

Document 3: Avatar Sheet

□ DEMOGRAPHIC & GENERAL INFORMATION

Age Range: 28-42

Gender: Female

Location: United States, likely suburban or urban (remote/hybrid work common)

Relationship Status: In a committed relationship (married or long-term partnership), possibly with children (though not always)

Monthly Income/Revenue: \$50K–\$120K household income (middle to upper-middle class). She can afford \$27-40/month on subscription wellness without financial strain, but she's frustrated by spending money on products that didn't work.

Professional Backgrounds: - Remote or hybrid worker (marketing, HR, healthcare, education, creative industries) - Stay-at-home mom managing household and caregiving - Entrepreneur or freelancer (flexible schedule but high stress)

Typical Identities: - **"The Woman Who Lost Herself"** — Her core identity is grief over who she used to be. She's not depressed (clinically); she's mourning a version of herself that felt alive. - **"The Touched-Out Mom"** — If she has kids, her body feels claimed by children all day. Touch = obligation, not pleasure. - **"The Guilty Partner"** — She reads r/DeadBedrooms. She sees her partner's pain. The guilt is constant and crushing. - **"The Failed Self-Optimizer"** — She's tried probiotics, therapy, adaptogens, scheduling sex, date nights. Nothing worked. Every failure confirmed: "Maybe this is just who I am now." - **"The Medically Gaslit"** — Her doctor said "bloodwork is normal, see a therapist." She walked out feeling crazier than when she walked in.

□ KEY CHALLENGES & PAIN POINTS

Pain Point 1: Identity Loss

She doesn't recognize herself. She used to be spontaneous, fun, flirty. Now she's numb, exhausted, distant. She's grieving a version of herself that nobody else even noticed is gone.

Challenge 1: She googles "is it normal to never want sex anymore" at 11pm while her partner sleeps. She finds Reddit threads full of women saying the exact same thing. She feels temporarily seen — then the thread ends with no solutions and she feels worse.

Challenge 2: She doesn't miss sex. She misses *missing* sex. The absence of desire feels like proof that she's broken. "It was part of my identity," she thinks. Now it's just gone.

Challenge 3: She avoids situations where her partner might initiate. A back rub isn't a back rub anymore — it's a question she doesn't want to answer. So she creates distance. Not because she doesn't love him. Because she doesn't want to disappoint him *again*.

Pain Point 2: Medical Dismissal & Gaslighting

She went to the doctor. Bloodwork came back "normal." She was told to see a therapist. This was experienced as gaslighting. She walked out feeling crazier, not validated.

Challenge 1: She KNOWS something is wrong with her body. Fatigue, brain fog, mood swings, cycle changes. But "normal" bloodwork means she doesn't qualify for help. She's stuck in a liminal space: not sick enough to treat, not well enough to thrive.

Challenge 2: The gynecologist said "it's mental, not physical." So now she feels shame on top of exhaustion. Is she making this up? Is it all in her head? The doubt is corrosive.

Challenge 3: She doesn't trust doctors anymore. But she also doesn't trust herself. If the bloodwork says she's fine, maybe she's just weak. Maybe she just needs to try harder.

Pain Point 3: Relationship Strain & Crushing Guilt

She's not just solving for herself. She's trying to save her relationship. She reads r/DeadBedrooms. She sees his side. The rejection. The loneliness. The feeling of being unwanted. And it destroys her.

Challenge 1: She performs sometimes. Not because she wants to. Because she doesn't want to have the conversation. She doesn't want to see the disappointment in his eyes. So she goes through the motions. And every time, it erodes something she can't name.

Challenge 2: She reads posts from frustrated partners: "My wife never wants me anymore. I feel like a roommate." And she thinks: that's me. I'm the villain in someone else's story. The guilt is suffocating.

Challenge 3: She's afraid he'll leave. Or worse — afraid he'll stay but stop trying. The distance between them grows every week, and she doesn't know how to close it. She's losing him, and she's losing herself, and she doesn't know which loss hurts more.

□ GOALS & ASPIRATIONS

Short-Term Goals:

- Feel like herself again — spontaneous, energetic, present
- Stop avoiding touch because touch carries obligation
- Have sex where she's actually present, not performing
- Stop waking up already exhausted
- Stop feeling guilty every time her partner initiates

Long-Term Goals (The Big Ones She Won't Say Out loud):

- Reclaim her identity as a sexual, vibrant, alive woman
 - Surprise her partner by initiating — not because she "should," but because she *wants to*
 - Feel safe in her body again — not depleted, not claimed, not obligated
 - Stop apologizing for who she's become
 - Model vitality for her kids (if she has them) — show them that mothers can be more than exhausted caregivers
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□ EMOTIONAL DRIVERS & PSYCHOLOGICAL INSIGHTS

Primary Emotional Driver: Grief + Guilt

She's mourning a version of herself (grief) while feeling responsible for the relationship damage (guilt). These two emotions create urgency. She's not buying a supplement — she's buying a way back to who she used to be.

Secondary Emotional Drivers: - **Anger** — At the wellness industry for selling her expensive products that did nothing. At her doctor for dismissing her. At herself for not being able to just *fix this*. - **Shame** — For needing alcohol to feel desire. For performing sex. For avoiding her partner's touch. For feeling broken when everyone else seems fine. - **Resignation** — After every failed product, the belief strengthens: "Maybe this is just who I am now." - **Desperate Hope** — She still scrolls TikTok at night looking for answers. She's not fully defeated yet. She's looking for evidence that she's not broken.

Psychological Insights: - She's research-native. She lives on Reddit. She wants receipts (studies, doses, mechanisms). - She discovers on TikTok (high-trust creator context) and validates on Reddit (low-trust, skepticism). - She doesn't trust influencers, but she trusts women who say "girl, same" and mean it. - She needs to believe OTHER WOMEN LIKE HER got results. Social proof from her exact demographic is critical. - She needs to believe she deserves to try one more time. Permission is a conversion lever.

□ GENERAL DIRECT CLIENT QUOTES (Real Reddit/Forum Language)

"I don't recognize myself anymore. I used to be fun, spontaneous. Now I'm just... tired."

"I can't be bothered or have a want anymore. I don't know what to make of this."

"I feel like a different person. No energy. No desire. I don't even miss it, and that scares me."

"It was part of my identity. I loved dates, flirting, seduction, sex. Now it's gone and I don't know how to get it back."

"I am 32 and I want to have a joyful sexual life, but I don't know how."

"I either have to be intoxicated or stoned in order to have a libido and that's sad."

"I'm blessed with an extremely talented partner, and I want to benefit from those talents as often as possible. But my sex drive tanked."

"I used to be optimistic, energetic. I'm like a different person now."

"I feel backed up but no real way of letting loose."

□ PAIN POINTS & FRUSTRATIONS QUOTES (Real Language)

"My gynecologist suggested I speak to a therapist because it's nothing 'physically' wrong with me that I'd be lacking a libido. She feels it's mental."

"I had basic bloodwork done and was told everything is within normal range. But my periods are noticeably different now, heavier some cycles, late other cycles and it feels like a real hormone imbalance is happening."

"I've been feeling super fatigued, moody, foggy, low motivation and just... not myself. But the doctor said everything is fine."

"Probiotics have ruined my life. My symptoms include extreme fatigue, poor memory, brain fog, and weight gain."

"I ate my proper macros, exercised, took all my vitamins/probiotics and I am still super bloated."

"When I stopped probiotics, my symptoms came back stronger such as stomach pain, fatigue and I felt sick for a week."

"I really can't be bothered or have a want anymore. I'm starting to feel a lot of guilt."

"This change feels isolating for me. Everyone says it's normal postpartum, but my younger child is 3.5 years old and nothing changes."

□ MINDSET QUOTES (Real Language)

"Maybe this is just who I am now."

"Everyone says it's normal after kids. How long is 'normal' supposed to last?"

"I feel like my hormones are completely off, but nobody can tell me why or how to fix it."

"I've tried supplements before. Nothing works."

"These TikTok products are probably all scams."

"A two second google search tells me that it is a scam. Never, ever believe the shit people sell on TikTok." [Reddit user commenting on Spicy Cubes]

"Fenugreek supplements are not regulated and not all pills, even..." [expressing distrust in supplement quality]

□ QUOTES ON EMOTIONAL STATE & PERSONAL DRIVERS (Real Language)

"I have to force myself to be in the mood. I either have to be intoxicated or stoned in order to have a libido and that's sad."

"I absolutely have no libido or desire to have sex these days. I am a female in my early-30s who's always had a sexual appetite since my late teens."

"I don't feel like myself."

"Touch now carries obligation. A back rub isn't a back rub anymore — it's a question I don't want to answer."

"I avoid being touched because I know where it might lead, and I just don't have it in me."

"I feel guilty every time he touches me because I know I won't want it."

□ QUOTES ON EMOTIONAL RESPONSES TO STRUGGLES (Real Language)

"I'm starting to feel a lot of guilt." [about lack of desire]

"This change feels isolating for me."

"I walked out of the doctor's office feeling crazier than when I walked in."

"My entire body is bloated — stomach looks two months pregnant." [probiotic experience]

"Bloated daily with stinky gas and diarrhea." [probiotic experience]

"I've spent hundreds of dollars on supplements that promised the world and delivered nothing."

"Every failed product just confirms it: maybe I'm just broken."

□ QUOTES ON MOTIVATION & URGENCY AROUND SUCCESS (Real Language)

"I am 32 and I want to have joyful sexual life, but I don't know how."

"I want to benefit from those talents [partner's] as often as possible."

"I'm trying to save something that matters." [relationship]

"I don't want to disappoint him again."

"I'm afraid he'll leave. Or worse — afraid he'll stay but stop trying."

"I deserve to try one more time." [internal permission to hope again]

"She used them the first day she got them and the second day we had sex for the first time in several months." [husband's testimonial on r/DeadBedrooms about Spicy Cubes — proof of urgency]

□ KEY EMOTIONAL FEARS & DEEP FRUSTRATIONS

1. **"Maybe this is permanent. Maybe I'll never feel like myself again."**
2. The fear that this is her new normal. That the version of herself she loved is gone forever.
3. **"My relationship is dying and it's my fault."**

4. The fear that she's the villain. That she's rejecting him. That he'll leave or stop trying.
 5. **"I'm broken and no one can fix me."**
 6. The doctor said she's fine. Supplements didn't work. Therapy didn't change her body. What if she's just defective?
 7. **"I've wasted so much money on things that didn't work."**
 8. Every failed product reinforces distrust. She's skeptical by default now. The wellness industry betrayed her.
 9. **"What if I try this and it doesn't work either?"**
 10. The fear of one more disappointment. One more confirmation that she's unfixable.
 11. **"What if I need alcohol to feel desire for the rest of my life?"**
 12. The shame of needing substances to access what used to come naturally.
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□ EMOTIONAL & PSYCHOGRAPHIC INSIGHTS

She Is Research-Native

- She doesn't impulse-buy. She reads reviews, Reddit threads, studies.
- She wants clinical doses listed. She wants mechanisms explained.
- She's been burned by influencer hype. She trusts women who say "girl, same" more than polished ads.

She Validates on Reddit (This Is a Threat to Conversion)

- She discovers products on TikTok (creator testimonials).
- She validates on Reddit (anonymous, skeptical research).
- Current Reddit sentiment toward Spicy Cubes is hostile: "scam," "TikTok shill," "upset stomach," "never received my order."
- This validation moment is a conversion leak.

She Needs Permission to Hope Again

- Every failed product reinforced: "Maybe this is just who I am now."
- She needs to believe she DESERVES to try one more time.
- She needs to believe OTHER WOMEN LIKE HER got results (not generic testimonials — specific, relatable stories).

She Reads Both Sides

- She doesn't just read posts from women like her. She reads r/DeadBedrooms from the frustrated partner's POV.
- This makes the guilt worse but creates urgency. She's solving for the relationship, not just herself.

She's Angry (Not Just Sad)

- At the wellness industry for selling her probiotics that made her worse.
 - At her doctor for dismissing her.
 - At herself for not being able to just fix this.
 - Anger is a conversion lever. She wants justice (a product that actually works).
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□ TYPICAL EMOTIONAL JOURNEY (Awareness → Frustration → Desperation → Relief)

Stage 1: AWARENESS (The Late-Night Google)

- **Trigger:** She googles "is it normal to never want sex anymore" at 11pm while her partner sleeps.
 - **Emotion:** Shame, confusion, fear
 - **Belief:** "Something is wrong with me. Am I normal?"
 - **Where She Goes:** Reddit threads (r/TwoXChromosomes, r/LowLibidoCommunity, r/Marriage)
 - **Outcome:** She feels temporarily seen. Other women say the exact same thing. But the threads end with no solutions. She feels worse.
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Stage 2: FRUSTRATION (The Doctor Fails Her)

- **Trigger:** She books a doctor's appointment. Bloodwork comes back "normal." Doctor says "see a therapist."
 - **Emotion:** Betrayal, anger, self-doubt
 - **Belief:** "My doctor dismissed me. Maybe it IS all in my head. Maybe I'm just weak."
 - **Where She Goes:** Back to Reddit. Finds threads of women describing the exact same experience. "Doctor said I'm fine but I feel terrible."
 - **Outcome:** Medical system has failed her. She's on her own now. She starts looking at supplements.
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Stage 3: FAILED SOLUTIONS (The Betrayal Phase)

- **Trigger:** She tries probiotics (influencer recommended them). They make her bloated and gassy. She tries random Amazon fenugreek capsules. Feels nothing.
 - **Emotion:** Betrayal, exhaustion, resignation
 - **Belief:** "I've tried everything. Nothing works. Maybe this is just who I am now."
 - **Where She Goes:** Anti-probiotic Reddit threads. Amazon reviews. TikTok search for "do libido gummies work."
 - **Outcome:** She's skeptical by default now. Every product is a potential scam. But she keeps scrolling. She's not fully defeated yet.
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Stage 4: DESPERATION (The Relationship Tipping Point)

- **Trigger:** She reads r/DeadBedrooms from her partner's perspective. "My wife never wants me anymore. I feel like a roommate." She realizes: that's me. I'm the one causing this pain.
 - **Emotion:** Crushing guilt, urgency, desperation
 - **Belief:** "I'm losing him. I have to try something. I can't let this be the end."
 - **Where She Goes:** TikTok. Watches creator testimonials. Women who sound like her saying "girl, same — this worked."
 - **Outcome:** She's willing to try one more thing. But she needs evidence. She needs to believe it's worth it.
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Stage 5: VALIDATION (The Reddit Check)

- **Trigger:** She finds Spicy Cubes on TikTok. Creators she relates to are talking about it. She googles "Spicy Cubes Reddit" to validate.
 - **Emotion:** Hope + skepticism + fear of disappointment
 - **Belief:** "This might work. But what if it doesn't? What if it's just another scam?"
 - **Where She Goes:** Reddit threads mentioning Spicy Cubes. Some say "scam." Some say "upset stomach." One says "she took them and we had sex for the first time in months."
 - **Outcome:** She's at the tipping point. She either buys or walks away. The deciding factor: Does she believe OTHER WOMEN LIKE HER got results? Does she believe she deserves to try one more time?
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Stage 6: RELIEF (The First Win)

- **Trigger:** She takes Spicy Cubes Dailies consistently for 2-4 weeks. She feels a shift. More energy. Less brain fog. A flicker of desire.
- **Emotion:** Relief, cautious hope, validation
- **Belief:** "It's working. I'm not broken. This was biochemical, not a character flaw."
- **Where She Goes:** She tells a friend. She posts (anonymously) on Reddit or TikTok. "Anyone else try these? They actually worked for me."

- **Outcome:** She becomes a testimonial. She's living proof that "maybe this is just who I am now" was a lie.
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