

1. Who is the target avatar for this business?

- **Young men** (ages 17-28), mostly single, with minimal dating experience.
 - They're in the **self-improvement and dating advice space** but struggling with **real-world results**.
 - Focused on the **US**, but could apply to other Western/Eastern countries.
 - They're mostly highschool- **college students** or **young adults**.
 - Have tried following **self-help gurus** like Hamza Ahmed and **Red-Pill** advice but **lack practical confidence**.
 - They obsess over **female validation**, but struggle with **confidence**, **social anxiety**, and **a fear of rejection**.
 - Most likely are on a dating app, or been on a dating app.
 - Their 1 match on dating app led them to getting ghosted in the end.
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2. Where is the avatar currently, physically, mentally, and emotionally, and what are their short-, mid-, and long-term goals?

Physically:

- Likely average to below-average appearance (some are **skinny-fat**, others are trying to bulk up or lose weight).
- Regular gym-goers or trying to start going, but **feel insecure** about their progress.

Mentally & Emotionally:

- **Frustrated**, stuck in their heads, overthinking every potential social interaction.
- **Low confidence** and battling with **negative self-talk** ("I'm not good enough for her," "What if she rejects me?").
- **Fearful** of social humiliation or **public rejection**.

Goals:

- **Short-term:** Gain confidence in approaching and talking to women; overcome fear of rejection.
 - **Mid-term:** Improve physical appearance (**looksmaxxing**), get a girlfriend, or be able to date multiple women.
 - **Long-term:** Become a **CHAD**—dominate in relationships, be admired by women and respected by other men.
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3. What is the vivid current state of the avatar in terms of pain, desires, beliefs, and trust?

Pain:

- Struggling with **social anxiety**, can't approach women, and **fear rejection**.
- Feelings of **invisibility**—they don't stand out to women, and **men don't respect** them.
- Constant **envy** seeing other guys succeed with women and on social media.

Desires:

- Want to become a **confident man** who **easily attracts women**.
- Want to experience **respect** from peers and **admiration** from women.
- Want to feel like the **main character** in their life, where they **dominate socially and sexually**.

Beliefs:

- Believe they **aren't enough** or need to "level up" their appearance before they can attract women.
- They think dating is **rigged** against them because of their looks, height, or income.
- They **consume a lot of content** on dating and self-improvement but don't see real-world changes.

Trust:

- **Moderate trust** in Marquise due to his experience and social proof (testimonials).
 - Skeptical of yet another "dating coach," because they've tried advice before that didn't work.
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4. What is the vivid dream state of the avatar?

- **Confidence** to approach any woman without hesitation or fear.
 - Women **actively chasing them** instead of the other way around.
 - Be seen as a **CHAD**—muscular, confident, attractive, and socially dominant.
 - Having **high-value women** in their life and being respected by both men and women.
 - Living a life where they are the **center of attention**, attracting admiration for their physical appearance, confidence, and status.
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5. How strong is the avatar's desire for a solution, and how does the perceived cost affect their decision-making?

Desire for a solution:

- **Very strong**—approaching women is a key pain point that holds them back from living their desired life.
- They **crave transformation** but are **stuck in analysis paralysis**—they need a **simple, actionable** method to break free.

Perceived cost:

- They are **price-sensitive**, especially in their age group (17-28), but **willing to invest** if they see **real value** and results.
 - **Low upfront cost offers**, like booking a call or joining a free community, are more appealing than larger immediate investments.
 - They've been burned before by **expensive courses** that didn't deliver, so they are cautious about investing unless trust is built.
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6. How much trust does the avatar have in Marquise and the proposed mechanism as a solution?

- **Moderate trust**—the social proof in Marquise's testimonials helps build trust, but many in the audience have been let down by previous "dating gurus."
 - They believe in the **concept of self-improvement** and see Marquise's **authenticity** as a strength, but need **more proof** that his methods work for **guys like them**.
 - They trust the idea of **brotherhood** and **community** (they want to be part of a tribe), which gives Marquise a unique edge.
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7. What is the avatar's level of awareness?

- **Problem-Aware**: They know they have a problem with women and social confidence.
 - **Solution-Aware**: They've tried other dating and self-improvement methods, so they know they need a **proven system** to improve.
 - **Product-Aware**: Many are aware of the **free course** but still have reservations about **booking a call** or **upgrading to CHAD Mastery**.
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8. What is the market sophistication level?

- **Market Tired of Claims**: The audience has seen countless ads and content promising dating success. They are **skeptical** and don't trust **big claims** unless backed by **authentic results**.

- They've heard the common promises like "get girls with these lines" or "build confidence in 3 easy steps," so the market is **jaded** and needs **real substance**.
 - The audience is looking for **proof of transformation**—real stories, testimonials, and tangible, **practical** advice that works.
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9. Competitors and Customer Personas:

Competitors:

- **Hamza Ahmed:** Strong overlap with his audience, specifically his focus on **looksmaxxing** and **self-improvement** for men.
- **First Man (Ali):** Similar emphasis on **improving appearance** and **building confidence** to attract women.
- **Dating coaches like David De Las Morenas or How to Beast:** Focus on confidence, dating advice, and gym-based improvement.

Customer Personas:

- **The Struggling Student:** College-age guys who are socially anxious and **paralyzed by the fear of rejection**. They've tried no-fap, gym routines, and dating advice but can't close the gap between knowledge and real action.
- **The Lost Professional:** Early career guys who've put effort into **building their career** but have **no dating life** to show for it. They feel behind compared to their peers and are desperate for validation from women.

MARKET AWARENESS- Level 2, Problem Aware

Market sophistication- Level 5

Language research (Comments on random dating advice posts):

No place worse than the friends zone. Never again.

Yeah I've literally had many women tell me they lost interest when they found out I wasn't rich. Seems like money come first and then they want all that other stuff

But the sad reality and truth is women today believe that they are so high of value that they themselves don't bring anything to table most of the times . Making the people that they desire or seek actually not want to pursue them .

Nothing I've tried has ever worked, so I can't fail faster. I don't know what the right thing is to do.

Advice for single men do not involve yourself with westernized women. Simple. Work on yourself, build up your mind body and finances. Build your relationship with God, if you don't believe in God then find something to believe in. If you do that the type of woman you deserve will come your way and the ones you don't need will not fit your standards.

This happened a lot to me when I was single about 2 years ago. I'd meet a girl, chat a bit, suggest getting together sometime and easily get her number. Then I'd text her later that day and write, "Hi. It's so and so. Nice meeting you earlier today," only to get ghosted. WTF?

I got attached sooo easily to the first girl I tried to chat up. It was the first time a girl seemed to like me a lot and I blew it cuz I was too attached and honestly a bit desperate. I pushed her away

Yo man iam suffering this shit when i try to stop soon or later i see my self doing it i did everything i can but iam pussy (No-fap, rare)

Personally I've had more luck casually telling a girl she's so cute I might want to marry her than just asking on a date lol. I just don't get friendzoned anyway. I don't befriend girls. I flirt, and if they aren't receptive then I move on. I'm more of an edater these days though. Looking for a foreign bride. Probably eastern european. More traditional values. Well tbh I'm talking to one right now have been for about a month. Girls there are something else. They're more feminine and naturally submissive, put more effort into their appearance than a lot of girls in America. Ugly girls are really rare there. A lot more wife-worthy that haven't been very promiscuous too. But like the average girl their, their 5, is like an 8 in north America. Overweight ones are very rare. But you'll find some nice curves. Some of the biggest tits on the planet and decent booties too, while being slim everywhere else. Lots of tall girls with nice long legs too. (Need to find high-quality women, can only be achieved by being high-quality themselves, along with charisma)

Beautiful Girl wanted me to sit on the same armchair with her, and i just sat on a different armchair(at the time i thought i didnt smell good or some other excuse) a great example of acting like an npc? (low confidence)

not gonna lie the reasson im scared to even approach them is because im 4'11 🏴‍☠️

I can talk/relate to almost anything she says but the problem is i cant get myself to ask for her number.

Inside skool community:

What's up everyone?

My name is Michael, I'm 21 and I'm from Ireland.

I love to go to the gym and workout. Currently doing a push, pull, legs split which spans 6 days out of the week. Currently leaning down, I wanna get shredded, veins everywhere. My biggest problem with women is my shyness, 'introvertedness', if that's even a word? 😊

I can't approach women to save my life especially if I feel like they're out of my league. At the same time I don't want to settle for a woman who's low quality when I know in my heart that I can do better.

That's it for now. I hope to connect with you guys and we can grow our confidence and mindset together!

Peace!! ✌️

Hey bros.

I'm a 18 years old Hungarian young man who is obsessed with working hard. I'm motivated, disciplined, ambitious and I love winning.

My goals in life are to become the greatest in my bloodline, start a family, be successful in all areas of my life and become someone in life.

My purpose is to help people improve their mental health so if you have any questions or simply want help feel free to reach out to me.

Take care!

1. What are they afraid of?

- **Dying alone a virgin**, never getting a woman to truly want them.
- **Being invisible**, especially to women—they fear no one will ever care.
- **Being judged** every time they walk in public for their looks, height, and status.
- **Being labeled a loser** because they can't attract women or gain social respect.

2. What makes them angry? Who are they angry at?

Current:

- Themselves for not doing anything in the past or working harder with their looks.
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3. What are their biggest daily frustrations?

- **Seeing other men win with women** that they know they could attract if they had the looks or confidence.
- **Feeling small in the gym** or in public when they see men who are more muscular, taller, or more “alpha.”
- **Watching successful couples** and envying the status of high-value men.
- **Social media highlights** showing men living the life they want, while they’re stuck scrolling.

This matches their daily **visual reminders** of where they feel they’re lacking—especially from what they see on social media.

4. What are they ashamed of?

- **Being stuck in the same place** despite trying. They feel ashamed that they’ve worked on self-improvement but don’t have real results to show for it.
 - **Not attracting women** or gaining status even after following advice and watching hours of self-improvement videos.
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5. How do they feel about their problems?

Revise to:

- **Helpless**—they don't see a way out, despite trying. They've watched countless YouTube videos but are still **frozen** when it comes to taking real action.
- **Frustrated**—they feel like they're spinning their wheels, watching other guys get the women and respect they crave, while they stay invisible.

Their problems **feel unsolvable**, and this fuels their irritation. They spend their showers thinking about how other guys are winning, while they stay stuck.

6. What do others around them think of them because of these problems?

- Loser
 - Unattractive but can be improved
 - Unconfident
 - Weird
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7. How would they describe their problems and frustrations to a friend over dinner?

Current:

- "I was talking to this one baddie, but she all of a sudden ghosted me, idk why, she mid anyway"
- "I don't think that guy in the gym is natty"
- "I was gonna ask this girl for her number at the mall, but idk if im too ugly or she probably taken"
- "Weird question, but can you rate me 1-10? Don't ask questions just rate me bro"
- Do you know what no-fap is?

Their **self-talk** shows insecurity and a deep need for validation from others. They also compare themselves to other men and feel inadequate.

8. Desired State of Dreams

a) If they could wave a magic wand and instantly change their life, what would it look like and how would they feel? **Current:**

- Get woman blowing up their phone like crazy in a snap of their finger.
- Super high self-esteem and walk in the room feeling like a badass.
- Make other men and women (that ghosted him) jealous.
- Being respected by anyone he sees and talks to.
- Others taking inspiration from him, strong, confident, good-looking.
- Ability to approach any 10/10 without thinking twice.
- Feel like the absolute main character in a video game.

9. What do they desire most deep down?

- There's one main reason: Gaining attraction for women, deep down.
- Gaining respect from men and family members.
- Killing their old self and becoming a new person.

10. How will I get their attention?

Revise the Hook:

Start with a hook that makes them feel like they're being **saved from the pain of inaction** or something that they're doing wrong

11. How will I increase specific levels?

- Agitate their **self-sabotage** by showing them how they're wasting time consuming content but never taking action.
- Emphasize the power of **brotherhood**—they need a tribe to push them to become their best.

- **Social Proof:** Share stories of men who transformed by taking action—Samuel’s transition from NPC to confident dater, for example.

SL: Stop doing this bro...

PT: It’s a turn-off for women

[name],

Guess how you’ve been sabotaging yourself.

Yeah, maybe you’re thinking texting toxic women, zoning out in front of the screen, or binging on junk food.

But there’s something *far* more dangerous.

Feeding your brain with poisonous negative self-talk.

Remember the day you skipped the gym because you felt “too tired” or “unmotivated”?

That pssy voice inside you said:

"Maybe this ain't for me. Might as well stay a loser and munch on that sweet, sugary bread."

Or the time you saw a hot girl giving you thirsty attraction signals and your mind instantly whispered:

"What if she's out of my league? She probably has a bf taller and stronger than me"

This mental killer drains your brain and eats your confidence away... keeping you from becoming the CHAD you're meant to be.

So next time your brain throws out excuses, **do the opposite.**

See a hot-smoking chick but you're afraid of getting lauged at by everyone? Approach her.

Afraid to approach that dude in the gym who's muscular than you and possibly beat you up? Approach him and introduce yourself.

You'll be surprised how often your brain's been feeding you lies, **keeping you small.**

Yeah, lies. - that little pink jelly controlled you and is the reason your so low confident.

Remember you're a **CHAD**, you're the main character in your life.

Now, obviously, self-control matters. If you see a bear growling at you, don't be stupid and walk toward it, right?

The key is filtering out the BS your mind throws at you without doing reckless sh*t.

But brother, if you've been witnessing other men watching other guys **confidently approach** women while your mind holds you back with **weak excuses**.

It's time to tell that weak, self-doubting voice to "f*ck off" for good like you're the CHAD you're meant to be, approaching steamy women and crushing it every time.

Let's talk about flipping those fears into straight-up confidence.

not only flip the tables and be able to approach women but get them to chase you after.

Anyways, just be a f*cking CHAD.

Your brother,

Marquise