

Here are the **6 (or fewer) “must-have” beliefs** a prospect needs *before* they’ll confidently start a trial / subscribe to Seneca Chat—written as **“I believe that...”** statements:

1. **“I believe that my overthinking / stress / reactivity is a real problem—and it’s costing me (peace, relationships, performance).”**
2. **“I believe that philosophy (especially Stoicism) is practical—something I can use in real moments, not just read about.”**
3. **“I believe that when emotions spike, I can’t reliably access my ‘wise self’—so I need fast, principle-based clarity in the moment.”**
4. **“I believe that an AI guide grounded in classic philosophers can give me non-generic guidance (frameworks + next steps), not fluffy motivation.”**
5. **“I believe that tiny daily reps (quotes, rituals, reflections) can compound into real resilience—and this is simple enough that I’ll actually stick with it.”**
6. **“I believe that trying and paying for this is low-risk and worth it—because the trial/subscription is transparent and easy to cancel, and this becomes a daily tool (not just content).”**