



**Great work! Now that you understand that marketing at his core is simply about changing the existing beliefs of a customer into the belief that align with them empowering them to purchase our product, I want you to please analyze the following documents about my prospect and write out the few absolutely necessary, beliefs that a prospect must have before purchasing my product. It should be no more than 6 beliefs. I also want you to structure these as "I believe that..." statements. Go ahead.**

Here are the 6 absolutely necessary beliefs—condensed and direct, in "I believe that..." format. These are the non-negotiable buying beliefs your MenoMate prospect must hold before she'll say yes to your offer:

**1. I believe that my menopause symptoms are real and caused by something fixable—not just "aging" or "stress."**

If you lose her here, nothing else matters. She must see herself as someone with a real, addressable problem—not an inevitable decline to be endured.

**2. I believe that all my past supplement failures happened because they missed the real, root cause inside my body—my gut-hormone axis.**

She must be convinced her experience of failure isn't personal, but structural. Something was always missing (the estrobolome science), not that supplements "don't work" for her.

**3. I believe that restoring my gut's ability to recycle estrogen (the estrobolome) is the key to relieving my symptoms and getting my old self back.**

This unique mechanism reframes everything. If she doesn't buy that "the gut is the problem and the answer," no claim, proof, or testimonial will convert her.

**4. I believe that MenoMate specifically targets and fixes this unique root cause, using a proven, science-backed approach I haven't tried before.**

She must believe your product is not "another failed supplement," but the *precise solution* that other products overlooked. Positioning as both new and evidence-based is essential.

**5. I believe that it's possible to feel real, noticeable results (sleep, clarity, mood, body) quickly—without dangerous side effects or financial risk.**

She needs to believe fast, tangible, visible change is possible (not months or placebo), and that she loses nothing by trying it (risk-reversal must feel real).

**6. I believe that when I get myself back, my family and my life will benefit—not just me.**

Identity restoration is the ultimate promise, but so is relational healing. She needs to believe her breakthrough will ripple to those she loves—the fuel for her urgency.

If she does not hold ALL SIX beliefs, your copy and funnel must do the work to instill them. No hype, no power-words, no discount can substitute for deeply, strategically engineered belief transfer. Get these right—or keep watching your conversion rate flatline.



1. [MenoMate-Offer-Brief.md.md](#)

2. [Perplexity\\_ver1\\_MenoMate-Deep-Research.md.md](#)

3. [Perplexity-MenoMate-Avatar-Sheet.md](#)