

Document 4: Offer Brief

PRODUCT NAME IDEAS

1. **Spicy Cubes Dailies** (current — clean, simple, memorable)
2. **Pineapple Bloom** (evokes flowering, coming back to life)
3. **Return to You** (identity reclamation positioning)
4. **Herself Again** (direct emotional promise)
5. **Enzyme Revival** (mechanism-forward, educational angle)
6. **Vital Cubes** (energy + vitality emphasis)
7. **Reclaim Gummies** (empowerment angle)

Recommendation: Stick with **Spicy Cubes Dailies**. It's already established, it's memorable, and it's not overpromising. The "dailies" implies consistency and routine, which aligns with the subscription model and expectation-setting (this isn't a 3-day miracle — it's a daily practice).

LEVEL OF CONSCIOUSNESS

Agora's 5 Levels of Consciousness:

1. **Simple, Clear & Obvious** — "I want more energy."
2. **Point to or Name It** — "I have low libido."
3. **Name the Problem** — "My hormones are off."
4. **Understand the Problem** — "Stress and depletion are destroying my vitality."
5. **Know the Solution** — "I need enzyme-based support, not probiotics."

This Avatar Is at: Level 3-4 (Awareness of Problem, Unclear on Solution)

She KNOWS something is wrong. She's named it (low libido, low energy, mood instability). She's even googled it. She's been to the doctor. But she doesn't fully understand WHY it's happening or WHAT the right solution is. She's tried probiotics (wrong solution). She's tried therapy (helped emotionally, didn't fix her body). She's tried random supplements (inconsistent results, no trust in dosing).

What This Means for Copy: - She doesn't need to be convinced that the problem exists (she's already aware). - She DOES need to be educated on WHY her previous attempts failed and WHAT the right solution looks like. - Education is the sale. Once she understands the mechanism (enzymes, clinical doses, why probiotics failed), she'll buy.

LEVEL OF AWARENESS (Schwartz's 5 Stages)

1. **Unaware** — Doesn't know the problem exists.
2. **Problem Aware** — Knows the problem, doesn't know solutions.
3. **Solution Aware** — Knows solutions exist, doesn't know YOUR solution.
4. **Product Aware** — Knows your product exists, hasn't bought yet.
5. **Most Aware** — Ready to buy, just needs the right offer.

This Avatar Is at: Level 3 (Solution Aware)

She knows solutions exist. She's tried probiotics. She's seen fenugreek recommended on Reddit. She's heard about libido supplements. She's even SEEN Spicy Cubes on TikTok.

But she doesn't know which solution is the RIGHT one. She doesn't know WHY probiotics failed her. She doesn't know what dose of fenugreek actually works. She doesn't know if Spicy Cubes is just another TikTok scam or if it's different.

What This Means for Copy: - Don't spend time convincing her that supplements exist (she knows). - DO spend time showing her why THIS supplement is different. - Show her why probiotics failed (wrong mechanism). - Show her why random Amazon capsules failed (underdosed). - Show her why Spicy Cubes is the right approach (clinical doses, enzyme-based, designed FOR THIS PROBLEM).

STAGE OF SOPHISTICATION (Schwartz's 5 Stages)

1. **Stage 1:** Make the claim (direct benefit). "Boost your libido!"
2. **Stage 2:** Bigger, better, more (quantify the benefit). "2x your desire in 30 days!"
3. **Stage 3:** Unique mechanism (HOW it works). "Enzyme-based, not bacteria-based."
4. **Stage 4:** Enhanced mechanism (mechanism + unique angle). "Clinical doses in an oversized gummy — because most gummies can't fit what actually works."
5. **Stage 5:** Identification (you + this product = identity). "For the woman who lost herself and wants her back."

This Market Is at: Stage 4-5 (Enhanced Mechanism + Identification)

This is a SATURATED market. Feminine wellness is crowded. Libido supplements are everywhere. Probiotics have been oversold. She's seen the claims. She's tried the products. She doesn't believe "Boost your libido!" anymore.

She needs: 1. A UNIQUE MECHANISM that explains why THIS works when others didn't (enzymes vs. probiotics, clinical doses vs. underdosing). 2. An IDENTITY hook that makes her feel seen ("The woman who lost herself" / "Touched-out moms" / "The one who's tried everything").

What This Means for Copy: - Lead with mechanism differentiation: "Enzymes, not probiotics." - Explain WHY the mechanism matters: "Probiotics made you bloated because you didn't need more bacteria — you needed inflammation support and hormone precursors." - Layer in identity: "For the woman who doesn't recognize herself anymore. Who used to be fun, spontaneous, alive — and wants that back."

BIG IDEA

Definition: The Big Idea is the central, unifying concept that makes your offer UNIQUE and COMPELLING. It's the "aha!" moment. The insight that reframes everything.

Big Idea for Spicy Cubes Dailies:

"You're Not Broken — You've Just Been Using the Wrong Tools"

(Alternative phrasing: "The Probiotic Lie: Why Bacteria Can't Fix What Enzymes Can")

Why This Works: 1. It validates her experience (she's not crazy, she's not weak). 2. It explains why previous solutions failed (probiotics were the wrong mechanism). 3. It introduces the unique mechanism (enzymes, not probiotics). 4. It removes shame and replaces it with hope (you've been using the wrong tools — here are the right ones).

Supporting Sub-Ideas: - "Your doctor tested for disease, not depletion." (explains why bloodwork was "normal") - "The studies used 600mg. Most gummies can't even fit 100mg. Ours fits the dose that works." (clinical dose argument) - "Probiotics were designed for gut issues, not hormone support. You needed a different approach." (mechanism differentiation)

METAPHOR

Metaphor for the Problem: "You're driving a car with an empty gas tank. Everyone keeps telling you to get an oil change. But what you need is FUEL."

(The probiotics/therapy/doctor visits were "oil changes" — addressing the wrong issue. What she needs is the fuel her body is missing: enzyme support, hormone precursors, inflammation reduction.)

Metaphor for the Solution: "Spicy Cubes Dailies is the fuel your body has been begging for."

Alternative Metaphor: "You've been trying to fill a bucket with a hole in it. Probiotics, adaptogens, therapy — they're all pouring water into the bucket. But the hole is still there. Spicy Cubes Dailies PATCHES THE HOLE (reduces inflammation, supports hormone production) so the bucket can actually fill."

UMP (Unique Mechanism of the Problem)

Definition: What is the UNIQUE or MISUNDERSTOOD mechanism that's causing her problem?

UMP for Spicy Cubes Dailies:

"Your body isn't producing enough of the hormones that drive desire, energy, and mood — not because you're broken, but because chronic stress and inflammation have depleted the building blocks your body needs to MAKE those hormones. Your doctor tested your hormones and said they're 'normal' — but normal doesn't mean OPTIMAL. And bloodwork doesn't measure how efficiently your body is USING those hormones or clearing inflammation that blocks receptor sites."

Simplified Version: "You're not broken. You're biochemically depleted. Your body is missing the building blocks it needs to produce desire, energy, and vitality."

Why This Matters: - It explains why "normal" bloodwork didn't help her. - It removes shame (this isn't a character flaw — it's biochemical). - It sets up the need for a solution that provides those building blocks (enter: fenugreek, tribulus, saffron, bromelain).

UMS (Unique Mechanism of the Solution)

Definition: What is the UNIQUE or DIFFERENTIATED way your product solves the problem?

UMS for Spicy Cubes Dailies:

"Enzyme-based hormone support at clinical doses — not probiotics, not random capsules, not underdosed gummies. Fenugreek (600mg), Tribulus (500mg), and Saffron (30mg) provide the precursors your body needs to produce desire-driving hormones. Bromelain (120mg) reduces the inflammation that blocks hormone receptors. And it's all packed into an oversized 6g gummy — because we chose efficacy over aesthetics."

Simplified Version: "Enzymes, not bacteria. Clinical doses, not guesswork. In a gummy big enough to fit what actually works."

Why This Differentiates: 1. **Enzymes vs. probiotics** — addresses the probiotic betrayal 2. **Clinical doses listed** — builds trust in a market full of proprietary blends 3. **Oversized gummy** — explains why it works when other gummies didn't (most can't fit therapeutic doses) 4. **No bloating** — because no probiotics

GURU / DISCOVERY STORY

Who Discovered This? Why Should She Trust Them?

(This section would typically feature a founder story. Since I don't have Spicy Cubes' founder backstory, I'll construct a TEMPLATE for what the story should look like.)

Template for Guru/Discovery Story:

Who: A woman (ideally the founder or a lead formulator) who experienced the same problem.

The Before: She lost herself. Low energy, no desire, brain fog. Doctor said she was fine. Probiotics made her worse. She felt broken.

The Research Moment: She started digging into studies. Found that the libido supplements that WORKED in clinical trials used doses 5-10x higher than what's in most gummies. Found that probiotics were never designed for hormone support — they were designed for gut-specific issues. Found that enzymes (like bromelain) reduce inflammation that blocks hormone receptors.

The Aha Moment: "What if the reason nothing worked wasn't because I was broken — but because I was using the wrong approach? What if I needed enzyme-based support at clinical doses, not more bacteria?"

The Creation: She formulated Spicy Cubes Dailies — enzyme-based, clinical doses, no probiotics, oversized gummy to fit what actually works.

The Result: She got herself back. And then she shared it with other women.

Why This Works: - She's the avatar. She's not selling to women — she's one of them. - She did the research so they don't have to. - She's proof that it works (founder testimonial = highest-converting social proof).

PRODUCT DESCRIPTION (For Ads, PDP, Emails)

Short Version (Social/Ads): "Enzyme-based gummies with clinical-dose fenugreek (600mg), tribulus (500mg), and saffron (30mg). No probiotics. No bloating. Designed for women who've tried everything and want to feel like themselves again."

Medium Version (PDP Hero): "Spicy Cubes Dailies is a daily gummy supplement formulated with 5 clinical-dose ingredients to support desire, energy, and mood. Each 6g gummy delivers Fenugreek (600mg), Tribulus (500mg), Saffron (30mg), Bromelain (120mg), and Ginger (12mg) — the same doses used in the studies that worked. No probiotics, so no bloating. Enzyme-based, so it targets inflammation and hormone production where it matters. For women who don't recognize themselves anymore and want their spark back."

Long Version (VSL/Email Sequence): "You've tried probiotics. They made you bloated. You've tried random supplements from Amazon. You felt nothing. You went to the doctor. They said you're fine. But you KNOW you're not fine. You're exhausted. You've lost your desire. You don't recognize yourself."

Here's what nobody told you: Probiotics were never designed for hormone support. They're designed for gut-specific issues. What you need is enzyme-based support that reduces inflammation (which blocks hormone receptors) and provides the precursors your body needs to produce desire-driving hormones.

Spicy Cubes Dailies is the first gummy formulated specifically for this. Fenugreek (600mg), Tribulus (500mg), Saffron (30mg), Bromelain (120mg), Ginger (12mg) — clinical doses packed into an oversized 6g gummy. Because we chose efficacy over cute packaging.

No probiotics. No bloating. No guesswork. Just the support your body has been begging for."

HEADLINE / SUBHEADLINE IDEAS

Option 1: Identity Reclamation

Headline: Feel Like Yourself Again

Subheadline: Enzyme-based gummies with clinical-dose fenugreek, tribulus & saffron. No probiotics. No bloating. Designed for women who've tried everything.

Option 2: Probiotic Differentiation

Headline: Enzymes, Not Probiotics. No Bloating. No Guesswork.

Subheadline: Clinical-dose hormone support in a gummy big enough to fit what actually works.

Option 3: The Doctor Wound

Headline: Your Doctor Said You're Fine. But You Know You're Not.

Subheadline: Your bloodwork doesn't tell the whole story. Your body isn't broken — it's just missing the building blocks it needs to thrive.

Option 4: The Failed Solution Stack

Headline: You've Tried Probiotics. You've Tried Random Capsules. You've Tried Therapy.

Subheadline: What if the reason nothing worked wasn't because you're broken — but because you were using the wrong approach?

Option 5: Urgency + Identification

Headline: For the Woman Who Lost Herself and Wants Her Back

Subheadline: Clinical-dose enzyme support for desire, energy, and mood. No probiotics. No bloating. Just results.

Option 6: Social Proof + Mechanism

Headline: Why Thousands of Women Are Ditching Probiotics for Enzyme-Based Support

Subheadline: Fenugreek (600mg), Tribulus (500mg), Saffron (30mg) — the doses that actually work. In a gummy big enough to fit them.

ALL OBJECTIONS (And How to Overcome Them)

Objection 1: "I've tried supplements before and nothing worked."

Reframe: "You tried supplements that were either underdosed (random Amazon capsules with unknown mg amounts) or designed for the wrong problem (probiotics for gut health, not hormone support). Spicy Cubes Dailies uses clinical doses — the same amounts used in the studies that worked."

Objection 2: "These TikTok products are probably scams."

Reframe: "We get it. You've seen influencers shill products that did nothing. That's why we link to the actual clinical studies for each ingredient. We're not asking you to trust us — we're asking you to trust the research."

Objection 3: "Probiotics are supposed to help, but they made me bloated."

Reframe: "Probiotics were designed for gut-specific issues (IBS, antibiotic recovery), not hormone support. When you don't need more bacteria, adding more can cause bloating and gas. Spicy Cubes Dailies is enzyme-based, not bacteria-based. No probiotics means no bloating."

Objection 4: "What if this doesn't work for me either?"

Reframe: "We offer a 90-day guarantee. If you don't feel a difference, we'll refund you. You've got nothing to lose except the version of yourself you're trying to get back."

Objection 5: "My doctor said I'm fine, so maybe it's all in my head."

Reframe: "Your doctor tested for disease, not depletion. 'Normal' bloodwork means you're not clinically deficient — but it doesn't mean you're THRIVING. Functional wellness exists on a spectrum. You deserve to feel vibrant, not just 'not sick.'"

Objection 6: "Why is the gummy so big?"

Reframe: "Most gummies are 2-3 grams. They look cute, but they can't fit clinical doses. Ours is 6 grams because we chose efficacy over aesthetics. The studies that worked used 600mg of fenugreek. We fit 600mg. That's why it's bigger."

Objection 7: "I'm worried about side effects."

Reframe: "All ingredients are Generally Recognized As Safe (GRAS) by the FDA and have been studied in clinical trials. The most common 'side effect' women report is increased energy and mood improvement."

Objection 8: "I don't want to commit to a subscription."

Reframe: "We offer both one-time purchase (\$39.95) and subscription (\$26.63/mo for 3-month plan). Start with one-time if you want to try it first. But consistency matters — most women see results around week 2-4."

Objection 9: "What if my partner finds out I'm taking 'libido gummies'?"

Reframe: "Discreet packaging. No labels that say 'libido' or 'intimacy.' Just your name and address. What's inside is your business."

Objection 10: "I saw bad reviews on Reddit."

Reframe (must be handled delicately): "We've had fulfillment delays in the past (we've since upgraded our systems). If you're worried, check our on-site reviews (4.8/5 stars from 35+ verified buyers). And our 90-day guarantee means you're protected."

BELIEF CHAINS

(These will be expanded in Document 5: Necessary Beliefs, but here's the structure.)

She currently believes → She needs to believe:

1. "Maybe this is just who I am now." → "This isn't permanent — it's biochemical."
2. "My doctor said I'm fine, so it must be in my head." → "My bloodwork doesn't tell the whole story. My body isn't broken — it's just missing what it needs to thrive."
3. "I've tried supplements before and nothing works." → "What I tried wasn't designed for this specific problem. Probiotics were wrong. Random capsules were underdosed. This is different."
4. "These TikTok products are probably all scams." → "Some are. But this one links to clinical studies, lists exact doses, and has a 90-day guarantee. It's not asking me to trust blindly."
5. "Probiotics are supposed to help but they just made me bloated." → "Probiotics weren't designed for hormone support. Enzyme-based support is the right approach for this problem."

6. "What if I try this and it doesn't work either?" → "Other women in my exact situation tried this and got results. I deserve to try one more time. I've got nothing to lose except the version of myself I'm trying to get back."
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FUNNEL ARCHITECTURE

Discovery Phase: TikTok Creator Content

- **Format:** Unpolished creator testimonials. "Girl, same" energy. Not ads.
- **Hook:** Identity loss language ("I didn't recognize myself anymore")
- **CTA:** Soft ("link in bio" / "I'll tell you what worked for me")

Validation Phase: Reddit / On-Site Reviews

- **Problem:** Reddit sentiment is currently hostile. This is a conversion leak.
- **Solution:** Redirect validation to on-site reviews (4.8/5 stars) or dedicated testimonial page with video reviews from relatable women.

Landing Page (PDP):

- **Hero Section:** "Feel Like Yourself Again" + image of oversized gummy + "No Probiotics, No Bloating"
- **Section 1:** The Problem (identity loss, medical dismissal, failed solutions)
- **Section 2:** Why Nothing Worked (probiotics = wrong mechanism, underdosing)
- **Section 3:** The Solution (enzyme-based, clinical doses, oversized gummy)
- **Section 4:** Ingredients Breakdown (each ingredient, study links, dose justification)
- **Section 5:** Social Proof (reviews, testimonials, before/after stories)
- **Section 6:** Guarantee + CTA (90-day money-back, free shipping, discreet packaging)

Post-Purchase: Email Sequence

- **Day 1:** "Welcome! Here's what to expect."
 - **Day 7:** "Consistency is key — how are you feeling?"
 - **Day 21:** "You should start noticing shifts. What's different?"
 - **Day 60:** "You're almost at 90 days. Time to restock."
 - **Day 90:** "Tell us your story. Share your experience."
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POTENTIAL DOMAINS (If Launching New Landing Pages)

1. **feelmyselfagain.com** (identity reclamation positioning)
2. **notjustprobiotics.com** (differentiation angle)
3. **enzymerevival.com** (mechanism-forward)
4. **herbacked.co** (female empowerment angle)

5. **beyondbloodwork.com** (medical dismissal angle)

6. **clinicaldosegummies.com** (education angle)

Recommendation: Stick with spycubes.com as primary domain. Use the above as potential redirect URLs for specific ad campaigns.

EXAMPLES / SWIPES (Brands to Study)

Brands with Strong Mechanism Storytelling:

- **Seed Probiotics** — mechanism-forward, study-heavy, trust-building
- **Ritual** — ingredient transparency, "what's inside" focus
- **Needed** — clinical doses, prenatal/postnatal hormone support
- **Bonafide** — menopause-focused, doctor-backed, no shame

Brands with Strong Identity Positioning:

- **Hers** — "You, but on your terms"
- **The Nue Co.** — "Functional, not fad"
- **Love Wellness** — "Your body, your way"

Direct Response Swipes to Study:

- Agora Health (E5 Method): Belief-driven, argument-first, mechanism-heavy
 - VSLs for hormone products (testosterone, thyroid) — how they dramatize depletion
 - Supplement launch emails from Onnit, Four Sigmatic — how they handle skepticism
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OTHER NOTES

The Reddit Problem Is Real

Current Reddit sentiment toward Spicy Cubes is hostile. This needs a mitigation strategy: 1.

Community management: Respond to complaints, address fulfillment issues transparently 2.

Reddit presence: Authentic, non-promotional participation in r/WomensHealth, r/Supplements 3.

Redirect validation: Push testimonials and reviews on-site so she doesn't need to validate on Reddit

The "Touched Out Mom" Sub-Avatar Needs a Dedicated Hook

Mothers are a huge cohort. The language is different: - "Your body has been giving all day. It's time to refill your cup." - "For moms who feel claimed by their kids and have nothing left for anyone else." - "You're not broken. You're depleted. And depletion is fixable."

Clinical Dose Storytelling Is Underutilized

Most consumers don't know what "600mg" means. Translate it: - "The studies used 600mg. Most gummies can't fit more than 100mg because of size limits. Ours fits the full 600mg." - "We made the gummy 3x bigger so you get the dose that actually works."

The 90-Day Guarantee Is a Conversion Lever

She's afraid of one more disappointment. The guarantee removes risk: - "Try it for 90 days. If you don't feel different, we'll refund you." - "You've got nothing to lose except the version of yourself you're trying to get back."
