

PAS | AVATAR IS BELOW THE COPY

Objective:

Pain to grab attention – amplify to keep the reader reading – use unity to explain that “I was once in your shoes” – show that the unique mechanism of the problem: is that the mainstream media condition them – then show the unique mechanism of the solution with a brand new roadmap to earn the click

Subject line: Why do you feel empty having “everything”

Hey [name],

Perhaps you grew up in a poor family and were able to achieve:

Having a master's degree, a job you want, a great girlfriend, a big house with a big yard, a nice car, loving pets, and you can stay in great shape...

To sum it up, you have “everything,” but you still feel empty, as if you are a “soulless zombie.”

You *can't* get rid of this trap feeling in your life, and sometimes you ask yourself late at night:

“When will I feel like myself?” and “What if I don't feel like myself again?”

You've even visited doctors and therapists, but they only put you on antidepressants.

And you've spent almost a decade meditating but can't seem to make ANY progress on “being present.”

Worst of all, even when you try to talk to your friends, they just can't relate because they believe you “have it all.”

...I was in the same boat as you, where my emotions like joy, playfulness, creativity, grief, anger, and shame were overlooked and hidden away in the shadows.

And I had the constant belief that “I'll be happy when I hit the next milestone.”

But I can tell you this: it is not your fault.

Social media has conditioned us to meet the standards of accomplishments in masculinity through the context of “having more”

Plus, our brain has spent more than a decade building patterns and habits that cause you to *react* on “auto-pilot.”

But I can assure you that “the fix” doesn’t have to take 5 more pointless years of self-discovery!

You can be present once and for all without your “inner-critic filtering” and can be rewired in just 6 weeks (with only 60 minutes each week).

All you need to do is [discover the *actionable* step-by-step masculine core roadmap that focuses on FOUR archetypes of mature masculinity](#).

And by the end of these 6 weeks, you will be able to stop negative reactivity and repeating unhealthy patterns...

But most importantly, you can explore and pour out any emotion with a smile and the warmth in your heart - as you experience being *proud* of being the leader in your life for the first time.

Are you ready to become a leader of your own life who acts in response and not reactions? If so, then:

⇒ [Tap here to discover the masculine core roadmap to becoming a leader of your own life once and for all](#)

Avatar Creation

Name, age, and face.

35 Male name Samuel

Background | mini life history | values

- Grew up in a poor family
- Got scholarships during college
- Got the job I wanted after graduating
- Grateful for the things he has in his life
- Good partner
- Healthy
- Financially stable
- I have excelled in school and have a master degree. I have traveled literally the whole world. I have had a ton of fun and partied a lot. I have dated a ton of women. I have a stable and great girlfriend for many years. I have a nice house and a nice car. I'm in great shape and live healthy. I have fantastic friends and family.
- Stoic
- driven, goal-oriented, a very 'mind over matter's kind of guy, s

Day-in-the life.

- All my time was spent studying, working, and staying at home watching shows.
- I have a great house, big yard, my dogs and my family is great.
- I have a girl who loves me and who I love. I have pets. I have hobbies. I have friends. I've never gone hungry.
- I work out. I am decently attractive. I am good with people. I don't have any mental or physical illnesses.

CURRENT STATE

What is painful or frustrating in the current life of my avatar?

- **I have everything, but I still feel empty...**
 - I feel like I have a great life and everything I could want, but I still feel sad and like something is missing. Feeling like this makes me feel even worse because I feel like other people must have it way worse than me so I don't deserve to feel this way. I just wish I knew what it was that I'm missing so I don't need to feel like this anymore.
 - I always feel empty and nothing. I hate this feeling and it makes me cry at some nights, whereas other nights I can't cry at all.

- I've become a soulless zombie.
 - I seem to have lost the ability to feel the emotions of life. Nothing makes me excited but on a plus, nothing really worries me, it's like I've lost my zest for life. I have had a hard life in the past and now I feel like now all the pressure of basic human necessity has been removed, I don't know how to enjoy normal life. I just wanted to see if middle age causes this type of emotional plateau or whether I may need some mental help...my biggest worry is that now I'm fully "adult" I'm just a joyless bastard.
- For the past 15 years I've constantly been pushing the boundaries to achieve and experience more. And now I feel like there's nothing that ever makes me excited or feel alive anymore.
- **Everything feels pointless**
 - everything feels pointless.
 - Nothing really makes me excited. Nothing makes me feel alive. The few times I feel excited is when I have sex with my girlfriend, and I am starting to feel that it's slowly becoming a sex addiction as it's the only time I still can feel alive.
 - I used to have big dreams and work toward everything I wanted to achieve and experience. Now it feels like I've already done it all, and everything just feels empty.
 - I have no motivation to do the things I'm interested in, I often had to push myself to do them.
- **I feel lost**
 - I'm not suicidal. Let me get that out in the beginning. Just feel lost and hopeless.
 - I'm more like living in my thoughts, emotions, overthinking which makes me so overwhelmed and emotionally tensed.
- **There is something missing**
 - There IS something missing from your life.
 - I genuinely believe I'm blessed. Yet, I feel empty and sad all the time.
 -
- **Continue to chase what I desire, but I don't feel happy about it**
 - have you ever noticed how once you get one thing, be it a car, or house, or partner, or job etc., then you think "ah now I have this, now I want the next thing" - we continue to chase desires. Now you've realised that the external things which you accumulate are not the source of happiness
 - You will find the answers by going through the darkness and out the other side.
 - I get the desire to "make it" and strive for more.
- **I don't have many memories to look back upon**
 - I don't have many happy memories I can look back upon.
- **Nothing seems to work**
 - I am currently receiving professional help. I've been seeing therapists and psychiatrists off and on for 15 years now. (More on than off) Nothing seems to

help. Nothing sparks happiness in me and I'm not drawn to interacting with others.

- I saw a doctor (who put me on an antidepressant) and a therapist.
- It's so hard for me to talk about it with friends as no one really can relate to it.
- Been meditating for forever and I haven't had any progress.
- my therapist suggesting mindfulness is when if I was 100% normal I wouldn't even need this.
- **I want to find love**
 - I want to live, I want to love. I'm just so afraid I won't find that connection again and I will spend this year alone without a companion.
- **I can feel the anger inside of me but I can't release it**
 - I've just realized an anger inside of me, but an inability to let go of that anger.
- **I am questioning my present moment**
 - keep thinking about "when will I feel like myself" and "What if I don't feel like myself again". "How long will it take to get back to 100%"
 - What does it even mean to "Stay in the present"
 - I'm not anxious about the future or past--I am anxious about the present way I feel

How do others perceive them?

- **People think I have it all, but I feel empty and lost!**
 - People think I have it all, a job, my own place and a loving girlfriend. But I feel so empty and I can't focus on my job which is basically killing my productivity and stopping me from reaching my full potential. I am very confused and I need help.

What status do they feel?

What words do THEY use to describe their pains and frustrations?

DREAM STATE

If they could wave a magic wand at their life and fix everything, what would their life look like?

- **I want to be proud of myself for the first time**
 - I've never been more proud of myself.
 - My routine made me excited for the next day to come.
 - I can constantly push myself despite not enjoying working out, which makes me proud of my willpower.
- **(responsive) Being more present has allowed me to finally change my life for the better**

- Living in the Present Moment means being ready, being prepared to break your patterns, your habits, if and when life makes that necessary.
 - when a Present Moment comes along that tries to shake you, tries to make you react by habit. If your habit does not fit the pattern, and your reaction is the wrong thing, then it can cause you a lot of grief and pain. So instead, since you've been trained by meditation, you respond to that life-shaking Present Moment, you break your pattern and respond by doing the right thing, then you will know what living in the present moment really means.
- Paying more attention to my senses is stimulating and relaxing at the same time.
- my senses feel more in tune with what's going on. I feel like I'm slowly waking up, and I can feel everything touching my skin. The sun, the people on the streets, the sounds of the city, everything becomes more vivid.
 - I've noticed lasting effects
- By doing that, I feel a warmth in the heart and it tells me that I succeeded and immediately, I smile. For example, when I wash my hands, I will pay attention to the smell of the soap, the feeling of my fingers and water, the view, etc. When I walk, I'll focus on my breath, look the surroundings and always be amazed by everything.
- **Emotions has poured out of me, and it feels amazing**
 - MY emotions poured out of me. It was the most amazing thing ever actually to feel again.
 - have been having moments alone where I feel sadness come up that I would usually ignore, and I am instead letting it come out. It feels amazing. Because of this I am starting feel life more.
 - I had very noticeable emotional "bubbling" from keeping my core activated
 - bubbling up
- **I am doing things I have never tried before**
 - Do things you've never tried doing.
 - Buy a piece of land in a place like Costa Rica and live out my days in quiet peace. Perhaps with a sailboat to tinker with.
- **Becoming the best version of myself**
 - Be the best version of yourself.
- **Has found love**
 - she's young, beautiful and is an absolute social butterfly. Everywhere we go she's welcomed with love and she's a bright light to be around
- **Color came back to my world... I am happy again**
 - Color came back into the world. My interest in life returned. I was happy again.
- **Free from all the baggage in my mind**
 - free from all the baggage in your mind.

What enjoyable new experiences would they have?

How would others perceive them in a positive light?

How would they feel about themselves if they made that change?

What words do THEY use to deceive their dream outcome?

ROADBLOCKS

What is keeping them from living their dream state today?

- **You don't have everything YOU need... you have everything someone else thinks a person needs**
 - Well, that basically means you don't have everything you need. More sounds like you have everything someone else thinks a person may need. That sounds like a common image of success, so we take it as a cheat sheet for our life, but in reality it varies for different people and seems like the time has come for you to make some introspection and adjust your personal image.
- **You put value in things which are ultimately "preferred indifferent" from a stoic perspective.**
- **Your brain has spent years building your patterns, your habits, so you've completed your meditation and now you're back on auto-pilot? Not quite, because your meditation has trained you to think differently, and you might not be fully aware of that!**
- **Media has conditioned you to a certain "standard"**
 - Filters and edit ourselves as we are conditioned to meet the standards of masculinity shown in the media and in the culture in which we were raised.
- **Emotions are suppressed and not released**
 - Thus half of who we are is hidden away in the shadow- 'golden' and 'dark' emotions like joy, playfulness, creativity, grief, anger, shame were perhaps unwelcome in childhood and so haven't been seen since, though they operate unconsciously in the background and hold great power over us.

SOLUTION

What does the avatar need to do to overcome the key roadblock?

"If they <insert solution>, then they will be able to <insert dream outcome>."

If you explore the origins of your beliefs and patterns, and be given the tools to move from a conditioned life governed by fear to a creative life driven by choice...

If you come to understand the value of the emotions you may have buried for years to decades, develop daily practices to connect to your true self and learn how to become a leader in your own life and the lives of those you love...

Then you will be able to live a life where you are present and proud of yourself without being conditioned by social medias "ideals":

- Deepen your understanding of your purpose and craft a mission/vision for your life.
- Build consistency with behaviours and actions that support physical, mental, emotional and relational well being.
- Develop emotional awareness and come to understand healthy ways of meeting and expressing your feelings and needs.
- Gain an understanding of your shadow, bringing unconscious emotions, behaviours and beliefs out of the dark and into the light.
- Work with the four archetypes of mature masculinity- King (being), Warrior (doing), Magician (thinking) and Lover (feeling).
- Learn to bring presence and depth to your relationship with self and others.

PRODUCT

(First 4 are Alex Hormozi's Value Ladder)

(Dream outcome) How does the product help the avatar implement the solution?

- Deepen your understanding of your purpose and craft a mission/vision for your life.
- Build consistency with behaviours and actions that support physical, mental, emotional and relational well being.
- Develop emotional awareness and come to understand healthy ways of meeting and expressing your feelings and needs.

- Gain an understanding of your shadow, bringing unconscious emotions, behaviours and beliefs out of the dark and into the light.
- Learn to bring presence and depth to your relationship with self and others.

(Likelihood of success) How does the product help the reader increase their chances of success?

- Actionable steps that relate to thinking, doing, feeling, and being.
- The shadow (unconscious) expressions of masculinity as well as the mature expressions of masculinity.
- provides the framework to come to more intimately understand who you are as a man beyond the labels you have been given.
- You will explore the origins of your beliefs and patterns and be given the tools to move from a conditioned life governed by fear to a creative life driven by choice.

(Time delay) How does the product help the reader get the results faster?

- 10 years of suffering for the answers have been condensed in 6 weeks
- Each week all you need is 60 minutes

(Effort and sacrifice) How does the product help the reader get the result with less effort or sacrifice?

- Pre-made training, worksheets, journaling prompts, series
- Pre-made Masculine Core Workbook
- Two Emotional Integration Breathwork Journeys
- Weekly Embodiment Practices (information to true transformation)

What makes the product fun?

- Has three bonuses