

Target Market

- **What kind of person will get the most out of this product?**
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- An adult around 30-40 years who have issues falling asleep, is stressed and would like to have more peace, energy, and restful sleep
- **Avatar**
- **Name, age, and face.** This makes it much easier for you to imagine them as real people.

Tracey is 33 years old



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

Tracey grew up in a middle family not rich but not poor. She went to college and studied for 4 years to become a vet, then she found the love of her life and now they have 2 kids.

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.

Tracey wakes up every day at 6 to make breakfast for the family drive her children to school and then go to her vet hospital. She gets at home at 2 p.m. feeling all tired and stressed all day after her work. She then doesn't have much energy to play with her and has always sleeping issues when going to bed.

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

Firstly raising her children | Having a good relationship with her husband | And somehow fixing the stress and being able to sleep better/faster.

Current State

- **What annoys them?** She has to go to work every day, not being able to sleep when it's time to sleep, is stressed all day, and not being able to control their emotions.
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- **What do they fear?** Not raising her children the right way, failing a surgery on an animal, bad things happening to them from stress (for example going bald)
- **What do they lie awake at night worrying about?** How will I raise my children better | When will this stress go away | How I'm going to fix this sleeping problem?
- **Dream State**
- **If they could wave a magic wand at their life and fix everything, what would their life look like?** First of all, being rich, not worrying about money, and never going to that stressful job.
- Secondly, fixing all her health problems anxiety, stress, sleeping problems, etc.

What enjoyable new experiences would they have? Better sleep quality no anxiety no stress = More happy/enjoyable life

- How would they feel about themselves if they made that change? Be happier than ever
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Roadblocks

- What is keeping them from living their dream state today? She doesn't have enough money to retire plus she needs extra money for her children's college and she can't really disappear her stress because her work is pretty stressful
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- What mistakes are they making keeping them from getting what they want in life? First of all the job (the job is very stressful because one small mistake can lead to bad things) Second her knowledge to supplement that can help her decrease stress or make her fall asleep easier
- What part of the obstacle does the avatar not understand or know about? Supplements

Solution

- What does the avatar need to do to overcome the key roadblock? Start taking some kind of supplements
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- "If they <insert solution>, then they will be able to <insert dream outcome>"

If they buy a supplement that is going to help her with her problem, then she will have a better life (More hours of sleep less anxiety/stress)

Product

- How does the product help the reader increase their chances of success? It's a Chinese medicine that promotes healthy stress and a better sleep
- How does the product help the reader get the result faster? It's a powder and you put in your water or tea and then just drink it (And it's not a bad taste)
- How does the product help the reader get the result with less effort or sacrifice? She orders it and 1 scoop of the supplement in her choice of liquid

SOCIAL MEDIA POST



We know how stressful your position can be, leading to tossing and turning in your bed at 3 am at night.

In those sleepless nights, you are wondering to yourself how do I make them disappear?

There's a spirit plant that you can add to your cup of water every day making you wake up like a whole new person.

Less stress, the anxiety disappearing, and falling asleep like a baby.

Your body and mind deserve a good night's rest 🌙. Don't put it off any longer, click the link below to start sleeping restfully tonight. 📌

[Link](#)

Feeling stressed? Tossing and turning in your bed at 3 am at night?

Click the link below so you don't ever have to go thru a sleepless night.

We know how stressful your position can be, leading to tossing and turning in your bed at 3 am at night.

. I've been taking reishi in chamomile tea this winter, and I've noticed a subtle improvement in sleep

I've definitely noticed more resistance to winter colds!

I'm overall feeling calmer & more able to regulate my own emotions.

This fantastic shroom has given me so much peace, energy, and restful sleep. Also, my allergies have basically gone!

healthier, happier, more alert, fewer aches and pains and period pain, and very happy to be unhitched from the capitalist productivity-addicted culture of caffeine

The product includes calming and stress-relieving properties. It can help the body naturally manage stress and remain calm, making it perfect for use during meditation or before yoga. Reishi is also known to support a healthy immune system, improve sleep quality, and promote overall wellness.