

Document 5: Necessary Beliefs (E5/Agora Argument-First Framework)

The Belief Journey — Before vs. After

Marketing isn't about compelling words. It's about crafting airtight logical and emotional ARGUMENTS that lead a prospect to the beliefs that pre-sell them on the offer.

Before she can buy Spicy Cubes Dailies, she must first BELIEVE six things. These beliefs remove objections, reframe her story, and create certainty that this time will be different.

Every piece of copy — every email, every ad, every PDP section — should build ONE of these beliefs. If it doesn't, cut it.

THE 6 NECESSARY BELIEFS

BELIEF 1:

"I believe that what I'm experiencing isn't permanent — it's biochemical, not a character flaw."

Why This Belief Matters: She currently believes "maybe this is just who I am now." This belief is resignation disguised as acceptance. It's the final stage of defeat. If she believes this is permanent, she won't buy anything. She's given up.

You must break this belief and replace it with: "This isn't who you are. This is a biochemical state caused by depletion. And biochemical states are reversible."

The Argument to Build This Belief:

Step 1: Validate her experience. "You used to be spontaneous, energetic, fun. You used to want intimacy. Now that version of you feels gone. And everyone around you — your doctor, your partner, even wellness influencers — has made you feel like it's your fault. Like you're not trying hard enough. Like you just need to 'relax' or 'schedule sex' or 'go to therapy.' But you KNOW this isn't just in your head. You KNOW something shifted in your body."

Step 2: Name the real cause. "What you're experiencing is biochemical depletion. Chronic stress, inflammation, hormonal shifts (postpartum, perimenopause, life), and nutrient gaps have drained your body's ability to produce the hormones that drive desire, energy, and mood. You're

not broken. You're running on empty. And 'normal' bloodwork doesn't measure this kind of depletion — it only tests for disease, not vitality."

Step 3: Prove it's reversible. "The same ingredients in Spicy Cubes Dailies have been studied in clinical trials. Fenugreek (600mg) has been shown to support testosterone and DHEA production in women. Tribulus (500mg) has been shown to improve sexual desire and satisfaction. Saffron (30mg) has been shown to improve mood and reduce PMS symptoms. These aren't magic pills — they're biochemical building blocks. Your body knows what to do with them. You just haven't had access to the right doses until now."

Copy Angles That Build This Belief: - "You're not broken. You're biochemically depleted. And depletion is fixable." - "Your body hasn't forgotten how to feel desire — it's just missing the fuel it needs to produce it." - "This isn't permanent. It's biochemical. And biochemical states respond to the right support."

BELIEF 2:

"I believe that what I tried before wasn't designed for this specific problem — and that's why it didn't work."

Why This Belief Matters: She's tried supplements before. Probiotics. Maca. Ashwagandha. Random Amazon fenugreek capsules. Nothing worked. Every failure reinforced the belief: "Supplements don't work for me. I'm unfixable."

If she believes supplements don't work, she won't buy yours. You must reframe her past failures NOT as proof that she's broken, but as proof that she was using the wrong tools.

The Argument to Build This Belief:

Step 1: Acknowledge her past attempts. "You've tried probiotics. You've tried adaptogens. You've tried capsules from Amazon. Maybe you felt a slight difference, maybe you felt nothing, or maybe you felt WORSE (bloated, gassy, exhausted). And every time something didn't work, it confirmed what you were afraid of: maybe this is just who I am now."

Step 2: Explain why those solutions failed. "Here's what nobody told you: Probiotics were designed for gut-specific issues like IBS, antibiotic recovery, and infections. They were NEVER designed for hormone support, desire, or energy. The wellness industry rebranded them as the cure for everything — gut health = brain health = hormone health — but that's marketing, not science. When you don't need more bacteria, adding more can cause bloating and inflammation. That's why probiotics made you feel worse, not better."

And those random Amazon capsules? Most supplement brands don't list exact doses. Or they use doses far below what was studied in clinical trials. The research on fenugreek used 600mg. Most capsules contain 100-300mg. You were underdosed. That's why you felt nothing."

Step 3: Position Spicy Cubes Dailies as the RIGHT tool. "Spicy Cubes Dailies was formulated specifically for THIS problem: hormone depletion that affects desire, energy, and mood. Enzyme-based (not bacteria-based). Clinical doses (the same amounts used in the studies that worked). Packed into an oversized 6g gummy because we prioritized efficacy over cute packaging. This isn't another random supplement. This is the tool you were supposed to be using all along."

Copy Angles That Build This Belief: - "You weren't using the wrong supplements. You were using the wrong APPROACH." - "Probiotics were designed for your gut, not your hormones. That's why they didn't work." - "The studies that worked used 600mg of fenugreek. Most gummies can't fit that much. Ours does."

BELIEF 3:

"I believe that probiotics were the wrong approach for MY problem — and that enzyme-based support is the right one."

Why This Belief Matters: The anti-probiotic sentiment in the market is VISCERAL. Women feel betrayed. "Probiotics ruined my life." "Bloated daily with stinky gas." "Extreme fatigue, brain fog, weight gain." She's one of them.

But she also sees pro-probiotic testimonials (women treating BV/yeast successfully). She's confused. One camp says probiotics are a miracle. The other says they're poison. Who's right?

You must help her understand: Probiotics work for some things (gut infections, antibiotic recovery). They DON'T work for hormone support. And for HER problem, enzymes are the better tool.

The Argument to Build This Belief:

Step 1: Validate the probiotic betrayal. "You were told that probiotics fix everything. Gut health, mood, energy, immunity, skin, hormones — the wellness industry made it sound like the answer to every problem. So you tried them. And they made you bloated. Gassy. Maybe even more fatigued. You felt duped. And you were right to feel that way. Because probiotics were never designed for what you're experiencing."

Step 2: Explain when probiotics DO work (to avoid alienating pro-probiotic people).

"Probiotics are effective for gut-specific issues: infections (BV, yeast), antibiotic recovery, IBS. If your problem is bacterial imbalance in your gut or vaginal microbiome, probiotics can help. But that's not your problem. Your problem is hormone depletion and chronic inflammation. And probiotics don't address that."

Step 3: Introduce enzyme-based support as the right mechanism. "Enzyme-based support works differently. Instead of adding bacteria to your gut, it reduces inflammation (which blocks hormone receptors) and provides the precursors your body needs to produce desire-driving hormones. Bromelain (the enzyme in Spicy Cubes Dailies) is clinically studied for inflammation

reduction. Fenugreek and Tribulus provide the building blocks for testosterone and DHEA production. No bacteria. No bloating. Just targeted support for what your body actually needs."

Copy Angles That Build This Belief: - "Probiotics were designed for gut infections, not hormone depletion. That's why they left you bloated and unchanged." - "Enzymes reduce inflammation and support hormone production. That's the mechanism you've been missing." - "No probiotics. No bloating. No bacteria. Just enzyme-based support for desire, energy, and mood."

BELIEF 4:

"I believe that clinical doses actually matter — and that I've been underdosed by every pretty-bottle brand I've tried."

Why This Belief Matters: She's tried supplements before. She bought random capsules on Amazon. She took them consistently. She felt nothing. She concluded: "Supplements don't work."

But the real reason they didn't work? She was underdosed. The studies that show efficacy use specific amounts. Most consumer supplements use a fraction of those amounts. She needs to understand that DOSE MATTERS — and that Spicy Cubes Dailies delivers the dose that actually works.

The Argument to Build This Belief:

Step 1: Expose the industry's dosing problem. "Here's what the supplement industry doesn't want you to know: Most brands prioritize pretty bottles over efficacy. They make gummies small and cute because it looks better on a shelf. But clinical doses don't fit in small gummies. The research on fenugreek used 600mg. Most gummies contain 50-100mg. That's not enough to move the needle. You were taking something — but not enough of it to work."

Step 2: Show her the exact doses that worked in studies. "The clinical studies that showed improvements in libido, energy, and mood used specific doses: - Fenugreek: 600mg - Tribulus: 500mg - Saffron: 30mg

Spicy Cubes Dailies delivers EXACTLY those doses. We didn't round down. We didn't use 'just enough to list it on the label.' We fit the full clinical dose into each gummy. That's why our gummy is 6 grams — 3x the size of a typical gummy. We chose efficacy over aesthetics."

Step 3: Make it tangible. "Think about it: If you were taking a medication and your doctor prescribed 600mg, would you take 100mg and expect it to work? No. Dose matters. Spicy Cubes Dailies is formulated at the doses that worked in the research. That's the difference."

Copy Angles That Build This Belief: - "The studies used 600mg. Most gummies can't fit that much. Ours fits the full dose." - "We made the gummy 3x bigger because we prioritized what actually works over what looks cute." - "Clinical doses, not fairy dust. This is the amount that works."

BELIEF 5:

"I believe that other women in my exact situation tried this and got results — so it's not just hype."

Why This Belief Matters: She's been burned by influencer hype. She's skeptical by default. She needs to see evidence that women LIKE HER — not influencers, not models, not perfectly polished testimonials — got real results. She needs relatable social proof.

But here's the challenge: Reddit sentiment toward Spicy Cubes is currently hostile. The validation moment (TikTok discovery → Reddit research) is a conversion leak. You must redirect her validation to relatable, credible testimonials.

The Argument to Build This Belief:

Step 1: Acknowledge her skepticism. "You've seen the TikToks. You've heard the hype. And you're thinking: 'This is probably just another influencer scam.' We get it. You've been burned before. You've bought products that promised the world and delivered nothing. You're done believing random people on the internet."

Step 2: Offer relatable, specific social proof. "That's why we're not asking you to trust influencers. We're asking you to listen to women like you. Women who didn't recognize themselves anymore. Women who'd tried probiotics and felt worse. Women who went to the doctor and were told 'you're fine.' Women who read r/DeadBedrooms and felt crushing guilt. Women who were one failed product away from giving up."

[Insert real testimonials here — specific, unpolished, relatable. Example:] - "I'm 34, two kids, and I hadn't wanted sex in over a year. I tried probiotics — they made me so bloated I looked pregnant. I tried therapy — it helped me process, but didn't change my body. I found Spicy Cubes Dailies on TikTok and almost didn't buy it because I was so skeptical. But I'm on week 3 now and I actually initiated last night. For the first time in a YEAR. I cried after because I felt like myself again." — Sarah, 34"

Step 3: Make the guarantee clear. "And if you're still skeptical? We offer a 90-day money-back guarantee. Try it. 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."

Copy Angles That Build This Belief: - "Women like you — not influencers, not models, not paid actors — tried this and got themselves back." - "Read the reviews. These are real women. Real stories. Real results." - "You don't have to trust us. Try it for 90 days. If it doesn't work, we'll refund you."

BELIEF 6:

"I believe that I deserve to try one more time — and that hope isn't naive."

Why This Belief Matters: She's tried everything. Every failed product reinforced the belief: "Maybe this is just who I am now." She's afraid of one more disappointment. She's afraid that hope is naive. She needs PERMISSION to try again.

This is the emotional close. The logical arguments (beliefs 1-5) have built the case. Now you must give her permission to hope.

The Argument to Build This Belief:

Step 1: Validate her fear. "You're afraid to hope. We get it. Every time you've tried something and it didn't work, it hurt. Not just because you wasted money — but because it confirmed your worst fear: maybe this is just who I am now. Maybe I'll never feel like myself again. And trying one more thing means risking one more disappointment."

Step 2: Reframe hope as self-respect. "But here's the truth: Trying again isn't naive. It's brave. It's self-respect. You're not giving up on yourself. You're not accepting a life of exhaustion, distance, and guilt. You're fighting for the version of yourself that you KNOW is still in there. She's not gone. She's just been running on empty. And you deserve to refill your cup."

Step 3: Remove risk. "You don't have to trust us blindly. Try Spicy Cubes Dailies for 90 days. If you don't feel different — if you don't feel more energy, more desire, more like yourself — we'll refund you. You've got nothing to lose. Except maybe the belief that you're broken. Because you're not."

Copy Angles That Build This Belief: - "You deserve to try one more time. You deserve to feel like yourself again." - "Hope isn't naive. Giving up is." - "You've got nothing to lose except the version of yourself you're trying to get back."

SUMMARY: The Belief Shift

OLD BELIEF (Barrier to Purchase)

"Maybe this is just who I am now."

"My doctor said I'm fine, so it must be in my head."

"I've tried supplements before and nothing works."

NEW BELIEF (Enables Purchase)

"This isn't permanent — it's biochemical and reversible."

"My bloodwork doesn't tell the whole story. My body just needs the right support."

"What I tried wasn't designed for this. This is different."

OLD BELIEF (Barrier to Purchase)

"These TikTok products are probably all scams."

"Probiotics are supposed to help but they made me bloated."

"What if I try this and it doesn't work either?"

NEW BELIEF (Enables Purchase)

"This one has clinical doses, studies, and a 90-day guarantee. It's not hype."

"Probiotics were the wrong mechanism. Enzyme-based support is the right one."

"Other women like me got results. I deserve to try one more time."

HOW TO USE THESE BELIEFS IN COPY

Every piece of content — email, ad, PDP section, VSL — should build ONE of these beliefs.

Example: Email 1 (Belief 1) Subject: "You're not broken." Body: Story about a woman who felt broken → doctor said she was fine → she discovered it was biochemical depletion → she got herself back → link to PDP.

Example: PDP Section (Belief 4) Header: "Why Most Gummies Don't Work (And Why Ours Does)" Body: Explain underdosing problem → show clinical study doses → show Spicy Cubes Dailies doses → "We made the gummy bigger so you get the dose that works."

Example: Ad (Belief 6) Hook: "I was afraid to hope. Every product I tried failed. But I decided to try one more time." Body: [Testimonial] → "90-day guarantee. You've got nothing to lose."

FINAL NOTE

Marketing is not about magnificent words. It's about magnificent ARGUMENTS.

These 6 beliefs are the foundation. Every word you write should either BUILD one of these beliefs or CUT it.

If it doesn't build a belief, it's noise.

END OF FOUNDATIONAL DOCS PACKAGE

Total Word Count: ~11,500 words

Documents Delivered: 1. □Research Document (MBB methodology + real quotes) 2. □Deep Research Prompt (for OpenAI Deep Research tool) 3. □Avatar Sheet (complete demographic, psychographic, emotional profile) 4. □Offer Brief (product positioning, big idea, UMP/UMS, objections, funnel) 5. □Necessary Beliefs (6 belief statements using E5/Agora framework)

Next Steps: - Run the Deep Research prompt through OpenAI's Deep Research tool to generate a 6+ page research document with citations - Use these foundational docs to guide all copy

(emails, ads, PDP rewrites, VSLs) - Address the Reddit trust gap with community management or on-site testimonial push - Test headline variations (identity vs. mechanism vs. doctor wound angles) - Develop "Touched Out Mom" sub-avatar creative for mother-focused campaigns

Package complete. Ready for implementation.