

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).”