

Background info

My client is a holistic nutritionist on Instagram with almost 40k followers, she provides a few products and a few services, and her main service is providing private online consultations where she really helps the customer live a healthier life.

I like that this client of mine has a very unique approach to dieting and health improvement, she doesn't just stick a one-size-fits-all diet or training program for her customers but she really takes time and effort to personalize everything she does and makes sure the customer knows what works for their bodies.

This isn't the final product of the copy since I still need to go through a revision process with the client and make sure this is exactly what her brand represents, and if it is exactly what she offers.

You will see how I mention the consultation is worth XXX, that's because I still need a few more small details from her to complete this copy and know what she wants, I basically need to just tailor it a bit more to my client.

Basically, the plan here is to give the customer a free consultation where they will build trust and rapport and will eventually start paying for more, one of the basic sales tricks but one of my favorites since it gets the reader thinking "I have nothing to lose".

Copy:

Your Path to Health Begins FREE with My Expert Nutrition Guidance!

- If it feels like you're discovering new health problems often...
- If making the healthy choice feels too overwhelming...
- If you feel completely lost on the path to self-improvement....

Then this consultation is simply **for you**.

I am here to give you the biggest leg up possible toward living your ideal life,

As well as through a unique approach, (I will build more on that in a sec)

I'm going to give you EVERYTHING YOU NEED to start an energized life where wellness is not just a goal but your everyday reality.

I am giving you half an hour of a personalized consultation worth \$XXX (for free), where I give you a step-by-step plan to seize control of your health and redefine your relationship with food.

And I am doing this in a unique way, through an approach you haven't seen before,

I'm going to help you start a healthier lifestyle while maintaining your cultural and personal norms, avoiding any drastic changes to your diet.

All of this, absolutely **FREE!**

Yes, for real.

And if you're still wondering if this is worth your time,

Look at what others, just like you, experiencing similar health struggles had to say about it:

(insert testimonials)

-Feeling energized and vibrant,

-Experiencing improved mental health,

-Having a clear understanding of what works for their body.

If you want me, a Holistic Nutritionist Expert, to sit down with you, and together make these transformations a reality in YOUR life

Then book your FREE consultation, and start to live your ideal life today. 📌

Winner's Writing Process

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

The avatar is someone looking for holistic nutrition guidance, struggling with health issues, feeling overwhelmed by food choices, and desiring a healthier lifestyle without disrupting their cultural norms. They value personalized support and solutions.

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

Inside my funnel, they are in the Free Consultation step. They first came across my client's Instagram and were interested enough because of her marketing to click on her profile and go to her website especially because of her credibility like her followers,

Then first thing they will see on the website is a short line teasing a free consultation with a picture beside it, based on the benefits they see just from that short subject line they click on "book a free consultation"

Then they find themselves on this page where my copy is and multiple sections where they can put in their info to schedule an online consultation.

They are feeling curious based on the teasing I did, they trust my client because of all the signs of credibility they have seen going through my funnel, and they are excited, driven, and motivated toward the consultation because of all the value I teased to them.

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 put their information in the various little sections made for this action that are at the beginning, middle, and end of my copy. I want them to go to the online consultation where

they will build rapport with my client and be persuaded by them to move on to the next action where they buy this business's mid-ticket service,

The service is a consultation program where my client will give them more specific guidance and advice to help them get to their ideal healthy lifestyle.

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?

I need them to have complete trust in my client, they need to build rapport with my client through the copy and see that my client understands their pain and roadblocks and this is the right thing to solve them, so basically connecting to their pains, I need to destroy all objections they have to avoid taking this free consultation, I need to make sure they see tons of value in the consultation, and they need to understand what the consultation/mechanism actually is so that they can trust it.

Roadblocks and Solution/Mechanism

Roadblock: Lack of guidance and a personalized approach to transitioning into a healthier lifestyle without drastically altering their cultural or personal norms.

Solution:

The avatar needs tailored guidance and support from a holistic nutritionist, who understands cultural nuances and creates a personalized plan that aligns with their current lifestyle.

"If they embrace Stephanie's personalized approach to nutrition and lifestyle changes, incorporating gradual adjustments without drastic changes, then they will be able to achieve their dream outcome of a balanced, healthier lifestyle while maintaining their cultural identity and traditions."

Weaknesses of the copy

-I may have not connected with the reader's pain enough in the beginning

To solve this I can add another pain point, or add another line where I use imagery to amplify their pain

-I may have not given enough specific details on what is actually given inside the consultation

I think I did, but if they are looking for specific examples I can add a line where I give some, but I think the testimonials do this for me since those customers name everything my client did for them.

-I may have not taken full advantage of what I could have done with the CTA

I could have written another line where I connect to their pains and desires even further so that I can make sure I push them over the edge.

Pushups 💪

<https://rumble.com/v45k3yx-acra-1-pushups.html>