

ACL tear Google Ads Domination

Objective: 2+ ROAS campaign

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

Winning Strategy Planning

Business Situation And Needs

- 2 ROAS Facebook ad campaign -> Goal: Achieve the same on Google

Top Market Players

- Knieathletics: ([Website](#), [IG](#), [Semrush](#)) -> Write superior copy that's more relevant
- Liebscher & Bracht ([Website](#), [IG](#), [Semrush](#)) -> Model their winning meniscus ads

Marketing Assets

- Keywords: 1 ad set, phrase match,
- 3 ads: Problem vs. Desire vs. Solution. Pinned headlines and descriptions
- Website: Matches ads & keywords! Full persuasion cycle, professional FAQ

Winning Strategy

- Settings: Sales, Search, Website Visits, Maximize Clicks, no search/ display network, image + logo + name extensions
- Optimization: Daily data analysis, negative keywords every 72 hours, test/stop new keywords/ads after 100 clicks, conversion optimization after 30/60 days

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

New Sales Page: <https://physiohealth-line.de/products/kreuzbandriss>

Funnel: Google Ads -> Sales Page

Winner's Writing Process

1. Who Am I Talking To?

- a. Men & women, 18-65+ in Germany with cruciate ligament tears who want to be pain-free and get rid of their limitations.
- b. Best customers: Women, 45-54, injured during sport/in an accident

c.



2. Where Are They Now?

- a. Current State
 - i. "I am very limited by my injury." "I have to lie down a lot and often distract myself with films, series or reading." 😞
 - ii. "I feel left alone and a bit lost." "I doubt whether I will ever be as fit as I used to be." 😞
 - iii. "How nice it would be to go skiing with friends and family again!" "Unfortunately I can't come with you, I have knee problems"
- b. Dream State
 - i. "I finally have no more restrictions! 😊" "I am not afraid of further injuries because I have full confidence in my knee again." "My restrictions are a thing of the past"
 - ii. "I was able to return to my normal everyday life and favorite sport and can also take part in all activities with friends and family again 😊"
- c. Values and Beliefs
 - i. "I want a common thread that tells me what, when, how and why to do things. I want to have a fixed contact person so that I am not alone. I want clarity and security"
 - ii. "I believe in scientific expertise and reports of experience"
 - iii. "The health system is letting me down, I have to wait weeks for appointments and the doctors are only interested in money"
- d. Roadblocks
 - i. "What can I do? How can I get fit again quickly? Which exercises are right for me?"
 - ii. The cause of the limitations are weak muscles and inflammation in the body.
- e. Solution & Mechanism
 - i. The solution is a rehabilitation plan with the best exercises and tips to stretch, mobilize and strengthen the muscles and accelerate the healing process
- f. Market Analysis
 - i. 50% Problem aware (don't know what to do), 50% Solution aware (looking specifically for solutions)

- ii. Market tires of your mechanism (other exercise/rehab offers)
- g. Levels
 - i. Pain: 5/10 - Really want to get rid of restrictions
 - ii. Certainty: 2/10 - Know that exercises can help
 - iii. Trust: 0/10 - Have never seen Andi, don't know him
- h. Avatar
 - i. Kirsten is 51 years old and has a husband and two children.
 - ii. She gets up at 6 a.m. to have a little time for herself and then has breakfast with her husband. After work, she likes to read, walk her dog, watch a crime thriller with her husband or talk on the phone/meet up with friends.
 - iii. 6 weeks ago, she tore her cruciate ligament while skiing. She is on sick leave and is very annoyed because her rehab is progressing slowly.
- i. What are all the steps they took until looking at my copy?
 - i. Injury while skiing: Great pain, shock
 - ii. Doctor/hospital: Diagnosis of cruciate ligament tear, consultation, decision to operate. Only gets physiotherapy prescription and weight guidelines.
 - iii. First days: Painkillers, little to no exercise.
 - iv. Physiotherapy: Little care, standardized, 2x a week not enough, no clear structure, leads to no improvement. Exercises are not explained properly, often only lymphatic drainage, check-ups/massage.
 - v. At home: Isolated, dependent on friends/family, helpless
- j. Where are they NOW?
 - i. Kirsten is currently sitting exhausted on the couch at home, scrolling through Instagram and feeling frustrated because she sees all the posts from her friends who are all doing such great things while she is suffering.
 - ii. Then she decides to go on a Google offensive: "What can I do to get rid of my limitations quickly?"

3. Where Do I Want Them To Go?

- a. Mini Objectives
 - i. I have their attention, they read the ad, they click the link with high intent
- b. Cost
 - i. Low Price (Not expensive, they have a high disposable income - 22,49 Euros), Short time (to 5 minutes to buy, but: High to read everything)
 - ii. Medium effort (Click the link, read the website, buy and download, but: High to read everything and do the exercises), Big sacrifice (They could just go back to watching netflix to distract themselves)
- c. Levels
 - i. Desire: 7/10 - "Yes, this is exactly what I want!"
 - ii. Certainty: 4/10 - "This could be THE solution!"
 - iii. Trust: 3/10 - "The ad looks trustworthy"

- iv.
- d. Conversation
 - i. She takes a breath, her eyebrows still go and her eyes get big, she smiles and straightens up slightly: “Wow, that’s exactly what I want, let’s take a look at the website 😊”

4. What Steps Do They Need To Take?

- a. Specific questions
 - i. Get Attention, Create Curiosity
 - 1. Call out problem/ desire + create curiosity around/ offer solution
 - ii. Amplify Pain/ Desire
 - 1. Tie to outcome / trigger hope -> opportunity
 - iii. Call to action
 - 1. Strong CTA -> Action & benefit for them if they click
 - iv. Demolish Objections
 - 1. Clear What - Why - How so there is no confusion
- b. Outline
 - i. Headline
 - 1. Call out problem/ desire/ solution -> Get attention + relevant
 - 2. Offer/ benefit/ outcome -> Incentive to click the ad
 - ii. Description
 - 1. Solve their problem -> Hit the search intent
 - 2. Answer: why should they click this ad?
 - iii. Additional levers
 - 1. Trust: Business Name + logo + image extension

Copy

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Keywords

/// Researched all of them on semrush. Those are the most relevant keyword and they all have a good search volume. They are way better than the ones my competitor targets, I modeled them from a top player in a very similar niche

acl tear what to do?
acl tear knee
acl tear healing
acl tear treatment
acl tear without surgery
acl tear conservative
acl tear rehab
acl tear exercises

Negative Keywords

/// I went through all top 500 search volume acl tear keywords. These are the ones that have a medium to high search volume and which I absolutely don't want my ad to be shown to

dog cat horse pet veterinarian english turkish accident insurance mri free scar to operate or not does an acl tear need to be operated on	symptoms signs pain inflammation duration how long long-term effects healing time cooling or warming test drawer test overstretching experiences not noticed	splint crutches bandage taping massage physiotherapy physio yoga gymnastics muscle building building training liebscher and bracht liebscher bracht swelling	self-test downtime doccheck news costs pdf appearance signs yes or no cause diagnosis back of the knee age limit ill
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ADS (strategy from above -> test 3 approaches against each other)

Headline Ad 1

Torn cruciate ligament - what now? | Your central thread | Without surgery and after surgery

Headline Ad 2

Faster cruciate ligament rehab | Your central thread | Without surgery and after surgery

Headline Ad 3

Faster cruciate ligament rehab | The best exercises and tips | Without surgery and after surgery

Description 1 (for all 3 ads)

Find out how you can get fit again quickly after a cruciate ligament tear.

Find out how you can get rid of your limitations just like I did.

Get the most effective exercises and best tips for faster cruciate ligament rehab.

Description 2 (for all 3 ads)

Without surgery and after surgery. Already helped 900+ others

The Website 



Also you can get fit
again quickly after
an ACL tear!

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

 **Ebook jetzt herunterladen**

**Find out how you can get rid of
your limitations just like I did**

Maybe you're feeling like I did in 2017:

I **tore my cruciate ligament** 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 alone**.

On top of that, the last exam in my training as a physiotherapist was coming up soon.

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

The crucial point

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

How you can achieve as well

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**.

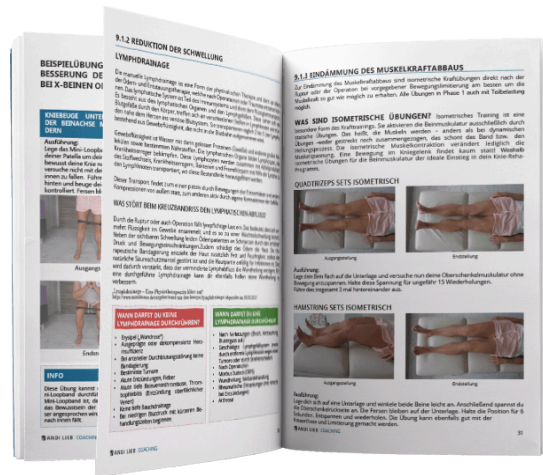
That's why I've developed a special system for my physiotherapy patients:

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 e-book directly. You can then start getting rid of your limitations step by step.


Discount price: 22,49 €

Get 25% off the regular price of 29,99€

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Abgewickelt durch 

Frequently Asked Questions

Can I get fit again quickly without surgery?

Yes, I also decided against surgery at the time. This ebook serves as a comprehensive guide to rehabilitation after a knee injury, both without surgery (conservative) and after surgery.

Is the guide for every week after the injury/surgery?

Yes, the exercises and tips are divided into 5 phases, which are based on your individual progress. This gives you a clear thread from the first few weeks after your injury/surgery to your return to your everyday life and favorite sport.

Why are the exercises so effective?

With the practical exercises, you gradually strengthen your muscles until you can use them normally again. Targeted muscle building is particularly important in order to get fit again as quickly as possible.

What if I have questions?

If you have any questions, you can always write me an email. I'll be happy to help you and always respond as quickly as possible, usually in under 24 hours.

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.

Will the guide also help me with a torn meniscus, unhappy triad or knee pain?

Yes, definitely! All combination injuries in the knee that affect ligaments or cartilage have the same therapeutic approach. That's why the guide also helps you with a torn meniscus, unhappy triad and knee pain.

How can I read the guide? I'm not very familiar with e-books

After purchasing, you will be redirected to a page where you can download the e-book 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>

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