

**New 100 Pushups:**

<https://rumble.com/v52ex8t-100-pushups-for-advanced-review-in-trw.html>

## **What specific business objective am I seeking to achieve with this project? Why is it important?**

Get 10+ people to purchase a cryo t shock treatment( I wanted to go for 50 as I believe it is very possible, but my client only has room for 10 people)

It's important because it will bring significant results for my client, give me a clear thing to work on with my 100 GWS, make God proud of my work, and it will also get me close to reaching Rainmaker.

## **What part of their online presence/funnel is needed to achieve this business objective?**

We need an Email marketing campaign that will be sent out over the course of a month or more

More Facebook ads

Make the landing page look better and be more concise and also leverage emotional drivers in the market

More organic content around the offer.

## **Who Am I Talking To?**

Middle-aged women, probably moms.

They are on värmdö(native/people who live here not people who are just visiting for a while)

Decided that they wanted to try something new and lose some fat/they want to lose fat.

They have probably not done the treatment before.

mom/middle-aged women who want to do some fat loss and remove stubborn fat and are interested in beauty treatments.

## Where are they right now?

Scrolling on social media  
On värmdö.

Level 2 on the awareness scale, some are level 3.

Stage 5 sophistication market- a new mechanism to reset to stage 3 is a good move, but cryo-t-shock is not a new mechanism.

Current state:

They are afraid of paying the big money and not getting any results.  
(200-400\$/2000-4000 Sek)

Desire/pain: 3/10. It has been dimmed down. They are not going around always thinking "I need to reduce fat and cellulite now and I need cryo T shock as soon as humanly possible". I need to amplify this desire and the pain in the current state in a positive direction so they purchase and get good results.

perceived cost: very high( high price, effort, time) ( They have to pay a big price tag, they have to go to the salon, they have to have the treatment, they have to let a treater run a cryo T shock on them for 30 min(fine if the treater is good and nice) and then they will also have to wait for the results.

Certainty: 2/10. We need to explain the treatment in a concise way that helps them to be certain that the treatment will work and give them the desirable results.

We should also show some social proof and use all other methods for building certainty in the mechanism.

Certainty threshold: Very high, due to the high cost, we need to give them more guarantees and they have to feel more certain and comfortable with the treater.

Trust: 3/10 They don't know the treaters in the clinic(if they have not been here before) but there is some trust due to them being local and close by.

Trust threshold: As this specific treatment is not very advanced, some social proof and certification should work, however cost is high so they need to trust the person and be trusted that they can give them their desired results.

They have a good body and shape and most are not overweight at all, but there are some areas where fat has gathered and they just can't seem to get it away.

They are in good shape and don't want to lose more fat/go smaller, but they want to remove the fat area that has not gone away. They can't just do normal calorie deficit as that would take away fat and make their entire body smaller and skinnier, and they don't want to be skinnier.

people tell them to just go in a calorie deficit when they tell them about their problems, but that targets the entire body, and they don't really want to be skinnier than what they are, they just want to remove the specific area of fat,

Dream state:

Getting their money's worth.

Skinner

less fat

less cellulite

See fast results.

Frictionless experience

Great place(fresh)

they like their treaters

Noticed a difference

Seeing results after their very first session.

Understanding treaters that consults and helps them understand what's achievable.

Being able to remove stubborn fat that they have not been able to lose(target specific areas where they can't seem to lose fat)

Want to remove cellulite and fat from their stomach/body.

They like painless treatments(obviously)

They want results fast.

They want an affordable treatment.

They like fast treatments

They are angry about not being able to remove stubborn fat with traditional weight loss training and dieting.

As said many are moms who have been pregnant where their body has changed in a way they did not want it to, and now they want to remove unwanted and stubborn fat.

## **Where do I want them to go?**

Look at the piece of marketing content on social media(organic and/or ad)

Follow the CTA and click the link with an intention to buy.

Read the Cryo-t shock landing page

sign up for the email list and/or book a time.

Book a time: Have the treatment and be happy with the results, ready to come back for more treatments

Sign up for to email list: be sold on the treatment through a cryo-t-shock email campaign and book a time.

## **What are the steps I need to take them through to get them from where they are to where I want them to go?**

They need to hear and see our clinic

SM content

Facebook ads and meta ads

Direct search- stand out with a large number of Google reviews

They need to be interested in the treatment from the content they watched.

“The machine treatments that can only be found at monasskönhetsvård”(our close competitor does not have these special machine treatments)

captivating, attention-grabbing, entertaining, and selling video

Good and clear CTA

Create compelling ads using top player outlines.

We can encourage good reviews from our top customers and coach them on how we want a review

Make sure that their review takes them from where they are now, to where we want them to go.

Talk their language and address their roadblocks/problems, and their dreamt state, and how our clinic has taken them away from their painful current state to the dream state. (review)

Build empathy and trust and show how the exact problem they are experiencing has been solved by our clinic.

Show the results that they actually want.

Resonate with their fears.

Stage 5 sophistication plays.(experience and niche down)

Offer food and drinks(coffee, water, special drink, collagen shot, etc.)

They need to click a link and be taken to a website

clear and action-inspiring CTA

benefit-focused CTA

Test Test Test Test

The website needs to be focused on the cryo-t-shock treatment and use copywriting tactics from the boot camp to sell the treatment.

give Bonuses

have Social proof and testimonials

Try Upsells

Amplify their pain in their current situation and their desire toward the dream state.

I need to bring all levels up and decrease thresholds.

## **Roadblocks, solutions, mechanism.**

Roadblock: Their roadblock is that they have lost weight or are trying to lose weight/fat on their body, but it's not only very hard, there are also some parts of their body where they have "stubborn fat" that won't go away, therefore they can't achieve the beauty results which they want.

Another roadblock in their weight loss journey is something that they may not know(I have not heard about this problem before so it's good to bring it up in the copy). When they have lost weight, fat cells stay in the body and there is a risk that they increase again.

Solution: There are of course many solutions to this problem, like surgery, diets, training, etc, etc, but cryo-t-shock is a treatment that gives them similar results to the other solutions listed, but it is easier, safer and there is no risk like with surgery.

Mechanism: Cryo-t-shock gives them the same results that other more advanced methods would, only safer, faster, with less risk and aftereffects, and is also painless and cheaper.

### **1. What are they thinking?**

When coming from the Facebook ad they will be thinking, "Okay this sounds like a pretty cool treatment, let's see what it is all about" They should have some intent to buy as well, a potential purchase should be a possibility for them and I have to make sure that is created from the ad. Right now they are thinking "I want to know more" and I have to convert this into "I want to buy".

### **3. Where are they in a funnel?**

They have come from a Facebook ad/organic social media post and have been taken to a sales/landing page for a specific treatment called cryo-t-shock. My client has made a separate page just for the campaign that is being run on this treatment. The goal is to make them click the CTA button, and book a treatment via a Swedish booking site that many companies use.

### **5. Where are they emotionally and physically?**

Their emoticons have been "damped" by social media and other things that they are doing in life. What I have to do is bring up the moments where they feel great pain in the current situation as they are not constantly being sad over some fat. I have to amplify their emotions greatly.

Physically they could be anywhere, but they are probably on their phones scrolling on social media.

### **1. Tell us if you tested your copy (if yes, how it performed).**

This copy has not been tested yet.

### **2. Write as much as you can about the current state, dream**

## **state, roadblocks, solution, mechanism, product, and the personal analysis itself.**

They have some stubborn fat they want to lose but because they can't actually target fat loss in specific areas, there are areas on their body where fat is stubborn and just doesn't want to leave. The solution would be to target treat these areas with a specific treatment. The cryo-t-such product/treatment is the best option for them because it has 0 risks (surgery would have risks) is very fat and also very simple and easy (Training and dieting are not). Their dream is to see the results that surgery would give and they obviously want to lose fat and tighten their skin so they can be more confident in their appearance.

## **Value equation:**

desire x likelihood of success.

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effort and time delay

Their desire= lose stubborn fat, rejuvenate their skin, and be able to do it without hard training and diets.

The likelihood of success= is Very high, treatments show great results and most people see results after their very first treatment.

Effort= Moderate. They have to come to the clinic and pay for the treatment, but they don't have to do much harder traditional weight loss with training and dieting.

Time delay is very low. They will see results fast and there is no recovery time needed.

## **Personal analysis:**

When we are capturing attention the Facebook ads are designed to get the potential customer onto the landing page through curiosity. As said they will probably be saying to themselves "That sounds cool, let me see what it is about". I want to immediately convert this into a big intent to buy. They will probably have some intention to buy the treatment, but not enough. What I am saying is, how can I ensure that I am converting their curiosity into an intent to buy and/or mixing curiosity with creating an intention to buy in the ad so that once they get on the landing page, they don't immediately get off it as soon as they realize they are being sold to?

I've also been doing a lot of copy analysis on John Carlton. I have noticed that he uses "future pacing"/sensory language to amplify desire and pain. I have tried to implement this in one part of the page. This is what I created "Imagine standing in front of the mirror after your first treatment. Imagine smiling from ear to ear while your friends start showering you with fantastic compliments." From my own eyes, it's alright and increases desire in some way, but I would like your opinion. Do you think I can change it in some way to increase more desire and pain? For some context, I

have looked at my client's current page and made it better. She was not really trying to increase any pain/desire through emotions and I thought that I could improve the landing page a lot if I did some amplification of desire/pain. However I think I should add more amplification, but then comes the problem that the page can get too long, and that my client might feel like it's unnecessary to have the parts where I amplify pain/desire. do you think I should add more amplification to this page, or keep it the way it is?

My client said that she thinks the main problem with their current page and the reason people won't buy, is because the price is too high. therefore I included a section devoted to decreasing perceived price and increasing perceived value. I think that section could also be making the page too long, but I am not sure what parts to remove and still keep the same important message, and yes I have been removing unnecessary parts. However now I am left with a section about the price which I think is good, but it may be too long. What parts do you think I can remove/put into each other in a more concise way to shorten that section?

After I have been changing the page and revising it, I have added more copy to it, but now I worry that it is too long. Do you think It is too long and that I should decrease it, in that case, what parts should I remove/shorten?

I have also been asking chatGPT to review the page and revise it for strong points and weak points and also improve the text that ChaGPT gave me. This is what I have now. In the beginning, it said that the text lacked emotional amplification, so I added more sections about that, then it also said that the text might be too long, so I am trying to find a nice balance, and I think that I have, but I would very much like your opinion.

Top players:

<https://www.cryohealthcare.com/>

<https://www.empathwellnessweho.com/>

**the translated version of the landing/campaign page that I am asking you to review:**

**The easiest, fastest, and most painless way to freeze away stubborn fat, rejuvenate your skin, and relieve pain - all in just 60 minutes and completely without surgery.**

**Get a 50% discount on your first Cryo T-Shock treatment and save a full 2350SEK today!**

Are you ready to.....

- Get rid of stubborn fat for good
- rejuvenate your skin
- relieve pesky inflammation
- stand in front of the mirror after your first treatment, smiling from ear to ear while your friends shower you with amazing compliments.

That's exactly what the new Cryo T-Shock treatment can do for you!

At Monasskönhetsvård, we offer a limited number of new customers a discount on a Cryo T-Shock treatment for two zones where you can save 2350SEK! (The regular price is SEK 4,700, but with a 50% discount you only pay 2350SEK !)

If you're tired of grueling workouts and tough diets that are hard to follow and ultimately don't even get rid of your stubborn fat, then the Cryo T-Shock treatment is for you.

**BOOK YOUR FIRST TREATMENT TODAY and save SEK 2350!**

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### **How does it work?**

Cryo T-Shock uses a combination of heat and cold to provide the most effective treatment possible without leaving any marks on the skin. It is one of the fastest and most convenient fat-reduction treatments the market has to offer.

You can therefore target and lose stubborn fat while avoiding hard training and tough diets.

The heat is used to localize fat on the body. Cold is then used to target and eliminate the fat

Traditional weight loss comes with the risk of the fat cells increasing again, but with cryo-t-shocks, fat cells are eliminated for good!

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## **You are in safe hands!**

At Monas Skönhetsvård, you get professional treatments from our certified staff.

Our amazing owner Mona has been working in this industry for over 30 years.

she has worked at countless other clinics, studied many fields in beauty, and is an officially certified skin therapist.

Mona will be making sure that you have the best experience of your life when you visit us!

She started our salon over 20 years ago, so we can definitely say that you are in safe hands.

We think about the whole body, inside and out, and are dedicated to giving you the best possible results.

**EXPERIENCE THE BENEFITS FOR YOURSELF - book your treatment before the campaign closes and get a 50% discount!**

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## **Hear From Some of Our Thousands of Satisfied Customers**

"Mona is professional, calm, happy, has fantastic hands, and you feel safe! Wonderful to get a complete renovation of all kinds! I've been a returning customer since I moved to Värmdö in 2013."

"Monas Skönhetsvård AB always provides good service, high quality, and personal treatment. I have been a regular customer for more than 7 years, and it will continue."

"At Monas Skönhetsvård, you are met with great competence, empathy, and knowledge. I can highly recommend it. I am always satisfied when I've been there for treatment. Regards, Rose-Marie."

"Always equally satisfied when I'm done. I can truly recommend this fantastic salon."

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## **What You Get with Cryo T-Shock....**

- **Remove stubborn fat in the easiest way the market has to offer**, in just 60 minutes, allowing you to fit the treatment into a busy schedule!
- Experience incredible fat reduction **without surgery or needles, with zero risk of scarring.**

- Comfortably and easily freeze away stubborn fat and **return to daily activities immediately after treatment.**
- Achieve **long-lasting results that can last a lifetime with a regular and healthy lifestyle.**
- Let your own body Continue to **reduce fat cells for up to 6 weeks after treatment!**
- **Sculpt and shape your body according to your goals** using the best technology and consultations available today.
- **Rejuvenate your skin, reduce inflammation, freeze away stubborn fat, and relieve pain** with the market's simplest, fastest, and safest treatment!

**WHY WAIT? The campaign closes on June 30, but spots may run out before then! Book your treatment and start your journey toward a new you today!**

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## **Get your first treatment for 2350SEK less today!**

Others who bought a cryo-t-shock treatment before had to pay upwards of 5000SEK.

You can get the same treatment and a free consultation if you take action today, for only SEK 2350.

What is 2350SEK actually worth to you? Is it worth being able to be proud, satisfied, confident, and happy with your appearance for years and years to come?

If it is, click the button below and book your treatment.

**Book your first cryo-t-shock treatment now, get lifelong results, and pay only 2350 SEK!**

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## **You have a choice...**

Do nothing and continue to be frustrated and uncomfortable with stubborn fat, which will likely increase over time, or try to find a solution yourself through tough diets that may not even work after months of research and testing.

Alternatively, you can just book a Cryo T-Shock treatment now, lose stubborn fat in just 60 minutes, and get the treatment for 2350SEK less than the regular price!

But hurry - only a limited number of new customers can take advantage of the discount, and our campaign only lasts for 12 more days!

And if you want to postpone the decision until the last day, there is a big risk that someone else will decide faster than you and take your place.

We have 10 spots, and 2 are already taken.

**Book your first Cryo T-Shock treatment now for only SEK 2350 (regular price, SEK 4700) and reduce fat in no time!**

**(END OF the page that I want you to review)**

**Please note:** I have just been writing the copy for the landing page that should be improved from the current one. There were elements that were already good on the current page such as an FAQ section, how to find the clinic, a form to fill out to book at the very beginning of the page, etc, etc. those parts will be included on the actual page, but they are not here