

Avatar: Dave



Name: Dave

Age: 25

Gender: male

Income: \$25,000 per year

Location: U.S.A

Scared to take “the first leap” and doesn’t know where to start. Dave is angry with the government with the rates of inflation and “the cost-of-living crisis”.

Dave does not have much, if any, money for himself after bills and other mandatory expenditure. He is envious of all the posts he sees online especially with all the posts people put up of a short video clip of a rich lifestyle with small amounts of text trying to get you to buy a course which he is highly sceptical of.

When Dave thinks of his dream life, he sees himself as a highly successful entrepreneur who has built generational wealth. Dave doesn’t have a traditional job to eat up all his time instead he works from his laptop and spends his days in a mansion

with all the women he could ever want after retiring his parents and setting up his family for generations.

Dave is starting to come around to the idea that his situation is his own fault and wants to embark on a “self-help” journey and take control of his “mindset” and focus on his entrepreneurial “goals”. Dave feels really inspired by people like Iman Gadzhi.

Dave likes watching his videos because it’s a dopamine hit and plays into the idea of “self-help” and “being your own boss”

Dave says he lacks “motivation” and blames this lack of motivation for some of his problems and uses it as a scapegoat. Dave wants to outsource his motivation by getting other people/things to motivate him.