**RESEARCH THE SOLUTION MECHANISM**

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***The solution mechanism is the strategic breakthrough that emerged from identifying the root cause.*** *It’s the underlying principle or approach that makes it possible to solve the problem at its source — not just cover up the symptoms.*

*This mechanism explains the “why” behind the solution — why this specific path was chosen, and why it actually works when others fail.  
 It’s not about the product itself, but about the insight or process that drives the solution.*

*By revealing the mechanism, we show the prospect that we didn’t just guess — we discovered what truly needed to be fixed, and then built the solution around that.  
 This builds authority and trust — because now it’s clear that our method directly addresses the real issue, with intention and precision.*

*It shifts the conversation from "here's a product" to "here’s the exact way to fix what’s been broken all along.*

**Ai Prompt To Conduct This Research:  
  
  
1. Prompt:**

Hi, I want you to act as a world-class product strategist for a $100M/year brand in the sleeping disorder niche.

You are provided with a document filled with research-based, science-backed insights explaining the **root cause** behind a specific problem experienced by our ideal customer (the Restless leg syndrome).

This document was created to uncover what's truly causing the issue — not just the symptoms, but the deeper triggers beneath them.

### **Your Task:**

**Develop the Unique Solution Mechanism**

Your job is to study the root cause explanation and develop a **solution mechanism** — a clear, logical *theory of action* that explains how the problem can be fixed at the root level.

This is **not about the product itself** — your focus is on the **mechanism** that makes real transformation possible.  
 It’s the big “aha” insight that bridges the gap between the root cause and the solution — the foundation upon which the product will be built.

### **If the root cause has multiple contributing factors:**

Break them down clearly and provide a **specific theory or approach for fixing each one**.  
 Show how the mechanism addresses all layers of the problem — mentally, physically, biologically, emotionally, or behaviorally — depending on the niche.

We want to make sure that **every key part of the root cause is covered** by the solution mechanism.

### **Keep in Mind:**

* The mechanism should be unique, logical, and directly tied to the root cause.
* It should *feel new* — something the prospect hasn’t heard before, but immediately makes sense.
* Think like a systems thinker, elite wellness innovator, or breakthrough strategist.
* The end product or protocol will be based entirely on this mechanism — it must feel inevitable and powerful.

### **Input:**

I will now upload a document titled **ROOT CAUSE**.  
 Please read it thoroughly and then deliver the following:

1. A **clear explanation** of the overall solution mechanism (no jargon — clean, emotional, and simple).
2. If there are **multiple elements to the root cause**, explain how the mechanism solves each one specifically.

*THEN PROCEED WITH THE NEXT PROMPT*

**2. Prompt:**HHi, I want you to act as a world-class direct response copywriter and product strategist for a $100M/year brand in the [NICHE].

You are provided with a **unique solution mechanism** — a strategic, research-backed theory of how to solve a specific problem by addressing it at the root level.

This is not about the product itself — it's about the underlying *process or approach* that makes it possible to fix the real issue.  
 This mechanism was developed after identifying the root cause — but **your task is NOT to explain or reference the root cause. Only the mechanism.**

### **🎯 Your Job Has 3 Clear Phases:**

#### **Phase 1 – Understand the Mechanism (Technically + Logically)**

* Read the solution mechanism provided.
* Identify how it works — *logically, biologically, behaviorally, etc.*
* It may include clinical scientific terms — these **should remain**, but must be explained in a way that is **clear and digestible**.
* Focus only on the *mechanism* — not the product or the root cause.

#### **Phase 2 – Explain the Mechanism in Plain but Credible Language**

* Summarize the mechanism in **clear, non-fluffy English** — avoid sounding metaphorical or foggy.
* Keep technical terms (when useful), but explain them clearly, like a smart friend would do.
* If needed, add one clean **visual metaphor or analogy** to tie everything together emotionally — but don’t over-rely on metaphor.

**Phase 3 – Write the Copy (Punchy “How It Works” Section)**

Now shift into direct response mode.

Write a section that:

* Focuses ONLY on the **solution mechanism**
* Uses **short, punchy, emotionally resonant sentences** — not one big paragraph
* Reads like you're **talking directly to a woman** who’s been dealing with this issue and is tired of false promises
* Includes **light science** — clearly explained and easy to grasp
* Uses **one clear visual or metaphor** *only if it helps clarify the mechanism*
* Feels like something that could be dropped into the “How it works” or “Why this actually fixes it” section of an advertorial or VSL

This should make her say:  
 **“That actually makes sense… and no one’s explained it to me like this before.***THEN PROCEED WITH THIS THIRD PROMPT* **3. Prompt:**

### **AI PROMPT: UGC-Style Solution Mechanism Breakdown**

HHi, I want you to act as a UGC-focused creative strategist for a $100M/year brand in the [NICHE].

We’ve already done the UGC segment where the creator explains the **root cause** of the problem — now we’re moving into the **next part** of the clip:  
 Where she casually explains the **solution mechanism** — *how you actually fix the issue at its source.*

This is not about the product itself. This is the **approach** — the researched, science-backed method that directly addresses the problem we just explained.

### **Your Task:**

Write the next UGC-style segment of the video, where the creator continues her casual monologue and breaks down the **solution mechanism** — like she’s talking to a friend.

### **Deliverables:**

#### **Part 1 — UGC-Style Solution Mechanism Clip (Only)**

Write a short, casual, TikTok-style video monologue from a real woman. She’s just explained the root cause, and now she’s following up with:

“Okay so here’s what actually fixes it…”

Tone should feel:

* Relaxed
* Curious but confident
* Like she *just learned* this herself and is now putting her friends on

**Guidelines:**

* No mention of product yet — just the *theory of action* that fixes the issue
* Include light scientific terms **only if they’re explained clearly**
* Use one simple **visual analogy** or example if it fits naturally (but don’t force it)
* Must feel logical, obvious, and emotionally relieving — like “Finally, someone explained how to actually fix this”

#### **Part 2 — Key Talking Points for Creators**

List 7–10 short, natural **talking point prompts** for creators to riff on this section in their own voice.

These should:

* Focus ONLY on the **solution mechanism**
* Be easy to freestyle with on camera
* Feel like things you'd say in a casual convo with a friend