

Scientific Focus Pill

- Men or Women?

Both men and women

- Approximate Age range?

40+ most likely since some of the problems they discussed relate to having kids and heavy workload from their jobs

- Occupation?

Nothing specified but potentially those in office jobs as stereotypically they are people who rely on caffeine often. In the reviews there are also masters students involved. Ultimately, it's probably for any stressful, long-hours job workers

- Income level?

They have 150 capsules, and suggest that one should take 25-35 weekly, meaning it would last for 4-6 weeks, costing them \$160 monthly. For a supplement, this is very expensive so it would be for higher earners

- Geographical location?

Likely based in the California area as that is where they conducted their market research, but their article takes you to their e-commerce store which is linked to Amazon, meaning it delivers everywhere

Painful Current State

- What are they afraid of?

They are afraid of not being able to focus

They have concerns with completing the work they have to do on a daily basis due to lack of focus and energy

Concerns about not being able to maintain energy levels throughout the day without relying on caffeine

Regarding the product, they seem to see this as an investment since it's so expensive so they are afraid that the results they get won't be worth the fee they paid

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

They are angry about not having enough energy throughout their workday

Their anger isn't directed at anyone in particular

Regarding the product, some are angry about the price and the quality of the product

- What are their top daily frustrations?

Addressed earlier, they are related to not having enough energy to last their whole shift at work

- What are they embarrassed about?

The common theme relating to this is them not wanting to be embarrassed because they've spent \$160 on a supplement that doesn't work or isn't good enough

- How does dealing with their problems make them feel about themselves?

This makes them feel good about themselves, one person explained how it contributed to his willingness to go to the gym, and his performance at work, which resulted in him receiving promotions

- What do other people in their world think about them as a result of these problems?

Since many people also have similar issues with their energy levels and focus, people will be able to relate to them

Regarding this product however, the price they are paying to deal with these problems will have people looking at them sideways, and will make them feel embarrassed in the case that it doesn't work

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

They would tell them about how they have been struggling with maintaining energy levels and focus throughout the day.

They would then go on to say that they have found this new product, and would most likely explain all the benefits and ingredients of the product to convince their friend of how good it is without mentioning the price, due to them likely not being fully convinced that it is truly good value for money

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?

They would probably not be enrolled in the masters degree or be working the strenuous job they are doing currently

They would wake up every morning in the best of moods, looking forward to tackling the day, with no concerns or any other negative feelings towards the work they are about to do, and wouldn't think about not having any energy to see out the whole day

- Who do they want to impress?

Themselves, their bosses, maybe even their partners/family

- How would they feel about themselves if they were living in their dream state?

They would feel on top of the world, their outlook on life would be very positive

- What do they secretly desire most?

They secretly desire supreme cognitive performance and the ability to overcome any obstacles that come their way

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

They would say that they want to be able to achieve anything they want to put their mind to

Values and Beliefs

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

They believe that their focus, memory and energy levels are holding them back in their work and their personal life

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

Currently, they do not have external contributors to their issues other than the work they are doing, which brings the problems forward, however they do attribute some of the blame to aging or any mental deficiency or disability they have

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

Many have tried to solve the problem in the past with different products and didn't get the desired results. This comes from reasons ranging from them probably not taking the recommended dosage, not living a 'healthy' lifestyle anyways and expecting the supplement to turn their life around, to even seeing results but believing it was a placebo

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

They decide this by looking for reviews of what other people in similar boats to them, are saying about the product, then they will try it themselves, especially if it has a money-back guarantee after a certain period of time, for up to a month and see how they feel, and whether they want to continue with it or not

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

Brands like this one (neurohacker) are heavily appreciated in this space because they do have a track record of delivering results on their products. This coupled with the price tag, which most will assume is there because it is an established, high-quality brand, will place this company's ranking in the industry highly

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

They value honesty, they value the ability to focus and create new ideas, and the ability to get more tasks completed (lack of procrastination)

What kind of people are we talking to?

We are talking to more semi-sophisticated people since most of them are not fully aware of the ingredients or their specific benefits, for example, but since most of them appear to be people who have been looking for and using supplements, especially in this field, for a good amount of time, most people do know the sort of things to look for when making a purchase, and then checking if it works for them pretty soon

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

They despise procrastination, brain fog, laziness and lack of focus

- What trends in the market are they aware of? What do they think about these trends?

They seem to only really be aware of the market trends relating to pricing of this and their competitors, those who enjoy the product but still mention price, routinely suggest that neurohackers reduce their price to make it similar to competitors since it will help draw customers over