**Market Research | Avatar Research  
HAIR LOSS**

Now is the time to identify the ideal customer profiles (avatars) who experience the problem your product solves or have the desire it fulfills. Begin by exploring their pain points, goals, hopes, etc… Once you've gathered this data, evaluate and prioritize these avatars to determine which group offers the greatest potential for success. This strategic approach ensures you focus your efforts on the audience most likely to connect with and purchase your product.

**Avatar 1: Woman going through Menopause**

* **Age: 40+**
* **Gender: F**
* **How the problem affects her life:**
* **Need to run to bathroom as soon as she feels it.**
* **Awkard with friends if she has an accident**

**Avatar 2 : woman with bad bladder** [**reddit source**](https://www.reddit.com/r/AskWomenOver30/comments/m64xiz/where_are_my_fellow_frequent_urinators_at_what_in/)

**Age:30+**

* **Gender: F**
* **How the problem affects his life:**
* **Can’t drink as much as she wants due to fear of bathroom break.**
* **Problem with travelling**
* **Need to go bathroom too much at work and on commute.**

**Avatar 3 : anxiety** [**reddit source**](https://www.reddit.com/r/AskWomenOver30/comments/m64xiz/where_are_my_fellow_frequent_urinators_at_what_in/) **,** [**source 2**](https://www.reddit.com/r/Anxiety/comments/q1upi8/does_anxiety_make_you_pee_more/)

**Age: 30**

* **Gender: F**
* **How the problem affects his life:**
* **When really anxious, need to go bathroom more frequently**
* **“I get that "nervous pee" a lot”**
* **“It’s debilitating and embarrassing and I feel like I have no control over my life”**
* **“It’s debilitating and embarrassing and I feel like I have no control over my life”**

**Avatar 4 : Anorexia recoverer** [**source**](https://www.reddit.com/r/AnorexiaNervosa/comments/kxbuis/my_weak_bladder_caused_me_to_wet_the_bed_while/)

* **Age: Early 20s**
* **Gender: F**
* **How the problem affects his life:**

**“Anorexia leads to muscle wastage, this includes pelvic muscles which can eventually result in incontinence.”**

**Avatar 5 : Overweight person –** [**Amazon Review**](https://www.amazon.com/AZO-Supplement-Occasional-occasional-exercise%E2%80%A0%E2%80%A0%E2%80%A0/dp/B00KAP0HQW/ref=sr_1_6?crid=6J4BBVIO3SUP&dib=eyJ2IjoiMSJ9.FXii6BJIUnG6nBwTyxiYGemGCiYfYe5yWWomkj2Aij-GYg5EBQEVspQJP-q-G96nfIHwjdiyCV_Rnng_GUKl-wybV1wubUuQqCAZwA2FqQwqWKRBiorGcnTLcFc2GbkhFhjo3T-G-s3by8HUF3aOP3NyiuSje0ISH4HuA2ZZ665s53jE9s8nLojtdv5sAseEH0ITnjdwMr6GAGhmOZrOeN4Z301hhXDbegvIwZzXMS6LrGFiE7m2F0dpR7CcX4JIxQCCmQNuRwtV0iyrWADN6uUOHMPFsp7l0-Tp4ICvhow.n-t-I5RAcofn9jC6nJDbnWNjw6TMhdHIC3E_rCOeTEU&dib_tag=se&keywords=weak%2Bbladder&qid=1747637643&sprefix=weak%2Caps%2C929&sr=8-6&th=1)

* **Age:30+**
* **Gender: M**
* **How the problem affects his life:**

**Avatar 6 : Older woman –** [**Amazon Review**](http://amazon.com/AZO-Management-Supplement-Occasional-Metabolism/dp/B072F8HRM1/ref=sr_1_7?crid=6J4BBVIO3SUP&dib=eyJ2IjoiMSJ9.FXii6BJIUnG6nBwTyxiYGemGCiYfYe5yWWomkj2Aij-GYg5EBQEVspQJP-q-G96nfIHwjdiyCV_Rnng_GUKl-wybV1wubUuQqCAZwA2FqQwqWKRBiorGcnTLcFc2GbkhFhjo3T-G-s3by8HUF3aOP3NyiuSje0ISH4HuA2ZZ665s53jE9s8nLojtdv5sAseEH0ITnjdwMr6GAGhmOZrOeN4Z301hhXDbegvIwZzXMS6LrGFiE7m2F0dpR7CcX4JIxQCCmQNuRwtV0iyrWADN6uUOHMPFsp7l0-Tp4ICvhow.n-t-I5RAcofn9jC6nJDbnWNjw6TMhdHIC3E_rCOeTEU&dib_tag=se&keywords=weak%2Bbladder&qid=1747637643&sprefix=weak%2Caps%2C929&sr=8-7&th=1) **Age: Late 60s**

* **Gender: F**
* **How the problem affects his life:**

**“I was having to wear a towel 7 days a week all day. I was doing pelvic floor exercises, which helped slightly”**

**“** finding it harder and harder to make it to the bathroom without leaking”

“when I wake up in the night, I am no longer RUNNING to make it to the toilet.”

**Avatar 7 : Had 3 children**

**Age:**

* **Gender: female**
* **How the problem affects his life:**

**“**I constantly had to use the restroom throughout the night

**“**

**Avatar 8 : professinal** [**Source**](https://www.tiktok.com/@drkirren/video/7060552728891641094?q=anxiety%20weak%20bladder&t=1747645077735)

**Age: 30+**

* **Gender: female**
* **How the problem affects his life:**

**“**I worry so much about not being able to get to a toilet when I’m out which causes more anxiety

**“**

**PART II: HOW TO USE AI FOR AVATAR RESEARCH**

**Context**  
  
I’m conducting market research to discover high-potential customer avatars for uriny incontinence. The goal is to go beyond broad, generic audiences and focus on specific, scalable groups—large enough to support campaigns generating $1M+/month, while also being targeted enough to craft messaging that cuts through market noise and sophistication.  
  
**Your job:**I need your expertise as a top-tier marketer, skilled in copywriting, direct response, human psychology, and the timeless principles of Eugene Schwartz’s *Breakthrough Advertising*.

You will analyze documents containing insights from various sources, such as:

* Amazon reviews
* Facebook group discussions
* Reddit threads comments
* YouTube comments
* TikTok comments, etc.

Be precise and specific. Avoid broad, generic categories like "busy professionals" or "health enthusiasts." Instead, focus on a highly targeted segment of a larger market with a distinct problem to solve. For example:

* Instead of "busy professionals," target "working moms in their 30s struggling to find quick, healthy lunch options."
* Instead of "health enthusiasts," focus on "women over 40 seeking natural ways to reduce wrinkles without Botox."

By addressing a clear, niche problem, you’ll create messaging that resonates deeply and drives conversions.  
  
  
  
**Structure step by step to follow:**

**Step 1:** I want you to select the sentences that have a direct link to my [URINY INCONTINENCE ]

* Only mention short impactful sentences with wording that every person in my audience can rely to.
* - DO NOT WRITE ANY SENTENCE THAT HAS NOT A DIRECT LINK WITH MY [ URINY INCONTINENCE]

**Step 2:** now is the time to look for different potential target audiences ( avatars)

1. Think of the potential customers: who are they, what are they struggling with, what do they really want.
2. Think of the best potential target audiences.
3. Generate your answer.

Here is the structure to follow:

List all the potential avatars. Remember, they shouldn’t be generic or broad. DO NOT suggest basic avatars. Be creative and identify unique avatars that haven’t been overused, focusing on individuals who have deep, burning pain.

Avoid avatars like “stressed professional,” “female hair loss,” or “beauty enthusiast.” Instead, think of more niche personas like “menopausal women experiencing hair loss” or “married men struggling with hair loss.”

The goal is to identify avatars that allow us to conduct deeper market research to understand them better, so we can target them directly and offer products tailored to advertorials specific for them.

### **Structure for Each Avatar:**

#### **# AVATAR NAME:**

* **Avatar explanation:**(Describe the group of people struggling with [problem] and their goal to achieve [a desired outcome].)
* **Avatar desire:**(Explain the deep, specific desires this avatar has—not general ones but meaningful, deep desires.)
* **Awareness Level:**(Define the avatar’s level of awareness based on *Breakthrough Advertising* levels.)
* **How the problem affects their life:**(List 3 specific pain points caused by the problem. Be detailed, and use their language to describe the issues.)
* **Objections:**(List 3 potential objections this avatar may have when presented with a product to fulfill their desire.)

**Task Instructions**

* Follow the structure below strictly.
* **Do not add any text or explanations before or after the structure.**

**#1 AVATAR NAME: Perimenopausal Paula**

* **Avatar explanation:**  
  Paula is a 50-year-old woman experiencing perimenopause, leading to hormonal fluctuations that cause both anxiety and urinary incontinence. The combination of physical and emotional changes has disrupted her daily routine.
* **Avatar desire:**  
  Paula seeks to manage her symptoms effectively, aiming to maintain her active lifestyle and emotional well-being during this transitional phase.
* **Awareness Level:**  
  *Solution Aware* – Paula is aware of general treatments for menopause and incontinence but is looking for integrated solutions that address both issues simultaneously.
* **How the problem affects their life:**
  1. Experiences unexpected leakage during exercise, leading to embarrassment.
  2. Suffers from mood swings and anxiety, exacerbating urinary symptoms.
  3. Avoids social events due to fear of accidents and emotional instability.
* **Objections:**
  1. Skepticism about the effectiveness of hormone replacement therapies.
  2. Concern about the stigma associated with incontinence products.
  3. Worry about the cost and complexity of managing multiple symptoms.

--------------------------------------------------------

### #2 AVATAR NAME: **Socially Anxious Sam**

* **Avatar explanation:**  
  Sam is a 28-year-old individual with social anxiety disorder, leading to frequent urination and occasional incontinence in public settings. The fear of public embarrassment intensifies his symptoms, making social interactions daunting.
* **Avatar desire:**  
  Sam desires to engage in social activities without the constant worry of urinary accidents, aiming for a normal social life free from anxiety-induced symptoms.
* **Awareness Level:**  
  Problem Aware – Sam understands that his anxiety contributes to his urinary issues but lacks knowledge about coping mechanisms or products that can assist.
* **How the problem affects their life:**
  1. Avoids social gatherings, leading to isolation and loneliness.
  2. Experiences panic attacks when unable to locate a restroom quickly.
  3. Carries extra clothing and pads, which adds to his anxiety and self-consciousness.
* **Objections:**
  1. Fear that seeking help will lead to stigmatization or judgment.
  2. Doubt that over-the-counter products can address anxiety-induced incontinence.
  3. Concerns about the cost and accessibility of effective solutions.

--------------------------------------------------------

**#3 AVATAR NAME: Young & Fearful Emily**

* **Avatar explanation:**  
  25-year-old grad student with nighttime incontinence. Sleeps poorly, fears bedwetting will ruin dates or travel.
* **Avatar desire:**  
  To wake up dry, date without shame, and stop living in fear of a secret accident ruining everything.
* **Awareness Level:**  
  *Problem Aware* — Just started searching after hiding the issue for months. Has no clue what actually works.
* **How the problem affects their life:**
  1. Sleeps poorly due to worry.
  2. Cancels overnight plans and trips.
  3. Avoids dating to hide her secret.
* **Objections:**
  1. “I don’t want to wear diapers.”
  2. “Is it obvious to a partner?”
  3. “Can I afford this as a student?”