

Health Copywriting Portfolio

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Title: Health & Physiotherapy Copywriter

About Me

I'm a 400-level physiotherapy student and health copywriter. I help health businesses, clinics, and wellness brands connect with their audience through engaging and informative content — from blog posts and social media captions to email newsletters.

Sample 1: Health Blog Post

Title: 3 Simple Exercises to Relieve Back Pain at Home

Type: Educational Blog Post

Goal: Educate readers and provide helpful, actionable tips

Back pain is one of the most common complaints among adults and students alike. Whether it's from long hours of sitting, poor posture, or stress, the discomfort can affect your focus and quality of life. The good news? You don't need fancy equipment or a gym membership to find relief.

Here are three simple exercises you can do at home to ease back pain and improve mobility:

1. Cat-Cow Stretch

Start on your hands and knees. Arch your back upward (like a cat), then slowly dip it down as you lift your head and chest (like a cow). Repeat this motion slowly 10 times to warm up and mobilize the spine.

2. Child's Pose

Sit back on your heels with arms stretched forward and forehead to the floor. Hold for 30 seconds while breathing deeply. This stretch relieves tension in your lower back.

3. Knee-to-Chest Stretch

Lie flat on your back. Pull one knee toward your chest, hold for 20 seconds, then switch sides. This helps release tight lower back muscles.

Consistency is key. Aim to do these exercises daily for lasting relief.

[Read More]

Sample 2: Social Media Caption

Platform: Instagram

Client Type: Physiotherapy Clinic

Goal: Engage and educate audience

Struggling with neck pain after long study hours?

Try this quick stretch:

- Sit upright
- Tilt your head to one side
- Hold for 10 seconds

Repeat 3 times.

Save this & follow for more student-friendly physiotherapy tips!

Sample 3: Welcome Email

Scenario: New client welcome for a physiotherapy clinic

Goal: Build trust and provide value

Subject: Welcome to FlexCare Physiotherapy!

Hi [Client],

We're excited to help you feel better! Your first session is booked, and we've included a free guide with home tips. Let us know if you have questions.

Warm regards,
The FlexCare Team

Next Steps

Want content like this for your clinic or brand?

Let's talk! I'm open to freelance projects and collaborations.

Contact Me:

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