

PAS email.

SL: Your free ticket to get rid of your neck pain

Hey %FIRSTNAME|TITLECASE%

Has your neck pain ever kept you awake at night?

It sucks right?

You wake up each morning feeling like a zombie because you barely managed 4 hours of sleep.

Your performance at work starts to go downhill.

Why?

Well, the dark circle under your eyes explains it all.

Instead of being zoned into your work, you have 50% of your attention on your job and the other 50% focused on your neck pain.

Even worse...

You don't want to interact with your friends and family as much because it feels like the pain has zapped all your energy.

It's a horrible day-to-day experience that I would hate for you to push through especially since you're a member of the MyCare family

That's why...

I'll be running an online LIVE **workshop that will give you the knowledge to treat your neck pain without needing to spend a single cent on painkillers for FREE.**

<sign off>

'The click/CTA' is intended to run to a sales page with further information and details about the workshop.

Success Story Email

SL: %First Name% do you have a disc bulge (what you don't know about this)

SL2: Disc disc bulges and your low back pain.

SL3: What doctors won't tell you about your X-ray results and back pain

%FirstName%

I have to reveal the truth about your low back pain and X-rays that even some doctors don't even know.

You see, some doctors will tell you that the disc bulge/degeneration/herniation found on your scan is the cause of your low back pain.

And it makes sense right?

WRONG.

Research actually shows that people without low back pain can also show with similar signs on a scan.

So what causes you to get these disc problems?

Aging.

Just like how our hair turns grey when we age, our discs in our low back also experience wear and tear.

And of the 1804 participants in the research study above, more than 50% had disc degeneration if they were older than 30.

CRAZY.

So why do some doctors tell you that your 'disc bulge is causing your low back pain?'

Well, it's a convenient diagnosis that links the scan results to your pain...

And one that will kill your hopes of finally becoming pain-free.

But don't take my word for it, take Dennis':

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Over the past year, I've had a disc herniation on L4-L5 and L5-S1. Without pain, I was unable to stand or sit. My GP says I can't lift anything heavier than 10 kg after looking over my CT scan. Prior to beginning my treatment with Rick at Pain Free Physio, I tried a different physiotherapist and decompression therapy, but nothing I attempted could reduce the pain. After I discovered Rick, I made the decision to try. Rick believed that after six sessions, my pain would be reduced by 90%. After my fourth session, my pain was significantly improved. I have no pain whether I run or walk. It was incredible to finally be pain-free after a three-month treatment. Definitely recommend.

- Dennis Lu from google Reviews

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That's awesome Dennis, your journey to walking pain free is inspiring!

You see...

Despite being told that his back pain was from his disc herniation, Dennis found a way to run without pain 3 months later...

And the same can happen to you!

So don't let these scary scan results get in the way of your happiness:

You should be able to have an uninterrupted night of sleep.

You should be able to sit at your desk for an hour without your back screaming at you.

You should be able to run around with your kids or grandkids without worrying about pain.

If you want results like Dennis's, then book a physio appointment so that we can identify the **true** cause of your low back pain and spark your journey to becoming pain-free.

<sign off>

Countdown sequence email

SL: I'm worried :(

Hey James,

I'm worried.

See, you only have 24 hours left before our "Total Relief Trinity" promotion finishes...

And finished for good because this deal will not be coming back.

In case you managed to miss the previous 411 emails, this "Total Relief Trinity" package is a 90 minute transformation session where you will receive physiotherapy, massage therapy and podiatry service...

all aimed at one goal:

To ensure that you can simply walk, sit or sleep for hours without being limited by pain.

Normally, the cost of these session would be \$375 (around \$120 each)

But for this promotion, we decided to make it as affordable as possible

So If you want the opportunity to say goodbye to your pain for good, the "Total Relief Trinity" will only be \$155...

Which is a crazy deal...

Because you are not only getting the hands-on treatment to fix the pain but also getting the blueprint from the physio and podiatrist on how to prevent the pain from surfacing again.

Stop letting your pain sabotage your performance at work simply because you didn't get enough sleep the night before...

or because you couldn't sit for more than 30 minutes.

Stop letting your pain stop you from enjoying the simple things in life:

- A good nights sleep
- A walk down the park with your dog or partner
- Sitting through an entire episode of your favourite Netflix series.

The fact is, there is something (muscle, ligament, joint or nerve) in your body that is creating the pain.

And once you fix the cause of your problem, your pain will disappear.

All you need is help shining a light on the root cause and a blueprint on how to prevent the pain from resurfacing again.

Which is why you owe it to yourself and your loved ones to **reclaim your 'pain-free life' back with the 'Total Relief Trinity'**

<sign off>