

Market Research Summary:

- **Niche:**

- Helping people with pornography addiction

- **Awareness Level:**

- What's their awareness level?

- > Problem aware

- How are you gonna take them all the way to level 5?

- > Call out their problem > Crank their pain > Introduce them to the solution > Desire + outcome > Product

- **Sophistication Stage:**

- What's their sophistication stage?

- > Stage 3 market tired of claims

- How are you gonna dominate the market?

- > Lead with my unique mechanism

Customer Research Summary:

- **Avatar:**

- Muslim Men between [20-50] years old

- Geographical location: UK, USA, Canada, Europe (most previous

customers are from the UK)

● Painful Current State:

- What is the problem he's facing?

> He is addicted to watching porn excessively.

> He has been doing it every day, multiple times, for years.

> He feels like it's a drug and he can't control his desire or resist his urges

> This has made him miserable, broken, weak, isolated, anxious, and depressed

- How is this problem affecting his daily life?

● Religion issues:

- **Hadi is a Muslim and this addiction is haram** obviously and keeping him away from worshipping God

● Health issues:

- **High risks of having erectile dysfunction** and never being able to be with a woman in real life.

- **Cheap dopamine messed up his dopamine system** which makes him feel lazy, unmotivated, with low energy, and bad mood all the time.
- It's causing him "anhedonia", meaning someone who is **incapable of feeling any pleasure at ALL**. He goes through his daily life numb as if he were a robot, it makes him dead inside, and eventually, the person gets suicidal...

- **Relationship issues:**

- He is unable to socialize, have a conversation, or even make eye contact. **He has extremely low confidence and low self-esteem.**
- **He is always isolated and lonely.** His only companions are the P-stars who don't even know he exists.
- Dehumanizing women and looking at them as objects, **he physically can't listen to a woman when she's talking.**
- He wants to get married but he can't even have a conversation with a woman.

Financial issues:

- **He gets paid well in his job but he wastes his money on paid porn, 'premium' shit, and Onlyfans girls** instead of spending it on useful stuff or investing it.
- **He wastes a lot of time and energy**, hours go by as he's watching people getting intimate instead of improving his life financially.

● Dream State:

- **He breaks free from that habit and stays clean for good**, stops desiring that disgusting shit, and never be defeated by lust again.
- **He becomes a better Muslim**, stops sinning, prays on time, and gets closer to god.
- **He gains more self-confidence**, socializes with more people, and makes more friends.
- He becomes able to attract the love of his life, and finally gets married, then has a good relationship with his wife, has normal healthy reproduction, has children, and a loving family.
- He becomes more productive and **improves the financial aspect of his life**.
- He works out to lose weight and get a better, healthier, and **more attractive shape**.
- He feels more satisfied with his life, more energetic and go back to **finding pleasure in normal things**.
- He would feel more purposeful, fulfilled, empowered, and renewed as he gets closer to Allah SWT

- More self-esteem, self-control, self-respect, and becomes proud of himself.
- **He feels like a normal human** and becomes a better version of himself.

● Beliefs:

- He tried to quit multiple times but then he ends up relapsing and makes another promise to quit tomorrow. Now he has been stuck in this cycle for a decade.
 - He believes he's too deep in and it's impossible to overcome this addiction.
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Funnel Plan:

[Funnel structure diagram](#)

- **Traffic Sources:**

Instagram: 37.3K followers

Email List: 1,641 subscribers

WhatsApp Community: 691 members