

supplement called "Qualia Mind"
(https://drive.google.com/file/d/1q8Y1PKpvrA985L3KE5RosykNn6_gv7Uu/view?usp=sharing)

What kind of people are we talking to?

- Men or Women? **both**
- Approximate Age range? **all people at a working job but from what i have seen mostly old people (45+)**
- Occupation? **people with jobs that require them to focus for long periods of time**
- Income level? **nothing specific**
- Geographical location? **nothing specific**

Painful Current State

- What are they afraid of? **not being able to finish their tasks and as a result struggle with anxiety and depression, which may result in them building bad habits like drinking alcohol to relieve the stress**
- What are they angry about? Who are they angry at? **angry at themselves for not being able to focus for long periods of time**
- What are they embarrassed about? **struggling to finish their daily tasks**
- How does dealing with their problems make them feel about themselves? **getting their focus back will help them perform better at their jobs and relieve their stress/anxiety.**
- What do other people in their world think about them as a result of these problems? **that it's probably best for them to give up on their goals**
- If they were to describe their problems and frustrations to a friend over dinner, what would they say? **i have been suffering with memory issues for a little over a year. My memory loss was affecting my work in a big way. I have work for the company for over 20 years and the owner does not want to lose me and works with me to help keep me on track with the memory issues**

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? **greatly improved focus, memory, and overall mental clarity. being more engaged and productive throughout the day, with a noticeable reduction in brain fog.**
- Who do they want to impress? **close family members or colleagues at work**
- How would they feel about themselves if they were living in their dream state? **they would be very proud about themselves as they don't struggle with cognitive issues anymore and can work as much as they want on their goals**

- If they were to describe their dreams and desires to a friend over dinner, what would they say? **my memory has changed for the better. My wife tells me the same thing. Even my self I am have less of a hard time remembering thing.**

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face? **they believe that because of health issues and growing old that their cognitive ability/ memory is getting worse.**
- Who do they blame for their current problems and frustrations? **themselves or their medical conditions they probably believe that this is a normal part of the process of aging**
- Have they tried to solve the problem before and failed? Why do they think they failed in the past? **yes, they have used multiple supplements. some didn't work some don't have the same effect as "qualia mind".**
- How do they evaluate and decide if a solution is going to work or not? **based on how they feel/ perform. are they able to focus for long periods of time? is the brain fog/ memory problems gone?**
- What figures or brands in the space do they respect and why? **Alpha Brain / Awaken Gold has been mentioned a lot, because they have similar effects to "qualia mind"**
- What character traits do they value in themselves and others? **being ambitious, not giving up on your dreams, and working hard.**
- What character traits do they despise in themselves and others? **not being as smart as they used to be**
- What trends in the market are they aware of? What do they think about these trends? **the only solution to their problems is to take supplements, they probably believed it**