

100 push ups: <https://rumble.com/v41flq7-trw-push.html>

Some context:

This is a brochure/product description for a new product of a psychologist.

I have included the text and some visual representation of how it is going to look like.

I know it is a lot of text but I think it's reasonable for this type of copy and this kind of product.

The product is a tool for therapists to use during sessions to help them with handling clients.

It is a set of cards and a booklet.

The actual copy is in Bulgarian and some of the words and phrases are changed or are missing because they don't have a substitute in English (or at least one that sounds right).

Also these people are aware of the selling psychological tactics and I tried to lead them to purchasing without getting their "sales guard" up.

The 4 questions:

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

- mostly women
- in the 25-45 age range
- Occupation - Mental health professionals and trainees, as well as school psychologists and private therapists
- Income level - 800 -2000 euro/month
- Geographical location - Bulgaria

Painful Current State

They are afraid:

that they might not be competent enough

to have no customers

to not be able to deal with them

to be unable to understand them

They are angry at:

their unsuccess in trying to cope with a client

when they lose a client

the lack of competence/skill

their failures

Top daily frustrations:

they don't feel competent (when a customer asks them something or when they are faced with a difficult case)

when customers are late and don't call

customers behaving disrespectfully

customers not understanding what they are being told

that they don't have good enough set of tools to use in sessions

that there are not many good psychology tools

They are embarrassed about:

that they are not competent enough and don't know everything

From the fact that they earn little money and cannot afford new expensive training and tools.

What do other people in their world think about them as a result of these problems?
Some think that this profession does not bring a lot of money.
And others think that they suck at their job because they think therapists make a lot of money (because in other countries they do).
That they do not work very fully, if they are in a state institution such as school and kindergarten.

If they were to describe their problems and frustrations to a friend over dinner, what would they say?
You know, I'm wondering if I should stay where I am, I don't get enough money, I have to work 2-3 more places. I feel like I'll never be appreciated enough for the efforts I put in and I'll always be stressed. It's good to help people, but you also have to eat. I can't handle some of the cases no matter how hard I try and I get stuck on them. Being stuck on a few clients does not allow me to be productive and take on more. I also need to be more engaging so that I keep my clients and they come with eagerness to our sessions.

Desirable Dream State

Their dream state is to feel like a professional who can solve any problem, any case. They want to connect deeper with their customers and understand their feelings, traumas etc.. They want their customers to be able to easily express and understand their emotions, why they are experiencing them and what needs to be done to change their current state into a more positive one. They need to do this in an engaging professional way, so they keep their current clients. They want the word about them to be so good that they can choose which and how many clients to handle.

Wave a magic wand at their life and change it immediately into:
Working better, for enough money and feeling satisfied. To have well-equipped offices for working with various tools, games, which they will be able to afford, and not to print from net DIY. They would change their life into their dream state.

They want to impress:
Their bosses, other colleagues, parents, teachers, family and friends. They want to be seen as a respected professional.

How would they feel about themselves if they were living in their dream state?
Satisfied, pleased with themselves, happy, proud, motivated.

They secretly desire most:
To become very good at what they do and to work in a pleasant atmosphere.
To have the ability to handle clients with ease and choose where to work.
To not have financial problems.

If they were to describe their dreams and desires to a friend over dinner, what would they say?
I really want to be appreciated, to have opportunities, to allow myself to buy things and go on vacations whenever I want, to have free time and independence.

Values and Beliefs

They currently believe is true about themselves and the problems they face:
The system is very bad - especially the education one. I don't feel ok here, I think nothing is going to work out, I feel like I'm giving a lot of myself and nobody appreciates me. I will have to work my 9-5 for until i get to 63 and then i will retire if i get to live to the average age of death of bulgarian women (70). They believe these problems come with the profession and they can't really get rid of them. They think the system in their country is bad and that is why they can never be as successful as their colleagues in other countries.

Who do they blame for their current problems and frustrations?

The system and perhaps themselves for not choosing a different profession and education, and for not having many high paying clients and being able to satisfy and handle them.

Have they tried to solve the problem before and failed? Why do they think they failed in the past?

They tried to work in many places at the same time, got exhausted, burned out, got sick, and constantly changed places. Because they did not have the right approach, the right tools, resources. They have probably tried using other tools or thought they did not need any because they can do it only by themselves and they don't need to give their money to other psychologists.

How do they evaluate and decide if a solution is going to work or not?

If it is suggested by a person more professional than them, with more knowledge, experience. If it is based on psychological theories and research.

What figures or brands in the space do they respect and why?

University professors, people who have taught them and other more experienced specialists, as well as shares from other colleagues, recommendations. Because they are in the same field and probably know something they don't.

What character traits do they value in themselves and others?

Empathy, motivation for development, ability to work, responsibility.

What kind of people are we talking to?

People who want to help, develop, read, go to training, but do not feel very satisfied if they work in the public sector. If they are in the private sector, they may be too busy and not able to set a limit for rest and not be able to handle all problems by themselves and only by their knowledge.

People who don't give trust very easily (they have seen from their clients stories how cruel humans can be).

Many of them don't support other specialists in the field and would not buy their product only because it was not them who made it.

What character traits do they despise in themselves and others?

People not appreciating others' hard work.

They deprive themselves of many things.

That there are copycats and people who do not understand and don't have experience, but present themselves as competent and steal their ideas.

Not having motivation, not improving their situation.

What trends in the market are they aware of? What do they think about these trends?

Books, games, maps.

They think some of them are proved to be working, shared by colleagues or seen in training.

But they think most of the products are not designed to really help them, that they are not made by specialists, and they only exist to take away money from them.

My avatar:

I use my parents' close friend who is a psychologist as my avatar.

She is called Svetla, she is 40 years old and works in the educational system and as a private therapist. When I write I imagine her reading. She also helped me with some of the market research questions.

2 - Where are they now? What are they thinking, feeling? Where are they inside my funnel?

They are always in a state of looking for new ways to improve their work and solve their clients' problems. They are thinking 'How can I improve my work, how can I make it easier/ more effective for me and my clients?'

They feel not competent enough and want to change that.

They feel unsatisfied with their work.

They feel unappreciated by their colleagues, bosses, family and clients.

They are burned out from all the individual problems and different cases they have to handle.

They need to find a way to understand and communicate with all clients in an easy, interactive and engaging way.

They are meeting my client's new product in the product description page or an online brochure. They have gotten here from a facebook post, or from reading a blog from the website.

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 think about what instruments they could use to improve their work and put mine in front of all others. I want them to go to the purchase page to discover the price, reviews and other products. I want to show them that it is possible to have one tool that is for all types of clients and that this tool can help them become better and save them loads of time and energy.

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?

They must get motivated to try out this tool and have hope that they can improve their life. They need to feel motivated because they understand they can change their current state.

They need to trust the authors and be sure that it works by seeing that it is based on important psychological theories.

They must realize what instruments are needed. They must realize that this product is developed by professionals based on a lot of experience and knowledge. They need to know we have experience in developing these types of products. They need to trust us to feel safe. They need to feel educated from what they just read.

I have to guide them to the purchasing page, they need to click the link at the end of the copy. (Or check out our facebook page if they are not coming from it)

My personal analysis:

The main problem is that my audience is too specific and I'm not sure if I manage to approach them in a way that they don't find too sell-ish but still convince them that my product is valuable and they need it in their life.

I was thinking of including examples but I thought this could be on another page. Testimonials will be included in the website.

I also think there is a way to make the transitions between the problems and the product smoother.

I have not included a compelling hook because I don't want to sound like I am selling to them or make them feel tricked so I just say what product I'm introducing. In their sphere these types of products are craved, so I think just saying what the product is is a good enough attention grabbing line (correct me if I am wrong).

This is a very raw representation of what the brochure/description is gonna look like (just to give clarity on where the text is going to be placed):



Meet the new set of therapy cards "Bonding"

A psychological tool with a set of hand-drawn cards designed to be used in therapy sessions.

A useful resource for mental health professionals working with children, teenagers or adults who have a wide range of needs.

Key topics such as the parent-child relationship, partner relationships, attachment formation and parenting roles are presented.

Three years after the creation of our first product aimed at improving socio-emotional skills in children, "The Home of My Emotions", our team focused its efforts on developing a second tool to assist mental health professionals and their clients. We have brought together core concepts including the ideas of Attachment Theory, the Narrative Approach and Systems Thinking.

The tool has been created in response to the difficulties that we and our colleagues have identified over years of working with clients of different ages.

The Bonding Card Set is a suggestion for a piece of the complex puzzle of psychological work with individuals, families, parents and partners. We truly believe that by using the cards we will enrich our own psychotherapeutic work as well as the work of colleagues seeking new ways of comprehensiveness in the therapeutic process with people.

Based on our personal life experiences as well as our diverse professional backgrounds, in the process of development of the product we found common ground in our conceptual understandings of family and the importance of the parental figure in child rearing. As the backbone for personal development, we paid attention to the roles of the mother and the father and their incarnations in different contexts. We have also included the idea of generational transmission of patterns that are part of each person's family emotional heritage.



As we meet with various clients, we are faced with the difficult task of opening a space for a relationship of trust and sharing. Sometimes it's really hard to talk about deeply repressed and silenced feelings that are closed behind the bars of time.

In most cases, the ability to express emotions is based on the way we were raised in early childhood. The subjective perception of the position we occupy in our family or in any other important group significantly influences the personality and concepts we have about life.



Many people have difficulty expressing their inner self through words. In the therapeutic space, these difficulties can sometimes create a wall between the client, lost in difficult emotions and memories, and the therapist, trying to interpret their story. Overcoming the emerged obstacle requires effort from both sides. A ladder needs to be built by which to pass with ease over the wall in the process of understanding and connecting with the client's issues. To build this ladder, in addition to the knowledge of the professional, the right tools are needed.

The multiplicity of human experiences, relationships and ways of communication can be reflected through different methods and techniques. The use of metaphors and projective cards is a different and engaging approach to help both the client and the therapist on this difficult path of self-discovery and self-disclosure.

Shared vulnerability allows for a new way of understanding and interpreting the experience. Creating new stories can be facilitated by using appropriate associative images to bring clarity and effectiveness. Connecting with individual images and words could support the process of bringing to the surface deeply buried and guarded emotional archives. Untold human stories are waiting to be told and rewritten.



The authors and our interdisciplinary team of specialists

Boryana Teodosieva is a child and adolescent psychologist. She has specialized in Systemic Family Therapy at the Institute of Family Therapy. Currently she is a PhD student in the field of Developmental Psychology in Childhood and Adolescence at Sofia University "St. Kliment Ohridski". She has many years of experience as a practitioner in various educational institutions and in counseling children, parents and teachers.

Pavla Otova is an artist and graphic designer. She has extensive creative experience as a decorator, interior consultant, co-author of new product brands, organizer of children's creative workshops at voluntary organizations and exhibitions.

In the preparation of the final product are involved systemic psychotherapist and supervisor Borislava Mecheva, English teacher Radostina Kisova, as well as focus groups of individuals and families.

The concept cards are a useful tool in psychological practice because:

- They open up new horizons for work, by representing relationships and emotional states.
- By analyzing the images on the cards, clients are able to connect more easily with the emotions they are experiencing but find difficult to recognize or express.
- The cards can be used in a variety of therapeutic contexts, including individual and group therapy, and with clients of all ages.
- Included Bulgarian and English versions.

The "Bonding" set contains 47 cards with original hand-drawn images and a booklet with descriptions and work ideas.

You can find the "Bonding" set at dete-vuzrasten-roditel.alle.bg
Find us on Facebook
Positive Parenting School/Школа за позитивно родителство
Contact at:
email: dete_vuzrasten_roditel.abv.bg

The Copy:

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Thanks in advance for the review!