

- a) Unlock Bunion Relief They Won't Tell You at the Doctor's Office...
- b) Discover the Non-Surgical Secret to Bunion Relief You Won't Hear From Doctors...
- c) How to fix your bunion without surgery [marketing fascination as a hook to drive curiosity, strikes pain point]

90% of bunions are caused by genetics, flat feet, or those fashionable yet torturous shoes. [explaining the roadblock]

The pressure on your toe joint slowly destroys the cartilage, causing pain and stiffness, resulting in constant discomfort you can almost feel in every step you take. [striking pain point and amplifying it]

But how do we fix that?

Well, surgery is always an option, but it is painful and expensive. Instead, there's a better solution that can help. [pain point - fear, comparing it to surgery - gives value by reducing effort]

PerfectToe Corrector gently realigns your toe, stretching tight muscles and tendons, liberating you from years of built-up tension. [giving a solution to the roadblock]

This is the easiest and painless way to fix a bunion. [marketing fascination to keep viewers curious]

Simply use it for 30 minutes a day, [gives value by reducing time] and you'll experience that newfound freedom. You'll enjoy pain-free trips with your friends and family, and your steps will be filled with enthusiasm. [amplifying pain by showing dream state]

PerfectToe Corrector is perfect for anyone over the age of 20 struggling with bunion pain. [destroying objection 'Will it work for me?'] You're not alone; More than 4,000 men and women have found relief from bunion pain with PerfectToe Corrector. It's like they've discovered a new chapter in life. [social proof, showing dream state]

[Facebook testimonial to gain trust and credibility] "I was skeptical at first, but the PerfectToe Corrector proved me wrong. It's a real game-changer. My bunions used to be a constant source of pain, and I'd tried numerous remedies without success. But after just a few weeks with the PerfectToe Corrector, my pain decreased significantly. Now I can enjoy long walks and hikes with my family without wincing in pain. Highly recommend! 💖"

Don't let surgery's shadow hang over you. Untreated bunions only get worse, often leading to a risky surgery. Act now to avoid that painful and costly journey. Click the button and take your step towards a bunion-free life. [2-way close CTA using fear of surgery as a motivator]

## PRODUCT

<https://www.amazon.com/TENICORE-Corrector-Adjustable-Orthopedic-Straightener/dp/B0BPHKH32B>

## LANDING PAGE

☰ PerfectToe Corrector long form copy

## AVATAR RESEARCH

## Bunion Research Template

### **1 - Who am I writing to? Who is my avatar?**

Imagine a woman in her 40s, named Sarah, who lives in the UK. Her mother was dealing with bunions and her bunions started to grow in the last 5 years. That is caused by genetics and wearing narrow shoes. She likes those narrow shoes, but it is painful for her to wear them. She hasn't taken any medical action. Surgery is something unthinkable – it's expensive, risky, and painful.

### **2 - Where are they now? What are they thinking and feeling? Where are they inside my funnel? Etc**

She is thinking: 'As long as it doesn't hurt much, it's okay. But that is not correct, her bunion will slowly get worse and worse. The bunion makes it uncomfortable to wear fashionable narrow shoes she likes. After a long day standing at work her feet hurt. Right now she is scrolling FB where my ad caught her attention.

### **3 - What actions do I want them to take at the end of my copy? Where do I want them to go?**

I want them to click the 'Buy now' button and make a purchase on my website. The landing page will be an advertorial sales page. They should be already sold to and the point of clicking the button.

### **4 - What must they experience inside of my copy to go from where they are now to taking the action I want them to take? What are the steps that I need to guide them through to take them from where they are now to where I want them to go?**

I need to explain their problem. If they don't take action now, the bunion will only get worse resulting in the need for surgery. I will use the fear of surgery as a motivator. They will learn about the roadblock and then they will learn about the solution.