

**\*\*  ADVANCED COPY REVIEW AIKIDO  \*\***

1 - Put all of the following in ONE Google doc with comment access turned on.

2 - Your document must answer the 4 questions from the winner's writing process (attached)

1. Who am I talking to?

I'm talking to 18-65-year-old men and women, often business owners, who suffer from anxiety, depression, relationship issues, and communication issues.

2. Where are they now? (emotionally, what are their dreams, their challenges)

Emotionally, they feel isolated, lonely, frustrated with their constant pattern of negative thinking, and are unable to connect with others to the capacity they would like.

Their dreams consist of them walking through their world with a resilient and positive mindset, forming fulfilling connections with those around them such as their romantic partners and friends, and maintaining a sense of peace and calm without having to put on an act.

Their challenges consist of them having perceptions that make them think negatively about the world, victimizing themselves to the point that they don't take steps to improve their mental health, and suppressing emotional trauma that continues to emerge in their current life.

3. What do I want them to do in the end?

I want this person to click one of the links provided on the sales page to book a session in Reiki or Hypnotherapy with my client.

4. What are the steps in between they need to take, believe, or hear to make them do that?

The steps in between the reader needs to take are to view my client's content through social media, and then click a link in their bio to visit their website and sales page.

The page then needs to compel them to continue reading by connecting with their pain points, describing the solution/mechanism that will lead them to their desires, and then describing their dream state.

Finally, the reader needs to be persuaded to click a link within the sales page to book Reiki Healing or Hypnotherapy sessions with my client.

**\*\*3 - Your document must list the reader's roadblocks and the solution/mechanism that will solve those roadblocks (lesson also attached below)\*\***

The reader's roadblocks are their negative perceptions regarding themselves and their surroundings, their lack of knowledge regarding how their trauma affects their current life, and their self-accountability.

The solution/mechanism that will solve their roadblocks is 1 on 1 session with my client where they discuss their emotional background and work to implement personal coping skills that the reader can take to balance their mood and implement cognitive perceptions that provide them with the outcomes they want, such as confidence, awareness, and loving relationships.

Hypnotherapy is more equipped to handle the mental aspect of the reader's roadblocks but Reiki also provides another calm, coping strategy the reader can utilize.

4 - Your document must include your best personal analysis of your copy's weakness and how you think you should improve it.

My best personal analysis of the copy's weakness and how I think I should improve it is:

The hook should mention something to do with the specificity of the therapy approach my client offers.

I should provide a stronger delineation between psychotherapy and hypnotherapy inside the lead.

The discovery story needs to be cut down as it is a little wordy and might start to lose a reader when going through it

The Into Product section may also need to be cut down as it is also a little wordy.

5 - You must share an unlisted Rumble or Vimeo video of you performing 100 pushups, 100 bodyweight squats, 100 dips, or 100 pullups.

<https://vimeo.com/897973483?share=copy>

# Long Form Sales Letter Basic Outline

## Headline

You Don't Deserve to Feel so Anxious and Lost Regarding Your Mental Health.

The Sooner You Start Investing in Your Mental Well-Being Journey Through Therapy, the Sooner You Become a More Resilient and Aware You!

## Lead

No one should bear the weight of feeling self-doubt and a lack of confidence that leaves them emotionally drained.

Especially when it makes us feel less capable of expressing our experiences to others.

You're not alone in feeling like this, and we're here to guide you through it.

Our therapy approach is more than a solution.

It's a lifeline for dealing with anxiety, depression, relationship issues, and more.

We provide you with a mind-body-spirit connection through the power of:

- Psychotherapy: Working with the mind, you begin to gain a better understanding of your mental landscape to build self-awareness and stronger mental resilience.

(Currently booked up due to high demand!)

- Reiki healing: Focusing on the body, reiki removes energy blockages within and promotes a stronger sense of balance and relaxation.
- Hypnotherapy: Tapping into the spirit, hypnotherapy delves into the subconscious mind to identify limiting beliefs and help you become your most confident self.

We encourage you to confront personal issues instead of pushing them aside, using science-backed methods.

Our approach also allows you to experience your newfound resilience and confidence after the first session you book.

Say goodbye to sweeping problems under the rug and welcome a remedy to your emotional state with renewed well-being.

Learn more here about our unique therapy approach. [\[Link\]](#)

(We'll address session affordability based on your unique financial situation.)

Make a Big Promise:

Picture confidently engaging with friends and family during social gatherings.

Imagine letting your authentic self show sincere and warm smiles during casual discussions.

Using my therapy approach, you'll experience the process of:

- Learning how to navigate social situations with increased self-awareness of your surrounding environment.
- Finding what personal coping skills you can use to balance your mood in the face of challenging scenarios.
- And gaining the tools for how to confidently present yourself to the world with less worry.

Becoming your authentic self isn't just about personal validation.

It's to feel more assured that your feelings are not just heard but understood and to foster strong, meaningful connections in your life.

Tease Mechanism:

Most people don't know this in this process, but the secret to a better life begins with self-exploration and self-awareness.

You need to understand that negative self-talk, belief systems, past experiences, and trauma may be binding on your present self.

Without exploration, these factors stand as barriers to your emotional and spiritual growth.

Our services offer personalized strategies that are designed to help you break these chains and allow for stronger emotional and spiritual development.

For instance, those of us with issues regarding heated arguments with our significant others, tend to fall into a vicious cycle:

One of you loses your temper and then yells every name in the book at the other!

Why might you act that way?

Regulating our emotions can be tough.

Especially when trying to spot the signs that lead to our “fight mode”, a state where our communication is low and emotions take the wheel of our actions.

Consider these signs as a cue to try a new coping skill.

It's about tuning in and noticing the signals that you're headed for your "fight mode."

Strategies like deep breathing and telling your partner that you need time to cool down, become key.

If deep breathing doesn't seem like it's working (because it's pretty difficult to do and needs practice to perform efficiently),

...then we find whatever else might work for you!

That might also mean talking to yourself to calm down, using a counting method in addition to your breathing, or thinking of a peaceful place to enjoy yourself.

Exploring coping strategies tailored to your unique life situation helps you address lingering issues you might not even be consciously aware of.

Start the journey to understanding yourself better by planning a free, initial consultation in either reiki healing or hypnotherapy. [\[Link\]](#)

During your free session, the practitioner will guide you through:

- Reiki Healing: The transformative effects of energy healing through reiki by removing energy blockages and promoting balance within the body.
- Hypnotherapy: The dive into the subconscious to find and overcome any limiting beliefs you may have, to bring about a more empowered you.

It's your chance to peek into your mind, push down emotional walls, and build loving relationships that leave you with a proud and confident smile each day.

Take the chance for an amazing journey that'll help you feel "normal" and connect the dots in your world by scheduling your free consultation now. [\[Link\]](#)

Tease Discovery Story:

As you step into this journey, you'll discover more about the curiosity that led me to explore the fascinating world of human behavior.

Initially, I aimed to be a psychiatrist, but my focus shifted.

While medications have their place, my passion lies in holistic healing without relying solely on pills.

Choosing a holistic approach provides a detailed understanding of your mental and emotional background, creating a deeper connection with your care provider.

Unlike a routine pill prescription, this approach avoids a monotonous doctor-patient relationship, ensuring a deeper look into your personal history.

This realization hit me as I started understanding the value of truly getting to know someone's story and where they're coming from.

(Note: Reiki healing and hypnotherapy are holistic approaches that go beyond conventional therapy methods.)

I discovered a passion for helping people understand themselves better.

This journey is about applying the same lesson to understand *your* history and craft a therapy plan tailored to *your* pace and terms.

You can walk through life with clarity by identifying your triggers and making informed decisions as to how you approach life situations.

You can also gain the ability to manage your uncertainty and fear of judgment by minimizing your anxiety, and trade it with a calm and collected demeanor.

Achieve stronger self-awareness and become a confident version of yourself that crushes anxiousness under the weight of your self-assurance.

Establish Credibility:

Let's dive into what my decade-long experience has empowered individuals like you to experience by reshaping their narratives and coping skills:

- From being stuck in a nonending loop of negative thoughts to redefining your mind into a fortress of mental resilience by reframing perceptions.
- From wandering through anxiety and depression to achieving a sense of clarity and calmness within your life through journaling.
- From feeling unwanted and unloved to loving yourself and being capable of maintaining open and loving relationships through positive affirmations.

For over a decade, I've been helping individuals like you regulate their moods and break free from cycles of feeling misunderstood and trapped.

In our sessions, we'll explore diverse methods, like:

- Cognitive Behavioral Therapy:

A life-changing method that helps you untangle and transform negative thought patterns into a fresher perspective by reframing perceptions.

- Solution-Focused Therapy:

This approach amplifies strengths if you're dealing with anxiety and guides you toward achievable goals to foster a strong sense of control.

- Shadow/Subconscious Work:

For those with relationship challenges, this process unravels hidden patterns and beliefs and leads to self-discovery and emotional growth.

All to foster your personal growth.

Together, we'll use active listening, empathy, and realistic exploration to align you with your highest self.

Intro Guru/Brand:

I'm Tina Christoffersen, offering insight-oriented, CBT, and holistic approaches through:

- Psychotherapy
- Reiki healing
- And Hypnotherapy.

Understanding why humans do what they do, and what drives their behaviors has always fascinated me.

Exploring these ideas within myself sparked a passion that led me to a career in helping people know, grow, and *heal* to reach their highest selves.

After completing my undergraduate studies at Old Westbury and my graduate studies at Stony Brook University, I now do this full-time, loving my job...

It's my life's purpose to elevate the collective consciousness!

If you're ready to unravel your own story of transformation, schedule a free consultation today to start your healing journey [\[Link\]](#)

Preview Height of Drama:

Picture me working on a puzzle of understanding why people sabotage their own life goals through dysfunctional behavior.

Feeling the massive challenge of piecing together the gap between people's self-awareness and self-control.

Show Struggles:

Figuring out self-sabotage meant taking a deep dive into the subconscious mind.

This meant addressing why old childhood habits, such as screaming and shutting down, resurface in adult situations.

These habits often complicate communication, leading to confusion and emotionally driven discussions that stop us from having mature resolutions.

Show Failed Attempts:

"I could handle it myself," I thought, relying on my own experiences to unravel why people sidestep help or let trust crumble when they need someone the most.

However, here's the key,

People crave practical mental health solutions without the technical jargon.

Meaning, that expecting people to solve their mental health by "staying positive" and avoiding being too needy wasn't the magic fix we might have hoped for.

They seek therapists who offer real-life strategies, steering clear of filtered technical terms.

Mere positivity won't cut it.

Patients want tailored approaches, focused on discussing and understanding, to achieve personal goals in reducing anxiety and negativity through therapy.

The Moment When All Seems Lost:

I found myself hitting a wall in understanding how to do just this after using psychiatry methods which urge patients to view issues differently.

There was a missing link.

Just changing perspective wasn't enough. No matter the effort, something held patients back.

Decision and Discovery of the Law of Nature:

This led me to start looking outside myself for a better understanding.

With some professional help, I discovered the missing piece.

Discussing with my therapist, I unraveled the role of the subconscious mind in affecting how we interact with the world today.

I changed my therapy approach and shifted from surface-level issues to diving deeper into the subconscious.

I realized patients developed defense mechanisms from early-life experiences, affecting their emotional maturity.

These tools, like shutting down or getting angry, hinder them from coping with current conflicts, as they often come back up in heated situations.

## Finding the Solution/Mechanism:

Jumping into your therapy journey will help you dig into the subconscious, causing emotions once thought to be buried to be brought to the spotlight.

With a therapist, you'll untangle the intricate thought patterns that might be impacting your relationships with loved ones.

Additionally, you'll better understand hidden behavioral triggers that can catch you off guard.

This journey not only reveals your personal experiences but highlights the shared nuances of others going through similar transformative paths.

## Experiencing the Dream State:

Applying these insights, you'll immediately notice a shift in your confidence, as if a radiant glow is beginning to emerge.

It's a transformative experience that goes beyond personal validation and more towards:

- Feeling emotionally validated, self-acknowledging that your feelings truly matter.
- Experiencing a newfound respect for your boundaries stamps down firm self-respect.
- And presenting your authentic self to the world confidently, without masks or pretense.

If you're curious about the tools for your transformation, explore our services here [\[Link\]](#)

## Close

Intro Product:

Step into safe, video sessions that are designed for busy schedules and personal preferences that don't line up with regular, in-person appointments.

Our expert guidance in talk therapy, reiki healing, and hypnotherapy helps you understand your mind and develop healthier coping habits.

It's all meant to help transform your struggles into a journey of self-discovery and healing and to navigate life's challenges with better mental resilience.

(Please note: Reiki healing and hypnotherapy sessions are not covered by insurance, unlike psychotherapy sessions.)

Experience the transformative power of healing with in-person reiki and hypnotherapy sessions!

These meetings include hands-on techniques that create a deep mind-body connection, guiding you through a process of self-discovery.

Save your time and emotional energy as we uncover the roots of disruptive behaviors, and get to the core of your past.

Show How the Product Taps into the Mechanism for a Dream State:

In virtual talk therapy, you'll explore and address your history through ongoing conversations to gain an outside look at your internal headspace.

Hypnotherapy brings you mind-inducing relaxation and heightened suggestibility for positive changes.

Reiki realigns your life force energy as it flows through the practitioner's hands, addressing emotional struggles for a calmer, balanced daily mood.

This will craft a version of you that's brimming with awareness and joy as you navigate your week armed with powerful techniques for resilience.

With these tools, you also overcome those who doubted your mental strength, and prove them wrong!

Your mental health influences your mood, behaviors, and choices, causing therapy to shape how you navigate life events and affect the lives of those around you.

Our services enhance mental well-being, fostering healthier relationships and empowering optimal decision-making.

Which leaves you to become the best person you could be,

Yourself.

Tease the Contents of the Product:

This is what each session offers:

In Reiki healing, with your consent, the practitioner hovers their hands above your body and untangles blockages within your body's energy centers.

The aim is to release stored energy for a calmer, more balanced mood.

Hypnotherapy heightens awareness of your surroundings and emotions by identifying and transforming past negative patterns.

You'll be asked to sit in a quiet, distraction-free space at home with headphones for an immersive and focused virtual session without the risk of falling asleep.

(along with a session recording for personal reflection!)

Psychotherapy uses specific coping strategies tailored for you to navigate your current life challenges and curb negative feelings from anxiety and depression.

(Currently booked up due to high demand! However, Reiki and Hypnotherapy sessions are currently available.)

You might be wondering why psychotherapy is presently unavailable.

Well, when the pandemic came around and caused everyone to be fearful and isolated, it caused people to stay home and stew in their anxiety.

This surge in emotional distress increased the demand for psychotherapy sessions as people sought ways to ease their tension during lockdown.

Now is the opportune time to book your session in reiki healing or hypnotherapy to experience the magic of in-person healing [\[Link\]](#)

Testimonials:

See what clients are saying about their transformative experiences:

Reiki Healing Testimonials:

“Tina’s reiki healing was powerful. I felt the energy in her hands for hours!” - JG

“My first reiki healing with Tina was amazing. She asks questions to get to the root of the problem. 10 out of 10 will be going back!” - Anonymous

Hypnotherapy Testimonials:

“Tina has a soothing voice that makes it easy to go into trance! Plus the fact that she is a therapist can help when creating suggestions. I recommend!” -RS

Psychotherapy Testimonials:

“Great listener, down-to-earth, understands day-to-day struggles.” - JS

“Ms. Christoffersen helped me cope with years-long depression.” - LR

“Tina is very understanding to talk to, and very understanding of the problems at hand.” - AP

These testimonials reveal the profound and personalized insights clients gain after a session with me as their guide!

Take the next step by scheduling a session with me to begin your transformative journey [\[Link\]](#)

Value Stack and Intro Price:

Explore our services:

Hypnotherapy is set apart from conventional therapy in that it provides a deep exploration of the mind and can help reinforce positive behaviors and mindsets.

1 session (60-90 minutes for \$150)

Reiki healing takes a more holistic route in the medical field by focusing on a more non-invasive approach to address anxiety or depression.

(Please note: Prices differ due to the nature of the method's spirituality and lack of insurance coverage.)

1 session (60-90 minutes for \$155), (30-45 minutes for \$100)

Psychotherapy offers a comprehensive, science-backed approach that provides clients with proven strategies tailored to their specific mental health challenges.

(Currently booked up due to high demand!)

Stack Additional Value with Bonuses:

Transform with our exclusive packages, and experience a profound positive shift from your old narratives into bright and tailored new ones.

Secure your spot now to not only invest in your well-being but also save on future sessions that enhance and accelerate your transformative process.

Hypnotherapy Package: 4 sessions (virtual 60-90 minutes) for \$500

Reiki Healing Package: 3 in-person sessions for \$375 (must be used in a 3-month window)

Invest in your mental well-being by choosing the perfect session for you! [\[Link\]](#)

Guarantee/Risk Reversal:

Ensuring your peace of mind is our top priority!

Your initial Reiki and Hypnotherapy session is free!

While we cannot offer refunds once future sessions are booked, there is no obligation to continue after the free sessions.

During either session, you'll experience the transformative power of Reiki or Hypnotherapy:

Reiki Healing: Boost your mental calm by removing energy blockages and promoting balance within the body and mind.

Hypnotherapy: Delve deep into your subconscious and overcome beliefs that hold you back from a loving connection between yourself and others.

Scarcity/Urgency:

Our highly sought-after psychotherapy sessions are fully booked currently due to overwhelming demand.

Secure your spot now for future Reiki and hypnotherapy sessions! [\[Link\]](#)

Delaying means fewer chances for your mental revitalization, so schedule a session now to unlock the door to a healthier, more resilient you!

2-Way Close:

If you're still on the fence, ask yourself what made you consider therapy consultations.

Was it to prioritize your mental health?

Was it to better the relationships with the people inside your life?

Maybe you're looking for mental strength or living life with intention instead of letting old patterns take the wheel.

Now is the right time to embrace structured guidance for your mental health.

Picture the first step as a transformative journey toward healing that goes beyond mere self-improvement.

Imagine finding a part of yourself that runs towards challenges, can connect authentically to others, and can assert firm boundaries for what they need.

It's not about just feeling better.

It's about making a life where you make a difference for yourself and the people around you as someone who thrives emotionally and spiritually.

Do not delay. Your mental health matters.

Take the first step towards a more resilient you and a life full of amazing relationships. [\[Link\]](#)

Additional Testimonial Dump:

"Very helpful, had a family issue, and in a short time, things got resolved. Recommended to family and friends." - TC