

Research Template

{about QUALIA MIND}

Target Market

- What kind of person is going to get the most out of this product?
- ANS. This product is best suited for the people who are working HIGH CREATIVE THINKING JOBS. such as,
 - .Graphic designer
 - .Social media manager
 - .PR
 - .Digital marketing
 - .Businessman
 - .Fashion designers
 - .Artist, etc.
 - Above the age of 19.
- Who are the best current customers, with the highest LTV?
- 
- **Aimee Rebekah Shea**
- **5.0 out of 5 stars**
- **Used this for over 4 years and it is still effective**
- I had a stroke in **2016** and decided to heal myself naturally. I am an energy healer and hypnotherapist. I put together a program that included energy healing, multiple daily physical workouts and Qualia.

I completely healed myself from all of the symptoms that resulted from the stroke and still follow this program to this day. I was skeptical of the nootropics, as they are synthetic ingredients, and I'm not a fan of putting anything synthetic in my body. I sometimes feel I need to take a break and I do that a few months out of the year. **The mental clarity is unmatched and I feel like the left and right sides of my brain and body move back into a flow when I take Qualia.** I will not take them forever, but for right now in my life it has been instrumental in my healing process.



Jesse Pisarczyk

5.0 out of 5 stars

This product works wonders!

I've taken this product on for the past **2 years**. I use it as a mental reboot and longevity tool. *It is felt right away for me, better recall, longer and more calm meditations, and creative drive is through the roof.* The best part for me is that once I take it for about 8 weeks I can stop and I keep the majority of the memory benefits for several months after and I reboot and cycle the product in that way. As an aside for anyone that got this far, another product that I do the same and have taken for many years is TianChi, it works in a different way, more on the well being side of mental clarity but **Qualia Mind is by far the best stack you can buy in this price range hands down.** If you haven't tried it yet, then be prepared when you do that you will end up taking it for at least a few months haha.



Miroslava Letovancova

5.0 out of 5 stars

Is this product a miracle?

I've been looking for something I can stay focused with, during important training for my work. After searching on the internet I found this product.... I was not very interested but just double-checking recommendations/ reviews and many of them were positive so.. I decided to order this "miracle" stuff. And you know what...? Since I started to use it, I can see positive progress on my energy, focus, memory and "surprise" ...I'm not that tired as before! Maybe cause of high amount of caffeine, I'm not sure. I use 3-5 pills, 5 times per week. I can tell you, it was my best decision to buy a pack. I'll buy it again from time to time. The product is definitely better than drinking GINKGO tea.

[ABOVE are some of the customers who are using QUALIA MIND]

- What attributes do they have in common?

ANS. Some of the common attributes are,

THEY CONTINUE TO TAKE THIS PRODUCT FOR LONG PERIODS OF TIME, these customers were having a bad time with their attention and focus, but after buying this they felt great. **Because of this they continue to buy the product as it is making their life better. THEY TRUST THE PRODUCT**, because this product has helped them for years, they have placed this product trustworthy for them and will try out their other line of products.

THE PRODUCT IS TRUE TO ITS ORIGIN, the product is advertised to bring you better clarity of mind, unmatched focus and attention toward your work and it delivers to it. **The customers are very happy to find a product which can keep its word and deliver the results that they need.** Also they are not **addictive** like **drugs**.

Avatar

- **Name : GENJI MORETTI**
- **Age : 23**
- **Background :** as part of a **lower middle class family**, his **mother** immigrated from **japan** to start a new life with his **italian father**, he started his childhood through **humble beginnings**, where his father was a **TAXI driver** and his mother was working in a **Hand Loom Weaving Factory**. Both working very hard to survive. His mother expired at the age of 12.
- He's got a degree in **Fashion Design** from the university of **Politecnico di Milano** based in Milan, Italy.
- Was an intern at **Dirk Bikkembergs fashion brand**. Has **started** making his own **luxury brand label**...



mini life history.



GENJI was a very shy person, going to a government school, his parents taught him to never fight with anyone, always keep your head low, do your homework, get good grades in school. But, our boy was being **bullied**

everyday in school for being an introvert.

- He used to **cry to his mother after school**, and **she would comfort him every time**. She would make him his favorite **pesto pasta** every time, sitting on the floor and watching his favorite cartoon shows such as **spiderman**, **power rangers**, etc. because he had an eye for their eccentric and amazing costumes, as if he will get superpowers if he put on the costumes, to fight his bullies.



- Every halloween he was watching through his window how other kids are enjoying each having a different costume. When asked about buying a Halloween costume his father would always try to neglect his questions, because how could they tell him that we are **barely living life off of their salary**. He had to decline him and he only had to **go out with just a white bed sheet with two holes poking out of it imitating a ghost**.
- But after a year he finally hit a **jackpot**, he found a torn out spiderman costume in a trash can. It was like love at first sight. He was willing to take it home but in the back of his mind he thought he was stealing. After some time his desire gave in and **he took it straight home and tried to fix it right away**. He tried to fix the holes, painting some off-coloring spots, and stitching several torn pieces.
- At first his idea was strong, the modification of the suit was completed but **he does not know how to knit**. Luckily his mother was watching him and came to the rescue. As a knitting and weaving expert at the factory, **She used her skill to fix the costume and he was so excited and happy that he peed a little in**





his pants. But, surprisingly her mother was very amazed that this 10 year old boy fixed a heavily torn out costume into pristine condition with some amazing modifications. That's when she said to herself, “my son is going to become a fashion designer”.

- His father was always coming late from work, he ensured that this family would never live in the streets. That's why the father and son spent less time with themselves. But his mother was always there to help her son, she taught him how to stitch, weave, knit about everything. She told him everything about the fashion industry. He was still

a kid to understand all this. But the boy's imagination is pretty awesome. A mother is always there for her children.

- But, things took an unexpected turn, she was not feeling well, so she went to a doctor and explained to him all the symptoms of her illness. The doctor tells her you don't have much time. She goes to her house, calls her husband and tells him that she has **CANCER**.



She has only 1 month to live. When hearing this shock, disbelief, fear hit him at the same time. They spend their last month together. After seeing his mother and wife for the last time in the hospital everyone is in tears except the son.



- After grieving for her mother, it's his life's mission to become the best fashion designer in the world.

Day-in-the-life.



- First things first, wake up, take a shit, get out of bed, breakfast. After that As a fashion designer, He works from home everyday turning his small garage into his shop, where he practices designing the collection, fitting samples, looking for new ideas, planning, answering emails, etc.
- Focusing everyday on researching about current fashion magazines, newspapers, and other media that reflect current trends and tastes.
- He looks at using unique materials, attends some fashion shows to get inspiration from other designers. shooting content for social media like tik tok and instagram.

Values.

- His father taught him that whatever work you are doing needs to be valuable to others, you must help people, never starting a fight but to end them. Hard work will always pay off.
- His mother taught him that no matter what happens, listen to your heart, never ever give up on your dreams.
- He despises the people who are doing fashion designing or any other work just to make money off of them. It's about giving people value, making them feel important, happy.
- I don't design fashion products for just the money but also to put a smile on their face when purchasing our products.

Outside forces.

What outside forces or people does the Avatar feel influences their life?

ANS. growing up, there was a responsibility on my shoulders to always work hard for the family, if you don't then you will be on the streets begging. When I told my father that I am going to pursue fashion designing he said to me "there is not enough money in the fashion industry, do something else".

But I have something in my heart saying that this is not the end, I am not average, other designers who are living my life are human beings like me.

Current State

- What is painful or frustrating in the current life of my avatar?
- I have started making my products in the last 4 months, and I am accumulating 2-3 clients every single week. It's tough for my own business, I have to keep a steady stream of clients flowing in. but, it's becoming very hard to focus because I am constantly tapping into creativity, and constantly on the move. I am constantly churning out project after project. I know that I need to use social media to advertise our products but I don't know how ?
- What annoys them?
- General struggles for me would be sourcing the fabric and manufacturer with less MOQ. because i am not making that much profit to invest it again into stuff. Secondly, finding the

buyers and reaching them and getting noticed by them is very challenging and when finally making their sales to buyers, I am not able to value ladder going on to keep them buying more products from us.

- What do they fear?
- Same as everyone: To go out of business, my fashion brand is not making money, I am becoming broke. Sometimes I think will I be able to keep this dream going forward or will it perish ?

- What do they lie awake at night worrying about?
- When my mom passed away, me and my dad were not on the best terms with each other, I had to take responsibilities early on from that small age for the family. I made a promise to mom and myself that I will pursue fashion design, make my own brand but my dad thinks that it is a waste of time.
- He Doesn't approve of my idea of going into the fashion industry but wants to get a normal job, make real money. We have fought so many times about this that I am starting to not believe in myself. Am I failing my mom ?

- How do other people perceive them?
- Most People don't exactly know when they are talking about fashion. They think that I knit some clothes together and boom fashion, art. It is so hard to make desirable pieces of clothing to fit the ever growing market. People think that it is child play to make a fashion brand, that you become successful overnight for that is simply not the case.

- All my friends that I used to hang out with don't know me anymore. They have constantly wanted me to have late night parties with them, wasting time on doing drugs, I've had friends around me fail and give up as artists because this is a difficult and unsustainable path over the years.

- What lack of status do they feel?
- What everybody wants 'respect'. As a fashion designer I want people to accept me for who I am and not compare myself to any other person who is more or less successful than me. I think in this world the more money someone makes the more they are respected by the people. While it is true that society has gone like this for generations, I don't want to be that person who is only recognized by their bank account but by their good deeds.

- What words do THEY use to describe their pains and frustrations?
- If you're a stand-alone designer working for yourself, it's tough to run the entire business if you have a limited supply of money. You end up being not recognized.
- Also, all over the world, there is a common concern, where the designers know how to design, but not the other basics of entrepreneurship. This also cuts them slack.
- The above two points are when a designer has his own label. But while working for another Brand/Designer, the creativity gets bound in chains. There are guidelines to follow, expectations of your employer, certain SOP and standards to be met. I feel this hampers the flow of creativity and puts it into a box.
- Self doubt can take over your mind when nothing seems to go

towards your plan, by this alone many businesses have turned to dust because they didn't believe in themselves.

Dream State

- If they could wave a magic wand at their life and fix everything, what would their life look like?
 - To become one of the greats, i want to become the man who revolutionized the entire fashion industry by my designs. The amount of respect that I would get, proving my haters once and for all that I am the best, but most importantly keeping my promise to my mom, making her proud.
 - I want to follow my dream of making the best superhero costumes in the world, working with filmmakers on set designing garments creating illustrations for promotional materials.
 - Money and fame will come, I will be rich, but i don't want to get blinded by it for my passion.
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- What enjoyable new experiences would they have?
 - My father is a taxi driver, he always sees rich people having expensive luxury cars. To give him his dream car, a Ferrari will make his dream come true. The expression on his face that his son has gifted him his dream car will be priceless.
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- How would others perceive them in a positive light?

- I don't want any validation from others but from my father, to tell him that i made it to the top, him telling me that he is proud of me is the only validation i need. Also for some people who believe that it's not possible, I am here to tell you that Dreams can become true, it is possible.
- How would they feel about themselves if they made that change?
- I would literally Feel like a superhero. When i was a kid i was watching cartoons on the tv as everybody, most kids watched it for the animation and fighting but i was watching it for the story, about how they defeat their enemies despite having every disadvantage towards them. They would solve their situation with their mind and superpowers saving the city.
- What words do THEY use to describe their dream outcome?
- Mom, I made it.

Roadblocks

- What is keeping them from living their dream state today?
- You don't become recognizable overnight. This world is very Competitive and savage, you must produce products which the market likes. Here are some things to keep in mind:
- Attention Economy: In today's digital age, attention is a valuable commodity. The attention economy refers to the competition for

people's limited attention spans. With numerous brands, influencers, and content vying for attention, it's important to capture and retain your audience's interest. Engaging storytelling, unique aesthetics, and captivating experiences are essential for cutting through the noise and building a loyal customer base.

- **Various Trends:** Fashion is highly influenced by trends, which are ever-evolving and can shape consumer preferences. Staying abreast of current and emerging trends is important for your brand's relevance. Research fashion forecasting, follow industry publications, attend fashion shows, and explore street style to understand what's popular and forecast future directions. However, it's also important to balance trends with your brand's unique vision and identity to avoid becoming generic or short-lived.
- **Importance of Authenticity:** Authenticity is a key factor in building a successful fashion brand. It involves staying true to your brand's core values, vision, and unique identity. Authenticity resonates with consumers who seek genuine connections and meaningful experiences. It's crucial to develop a strong brand narrative, communicate your brand story effectively, and infuse authenticity into your designs, marketing campaigns, and interactions with customers.

Remember, trends come and go, but an authentic brand with a strong identity can create a lasting impact and build a loyal following. Stay connected to your target audience, listen to their feedback, and adapt while staying true to your brand's values.

By understanding the attention economy, staying informed about trends, and embracing authenticity, you can lay a strong foundation for your fashion brand's success in a dynamic and competitive industry.

- What mistakes are they making that are keeping them from getting what they want in life?
- If you want to go from nowhere to somewhere then you should be prepared to focus more on being prepared to deal with the reality of the situation and if you run into any problems, focus on the solutions. You need to build a foundation for your brand and your foundation has four main things such as a brand concept, your website quality, product quality and social media.
- Your brand is your identity, what do you want it to mean ?, what is the purpose of the brand ?, how does your brand stand out from the rest of the world ?. You need to know these answers for it will shape a memorable brand image and the bond with your customers will grow even stronger.
- In the digital age, your website is often the first point of contact for potential customers. Having a high-quality website that is visually appealing, user-friendly, and optimized for both desktop and mobile devices is necessary.
- Even If you have all the skills of marketing, catching trends, making sales, if the quality of your products does not meet or exceed customer expectations in terms of craftsmanship, materials, and attention to detail. You are fucked !!!
- Social media can help you amplify your brand's reach, drive website traffic, and generate sales. Utilize social media channels strategically to showcase your designs, communicate your brand story, and connect with your audience.

What part of the obstacle does the avatar not understand or know about?

- Customer services are crucial for making a bond with your customers. The bridge between your brand and its customers will lay out the brand's trust throughout the generation. Remember, customer service is not just about resolving issues or answering inquiries—it's about creating a positive and memorable experience for your customers. Prioritize effective communication, empathy, responsiveness, and a customer-centric mindset throughout all touchpoints of your brand. By doing so, you can establish a reputation for outstanding customer service and develop strong, lasting relationships with your customers, ultimately driving the success of your fashion brand. The pressure to meet customer deadlines and requirements can make life difficult for fashion firms. It's possible that fashion designers will have to work 12-hour days for the foreseeable future.
- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?
- You must believe in yourself, yes it's going to be hard, yes some sacrifices should be made, but in the end it will be worth it.

Solution

- What does the avatar need to do to overcome the key roadblock?
- The year is 2023, we live in a world where there are so many fashion designers.
- We all know how to start a fashion brand,

- plan out the brand
- make a logo
- find a manufacturer
- get an e-commerce site
- take some product photos or
- Have somebody do it for you
- reach out to some influencers
- maybe even use some promotional ads on some social networks
- make some sales
- rinse, wash, repeat.

But, the most important thing is **PERSONAL BRANDING**.

Q. What are you ?

Ans. What's your talent ? What is something you can showcase ? are you an artist, a photographer, are you funny, are you motivational, can you make a dress from scratch, or a blazer, can you style others, are you good at setting up parties and events, are you a DJ, what are you ? and what do you do ? Now why do I ask this because whatever you are maybe that's the key to getting noticed. because that is your personal brand and if you were launching your physical brand you could talk about it from the standpoint of you.

Because your personal brand is more powerful than your physical brand. Here are some examples of famous fashion designers,

- **Virgil**, was known for a curating style and design before he met and worked for Kanye for 10 years before he started anything.
- **Jerry Lorenzo**, was known for a club promotion for ROH music of the famous singer Pharrell williams.
- **Fujiwara**, was known for his knowledge of Western pop culture.
- **Verdi**, made flyers for punk concerts religiously before becoming the biggest street wear designer in Japan.

- It means that what you do is far more powerful in attracting followers than selling them something. the point is that all these individuals built personal profiles well before starting labels aka they put in work on themselves
- with personal branding not only are you creating dedicated believers in what you do, you're also learning valuable tactics that you'll be able to apply to your eventual physical brand and if you are a fashion designer let people in on the process show them sketches how something is made, engage with people. you have the power to tell them a story you have to be willing to become sort of an influencer in your own niche but also have a purpose of not simply being an influencer but with the intent of starting a label, plan everything ahead and strike while the iron is piping hot.
- You can use this information and plan your brand, you need to ask yourself what made me choose fashion designing, what was my dream, what was my first costume that i designed, when you have the answer of these questions you are ready to dominate.
- "If they <insert solution>, then they will be able to <insert dream outcome>"
- In this competitive world you will run out of energy, building your brand, making your empire, the hard work and ultimate focus towards creating the best mind bending designs will be your legacy, but you can't do it 24/7 or can you ? This is where our product **QUALIA MIND** will help you...

Product

- How does the product help the avatar implement the Solution?
- **QUALIA MIND** is a no-tropic supplement containing a complex mixture of vitamins, minerals, amino acids, choline donors, and herbal ingredients. Our team of expert neurobiologists and doctors spent 1000s of hours researching, testing, and tinkering the best formula for supporting brain function long-term.
- It provides 28 high-purity, biologically available ingredients that help improve the four areas of the brain such as...
 - 1. Mental Energy
 - 2. Motivation
 - 3. Mental Focus
 - 4. Memory
- By Improving the focus in your work, clarity of your mind, attention towards your goals the only person who can stop you is you.
- How does the product help the reader increase their chances of success?
- The harder you work the luckier you get, this is just a toll to use it on your solution for its sole purpose is to keep you focused, away from distractions in your life.
- How does the product help the reader get the result faster?

- A simple Coffee takes more than 10 minutes to make and drink, you only have to drink water while consuming this pill and you know how much time it takes.
- How does the product help the reader get the result with less effort or sacrifice?

We're so confident that Qualia Mind can help summon inspiration when it's needed most... that we offer a 100% money-back guarantee.

Try it for 100 days. We recommend 5 capsules a day, 5 days a week. Giving yourself 2 days off is important for preventing habituation — so every time you take Qualia Mind, you'll feel an effect that lasts throughout the workday.

If you don't love it for any reason, just let us know and we'll refund every penny of your purchase. (And you'll still get to keep the supplements).

Right now, you can save \$100 on your first order of Qualia Mind. So it's barely a dollar a day to promote better focus, giving you room for creativity.

Click the link below to get started.

Save \$100 Now

- What makes the product fun?
- We have other lines of product waiting for you to try out.

- What does your target market like about related products?
- What does your target market hate about related products?