowered
- Being present within their masculinity
- Having a clear direction
- Being a great lover
- The ability to lead their lover/companion

- If they were to describe their dreams and desires to a friend over dinner, what would they say?

They would describe getting into relationships which turn out to be harmonious and fulfilling. Their sex life is much more enjoyable and consistent. Their traumas are completely healed. Their repetitive thoughts and behaviors which lead them to misery have faded away. They feel extremely confident and unshakable about themselves. Also, they feel empowered.

## Values and Beliefs

- What do they currently believe is true about themselves and the problems they face?

- They feel that they are an inadequate lover
- They feel that they are a loser with no sense of direction or purpose
- They believe that a change happening to them is not possible
- Their life is miserable

- They suffer from premature ejaculation
- They suffer from sexual anxiety
- They aren't having a fulfilling and enjoyable sex life
- They have a challenging time attracting decent women
- Their relationships tend to be disappointing
- They suffer from traumas
- They suffer from porn addiction
- They experience mental and emotional stress
- They have emotional baggages in them
- They feel weak and anxious about themselves

- Who do they blame for their current problems and frustrations?

- Themselves
- Their family
- An ex lover
- A past friend who is now a foe
- Society

- Have they tried to solve the problem before and failed? Why do they think they failed in the past?

They might have seen a psychiatrist and undergone therapy but it failed to heal their traumas. They might have tried other programs to heal their traumas but it didn't work out for them. They might have tried several programs on how to become a better lover but it didn't help them to become a better lover.

- They didn't fully believe in themselves
- They suffered with many internal doubts in their mind (i.e. Overthinking)
- The psychiatrist didn't make an effort to find the root cause of the individual's problem
- They didn't gain a clear understanding from those programs which they have tried in the past

- How do they evaluate and decide if a solution is going to work or not?

- If it helps them to become aware of their attachment wounds
- If it helps them to begin addressing the toxic behavioral patterns that is blocking them from forming strong connections with others
- When they gain a clear understanding of the Masculine and Feminine polarity
- When they learn how to spark the intimate fire in the bedroom and it transforms them into becoming a great lover
- It helps to resolve their premature ejaculation issue
- It helps them to gain full confidence in themselves
- They becoming a better human overall
- Their self-worth greatly improves overtime

- When they start putting in the work and they start seeing results overtime
- Being able understand the detrimental effects of porn addiction on the mind and body and overcoming their porn addiction overtime

- What figures or brands in the space do they respect and why?

- Mantak Chia
- Osho
- David Gordan White
- David Deida
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- What character traits do they value in themselves and others?

- Looking for a change/truth (Change/Truth Seeker)
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- What character traits do they despise in themselves and others?

- Not being able to manage their anger (Themselves)
- A lack of patience (Themselves)
- Low level of confidence (Themselves)
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**Email #1 (DIC)**

**SL: Embrace Your Inner Hero, [Name]!**

Ever feel like life's playing hard to get?

(Do you ever feel like life's playing hard to get?)

Whatever you seem to get involved in seems like a complex puzzle to solve.

It makes you want to pull every strand of hair out of your head.

You can't seem to figure out what the exact reason is.

(And, you can't seem to figure out what the exact reason is.)

But, fear not...

There's a path that can flip the script and add some serious spice to your world!

(I found a path that can flip the script and add some serious spice to your world!)

You're no loser; you're on a journey to becoming the best version of yourself.

(Heck even the worst loser will transform into a winner after taking this path...)

Imagine yourself being the **master** of your sex life...

Forming meaningful bonds with women...

Embracing every single moment like a **boss**!

It's like a secret adventure that'll awaken the sleeping lion within you.

Tantra might just be the missing piece!

It is the path to heal and upgrade your masculine machine.

Ready to become the best version of yourself and explore the missing piece?

(So, are you ready to become the best version of yourself and explore the missing piece?)

[Click here to embark on your transformation](#)

<Signature>

**P.S. If you decide not to take this path, you'll continue to risk being a "loser". Take action now!**

## **Email #2 (PAS)**

**SL: Feeling Stuck? Unleash Your Inner Tantra Hero NOW!**

Hey [Name],

Ever felt like you're stuck in a maze of doubts, unsure how to elevate your sex life and forge meaningful connections?

(Have you ever felt like you're stuck in a maze of doubts, unsure how to elevate your sex life and forge meaningful connections?)

Each time you try to find a solution but out of nowhere the self-doubts start to creep in.

Like it's a never-ending cycle.

Struggling to be present and fearing that you might be missing out on something epic in your life.

Or, even worse...

Being invisible to women.

It's time to step into your greatness!

Tantra holds the key – it's not just about wild moves but a transformational journey.

It's a century-old key that can upgrade your entire system.

Even a fat loser can become better than you and out beat you when he gets access to this key.

So, if you're tired of feeling stuck and are ready to do what it takes to become a newly transformed man,

[Click here to begin your transformational journey and unleash your inner Tantra Hero](#)

But hey, this window of opportunity won't stay open forever!

Act now! Embrace the tantric path and witness your dating and sex life change before it's too late.

Carpe Diem, [Name] – your time is NOW!

Cheers

**<Signature>**