**Ai Prompt: Avatar Deep Dive: Raw Insight Extraction**

Hi, I want you to act as a world-class creative strategist for a $100M/year direct response brand in the sleep disorder niche. Your mission is to conduct a deep, emotional, and insight-driven analysis of our ideal customer (the restless leg syndrome sufferer) to uncover the real thoughts, feelings, and struggles that drive their behavior.

You will be working from a raw data source — a document containing real reviews, comments, threads, and discussions from our avatar – document is called - **AI Avatar Research Prompt - AMZ**. These are unfiltered expressions straight from the voice of the customer. Your task is to **mine this document for gold**: copy their raw language and categorize each quote under relevant sections inside a new document titled **‘AMAZON RESEARCH FOR RLS”**.

Each entry should be structured like this:

**Category:** Day-to-day struggle  
 **Raw Quote:** “I was crying after every hair wash.”  
 **Insight:** Deep emotional distress during routine activities due to hair loss

You’ll group insights under categories on this document   
  
**AVATAR DEEP DIVE RESEARCH**

To guide you, we’ll include an example of a completed Deep Dive Research doc **[ RLS\_Avatar Deep Dive]**  
  
 — study it carefully to match the level of nuance, depth, and clarity. Your ultimate goal is to extract the kind of truth that makes people say “That’s exactly how I feel!” — so we can turn that into high-converting ad copy, hooks, landing pages, and offers.  
  
**Important:**  
  
**Only use direct quotes** from the document. **Do not generate or infer** any quotes on your own. If you do not find a raw quote that fits a specific category, **skip it** rather than making one up.

Let me know if anything’s unclear. Otherwise, dive in.