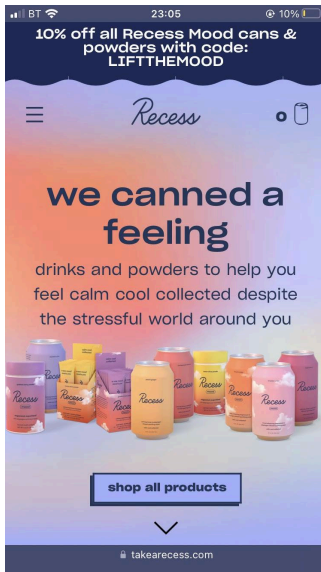


Research Mission

Pick any product being sold in any piece of copy from the swipe file and perform research on their target market and avatar.

Find as much as you can online, fill in the rest with your imagination.

By AI Zamora.



I chose the file “canned_a_feeling” that corresponds to the product line *Recess*, which are “*Drinks and powders to help you feel calm cool collected despite the stressful world around you*”

What kind of people are we talking to?

☒ Men or Women?

Can be used by anyone but is used mostly by women.

☒ Approximate Age range?

Anybody from young adult to old are suitable to use the product, but it is predominantly being used by middle aged people, that is 35 to 65 years old.

☒ Occupation?

Business owners, self employed individuals and retirees

☒ Income level?

Middle to Upper Income levels

☒ Geographical location?

Recess is only sold in United States of America

Painful Current State

☒ What are they afraid of?

- *I was stuck in an anxiety state for almost a year. I couldn't be around a lot of people or just little things would make me jump and make my heart rate go up and it was skipping a lot as well, so much so that I made a cardiologist appointment.¹*
- *It's absolutely horrific. My anxiety was so bad about a year ago it landed me in the hospital.*

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

- *The supplement market is so overwhelming. Everything on the internet is "the best" at doing what it does. I "stack" so many supplements for energy and anxiety but am really trying to cut back. If I could just find a maximum of two things I could take the minimum amount of times per day that would give me energy and stress relief but won't make me fall asleep I'd be happy. Often the quest for stress relief is stressful itself.*
- *The ironic part is that most of this stress (high cortisol) is caused by having to hold onto a job we absolutely hate going to, day in ... day out. The dread of 'omg hope i sleep because i have to wake up and go to my shitty job ' lingers in the brain, and the end result is we have a hard time either falling asleep or staying asleep.*

☒ What are their top daily frustrations?

- *I wake up every day sick with depression and anxiety.*
- *Anxiety is no fun.*
- *I have all the symptoms, even to the point of noticing a huge amount of muscle weakness in my quads and glutes, whereas my legs and lower body had always been strong. It's discouraging.*
- *I felt like it was the end for me for the past few weeks, stress and anxiety is so bad, I don't know why I'm living. I'm breathing, but I'm not living like I was before. I'm Constantly worrying.*

☒ What are they embarrassed about?

- *"It's very hard to control the Mind with the Mind". Really helped me understand why certain habits/activities were failing for me. I was trying to outsmart my own mind.*
- *I felt like my life was out of my control, like I couldn't control my emotions and thoughts*

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

- *I could not fight off viruses for years. It was awful. Too much cortisol!*
- *It's great that you're going natural. Prescription meds can ruin your life and destroy your liver and kidneys.*
- *Medication has always had terrible effects on me and I was never in favor of putting all of these chemicals inside me.*

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

- *It can take time to get through certain traumatic-type experiences.*
- *Sorry to hear that you went through that... Good to hear about things that help.*
- *I've been aware of my sensitivity to stress for decades, but everyone around me acts like*

¹For specificity I'll write [Youtube video comments](#) in dark red, [YouTube videos](#) in light red, [Amazon Reviews](#) in Dark Orange, [Quora Answers](#) in dark blue and the answers I complete, based on the research I made, in black.

this stress is all okay. To break out of the pattern makes us subject to ridicule for being different. Find people that think like you and enjoy life, it's too short to live it being miserable.

- *Your description of all the horrible things that happen from stress actually adds to stress.*
 - *My parents lived through 2 world wars - my father spent the 2nd one in the concentration camp, and they weren't nearly as stressed out as we are.*
- ☒ If they were to describe their problems and frustrations to a friend over dinner, what would they say?
- *I think a lot of people have poor stress tolerance. For me, I can handle a lot of stress normally. But, that situation was too much.*
 - *I lost my husband in 2021 to covid. It was unexpected and extremely traumatic. I had fight or flight and extreme stress. It affected every part of my being. It has taken me a year-and-a-half to get back to 80%. I lost weight, my digestion was terrible, no sleep, night terrors. I have learned a lot and have great advice on how to get past traumatic grief. I have good faith, and know I will see my husband again one day.*
 - *I think I have been in danger mode my whole life because of the environment and messages I grew up with. This has disabled me in so many ways: feeling alien, not good enough no matter how much I do or how hard I try, overworking myself in work and in relationships, being too nice, giving too much, putting up with abuse. My health has massively suffered because of this and I am sure the perimenopause symptoms I have are also due to this. Even though I exercise and eat a lot of healthy foods, my cortisol levels are off the charts and the slightest 'threat' stresses me out. That defense posture you describe is my posture and no amount of exercise has fixed it.*

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?
- *IT WORKS! I've dealt with anxiety for 7 years off and on. I had anxiety for a week and ran into this video. I immediately went off to go buy tea. I could not believe that after 10 min from my empty cup, I felt enormous peace and relaxation all day. I didn't know what to think or if it was in my head. The next day I got another anxiety attack and reached for the tea. OMG! It was the tea that helped me. Again in a few min I was relaxed and well I decided that day to go stock up on that tea.*
 - *This is amazing and truly life-changing for me. Thank you for all your work, it is of highest and greatest value to the whole mankind.*
 - *I took it 4 days ago, along with magnesium glycinate, and I got the first full night's sleep I had had in over 11 months. I almost cried when I woke up and realized that I didn't wake up with my thoughts racing in the middle of the night like I had been for months.*
- ☒ Who do they want to impress?
- *Drink for social entertaining instead of alcohol and makes you want to socialize but also feel relaxed, kind of the feeling you also get from booze but doing it in a healthy manner*
 - *I am 63 and am learning things I wish I had known 30 years ago...thank you! I have sent links to my 30 year old kids...and 60 year old siblings!*

- *Give me something to drink when I'm out with people who are drinking alcohol so I don't feel so left out.*
- ☒ How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
 - *I calculated that approximately 95% of what I worried about never happened. Of the 5% left half wasn't anything like I worried about. And the rest didn't matter. Duh! I've got better things to do.*
 - *I feel like a "body hacker". I know exactly what to do in order to have the desired outcomes I want.*
 - *Happy to know anxiety can be controlled.*
 - *It's not a magical pill but it definitely help*
- ☒ If they were to describe their dreams and desires to a friend over dinner, what would they say?
 - *It's pricey but not bad when you compare it to a few beers or bottles of wine - and way way healthier! 100% recommend if you are looking for a healthier alternative to dealing with anxiety and abstaining from alcohol.*
 - *This drink very noticeably improves my mood. I'm cutting back on the nightly beer (or 2). Having one of these both helps me relax and satisfies the ritual aspect of the nightly drink too.*
 - *Love these drinks. Easily replaced my wine habit with a recess habit*
 - *In the past after a stressful day or any minor inconvenience I would go to wine and then hate myself the next morning. Now I use Recess Mood and it still gives me a type of relaxation buzz after about 1-3 depending on the day but it is a game changer for me! I pour them in my wine glass and drink away, guilt free and no hangover!*
 - *I'm trying not to drink alcohol and drinks like this with adaptogens have helped tremendously. I've tried a few other brands and the flavors of this brand are probably my favorite! I definitely notice a relaxing effect and enjoy one or two after work.*
 - *If you've had a stressful day or even, or want to relax and unwind but choose or need to steer clear of alcohol or other substances, this really does it. I find a slow sipping of this over an hour or so, finishing it maybe 45 minutes before I go to bed, helps me sleep soundly and calmly. I don't have that groggy sleep hangover in the morning with this either. I've found this to be a staple to keep in my fridge!*
 - *I didn't drink one today and could definitely feel the difference. I highly recommend it to anyone wanting to reduce their stress and feel more calm with a tasty treat like these!*

Values and Beliefs

- ☒ What do they currently believe is true about themselves and the problems they face?
 - *When modern Drs have become so corrupt and ignorant of what real health is, we have to be our own Drs and find great guys like this on YouTube for solid information.*
 - *Be careful what you feed your mind. To feel better, reduce negative thoughts and overthinking. Avoid comparing, reduce negative social media and avoid constipation as it affects the mind. Your breathing is closely related to the brain [mind] and gives relief from stress-anxiety.*

- *As a police officer I see more and more people experiencing panic attacks, and chronic anxiety. This topic doesn't get enough attention.*

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

- *Alleviates so much stress from how my parents severely failed me. Honestly they didn't know any better. I'm just thankful there is something, some resource for me, to be educated and manage my damn life!*
- *I've been abused mentally since a child and now as an adult I'm living in abuse again and I get abused at my job and I can't just leave I can't afford it on my wages and I get abused at my job I cry every day I also get abused by customers it's so hard to just live and it's taken toll on my physical health as well and I appreciate this advice and pray it helps me.*
- *Enforced social isolation and never ending lockdowns here in Paris, France are really beginning to take a toll on my mental health. It's quite difficult to keep stress at bay right now.*
- *My social anxiety kicks in hard whenever I have a confrontational situation with someone and I hate it so much.*
- *I had a difficult childhood so I guess that's where it comes from.*
- *When I was 50yrs, I pleaded with various doctors to help me with 30 years of health struggle, brain fog, bloating, and massive anxiety. I suggested that my problems might be related to my hormones... but no, I was put on antidepressants. I became afraid of the so-called medical fraternity. ... 20 years later I have full blown alopecia universalis, primary hyperparathyroidism, insulin resistance with high blood pressure, tachycardia and probably very high DHT levels.*
- *I wanna say that childhood issues can cause stress in adult life, and addressing and healing those help a lot in quality of life. For example if your home was unsafe (emotionally, physically etc due to abuse/neglect) and you were anxious when waking or going to bed as a kid, that could carry into your adulthood and give you stress for no apparent reason.*

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

- *In a video about breathing techniques to reduce stress someone commented, Those claiming this have never had real stress; they just think they are stressed period.*
- *It's not alcohol but as someone who has tried MANY substitutes I can tell you it's decent, especially if you're a white claw or Vizzy fan. It's something to hold and it tastes decently close.*
- *I've been taking magnesium for years now as a way to improve my PMS symptoms and chronic stress. I usually take it in powder form, but cannot always take the powder with me when I'm on the go (plus, I got tired of my powdered drink's taste).*
- *This particular breathing exercise doesn't work for me when I'm really anxious. It feels more like getting waterboarded, making me even more anxious.*

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

- *I decided to try these drinks. I have one in my days of anxiety when I come home from work instead of drinking wine, which makes anxiety worse. These have very calming natural ingredients. I've experimented with it, and I can't believe that these really work.*
- *I am cutting back on alcohol and thought these would be a nice way to still have a drink that feels "special" in the evening and maybe feel a bit relaxed.*
- *There is one thing I can always count on with your videos Dr. Berg, consistent detailed*

advice that saves lives and makes anyone who listens and learns from them healthier.

- *Watching this video and the others made me feel so much better in a matter of minutes. I was still struggling with post COVID symptoms and just listening to your clear knowledge and wisdom, I began to feel so much better.*
- *My wife and I were having difficulty getting to sleep and staying asleep. I suggested to her that we turn off all of our electronics 2, maybe 3 hours before bedtime. Now both of us get to sleep faster and stay asleep until our dogs start crying to go outside in the morning.*

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

- *I've been able to calm my anxiety more and more. You can do breathing exercises, search for Andrew Huberman, he has great info on it.*
- *I love how Dr. Berg ties together a variety of information from disparate sources (nutrition, physiology, internal medicine, chemistry, etc...) and puts it all into a complete picture that is easily understandable AND actionable.*
- *After the healthcare industry showed its true colors in the last couple of years, it's refreshing to find people like Dr. Eric Berg.*
- *Dr. Berg gives more useful information on healing than my current "doctor". He is way more advanced and he explains things in such a way that even a child can comprehend.*
- *Ayurveda's² importance is now being understood by the whole world. Power of intermittent fasting has been followed by Indians for centuries. Glad to hear the doctor talking about Ashwagandha.*

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

- *Love bringing these out to social settings when I am taking breaks from drinking alcohol. The effects are mild and relaxing.*
- *I'm mindful of what I watch, read, musical choices, and practice meditation. Changed my environment, grew more food, and eased away from over stressed people.*
- *I stay away from everything that is open ended. No media coverage of anything. No listening to people's life situations. Basically if I notice my sympathetic nervous system is being activated I walk away from the situation. Usually, that is the only thing the media and people want to do, which is to rile up emotions. Meditation every morning and every night. Weight training every morning at 5 am. Short intervals of intense cardio every day. Most importantly I am in bed sleeping at 9 pm. I maintain a diverse and complete diet. I eat everything and anything that is real food. Tai Chi every day. Read actual hard copy books. I am 38 and recovering from a harsh childhood and embattled 20's. I have so much knowledge on this topic I can write a book on it.*

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

- *For me it becomes so bad that I'm unable to speak because I know my voice is shaking like crazy, my face gets red and even my eyes start tearing up. And that happens even if I'm not even physically scared of the other person. So annoying.*
- *I'm sitting here struggling with PTSD... I wake up every day sick with depression and anxiety.*
- *I'm doing my phd studies, am an immigrant and a single mom. So, when someone says to me that I need to reduce the stress, I just contemplate the impossibility of it... Only when I finish my thesis will this be possible.*

² Considered by many scholars to be the oldest healing science, Ayurveda is a holistic approach to health designed to help people live long, healthy, balanced lives.

- *Sometimes it feels like we have been misled throughout our lives - not only in terms of diet but everything.*
 - *It feels nearly impossible to avoid stress and I've not managed to get a handle on my stress response. Even if I hide out at home, crazy stress inducing circumstances seem to always find me. Last weekend, a neighbor downstairs locked their dog in a bathroom for days and it literally barked, cried, and whined for 24 hours straight. Two days ago, the AC went out, and was 83 inside my place for 24 hours. A couple months ago, I came home at 3am to find a strangers dog inside my home, with a closed front gate and closed door, so a stranger opened my door to let this dog into my home (I was of course majorly frightened thinking there may also be a stranger in my home as well to go along with the dog). A few months ago, a crazy neighbor lit her 30 foot high tree on fire just 25 feet from my door, and was yelling like a crazy person for 2 hours outside prior to lighting the tree on fire, and I had to call 911. I don't even live in "bad" neighborhoods, just nothing fancy. But I literally can't avoid weird super stressful things even when I hide out at home. So exhausting, and I have no clue how to avoid constant stress mode.*
 - *My brain does generate numerous scenarios that wind up making me stressed. All this is based off of one actual incident, and I find it difficult to shut myself off from this line of thinking. It's an imagined fear, because it is not at all in evidence. Very frustrating way to be.*
- ☒ What trends in the market are they aware of? What do they think about these trends?
- *I have been taking magnesium lately and it's really good. It's calming. Lowers the nerves and blood pressure a bit.*
 - *Pretty much any natural herbal adaptogen will do it (ginseng, rhodiola, leuzea (maral root), ashwagandha, lemongrass, eleutherococcus, Manchurian aralia, cordyceps). They do have different effects, but their primary function is to help your body to better adapt to and overcome stress.*
 - *I find that lavender tea, green juice, msm powder, and a lot of other natural foods keep me balanced!*

Avatar



Ashley Watson.

55 Years old.

Widow of John Watson, father of her 27 year old daughter, Mary Jane.

Business owner, Watson Ski Shop and Mountain Gear.

Lyons, Colorado.

Recently widowed, Ashley had been incredibly busy taking over her late husband work at their business, Watson Ski Shop and Mountain Gear, working up to 15 hours a day while feeling overwhelmed and remembering how just 3 months ago she lived a perfectly happy life next to

John, her husband for 33 years until he died suddenly while working out at their home gym, only a month after her daughter, Mary Jane, convinced him to take the COVID vaccine. Ashley didn't take it because of her strong conviction in natural remedies and healthy lifestyle unlike her daughter, a *Women's, Gender and Sexuality Studies* Graduate from the American University in Washington D.C., now living with her life partner Lucia in Nogales, Arizona, near the Mexico border.

This series of events created a very hard to fix breach in her relationship with Mary Jane, redoing, in a way, her own life story where she left an abusive household thanks to the help of her then boyfriend, John.

She now lives alone in what used to be her dream home, a cabin in the woods of Lyons, Colorado.

Day in the Life

After waking up at 5 A.M. Ashley goes straight to drink some freshly made coffee before a quick yoga session, a shower and a green smoothie full of superfood powder, once ready, she usually arrives at 8:30 A.M. to her shop, Watson Ski Shop and Mountain Gear, located in downtown Boulder near the University of Colorado Boulder.

She keeps the routine set by her late husband, making everything she does a constant reminder of John; if it weren't for the adaptogens she is adding to her morning smoothie, just the drive from home to work would be unbearable.

During work hours, the busyness of the shop keeps her mind occupied even at lunch, where she drinks some lemon balm tea she manages to get at the Farmer's Market nearby. It soothes her stress at least until closing time at 6 P.M.

Afterwards, she returns to her Lyons home around 7:30 P.M. where the now empty house resurfaces the feelings of loneliness from a lost husband and a broken relationship with her daughter along with the accumulated stress of running a successful business by herself, making her feel completely overwhelmed and losing control of her life.

She tries to keep her mind out of those dreadful thoughts by opening a bottle of wine, turning on the TV and drinking herself to sleep.

Values

Ashley is very resilient mentally and doesn't believe in quitting neither her duties as a successful business owner, nor her principles as a sovereign individual and critical thinker.

Due to her abusive household past she developed a live and let live philosophy with her daughter's upbringing that backfired when Mary Jane's teenage rebellion became a full fledged school and media indoctrination.

She was living her dream life with her late husband, built a successful business together and lived in a beautiful home in the woods just as she always wanted. She is still very proud of what they did together and hopes to recover the will that drove her forward when John was next to her.

The research she's been doing during the years has taught her the value of organic food, superfoods and natural remedies for a healthy lifestyle as well as building a powerful resistance to mainstream medicine and pharmaceuticals.

Living a healthy lifestyle, a good night sleep as she can get is primordial to Ashley, to her, risking drinking alcohol is still preferable to stress control pharmaceuticals.

Outside Forces

Media and what she calls government propaganda have created a growing gap between Ashley

and Mary Jane that became much worse with John's demise, which she unequivocally blames to the same forces.

Keeping all her lifestyle, from healthy living to being a successful Business Owner living in her dream home all by herself takes a heavy toll regarding her stress and anxiety levels which never felt that high in her life.

All her acquaintances have known her to be a strong resilient woman and some felt inspired by her drive, even though she knows their support is present, she doesn't want to let them down and strives to set an example for them.