

# 69+ Year Old Man Campaign from Cenegenics

## [Tao Of Marketing Diagrams](#)

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Business Objective: Get people to call us or visit our website to get their anti-ageing treatment.

## Winner's Writing Process

1. Who am I talking to?
  - a. Baby boomers who want to look and feel young again.
  - b. They want to be an old and ripped man with all the great mental and physical health benefits.
2. Where are they now?
  - a. **Market Awareness - Level 3.** Social proof, authority figure, credibility, benefits, facts & stats.
  - b. **Market Sophistication - Stage 5.** Have an impressive authority figure, with the results the target market wants, representing the results the product can get you.
  - c. **Level of pain/desire - 5.** They've probably seen Jeffry Life all over the internet and may have heard some people talking about him, and they've seen his physique and want to look like him.
  - d. **Level of belief in idea - 0.** They don't believe that they can achieve such a great physique and health, as they've only been exposed to medicare and other conventional treatments.
  - e. **Level of trust in product/brand - 3.** Implied trust as they've probably seen Jeffry everywhere, and they're offering a GQ article - big brand.
  - f. Current State:
    - i. Likely taking meds to maintain their health and ageing body.
    - ii. They want to look and feel healthier, but don't know how to because nobody told them how to.
      1. They admire Jeffry Life, but simultaneously envy him a little.
      2. They think it's probably genetics or something he was born with that gave him a superior physique and health.
      3. They also refuse to let that stop them - after all, their ancestors fought tooth and nail in wars, which is where they got their strength, good health and energy from.
      4. But they're slowly losing it and are losing shape.
      5. They don't have the body that their wife would admire.
      6. They still want to look jacked at their age, naturally, so they can impress their close/loved ones and make others jealous when they see just how fit they look and how lively they are.
    - iii. They've tried all of the prescriptions out there and they just haven't worked.
    - iv. The only thing they feel the pharma companies are doing is trying to keep them addicted to their prescriptions, so they can continue making more money off of their sickness.

- v. They keep trying and trying all the new and “revolutionary” things out there, but get more and more disappointed each time.
- vi. Their family is concerned for them.
  - 1. They know how caring and loving, and how much of a hero grandpa has been.
  - 2. They feel like they’re starting to become dead weight and may soon send them to a nursing home.
    - a. As much as they want to keep loving and caring for them, they feel like they just have to accept the fact that they have to be sent to a nursing/care home.
  - 3. They constantly have to take care of them, remind them of stuff, make sure that they don’t fall down too hard, and more.
  - 4. Their kids and grandkids can’t help but feel sorry for them, because they used to be such a lively person. But now, they have to constantly be taken care of.
    - a. The grandkids see their granddad as a hero, or someone they look up to for love, care and support. But they feel like they’re losing the great person they once knew.
- vii. They can’t help but feel bad for their family for having to bear their weight, and mad at themselves for not being able to find a cure or take care of themselves.
  - 1. They hate that their family has to always take care of them - they were once the greatest carer of the family.
  - 2. They hate feeling and being weak - how could they just lose all their good health and strength that they once had?
- viii. They feel like a burden to the family, and can’t help but wish that there was a real solution out there so that they can live their life again.
- g. Dream State:
  - i. They feel revitalised.
  - ii. Their bones are stronger than ever.
  - iii. Their libido is through the roof.
  - iv. They look jacked - and they didn’t need PEDs to achieve their new physique.
  - v. Their family is shocked at their new physique and younger look - almost as if they turned back the clock.
  - vi. Their spouse can’t believe what they’re seeing, and have newfound love and respect for their husband.
  - vii. Their grandkids no longer feel sorry for them, and feel like their hero is back and better than ever.
  - viii. They’re glad that they’re back to living life, and are glad that they didn’t let something as simple as “ageing” keep them down - they no longer believe in the concept!
- h. Cost:
  - i. Strictly confidential, no obligation one-on-one call with one of our medical doctors. Toll-free number.
  - ii. Register online to get an article and guide.
  - iii. Prices not mentioned.
- 3. What do I want them to do?
  - a. Call today to speak one-on-one with one of our medical doctors.
  - b. Register online to receive the GQ article and The Complete Guide to Healthy Aging.
- 4. What do I need them to experience to get them there?
  - a. **Mystery-based headline - “HOW DOES THIS 69-YEAR-OLD DOCTOR HAVE THE BODY OF A 30-YEAR-OLD?”**
    - i. Stark contrast - how can a 69-year-old even have the body of a 30-year-old?
    - ii. Implied credibility for the authority figure - he’s a doctor, so people will feel more inclined to trust him.
  - b. Massive image of the authority figure’s jacked body and strong skeletal structure.

- i. Visual representation - they now believe in the headline more and are hooked - they want the "sauce".
- c. Quickly demonstrate social proof and credibility.
  - i. "GQ suggests it's the path to **reversing the signs and symptoms of ageing**. It's also gotten the attention of *Today, 60 Minutes, Nightline and Vogue*."
- d. CTA teasing the mechanism.
  - i. "Find out more about the Cenegenics program, a unique and balanced combination of nutrition, exercise and hormone optimisation."
- e. List the benefits.
  - i. Cenegenics uses "may" to save them a lot of legal trouble (especially in the health niche, don't guarantee something unless it's been 1000% proven to happen).
  - ii. The benefits are in big and bold text.
- f. A facts and stats table of the authority figure's before and after results, emphasising that the picture is, in fact, real - clears up any possible objections about getting such a great physique at their age. Show specific information that most people want to know.
  - i. JEFFRY S. LIFE, MD, PhD - credibility-boosting qualifications.
  - ii. Before Cenegenics, Age 64
    - 1. 21% Body Fat
    - 2. 157.6 lbs Lean Muscle Tissue
  - iii. After Cenegenics, Age 69
    - 1. 10% Body Fat
    - 2. 164.2 lbs Lean Muscle Tissue
  - iv. Data compiled by the GE Lunar Prodigy DXA scan Dr. Life's photo is not enhanced in any way - disclaimer making it clear that this is not fake.
- g. Credibility-boosting information about your company.
  - i. "At Cenegenics", patients are successful business people and professionals. In fact, more than 1,500 of their 15,000 patients worldwide are physicians and their families."
    - 1. We're a family of successful professionals and physicians.
- h. CTA to call today to speak one-on-one with one of your medical doctors.
  - i. Handle objections by letting them know that it's obligation-free and strictly confidential - they don't have to feel embarrassed or suspicious when talking on the phone.
- i. CTA to register online to get an article and guide to anti-ageing - extra value.
  - i. Implied trust since they're offering a GQ article.
- j. Phone number, website and logo.
- k. Small text at the bottom stating what types of payment you don't accept.