

ACL Tear Ebook Sales Page

Business Objective: Increase the Conversion Rate

DISCLAIMER /// My copy is translated from German to English, so please focus on the subtext that is communicated. Thank you for your review!

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Context For The Review

100 Pushups Rumble Video: <https://rumble.com/v53lv5b-aikido-review-25.06.2024.html>

Context

I ran 2 ad campaigns to this sales page and both broke even (link to ads below)

To increase the ROAS and make profit, I wrote this rewrite of the sales page

What I already did

Feedback on strategy ☒ Evaluated & Revised until confident myself ☒ Outside opinions from people related to the target market, family, friends ☒ Revised again ☒ Feedback from aikido & experienced review ☒ Revised again ☒ Tested Live ☒ Revised again until 100% confident ☒

What is the problem?

After 7 days of testing, the new page has the same conversion rate as the old page

Why? I don't know what I'm doing wrong. I have put so much effort into this, but it's not working yet. Where are my mistakes? What am I not seeing? What do I need to do to win?

Hotjar Recordings

 Hotjar Heatmap.jpg - 67% of visitors scrolled down all the way to the Buying Field
In the recordings, most people scroll & read through the whole page, but then they leave it again

Links

Client socials: <https://www.instagram.com/lieb.andi/>

Old Sales Page: <https://kreuzbandriss.andi-lieb.de/>

New Sales Page: <https://kreuzbandriss-andi-lieb.de/>

My copy's weakness and how I think I should improve it

Guarantees/ Bonuses

- I could create and add both of these. But I'm unsure if that would be too much. I didn't want to include them at first, because I didn't think they make that big of a difference.
- Is that arrogant and I should definitely add both bonuses and guarantees?

Headline Section

- I could have used fascinations in the bulletpoints, but I decided to make them centered around the how + the other headline objectives and then create the curiosity & open a loop in the 2nd headline + story introduction below
- I'm still unsure whether this is the best move. What do you think - should I go back to listing the fascinations I also use in the product section below again, or does the headline section achieve the objectives like it currently is?

Winning Strategy

3 Facebook Ads get Leads on the Sales Page (all currently ~2% CTR, 0,5€ CPC)

- Ad 1: Andi shows a Knee injury exercise and then sells the ebook
- Ad 2: Andi talks about his story and then sells the ebook
- Ad 3: Retargeting ad where Andi directly sells the ebook

([Links to the ad creatives + captions, translated from German to English](#))

Ad Settings

- Purchase Campaign, optimize for sales, Germany, everyone, 18-65+
- Ad 1&2: Advantage Audience, Advantage Placement, 14€ a day
- Ad 3: 25% & 3sec watchers, website visitors, + advantage audience, 7€ a day

On the Sales Page the product is presented in the most compelling way

- Sales Page: <https://kreuzbandriss-andi-lieb.de/>
- Mobile View: [Drive Link](#)

Winner's Writing Process

1. Who Am I Talking To?

a. What kind of people are we talking to?

- i. Target Market: Men & Women, 18-65+ in Germany

- ii. Shared Desire: Rehabilitation after a knee injury
- iii. Best Customers: Women, 45-54 with a cruciate ligament tear

2. Where Are They Now?

a. Current State

- i. Major restrictions, knee pain, not allowed to do any sports, have to lie down all day, use crutches/orthosis, have difficulty walking/stairs/sitting/ everyday tasks, dependent on help from family/friends
- ii. Serious setback, exhausted, physical and mental strain
- iii. Fear of re-injury, no confidence in their knees, insecure
- iv. They feel left alone with their problem, overwhelmed, at a loss, helpless and have doubts as to whether they will ever be as fit as before
- v. "After the operation, I was pretty lost with unanswered questions and doubts as to whether I would ever be as fit as before."

b. Dream State

- i. They no longer have any restrictions in their everyday life and can do their favorite sport with friends and family again.
- ii. They can fully use their knee again and don't have to worry about reinjuring it. They trust their knee again, live without fear, physically safe, fit and full of self-confidence again.
- iii. "I'm no longer afraid for my knee and can finally live my life again with self-confidence and trust"

c. Roadblocks & Solution

- i. Roadblocks: "What can I do? How do I get fit again quickly? Which exercises are right for me?"
- ii. Solution: Rehabilitation plan with effective and specialized exercises

d. Product

- i. Cruciate Ligament Tear Ebook: Guide to getting fit again quickly with the most effective exercises and everything you need to know.
- ii. Increase Dream Outcome: Get fit again quickly (more specific below)
- iii. Increase Perceived Likelihood of Success: The most effective exercises, for every phase of rehabilitation, suitable for after/without surgery, over 50 exercises, also helpful for combination injuries, unhappy triad, meniscus damage or knee pain
- iv. Decrease Effort/ Sacrifice: Can be done at home without equipment, simple exercises
- v. Decrease Time Needed: Can be downloaded immediately after purchase
- vi.

e. Awareness & Sophistication

- i. Usually Problem aware (They are very aware of their problem, they've been to physical therapy and maybe did some exercises, but they didn't get a professional rehabilitation plan with an exercise library (-> solution unaware) and they don't know ebooks as product mechanism for this yet)
- ii. But mostly Product aware (They have seen a youtube video or facebook ad of my client talking about the ebook and clicked on the link to the website)

- iii. **Market tires of claims** (multiple businesses with different product mechanisms address the market: normal/ online physical therapy, hospitals, free yt videos & internet articles, ebooks. It's not a stage 4 market, because I only have 2 mediocre competitors in Germany who use ebooks as mechanism)

f. Levels

- i. Pain: **7/10** - Really want to get rid of their limitations
- ii. Certainty: **4/10** - Know, that exercises can help
- iii. Trust: **4/10** - They have already seen Andi in the ad

g. Cost

- i. Price: Not expensive, they have a high disposable income - 22,49 Euros
- ii. Time: Short - 1 to 5 minutes to buy
- iii. Effort: Medium - Read through the website, add their payment info, download the ebook
- iv. Sacrifice: Big - They could go back to scrolling on the internet

h. Avatar

- i. **Kirsten is 51 years old** and works at Syskron, her husband Hans is a department manager at Krones. They have been married for 25 years and have a son Johannes and a daughter Nele, 24 and 22 years old.
- ii. Kirsten gets up at 6 a.m. to have a little time for herself and then has breakfast with her husband. She works from 9 a.m. to 5 p.m. Then she cooks for her husband, who comes home an hour later. After dinner, they watch a film together, go for a walk, meet up with friends, talk to their children on the phone, or sit comfortably on the couch, checking social media on their cell phones or reading a book.
- iii. Kirsten is friendly, cheerful, fun-loving and optimistic. She places great value on her family, enjoys meeting up with friends and loves going on weekend trips and traveling.
- iv. Her long working day with little exercise and the amount of time she spends sitting at her desk often means she gets tension and pain in her back. She then has no energy for anything else when she comes home and because of her bad mood and terrible mood, nothing is really fun anymore, she can't really enjoy anything anymore.
- v. **Three months ago she tore her cruciate ligament while skiing.** She is still in rehab and is very annoyed because things are going slowly, the physiotherapist didn't really listen to her and she still can't use her leg properly. The little bit of physiotherapy she was prescribed is not enough for her.
- vi. She is **frustrated** when she has to write to her friends **"Unfortunately I can't come with you, I have knee problems"**. She feels left alone with her problem and finally wants to be able to go on nice holidays and trips with her family and friends again.

i. Understand Their Buying Behaviour

- i. Why do they buy? What drives them/ makes them go further at each step of the buying process?
 - 1. **Central desire: Get fit again quickly.**

2. High motivation due to high pain/limitations.
3. Dream State future pace "How nice it would be to go skiing with friends and family again!"
4. Empathize with your problem - you are not alone, give hope/promise of quick rehabilitation.
5. Exactly for someone like me - testimonials and authentic experts who have been affected themselves provide security
6. Benefits: Structured training plan, based on experience, most effective exercises of all the different ones, can be done at home & without equipment, for every phase of rehab
- ii. What makes them decide not to buy? Why would they not want to take action?
 1. No testimonials raise doubts about effectiveness and uncertainty as to whether the ebook actually helps
 2. Too much information/ very long e-book can be intimidating

j. Immerse Yourself In Their World

- i. How are they living their life and what are their past experiences?
 1. Active in sports before the injury, they are used to being independent and mobile. Most of them have never been affected by an injury with such major restrictions
- ii. What are all the steps they took online to land here at my copy?
 1. Injury during sports: Huge pain, shock
 2. Doctor/Hospital: Diagnosis of a cruciate ligament tear, consultation, decision about surgery or conservative treatment. Get physiotherapy prescription and weight-loading guidelines, only rarely a rehabilitation plan with exercises
 3. First days: painkillers, little to no exercise.
 4. Physiotherapy: Rehabilitation with normal physiotherapy is not very extensive. Low care, standardized, not enough twice a week, no clear structure, does not lead to any improvement. Exercises may be shown, but they are laborious and painful, or only lymphatic drainage is carried out/knees are checked/massaged.
 5. At home: Feel isolated, dependent on friends/family, helpless, are usually on the couch/sofa with their leg up all day
 6. Do a lot of internet research for possible rehabilitation measures
 7. Frustration: They want to distract themselves from their problem so they watch TV/Netflix or scroll on social media
 8. Or: Already in rehabilitation for a long time, but still at home/ very limited/ no progress, → distraction SM
 9. Paid Interrupt - The ad is shown to them in the feed
 10. They saw an ad or a YouTube video in which Andi sells the ebook, clicked on the link and are now on the website.
 - a. Current 2 FB ads: [Ad 1](#), [Ad 2](#)
- iii. What are their questions when reading this sales page right now?
 1. How long does it take? How can I get fit again quickly?
 2. "When can I go jogging and play soccer again?"

3. "What can I do? Which exercises are right for me?"
 4. "Can you help me?" "Why should I buy your ebook?"
- iv. What must it look/feel/sound/be like to be this other person?



- 1.
 2. I'm sitting on the couch at home with my leg up. My body is exhausted and my knee is really starting to bother me. I see my friends' posts and feel frustrated that I can't really do anything with my limitations.
- v. What conversation inside of their mind do I need to write to?
1. "Phew... do I have to take a painkiller again? How can I finally get rid of this annoying pain and limitations?"
 2. "I'm bored. What should I do? Watch another movie on Netflix? How long will the injury last? Is there perhaps a way I can get fit again faster? Hmph :("
 3. "Will your ebook really help me get fit again quickly? Why should I buy it?"
- vi. Where is my Avatar emotionally and physically? Where are they in the funnel?
1. Kirsten is on sick leave and is sitting at home on her couch. She scrolls through social media and sees all the posts from her friends who are doing such great things while she has to suffer at home. She has just sat down differently because her knee has started to hurt again or her leg has gone numb from being put up. Alongside her friends' posts, she saw Andi's ad and clicked on the link because she is interested in the ebook and thinks it might help her. She is now on the sales page.

3. Where Do I Want Them To Go?

a. Specific Mini Objectives

- i. Make them stay on the page
- ii. Make them read through the page
- iii. Make them buy the ebook

b. Required Levels

- i. Desire: 8/10 - They want my offer, believe it's valuable and worth the cost/ effort/ time/ sacrifice
- ii. Certainty: 8/10 - They think this works for their situation and have full clarity about the idea
- iii. Trust: 8/10 - They think Andi is trustworthy, authentic, friendly & know he helped many others

c. What conversation do I want to trigger inside of the mind of my reader?

- i. They breathe in, their eyebrows rise and their eyes become big, they smile and straighten up slightly: "Wow, that's just perfect for me!" He went through the same thing as me and can now do everything again. I need the guide so that I can get fit again quickly!"
- d. **What vivid mental picture can I create for them to relentlessly pursue which realizes their desires and goals? What specific image can I paint for them to buy the ebook?**
 - i. "How nice it would be to go skiing with friends and family again!"

4. What Steps Do They Need To Take?

a. What is the buying process?

- i. They arrive at the sales page
- ii. They decide to stay on the page and read through it
- iii. They decide to click the "Buy Now" button to purchase the product based on the information presented
- iv. They enter their payment information and then complete the purchase
- v. They download the ebook directly from the page or via the download link in the email

b. Specific Questions

- i. How will I get/ maintain their attention and make them curious?
 - 1. Present opportunities/ threats around what they care about
 - a. Safety needs: Overcome injury, avoid future problems
 - b. Love and belonging: vivid dream state
 - 2. Use fascinations to create and amplify curiosity
 - a. Knowledge: Secret Muscle
 - b. Opportunity: heal faster and avoid arthrosis
 - c. Threat: 3 common mistakes that cause future problems
- ii. How will I increase their levels & trigger their pains/ desires?
 - 1. Dream State fascinations Vivid description of their dream state -> experiences they miss and current challenges they have overcome
 - 2. Guru discovery story: make them see their desire so they will want to make it reality
 - 3. Talk about current state, future pace & project in story
 - 4. Call out their problem and trigger their desire
 - 5. Use social proof, be specific who this is for
 - 6. Use official certification and personal experience
- iii. How will I speak correctly to their awareness & sophistication level?
 - 1. Call out their problem then offer solution
 - 2. Lead with a unique mechanism
- iv. How will I show them roadblock, solution and product & shift their beliefs?
 - 1. Reveal roadblock: They don't have a guide
 - 2. Show solution: They need a rehabilitation plan to recover quickly
 - 3. Connect to the product: This ebook is the best form of the solution
 - 4. Authority: patients helped, personal experience, certification,

5. Logic: Use a metaphor in the discovery story and mix in logical language in the lead/ body copy
- v. How will I call them to action and demolish their objections?
 1. Exceed the pain/ dream threshold
 2. Reduce effort and sacrifice: Instant download
 3. Handhold close: step-by-step instructions on what they need to do
 4. Objections? -> Handle in FAQ section
- vi. How will I use other copywriting & influence tactics to get them to buy?
 1. Predictable: Different phases give a clear path to them

c. Outline

- i. Get attention, make them stay on the page
 1. Picture of product + social proof speech bubble
 2. What & Why - problem callout, offer solution
 3. How - Main contents, establish credibility, layman,
 4. Value Equation + New, Easy, Safe, Big
 5. CTA for people who are already willing to buy
- ii. Make them read through the page
 1. Why I'm telling the story + open a loop
 2. Start HSO at the height of drama
 3. Connect with their current state
 4. make the main character relatable
 5. create curiosity -> lead the reader up to the point of despair and then fast forward to the point where they live the dream.
 6. Trigger desire, give proof, tease unique mechanism/ key insight
- iii. Make them want to buy the ebook
 1. Quick credibility section: Handle "Who are you/ why should I listen to you?" objection,
 2. Show solution & connect it to their dream state
 3. Show how product is the best way to take advantage of the solution and give them a good reason why I wrote it
 4. Feature main benefits bullet points -> good for skimmers
 5. Feature Fascination bullet points -> curiosity
- iv. Make them buy the ebook
 1. Testimonials -> social proof, dream state, increase certainty
 2. Handhold close, connected with outcome they want
 3. Crank dream state -> Exceed their desire threshold, specific
 4. Buy section with price & paypal button & discount
 5. FAQ - main objections in the market

Old Sales Page <https://kreuzbandriss.andi-lieb.de/> (in short)

- Cruciate ligament tear - what now? Ebook, get your knee fit again, over 50 exercises, no equipment, save 10%, buy CTA now
- Over 50 exercises divided into different phases, also helpful for unhappy triad, meniscus damage or knee pain

- Guide to rehabilitation of cruciate ligament rupture without surgery/post-operative reconstruction
- Practical book: Everything you need to know, practical exercises to strengthen muscles and gradually achieve optimal load again
- Andi Lieb: 10 years of experience, practice, practical tips, video exercises
- Buy now Paypal, direct download, 10% discount

Sales Page Copy

/// Disclaimer - please don't focus on the design in this doc!

This is the website where I launched the sales page: <https://kreuzbandriss-andi-lieb.de/>

It is optimized mainly for mobile, because 95% of the traffic is from mobile

Mobile view: [Drive Lin](#)



Your guide to get fit again quickly after a knee injury

- With over 50 easy exercises!
- In addition, receive the best scientifically proven tips for a safe and faster rehabilitation

 **Ebook jetzt herunterladen**

**Do you also want to have a healthy
knee again?**

Let me show you how you can get rid of all
your limitations again just like me:

In 2017 I had an **ACL tear myself** and didn't know what to do

I spoke to lots of doctors and spent nights researching on the internet...

But everyone said something different and I was left without clear instructions.

I felt **helpless and left alone**.

What's more, I was about to take my final exam in my training to become a physical therapist.

So I had no choice but to get fit again quickly...

"Accomplished!"

Today, I have had **no worries** about my knee for many years.

Just recently, I ran a half marathon in Regensburg without any problems!

As a physiotherapist, I have cared for **hundreds of patients** with knee injuries.

And I got to help them, **just like me**, to return to their everyday lives and favorite sports.

For rapid progress in rehabilitation, **one crucial point** was always the most important...



Physical therapist Andi Lieb

Own practice in Regensburg

Many years of experience in dealing with patients

The key to success

For successful rehabilitation, you need **clarity**.

One, about which exercises are the right ones.

But also what you need to pay attention to in order to **avoid making mistakes**.

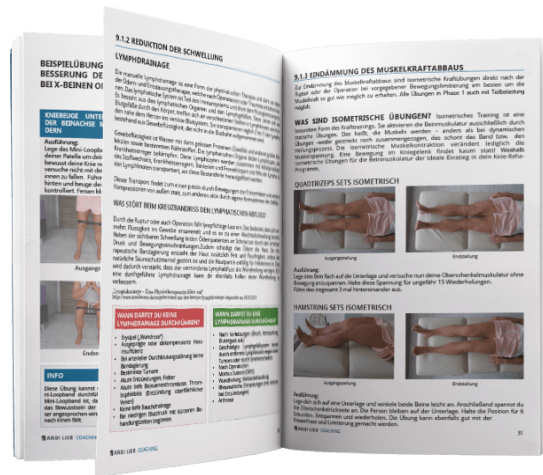
That's why I've developed a special system for my physiotherapy patients:

A **clear training plan** that is tailored to their individual progress.

By now I've been able to **help hundreds of people** get fit again quickly.

And so that you can do the same, I've written this ebook for you.

Your read string



- **54 simple exercises** for at home!
Broken down into 5 phases and no equipment required
- How to **speed up your healing process** and avoid knee arthrosis in the long term
- Which **often forgotten muscle** can take over the function of the anterior cruciate ligament
- **Three common mistakes** that lead to further injuries and how to avoid them



“Andi explains everything very clearly and helps you at any time if something is unclear. But in the end you have to do the exercises yourself :) Clearly recommend it! My knees are much better!”

- Victoria L.



I was treated by Andi for a long time - after a **cruciate ligament and meniscus rupture** and subsequent surgery. Thanks to his enormous expertise and individually tailored exercises, **I can now do sports normally again.** He also managed to get me to be able to fully straighten my knee again.

- Johannes B.



“Excellent! Andi shows you **great, simple exercises** that you can integrate at home or into your everyday work routine with little time and without any material.”

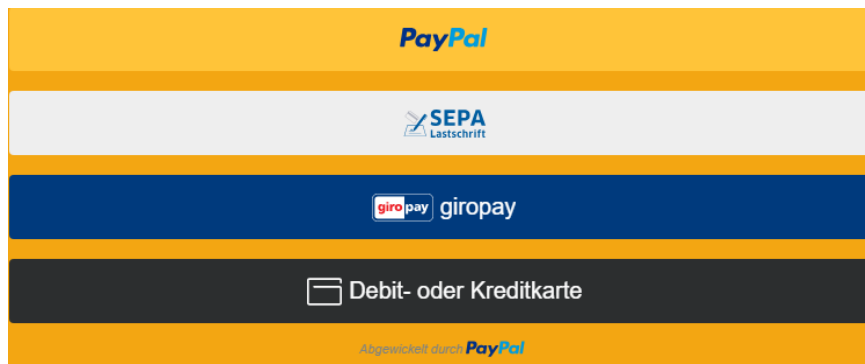
- Mia S.

Get fit again quickly!

After purchasing, you can download the ebook directly. You can then start getting rid of your limitations step by step.

Discount price: 22,49 €

Get 10% off the regular price of 24,99€



Price: €22.49 incl. VAT.

If you have any questions, please feel free to send me an email: <email>

Frequently Asked Questions

Does the guide also help with meniscus damage, unhappy triad or knee pain?

Yes! All combination injuries in the knee that affect ligaments or cartilage damage have the same therapeutic approach. That's why the guide also helps you with meniscus damage, unhappy triad (describes the combination of a tear in the anterior cruciate ligament, medial meniscus and medial ligament) and knee pain.

Is the guide also for people who have not had knee surgery?

Yes, this e-book serves as a comprehensive guide to rehabilitation after a cruciate ligament tear, both without surgery and after cruciate ligament reconstruction.

What if I have questions?

If you have any questions, feel free to send me an e-mail: <email>

Are the exercises difficult?

All exercises are carefully selected and as simple as possible to avoid subsequent damage during rehabilitation. It was important to me to find effective but easy exercises that can be performed at any age and without a lot of equipment.

How do I buy the eBook "Cruciate ligament tear - what now?"?

To do this, click on the button of your desired payment method and you will be redirected to PayPal. After successful payment, you will receive an email with the download link to your ebook

How can I read the guide? I'm not very familiar with ebooks

After purchasing, you will be redirected to a page where you can download the ebook as a PDF file. This PDF file will then be in the Files app on your device, where you can open and read it. If you prefer to read the guide on paper, you can print out the PDF file. If you have any questions or difficulties, you can contact me at any time by email: <email>

