

100 Push-ups: <https://vimeo.com/995214411>

CLIENT INFO

Business Type: Immigration to Japan (Full support - housing, opening bank account, phone number, general Q/A calls)

Business Objective: Get people to book a call from our website

Funnel: Facebook ads → Blog → Book a Free Consultation

*The copy here is for the Blog only

WINNER'S WRITING PROCESS

1. Who am I talking to?

People who got a job offer and decided to move to Japan (Expats moving to Japan).

2. Where are they now?

a. Current Pain State

- i. They are taking a big leap of faith. It can end in two ways. They are scared of messing it up and ending up lonely in an apartment in Tokyo, all by themselves, without being able to figure out anything, insecure, without getting to know the culture and failing monumentally. They don't know exactly what to expect, worried about being in a completely different country having to perform a job.

- ii. They are worried about the most basic things: how to get the best house for me? What to expect when getting my residence card? Drivers License? Opening a bank account/What are the best banks? Do I have everything figured out? What if something goes wrong/unexpected? And what about the language and culture barrier?
 - iii. After doing some research they might think they are all set, but deep down they know moving to Japan is a big, crazy move and they are probably missing something; prone to make bad decisions and mess up what could be the opportunity of their life.
- b. Dream State
 - i. Moved to Japan to work. I am confident and I know exactly what I need to do and how. I have all the basic transitioning things sorted. Bank account, housing, phone number, everything. I am relaxed enough to enjoy the ride. Plus, if anything goes wrong, or I need help with something specific, I know I can get everything done with one phone call (**my client offers phone call support**).
 - ii. I arrived at Haneda airport. I knew exactly what to do and where to go. I was able to enjoy the adventure because I knew the challenges I'd face beforehand. And I knew deep down if something out of the script popped up, I could fix everything with one phone call.
 - iii. From the day I arrived, I never felt lonely. I immediately met with SSJ's (**my company's name**) support in the airport. They were by my side when I had to solve all the complicated stuff that made me feel insecure. When you get to Japan you feel like a kid again for a minute. You're a bit lost, can't really speak the language, and on top of that you are all by yourself. So just having a phone number I knew I could call anytime something went south was worth every penny. It was almost like having a really close Japanese friend. I could ask him about anything, and I knew I'd have the best answer.
 - iv. As cliche as it sounds, I genuinely believe that moving to Japan proved to be the most challenging yet best time of my life. It challenged me 24/7 day to night. From trying to nail down my transit routine to adjusting to my workplace. I was always in a hurried state of learning, growing, and adapting. I truly owe my success to SSJ for being so helpful and patient. They treated me as their own, even taking me to lunch and exploring the city.
- c. Level of Awareness: 1
 - i. They "know" what they have to sort out before moving to Japan→ bank account, phone number, finding an apartment, etc. However, they don't truly see how hard it can be without the help from a Japanese local, and some problems they'll face along the way. That is why I chose a blog for my copy → to educate them on "these transition problems" they don't yet

know and show them my client is their best option to fix them and live their dream life in Japan.

d. Level of Sophistication: **3**

- i. There are already some relocation services targeting expats moving to Japan, however none of them provide a “full transition” support like we do, with in-person support (our mechanism). So the market is not tired of our unique mechanism yet.
- ii. For example, *“Experience a seamless move to Japan with our personalized relocation service—featuring expert local support, easy eSIM setup, and specialized apartment hunting tailored for expats.”* - would match the level of sophistication for a Facebook/Instagram Ad.

3. What do I want them to do?

Read the blog, understand how difficult it is to navigate everything by themselves; make them see that we are their best option to get full transition support; and by booking a call with us they are not only going to solve all their problems, but be relaxed enough to enjoy their transition (which they should) and have the peace of mind to know that if **anything** goes south they have local in-person support and the best information.

4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

Crank the pain (what happens if things don't go well in Japan) and show them **the truth: how hard it is to move to japan by yourself and without knowing the language.**

After cranking the pain enough, give them **free valuable info** about moving to Japan to **win their trust/become an authority on their eyes**; show them the bright side: how easy it can be with us.

Roadblocks

What is keeping them from living in their dream state today?

- **They don't have a source of information that they trust.** They can't find guidance for their specific problems/needs/situations. (They are relying on reddit forms, youtube

videos and general internet advice/blogs). This makes them anxious and worried about missing something.

What mistakes are they making that are keeping them from what they want in life?

- **Trying to solve everything by themselves.**

What part of the obstacle does the Avatar not know about?

- **There are a lot of little things after you get to Japan that you will likely need help from a local. Main examples:**

- To open a bank account you need to go in person , all documents are in Japanese and you need a personal seal (this personal stamp is used in place of a signature in Japan) + not all banks are foreigner-friendly.
- Most hospitals don't have an English speaking staff (this can be a big problem in emergencies).
- Most landlords also don't speak Japanese and some try to take advantage of foreigners.

What key roadblock that once fixed will move them toward their dream state?

- **Not having help from a local.** I need to make them understand how much of a game changer it would be to have a "Japanese friend" to help them along the way. To go to the bank with them to open their account; to talk with their landlord before signing the contract; to give them free advice on anything related to living in Japan/ adapting to the culture. My client and his company work as this "Japanese friend" for them.

Solution/Product

Being more specific, my client offers:

- eSIM cards for foreigners moving to Japan (for internet access) [As a separate service]
- Help with Apartment Search [As a separate service]
- Full Transition Support, which includes:
 - Our staff will help you make a document and accompany you to the bank to open an account. They know the best foreigner-friendly banks in Japan.
 - SSJ (business name) has partnered with local housing agencies to suggest the perfect housing for you. Additionally, we offer some temporary housing.
 - Japanese translation assistance is available.
 - Private consultations to learn about Japanese culture and rules.

- Before and during the resident registration process, SSJ staff will help you register online and in person.
- Free - Call service (you can call anytime and they'll pick it up to answer any questions you have or help you with emergencies)

Our advices come from a company with both Japanese locals and foreigners living in Japan. So our company understands both western and Japanese perspectives on all sorts of situations.

This is an all in one solution where:

- You not only figure out all the basics for a successful transition to Japan (Value Equation: dream)
- You get full time support with an instant phone call (Value Equation: effort and sacrifice)
- Consultations to answer all your questions instead of spending hours doing research (Value Equation: effort and sacrifice)
- In-person support in case of any emergencies or if a local is needed (Value Equation: dream)
- All coming from Japanese locals with abroad experience and fluency in English (Value Equation: perceived likelihood of success)

Copy Weaknesses/Fix Efforts

Weaknesses:

1. **The transition between the informative sections and promotional (heavy on copy) sections.** Throughout the blog, we built trust with the reader by providing valuable, free information. However, if we push the sales part too aggressively, we risk breaking this trust and appearing solely focused on selling.
2. Hooking the reader from the start (since there are other blog posts about moving to Japan).
3. Final Sales part (at the end of the blog). At the end of the blog, I was selling our full service so I had to go harder on the sales part. However, I worry that it strayed from the blog's tone and lacked the intended impact.

How I attempted to fix them:

1. Before switching to any of the promotional parts I tried to show the reader how hard it is to do things by themselves as I educate them → This prepares the terrain for the pitch, as it is a logical thing to do. However, I am not sure if I manage to hit a nice balance between offering our services and being too salesy.

2. I did my best to start the blog with strong statements from expats that highlight the painful state that our readers can relate to, and right after that showed teased the dream state to crank up enough emotion and curiosity to drive them to read the blog.
3. I went heavy on the pain/dream state to spark emotion and added some logic arguments before introducing our final offer. Again, the idea here was to make the transition to our offer the most natural as possible - but I need a second opinion to know where I can improve on.

*Copy hasn't gone live yet.

Blog Copy

This blog mixes giving out free information + selling our services. So it has parts where I go heavy on copy and parts where I am just giving out free information. That is why whenever I have a copy heavy part I labeled it with [COPY PART] until [END OF COPY PART]

Moving to Japan is Not as Hard as You Think (But It Can Be)

The Ultimate Guide for Expats Moving to Japan

[COPY PART → Introduction to match our target audience's level of awareness and add enough curiosity and emotion to push them to read the blog]

"Am I really ready for this? I'm overthinking it. I think I'm all set. But also, moving to Japan, a place I've never been, with a language I barely speak. Big move. Crazy big move. Am I missing anything? Got anything wrong?"

"I thought I was prepared. I had my job offer, my paperwork, and my bags packed. But as the day of my flight got closer and closer that anxiety started to bubble up - What if I forgot something crucial? What if I can't adapt?"

"What if everything goes wrong? No home, no money, no way to communicate. Could I really handle that?"

You're not alone. These are real fears that many expats have when moving to Japan. It's totally normal to feel overwhelmed by such a big change. Moving to a different country

with a completely different culture means things can easily go wrong if you're not well-prepared.

But here's the good news: if you get your transition right, there is a whole new world of experiences waiting for you. From singing karaoke and drinking beer with salary men to living a brand new culture, connecting with locals and eating fresh sushi.

Want to know the secrets to making your move to Japan effortless and exciting?

That is exactly why we wrote this guide:

For you to check all the boxes and arrive at the airport confident. Knowing exactly what you need to do and how. With all the basic transitioning things sorted.

If you've got a job offer lined up and are ready to make the move, you're in the right place. Here's what you need to do next:

[END OF COPY PART]

Step 1: The documents you need

Navigating Japan's visa process is usually pretty straightforward, especially if you're from countries like Australia, the UK, or the US. Here's a quick rundown of what you'll typically need:

- **Your Passport:** Make sure it's valid for the entire duration of your visa.
- **Visa Application Form:** Fill this out to start the process.
- **Proof of Financial Capability:** A recent bank statement showing you can support yourself in Japan.
- **ERFS Certificate:** This is a letter from a Japanese person, usually your employer, confirming they'll support you financially during your stay.

These are the essentials, but depending on your visa type and job in Japan, you might need additional documents. Stay organized and double-check to avoid any last-minute surprises.

Step 2: Getting a Japanese Phone Number + Internet

When moving to Japan, securing a Japanese phone number is crucial. Just like at home, you'll need a local number for a range of things—whether it's setting up services, registering for accounts, or staying connected.

Japan has strict phone number regulations to combat spam, making it challenging to use a number from outside the country for SMS. The law mandates that to get a Japanese Voice SIM card, you must show identification in person. Here's what you might need:

- **Residence Card** (original)
- **Credit card or a Japanese bank account** in your name
- **Proof of address** (if required)

Make sure to research these requirements beforehand to avoid any complications.

[COPY PART → Sell our eSIMs service]

Pro Tip: You'll likely need internet access and roaming until you get your Japanese phone number. Many travelers opt for a digital eSIM card, which is not only affordably priced but also incredibly easy to set up online. With an eSIM, you'll have internet access as soon as you land, skipping the airport lines to get a physical SIM card.

If you're interested in exploring eSIM options, check out our plans [\[here\]](#).

[END OF COPY PART]

Step 3: Apartment Search

Here is where things start to get a bit more complicated. Finding an apartment in Japan can be tricky for two reasons:

1. **Guarantor Requirement:** Japan's rental system often requires a joint guarantor. If you don't have Japanese friends or family who can act as a guarantor, you might need to find a guarantor company.
2. **Foreign-Friendly Properties:** It can be challenging to find properties that accept foreigners. Real estate agents specializing in foreigner-friendly properties can offer more options, so check in advance if the property accepts foreigners.

You'll also need to decide whether to search for an apartment before arriving in Japan or after. Each option has its pros and cons:

- **Searching Before Arrival:**
 - *Pros:* Avoids the need for temporary housing; allows for advance preparation.
 - *Cons:* Fewer options available; the property might differ from what you expected; some agents may charge higher fees.
- **Searching After Arrival:**

- *Pros:* You can inspect properties in person; more options available.
- *Cons:* The process can be time-consuming; you may face delays due to tenancy examinations.

Once you secure an apartment, remember to file a moving-in notification with your municipal office within 14 days—an essential step in the Resident Registration process, which we'll cover later. Also, be prepared to negotiate rental prices, as many landlords expect it.

[COPY PART → Sell Our Apartment Hunting Services]

At this point, you may have noticed that finding a fair deal and a good apartment can be challenging without a local connection. Japan is gradually opening up to foreigners, but many expats still encounter obstacles:

1. Many brokers may not speak English.
2. Most landlords expect rent negotiation, which can be tough if you're unfamiliar with local pricing.
3. Some landlords might take advantage of tenants who aren't well-versed in Japanese rental laws.
4. Navigating neighborhood issues can be daunting without language skills or cultural knowledge.

Navigating these challenges might be difficult without local knowledge, so a specialized service can make all the difference. That's why we recommend getting help from a brokerage assistance service.

Waking up in your new cozy apartment with a nice view of Tokyo is priceless - so it is crucial to get it right.

However, many brokerage services may only see things from a Japanese perspective, which might not fully address your needs as a foreigner. Our Apartment Search service bridges that gap. With a team of both foreigners living in Japan and Japanese locals, we understand both sides and work as your advocate to get you the best deals.

To learn more about how we can assist you, click [here](#) [link to Apartment Search Page].

[END OF COPY PART]

Key Takeaways:

- The importance of submitting your move-in notice within 14 days cannot be overstated—so make sure not to miss it.
- Don't aim for perfection with your first room; it's crucial to start living there as soon as possible.

- Considering a serviced apartment temporarily is a viable option while searching for your ideal place.
- If you decide to move to another municipality, be prepared to submit a new move-in notice and repeat the process.
- If feasible, arrange your residence in Japan before arrival to avoid unexpected issues.
- When signing your rental agreement, you might encounter “reikin”—one or two months’ rent paid in advance (and non-refundable). It’s common and not a scam, so don’t be alarmed.

Step 4: Getting your Residence Card (Zairyu Card)

The residence card, or Zairyu Card, is an essential ID for foreign residents in Japan. It displays your identification details, the duration of your stay, and your residency status (i.e., the activities you are permitted to engage in while in Japan).

Is it absolutely necessary for you?

For most foreign residents, yes. However, there are a few exceptions:

- Those granted permission to stay for three months or less
- Individuals with “Temporary Visitor” status
- Those with “Diplomat” or “Official” status
- Staff members of the Japanese office of the Taiwan-Japan Relations Association, Permanent General Mission of Palestine in Japan with “Designated Activities” status, and their families
- Special permanent residents
- Individuals without any residency status

Your residence card will be required for various tasks, such as opening a bank account, signing contracts for mobile phone services, and completing residence registration. It essentially functions as your ID for conducting official procedures with local authorities and entering into contracts.

Important Note: Your residence card will be issued to you upon arrival at the airport, so ensure you keep it handy.

Step 5: Resident Registration

With your Residence Card and a place to stay, it’s time to complete your resident registration at the city or town hall. Here’s what you need to know:

- **Timeline:** You must complete your residence registration within **14 days** of establishing your address.
- **Documents Needed:** Bring your Residence Card and Passport. If you're moving with family, include marriage or birth certificates.
- **My Number Card:** During registration, you'll receive a "My Number Card." This 12-digit number functions similarly to a Social Security Number and is required for medical services, tax filings, international money transfers, and opening a bank account.

Step 6: Opening your Bank Account

Opening a bank account in Japan can be a bit tricky for foreigners. Traditional banks may not be too friendly to foreigners, so we recommend you to find a foreigner-friendly bank. So it's best to choose a bank known for being foreigner-friendly. We recommend:

- Japan Post Bank
- Shinsei Bank
- Rakuten Bank

Different banks may require different documents, but generally, you'll need:

- Your Passport
- Residence Card
- Proof of Address
- Phone Number
- Your Hanko* (personal stamp)

Hanko (or Inkan): This personal stamp is used in place of a signature for many official purposes in Japan, including banking, renting apartments, and government paperwork.

When opening your account, you'll likely need to fill out an application form in Japanese. To ease the process, it's a good idea to bring a Japanese friend or someone you trust to assist you.

Step 7: What to Expect In your First Few Months in Japan

[COPY PART → Sell our Full Service Offer]

Imagine the relief of knowing that everything is handled—housing, banking, documentation, and more.

Your apartment is secured, your bank account is set up, and you got your local phone number.

You're ready to turn your attention to your new job and to enjoy all Japan has to offer - from fresh sushi to Japanese temples.

All that is not as far as you think,

But the truth is, the stress of handling all these details alone, with language and cultural barriers adding to the pressure, can be intense. You might find yourself needing to fill out forms in Japanese at the bank or having to negotiate prices with a landlord who knows zero English.

And the reality is, understanding Japan's complex procedures through articles, Reddit posts, or YouTube videos can only take you so far.

Each person's transition is unique, and the unexpected challenges you'll encounter will be unique to you.

The good news is you don't have to navigate this transition on your own. We offer full transition support designed not just to simplify the process, but to help you avoid major pitfalls many expats make.

We've successfully helped individuals just like you make a seamless transition to Japan.

[TESTIMONIALS]

You're not just solving immediate problems—you're setting yourself up for a successful and enjoyable life in Japan, including:

- **Skip The Confusion and Stress:** We help with every step—securing housing, setting up your phone and bank accounts, and managing all necessary documents. You get personalized recommendations that fit your specific needs, ensuring you don't miss any crucial steps.
- **Get guidance from locals:** We offer personalized consultations with someone who understands both Japanese and Western perspectives, ensuring that all your questions are answered.
- **Be Prepared in case of Emergencies:** Unexpected issues? We've got you covered. From finding local solutions to handling unforeseen problems, you can fix it with one phone call.
- **Get In-Person Support:** Enjoy help from a local expert who can accompany you to the bank, assist with renting an apartment, and guide you through bureaucratic

processes. Think of it as having a trusted Japanese friend that has your back whenever you need.

Are you ready to make your move as effortless as possible?

Here's what you need to do next:

1. **Click the Button Below to schedule your free initial consultation:** This is your chance to get all your questions answered and see how we can help you with your unique needs.
2. **Secure Your Spot:** After getting your questions answered, if you decide to move forward, secure your spot to have our trusted Japanese consultant to guide you through every step of your transition.
3. **Start Your Journey:** Once you're signed up, we'll begin working with you immediately to ensure your move is as smooth and stress-free as possible.

SHOW THE MECHANISM (STEP BY STEP)

ADD A FREE BONUS FOR THE CALL

[BOOK YOUR FREE CONSULTATION] "No strings attached. We are here to help, not to pressure"

[Small text below CTA]

[END OF COPY PART]