Sample brief. Spec work: nobody hired me and none of it ran.

PROTAFLO · BRIEF 3 · EXPLORE · FROM THE WORKING DOCUMENT OF 7 SEP 2026

“For the nights”: the Flomax Veteran, on camera

THE BUYER LINE IT TRACES TO

> “Flomax has nothing to do with how many times a night you have to get up. It’s for improving your flow.”

Verbatim, from a public post or review. No name.

THE BELIEF IT HAS TO MOVE · THE FLOMAX VETERAN

Believes now

“Supplements shrink your wallet. Flomax fixed the stream, not the night. Nothing touches this.”

Must come to believe

The stuff I tried was the wrong ingredient; this is for the part my prescription doesn’t reach; I don’t have to stop anything.

Opening line	“Flomax fixed my stream. It did nothing for my nights.”
Talent	A real man, 60 to 72, unpolished, kitchen table or truck. No white coat anywhere.
Destination	The checklist page (Brief 5), then the product page.
Guardrail	No “shrink.” No claim about his prescription. “Results vary” on screen with his number.

THE OPENING LINE, GRADED BEFORE ANYTHING WAS MADE

PASS **“Flomax fixed my stream. It did nothing for my nights.”**

A sentence hundreds of men have written. Sorts the room instantly.

Tom Meredith · made with my creative strategy process in Claude · tom@tomme.co · tomme.co/work/protaflo

The customer line is verbatim from a public post or review, with no name. Nothing here ran, so nothing here is a result.