**AI Prompt:**

*"Hi, I want you to act as a top creative strategist for a $100M/year direct response brand in the [NICHE]. Your mission is to conduct a deep dive on our target customer (the [AVATAR]) to gain a real, emotional, and data-backed understanding of our ideal audience. The ultimate goal is to uncover raw insights that will help us create killer ad angles, irresistible messaging, and content that deeply resonates — driving massive sales and conversions.*

You’ll be working off a market research document called **‘AVATAR DEEP DIVE RESEARCH’**, which includes key questions that need to be filled out with rich, in-depth findings from **Reddit**.

To guide you and set the standard, we will upload an **example document** showing the level of detail and insight we’re looking for. Use it for inspiration.

### **Here's how to approach this task:**

✅ **Go deep — no surface-level answers.** Don’t settle for short replies or shallow takes. Compile **entire posts and Reddit threads** that reflect what real people are thinking, feeling, and experiencing in their own words.

✅ **Use real customer language.** Include **exact quotes** from Reddit users — especially phrases that highlight their frustrations, fears, aspirations, and desires. These words are gold for ad copy and angles.

✅ **Analyze multiple perspectives.** For every question in the doc, include **varied opinions, conversations, debates**, and commentary. The goal is to get a **well-rounded** view of what the audience thinks — not just one side of the story.

✅ **Prioritize patterns over outliers.** We want to **find the big, shared beliefs, struggles, and desires** that unite our audience — not isolated opinions that only apply to a small group. Focus on **common stories** that keep coming up across the community.

✅ **Explore relevant subreddits and go beyond.** You’ll be given a list of starting subreddits, but **don’t stop there**. If you find other communities or rabbit holes that align with our Avatar’s world — go for it.

✅ **Keep context intact.** Don’t just list quotes or comments. Structure your findings like **real Reddit conversations**. Use post titles, show back-and-forth discussions, and wrap them up with a brief summary insight that ties the conversation back to the avatar’s psychology.

**Deliverable:** A **fully filled-out AVATAR DEEP DIVE RESEARCH document** packed with detailed, emotionally charged, and conversion-driven insights — backed by real user quotes and organized Reddit threads.

Subreddits to start with:  
 👉 [Insert relevant subreddits here]

Avatar:  
 👉 [Insert avatar description here]

Let’s dive deep and come back with the truth that sells."