

Rumble 100 squats: <https://rumble.com/v4celgr-february-9-2024.html>

Copy strengths:

- It addresses the core desire/benefit of the avatar to feel better and younger without having all of the pain, aches and stiffness.
- It addresses the core desire of the avatar to get relief from chronic symptoms.
- Headline poses an unanswered question grabbing attention and triggers curiosity by leveraging an apparent paradox in the reader's mind.
- Headline is extremely relevant which makes the reader pay close attention.

Copy weaknesses:

- Subheadline can be wordy and confusing
- Doesn't really leverage any of the value drivers in the value equation to control the reader's perception and make it more valuable.
- The skeleton of "LIFESTYLE OF A 30-YEAR-OLD?" may not be representative of their actual desires.
- Introduces the product too soon which kills the curiosity and "Jumps the gun too soon".
- Benefits are weak and could've been phrased as fascination bullets teasing specific elements of the product;

# CAN A 50-65 YEAR-OLD REMOTE WORKER LIKE YOURSELF RECLAIM THE ACTIVE LIFESTYLE YOU ENJOYED IN YOUR 30's?

Doctor of Physical Therapy proves you can do the activities you love again with his proven 'Remote Renewal Regimen'...by *curing* chronic aches, pains, and stiffness that once controlled his old patients "every step"(in less than 8 weeks) .

## HERE IS WHAT YOU NEED TO KNOW IF YOU'RE SERIOUS ABOUT RUNNING, HIKING AND CYCLING PAIN-FREE AGAIN:

- How to pinpoint the root of your nagging injury with sniper-like precision. This 4-step complete lifestyle assessment peels back the layers causing your symptoms, guaranteeing you uncover the true cause.
- The easiest way to optimize your recovery process rather than guess at it. Using a step-by-step 8-week plan which is meticulously adapted based on your feedback every step of the way.
- How to guarantee you regain control of your active life by staying firmly on track with 24-7 guidance (live support means fewer mistakes, shorter time in rehab, and more time doing the activities you love).
- Why you can't trust traditional physical therapy: If you've ever been repeatedly prescribed rest, medication and generic exercise sheets then realize this is their "quick-relief" strategy to keep you from getting better long-term (while taking your money in the process).

1. Who am I writing to? Who is my avatar?

This target market is primarily seeking to fulfil their Esteem Needs on Maslow's Hierarchy.

**1 - Name: Raul, Age: 55 and Face.**



## **2 - Background and mini life history. You need to understand the general context of their life and previous experience.**

When they were younger, they used to play football at a high level and had hopes of being a pro athlete. However, due to various injuries and missed opportunities in their life, that dream began to fade away, and they found themselves following the normal path of going to school, getting a degree, and pursuing a solid career.

Even though they don't see themselves playing next to Messi anymore, all those younger years formed a strong love for sports and physical activities, and they still consider themselves somewhat of a sporty/active person.

They truly value being active because of the positive effect it has on their mental, physical, and emotional well-being. An active lifestyle is a cornerstone of their life and helps them deal with the stresses of work and family life. They thoroughly enjoy tapping back into their competitive side by going on long walks, rides and runs that push them. They seek some level of challenge in life by pushing themselves in this regard and beat personal records.

In the gym, they tend to compete against themselves rather than aiming to break world records. They use it to "stay in shape, stay fit and healthy," and to look good for their spouse, rather than competing as a bodybuilder.

However, about 24 months ago they transitioned to working at home because of covid and they began developing pain symptoms related to the unnatural positions they found themselves in over long periods of time. The sharp pain and agony gradually got worse and worse, making them realize it wasn't just a temporary thing. They rested for some time, hoping for improvement, but when it didn't happen, they realized they had a more serious injury that required professional care. They asked friends and searched the internet for "physio near me" and managed to get a free consultation with one in town.

The physiotherapist had them perform some brief movements to assess them but it didn't feel like it had much of a point. They were given a piece of paper with some exercises and told to return in a few weeks. They diligently did the exercises but didn't notice any improvement in

their pain, mobility, or ability to tolerate certain movements without sharp pains, aches, and discomfort. Something didn't feel right with this clinic, so they tried the DIY approach, using search engines like Google and YouTube to find solutions for "rehab for back pain."

Some of the exercises they found provided immediate relief, which pleased them. However, as weeks went by, things didn't improve significantly. Other approaches like massage and chiropractic care also seemed promising at first because they provided relief from pain, aching, and discomfort. However, when they attempted to get back into walking and cycling (even after nearly an entire year), things still didn't feel right, and it became evident that all the previous rehab had failed to show significant improvement.

After multiple doctor's visits, it seemed like the only solution to fix their injury, regain control of their life, and resume doing the things they loved was the daunting prospect of surgery, which may or may not work. They were very much against this idea and felt a lot of frustration, sadness, and despair. They began to wonder if they would ever get better again.

### **3 - Day-in-the-life. If you can get a rough idea of what the average day in their life looks like you will be able to relate more easily to them.**

Raul starts his morning with aches, pain, discomfort, and stiffness in his lower back, which puts him in a negative mood. He carefully gets out of bed, expressing his discomfort with a few "oohs" and "ahhs," and makes his way to the bathroom, wearing a wincing expression. Despite the discomfort, he goes through a quick morning mobility and stretching routine that provides some relief. After getting dressed, he prepares for work at home, knowing that he'll have to spend long periods sitting, which worsens his back pain. This anticipation puts him in a somewhat foul mood, but he tries his best to ignore the symptoms and fulfill his work responsibilities.

Dealing with annoying clients on the phone becomes more challenging due to his discomfort, and he occasionally feels frustration rising, though he manages to control it. Lacking a normal outlet for stress, when he finishes work he sits in front of the TV and switches off his mind. He divides his attention between his phone and whatever he's watching on YouTube. Consuming unhealthy food provides a temporary escape and a dose of dopamine to numb his pain. He's lost his previous good physique which makes him feel lower self-esteem. However, this escape, though momentarily soothing, adds to the pressure cooker of his daily reality, contributing to feelings of low self-confidence, sadness, anger, and frustration.

What Raul truly desires is to be pain-free, engage in activities he loves, and lead a life that brings him happiness, pride, and a sense of well-being.

### **Evaluating Solutions:**

Jack evaluates new solutions based on testimonials, the credibility of the source, and the logic behind the treatment. He's cautious but willing to try new approaches that promise a personalised and comprehensive treatment plan.

**What's their level of sophistication? How problem and solution aware are they? What's their level of sophistication (don't say high, name products they are aware of).**

They are very problem aware, they know how they got injured, where they got injured, they may even know why they got injured. *But they don't know about their true roadblock the "Rest-Reinjury Cycle"*

He is moderately solution aware in the sense that they know they need a more challenging and personalised solution to fix their injury. He thinks past rehab failed due to a lack of personalised care and understanding of his specific condition.

But they may not be solution aware in the sense that they realise all the previous rehab they failed was outdated and only looks to manage symptoms, rather than systematically challenge and make their body as strong as possible.

Their sophistication in the rehab market is high because they've tried physio, chiro, social media/youtube videos from guru's and perhaps even massage before but have failed with each attempt.

Jack is aware of the trends in online healthcare, telemedicine, and holistic approaches to injury recovery. He's intrigued by these trends but maintains a healthy scepticism, having been let down in the past.

Internal dialogue may be:

"If you're a grappler who's going to physical therapy right now and your physical therapy sees you for you know seven to 15 minutes that's it and you're being passed off to a high schooler to do a bunch of exercises that don't get any harder and it's time to find somewhere else you would think I would hear enough of these stories and I'd become desensitized to them and I just become more and more pissed off and also more and more sure than this is exactly what I should be doing if you're one of those people who's experiencing something like that something feels fishy something feels off if you have no direct course of action as to how you're going to get your injury right now to get back to the mats please go find that person if you don't know where to find that person please DM me personally and I will direct you to somebody who can help you"

**1. Where are they now? What state of mind are they in? What are they thinking? What pains are they feeling? What are they looking for? What is grabbing their attention? What are their fears? What are their doubts going to be about this? What questions are they asking themselves as they read this product/service/copy ?What are their dreams?**

**Where are they inside my funnel?**

**(Ask until you have a feel for where they are)**

They are currently at home relaxing after a long, hard and painstaking day working from home. Since covid they transitioned to working at home which meant spending a lot of time in bad positions, this progressively got worse and worse until it developed in chronic aches, pains and stiffness in their lower back that completely controlled every aspect of their life, preventing them from their normal activities of walking, running and cycling.

They have found Dr. Lak on google, have resonated with the “get back doing the things you love” on his homepage but they’ve heard that claim 10000 times and they are looking for reasons to believe this is different.

***So they “click to learn more” and they are currently on the sales page for the ‘work from home wellness program.’***

They feel like their life has been stolen from them and they are trapped to live a painful existence with no relief.

They are feeling like a victim, in a state of confusion and despair and they want nothing more than immediate relief from pain and to live a better quality of life where they can do the activities they love with the people they care about. It's like a dark tunnel with no way out, the only rest bite they get is from turning their mind when watching tv (that is until they get up to move).

This has been the case for months and even years which has led them to wake up in pain dreading the day ahead of them.

They are currently thinking about immediate pain relief and finding something which is different from everything else they have tried. They wish to find something which gives them hope again and a way out of this misery.

**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 feel like there is genuinely something different here that grabs their attention, gives them hope and makes their ex

To feel like “wow I am lucky to find this” because of how dialed in the messaging is based on their psychographic and demographic information

They need to feel and believe like to this is directly for them.

**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 logical steps that I need to guide them through to take them from where they are now to where I want them to go?( What things do they need to see, taste, feel, hear and believe to get there?**

**You need to be crystal clear on their specific roadblocks right now:**

Roadblock: The "Rest-Reinjury Cycle" is a common scenario where individuals rest until their injury-related pain subsides, only to find the pain returning upon resuming normal activities. This cycle persists because traditional treatments typically focus on immediate symptom relief (e.g., rest, medication, basic exercises) without addressing the underlying cause. This approach fails to provide long-term relief and often leads to further injury and dysfunction due to untreated root issues and compensatory movements from unaffected muscles or joints.

**You need to be crystal clear on their solution:**

Start with gentle exercises to reduce pain without worsening the injury, building a strong base for healing.

Next, target the real cause of the injury by strengthening and stabilising the affected and surrounding areas, gradually increasing intensity as recovery progresses.

The final step introduces more advanced exercises to ensure the body moves correctly and stays injury-free, aiming for a full return to activity or even better performance.

**You need to be crystal clear on the solution and the way it solves the roadblock:**

IF...THEN statement:

**IF**...individuals adopt a progressively challenging rehabilitation program that addresses the root cause of their injury with targeted strengthening, mobility, and stability training. **THEN**, they can eliminate pain, break the "Rest-Reinjury Cycle" and prevent the recurrence of injuries - achieving long-term health and wellness.

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