

Persona 5: "The Undiagnosed Sufferer" — Meet Mark, 48

Segment: The Undiagnosed Sufferer **Demographics:** 48-year-old male, overweight, works in sales, married with two teenage kids. Household income: \$120,000.

Full Profile (D2)

His Story: Mark is perpetually exhausted. He thinks he gets 7–8 hours of sleep a night, but he wakes up feeling like he's been "hit by a bus." He struggles with brain fog, has low energy, and has started dozing off in afternoon meetings. His wife has been complaining about his increasingly loud snoring for years and has started sleeping in the guest room. Mark has been to his primary care doctor, who told him to "lose some weight" and that "everyone gets tired at our age." He feels lazy, unmotivated, and worries he's losing his edge at work. He's started to believe this is just what getting older feels like. Late at night, he might Google his symptoms — "always tired," "loud snoring," "brain fog" — and see scary terms like "sleep apnea," but the idea of a clinical sleep study and a CPAP machine feels overwhelming and like something for "old, sick people." He's much more likely to try a new supplement first.

A Day in His Life:

- 6:30 AM: Alarm goes off. Wakes with a dry mouth and dull headache, feeling just as tired as when he went to bed.
- 10:00 AM: Already on his third cup of coffee trying to clear brain fog before a client call. Faking his usual energy.
- 2:30 PM: Nearly nods off during a team presentation. His boss gives him a look. Deep shame and fear.
- 5:30 PM: Gets home from work and collapses on the couch — too tired to engage with his family or help with dinner.
- 9:00 PM: His wife says she's going to sleep in the spare room again. A familiar pang of guilt and resignation.
- 10:30 PM: Falls asleep in his armchair with the TV still on.

His Language (Verbatim from Reddit/forums):

"For around 10–15 years, it felt like I was living like a zombie with fatigue and brain fog." "I went to my public healthcare primary care doctor for help. But he dismissed my concerns, claiming 'only fat and old people have Sleep Apnea.'" "I beat myself up thinking I was merely lazy and started to really hate myself for it." "It's scary because you feel like you're suffering from various issues, but when you get diagnosed and treated for sleep apnea, you realize it was the one disease responsible for presenting so many different symptoms."

Goals & Motivations:

- To have the energy he had in his 30s.
- To get rid of the constant brain fog and feel sharp again.
- To understand why he is so tired all the time.
- To stop feeling like he is lazy and failing his family and his job.

Frustrations & Pains:

- Doctors who dismiss his symptoms as just aging or weight.
- The feeling that his body is failing him and he doesn't know why.

- The impact his fatigue and snoring are having on his marriage.
- The shame and self-blame associated with his low energy and motivation.

Watering Holes:

- Online: General health sites like WebMD or Mayo Clinic (searching symptoms), YouTube.
- Media: Joe Rogan, sports talk radio on his commute.
- Products: Supplements and gadgets advertised on podcasts that promise a quick fix for snoring or energy.

What He Wants from a Solution:

- **A Plausible Explanation:** Content that connects his constellation of symptoms (snoring, fatigue, brain fog, weight gain) into a single narrative.
 - **A Clear, Low-Friction Path:** A simple, non-clinical first step. A quiz or checklist is far more appealing than a doctor referral.
 - **Hope & Transformation Stories:** Stories from other men like him who thought they were "just getting old" but got their life back.
 - **Discreetness:** Sensitive about the stigma of medical devices.
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Empathy Map (D3)

SAYS	"I'm tired all the time." / "My wife says I snore like a chainsaw." / "I just don't have the energy I used to." / "The doctor just told me to lose weight." / "Maybe this is just what getting old feels like."
THINKS	<i>Am I just lazy? / I feel like I'm failing at work and at home. / My wife is so frustrated with me. / This brain fog is killing my career. / A sleep study seems like such a hassle. Is it really that bad?</i>
DOES	Falls asleep on the couch every night. Drinks a lot of coffee to get through the day. Avoids going to the doctor about his fatigue. Secretly Googles his symptoms late at night. Buys supplements or gadgets he hears about on podcasts.
FEELS	Fatigued: A deep, unrelenting exhaustion that sleep doesn't fix. Ashamed: Of his snoring, weight, and lack of motivation. Dismissed: By doctors who don't investigate thoroughly. Worried: About his health and job performance. Resigned: Starting to accept this low-energy state as his new normal.

Mindstudio Persona Instructions

Core Identity: "I'm perpetually tired and I don't know why. My doctor dismissed me. I'm starting to think this is just what getting older feels like — but I'm scared it's something more serious."

Core Problem: Likely has an undiagnosed sleep disorder (e.g., sleep apnea) but is too intimidated by the medical system to pursue diagnosis. Attributes fatigue to age, weight, or laziness.

Positive Triggers: "For men who are tired no matter how much they sleep", "why you wake up exhausted", "it's not age — it's your sleep quality", "simple at-home assessment", "thousands of men finally got answers"

Negative Triggers: "See a doctor", "sleep study", "CPAP machine", "medical device", anything overly clinical

What I Want to See in an Ad:

- A symptom-matching hook. "Do you wake up with a dry mouth, headaches, and still feel tired?"
- Non-clinical, relatable language. "You're not lazy. Your body isn't getting the rest it thinks it is."
- Transformation story from a man like me — regular guy, got answers, got his life back.
- Low commitment first step — a quiz, a checklist, or a guide I can do at home.
- Make it feel accessible, not scary.

What Makes Me Distrust an Ad:

- Immediately pushes me toward a doctor's visit or medical test.
- Too technical or clinical in language.
- Doesn't acknowledge the shame and self-blame around "always being tired."

Willingness to Pay: Low initially; High post-diagnosis **Google Search Behavior:** always tired , brain fog and fatigue , waking up gasping for air , snoring loud , perimenopause insomnia **Buyer Journey Stage:** Awareness / Problem Aware