

Market Research Template (& Avatar Research)

For Dr.Trish (Porn Brain Rewire Digital Program)

Avatar

- **Name, age and face.** This makes it much easier for you to imagine them as a real, individual person.

Name: Larry

Age: 29

Face: Round and slightly masculine looking

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

Background: Graduated from college and university.

Mini Life History: Quite introverted. He was first exposed to pornography in his teenage years when he was browsing through the internet. Slowly, he started consuming more pornographic material and as time went on, he developed an addiction to it which caused him to have a distorted view towards sex.

- **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.

He works a 9-5 office job from Monday to Friday (5 days a week). Currently, he is single. He has tried to connect with women before but he had issues such as sexual and performance anxiety which was caused by his porn addiction. It affected his self-esteem and overall confidence which caused him to experience some internal conflicts within himself from time-to-time. He tries to find answers on how to overcome his porn addiction since it's affecting his day-to-day life.

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

He believes that being a masculine man and being a great lover is very important so that he can be fully confident with himself and have meaningful relationships with women where he can connect with them wholeheartedly. He believes that he is not “less of a man” and he is open for a change.

He despises feeling like a “loser” who is addicted to pornography and he wants to overcome the addiction.

- **Outside forces.** What outside forces or people does the Avatar feel influences their life?

- Social programming
- Programming from pornography
- Experiences from past relationships
- Past sexual experiences

Painful Current State

- What are they afraid of?

- Being unable to recover from porn addiction
- Not being able to function normally in society
- Not being able to perform sexually
- Premature ejaculation
- Porn-induced erectile dysfunction

- Sexual anxiety
- Social anxiety
- Depression
- Unable to heal the brain from pornographic consumption
- Not being able to differentiate what is real sex vs “fake sex” due to heavy consumption of pornography which creates a false delusionalism about sex in their mind

- What are they angry about? Who are they angry at?

- Being addicted to pornography
- Not being able to overcome porn addiction
- Unable to satisfy their lovers or significant other sexually
- Relapsing after abstaining from pornographic consumption either for a few days or few weeks
- Angry at themselves
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- What are their top daily frustrations?

- Fighting the urge to watch porn
- Getting easily stimulated by sexual imagery
- Lack of sexual self-control
- Wanting to have a quick dopamine release

- What are they embarrassed about?

- Suffering from sexual anxiety
- Being sexually uncomfortable when they have a new lover or around their significant other
- Feeling low about themselves after relapsing to porn
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- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?

It makes them feel:

- Clueless
- Hopeless
- Mad
- Guilt
- “Feel bad about my existence”
- “Worst person ever on planet earth”

Other people would think about them as:

- Someone who doubts about a change happening in their life

- Someone who is pessimistic
- Someone who lost hope
- Someone who has a hard time engaging with the opposite sex due to porn addiction
- Someone who does not have a realistic perspective towards sex

- If they were to describe their problems and frustrations to a friend over dinner, what would they say?

They would describe how their lives got affected after developing an addiction towards pornography. It affects their way of connecting with the opposite sex. It makes them feel either disgusted or miserable about themselves since they have a hard time unwiring their brain from porn.

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?

- Able to rewire their brain from porn
- Detaching themselves completely from pornographic addiction
- Having a healthier view towards the opposite sex and sex in general
- Eliminate sexual and performance anxiety
- Eliminate social anxiety
- Eliminate depression
- Getting rid of negative thoughts that affect their performance in the bedroom
- Feeling powerful
- Fully recover from Erectile Dysfunction (ED) and have harder erections
- Being able to perform in bed much better
- Able to have sexual self-control
- Re-sensitize their brain for proper arousal
- Better memory and focus

- Who do they want to impress?

- Themselves
- Their lover
- Their significant other

- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?

- Completely free from pornographic addiction
- Extremely confident

- Sexually confident
- Empowered
- Having a clear direction which is not deterred by thoughts of pornography
- Grounded
- Becoming a better person
- More emotionally attuned
- Happier
- Having better relationships with the opposite sex
- Prefers actual sex over watching pornography
- Healthy sensuality
- Better mental state

- If they were to describe their dreams and desires to a friend over dinner, what would they say? They would describe that they are completely free from porn addiction. They are able to overcome the urges of wanting to watch porn. They are a better love and they can perform well in bed. They are able to connect with the opposite sex and have meaningful relationships with them. They feel extremely confident in themselves that they are unshakeable. They are more attuned to their body, mind and emotion.

“Liberated. I find a lot of free time to pursue other activities that can give me a lot of enjoyment, and overall makes me a more productive, happy and well-adjusted member of society.” - From Quora

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face?

- They are unable to recover from pornographic addiction
- They might give in to the urges easily and relapse
- They have a challenging time functioning properly in their day-to-day life
- They might not be a better lover
- They suffer from Erectile Dysfunction (ED)
- They suffer from Premature Ejaculation (PE)
- They have an unrealistic view with towards sex and the opposite sex
- They suffer from the urges to watch porn
- They experience sexual and performance anxiety
- They are not in the right mental state
- Their dopamine receptors are affected due to overstimulation from pornographic consumption

- Who do they blame for their current problems and frustrations?

- Themselves

- The ones who exposed them to pornography (could be their friends)
- The internet

- Have they tried to solve the problem before and failed? Why do they think they failed in the past?

They might have consulted a therapist and undergone therapy but it failed to help them overcome their porn addiction.

They might have tried other porn recovery programs but it did not help them to rewire their brain from pornography.

- They did not fully believe in themselves
- They had many internal doubts in their mind (about if it's possible to give up pornography completely or overcome porn addiction)
- The therapist did not make an effort to find the root cause of the individual's problem
- The programs they tried in the past were ineffective in providing a clear understanding to overcome their problem

- How do they evaluate and decide if a solution is going to work or not?

- If it helps them to overcome their urges to watch pornography
- If it helps them to overcome their urges to masturbate unnecessarily
- If it helps to rewire their brain and them experiencing a better mental state
- If it helps them to solve their sexual problems such as sexual and performance anxiety, ED and PE
- When they are able to gain a clear understanding on how to view the opposite sex and sex in a healthy manner
- When it aids them to develop confidence so that they can attract the opposite sex and have meaningful relationships with them
- It helps them to become a better lover
- If it either limits their number of "relapses" or completely eliminates the urge to relapse
- If it helps them to understand the detrimental effects of porn addiction on their mind and body and overcoming their addiction to pornography overtime

- What figures or brands in the space do they respect and why?

- QuitByHealing (YouTube)
- Stirling Cooper
- Doc Snipes (YouTube)
- Rena Malik, M.D. (YouTube)
- PornReboot (YouTube)

- What character traits do they value in themselves and others?

- Looking for a change
- Having the wilful spirit to overcome their addiction to pornography
- Not easily giving up

- What character traits do they despise in themselves and others?

- Easily giving into urges (Themselves)
- Low level of confidence (Themselves)

Email #1 (DIC)

SL: Free Yourself from the Grip of Porn's Mind Control FOREVER

As you mindlessly scroll through Tiktok, a bright red button appears,

Its thumbnail is too irresistibly tempting to ignore.

Your thumb wrestles with willpower, fighting not to click.

But...

Your curiosity prevails and you've already clicked the button.

BOOM!

You are now exposed to a world full of garbage content that ruins your mental health.

Your dopamine receptors are all fired up...you can't wait to beat your meat.

From one video to another to watch different sexual acts...

Slowly, you get hooked into it as you crave more and more of such sexual content.

As days go by, you get sucked into the addiction,

Which impacts your day-to-day life.

When you want to perform sexually...

With a real woman...

You totally suck...

You try to break free, but the addiction's grip pulls you deeper.

Deep down you're ashamed.

You desperately want to get rid of this disease.

I've coached clients who have been there and I know how frustrating it is to not be able to break free from it. **(Should I keep this line or eliminate it if it's causing flow issues?)**

You're not alone.

It's time to take control and conquer every brain cell that is thinking of porn like a real MAN.

[Change your life NOW](#)

P.S. Are you going to allow porn to dominate your entire life and continue to suffer in silence or are you READY to do what it takes to overpower that addiction and say NO. The choice is yours to make...

Email #2