

ALL OF THE REQUIREMENTS FOR THE COPY REVIEW AIKIDO CHANNEL!

<https://rumble.com/v5b1dka-100-pushups-aikdio-15th-of-august.html>

For Copy Review:

Document Submission:

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1. Create ONE Google Doc with comment access enabled.

Content Requirements:

2. Answer the four questions from the winner's writing process.

TOP PLAYER ANALYSIS AND WINNER'S WRITING PROCESS

Business Type: Beauty/Health clinic - specifically, podiatrist services in this case

Business Objective: Actively encourage people to book a podiatrist appointment.

Funnel: Landing Page (from Google Ads - and from the home page of our website where people can click a link called "Podiatry" - but mostly from the google ads)

WINNER'S WRITING PROCESS

3. Who am I talking to?
 - a. People living in Oslo and just outside of Oslo.
 - b. Aged 30-50 (for the most part, but it ranges up to 80+).
 - c. 50/50 men and women.
4. Where are they now?
 - i. Pain/Desire: Just below threshold or already above.
 - ii. Belief in idea: Most know for a fact going to a podiatrist will help, others are a bit more unsure.
 1. I believe the general way they find podiatrist is this

- a. Have a problem (example foot warts)
 - b. Searches for “foot warts” or “how to treat foot warts”
 - c. Find out they need a podiatrist
 - d. Searches “Podiatrist oslo”
- iii. Trust in the company: Zero.
- iv. **Current state:**
 - 1. Don't have the feet they want.
 - 2. Painful.
 - 3. They don't want their feet to look crusty. They are often outside, plan to be at the beach, etc.
- v. Thick skin on their feet.
- vi. Hard and cracked skin, crooked toes, and blisters everywhere.
- vii. Stinky feet, cracked heels, thick yellow toenails.
- b. **Example of (translated) customer language:**

"I had an infection or something similar in my foot nearly a year ago. December. Full speed ahead. I have a very hectic daily life with a leadership position involving long days, children to care for at home, a partner, a dog, and a house. Finding a medical place that was open at times I could use was crucial. They took me in on the same day, and I still receive monthly treatments to get rid of the issues. Competent, professional, and service-minded. I look forward to every visit."

Ingrown nails:

 - i. Painful to walk because of ingrown nails.
 - ii. They have ugly feet because of ingrown nails, so they don't dare to show them off - avoiding sandals.
 - iii. It hurts when they wear shoes that press around.
- c. **Athlete's foot:**
 - i. Painful when walking or putting pressure on them.
 - ii. The area around can become tender, making it painful to wear shoes, etc.
 - iii. They look disgusting.
- d. **Corn:**
 - i. Every time you step on your foot, you can feel needle-like pain as this tip presses into the skin. They can also be painless, slightly tender, or give a burning sensation. (source: lommelegen.dagbladet.no)
- e. **What are they embarrassed about?**
 - i. Warts on their feet make them look gross.
 - ii. Athlete's foot and yellow toes.
 - iii. Dead and dry skin, hard skin.
- f. **How does dealing with their problems make them feel about themselves?**

- i. If they were to describe their problems and frustrations to a friend over dinner, what would they say?
 - 1. "It looks disgusting. Imagine if ... (boy) sees it! Oh no, I have to fix it now." - **My client wants to focus on being quite medical/professional, so I don't think I can use this language.**
 - 2. "It hurts when I walk."
 - g. **What is keeping them from solving their problems now?**
 - i. There are no foot therapists available.
 - h. **Dream state:**
 - i. Healthy, fresh feet.
 - ii. Soft feet.
 - iii. Summer feet.
 - iv. "Healthy, fresh, and beautiful feet."
 - v. Immediate pain relief.
 - vi. Soft feet.
 - 1. (Girls)
 - vii. Most beautiful feet at the beach.
 - 1. (Girls)
 - viii. Soft, smooth, glowing feet (more beauty). **For the foot therapy treatment - beauty stuff that most women like**
 - ix. Soft and pretty feet. - cosmetic - more women
 - i. **Who do they want to impress?**
 - i. For women: other girls - their friends.
 - 1. This is more in regard to beauty.
 - j. **How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?**
 - i. They would be confident, satisfied, and feel pretty and feminine. (women)
 - ii. Secret desire: To be envied by other women.
 - 1. Again, this is more beauty-related.
 - iii. **Men** just want the pain to go away and the problem to be solved
 - k. **If they were to describe their dreams and desires to a friend over dinner, what would they say?**

Biggest objections:

 - i. Available appointments
 - ii. Don't trust that the clinic will do a good job.
 - iii. "Won't work for me."

5. What do I want them to do?

- a. Book an appointment with one of our podiatrists.

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

- a. **Hero section:**

- i. **Headline**
 1. Call out solution, then offer your product as the best form of that solution.
 2. Podiatrist in Oslo.
 3. Or: "Are you Looking for a podiatrist in Oslo?"
 4. Or "Looking for a podiatrist in Oslo? We have available appointments!"
- ii. **Quick CTAs:**
 1. Book your appointment.
 2. Call us.
- b. **Authority strip:**
 - i. Number of treatments, years of experience, "Authorized podiatrist icon."
 - ii. Stripe underneath: 5 stars + rotating written reviews.
- c. **Introduction section (all people in my country has this and I believe it also helps out with some people that are a little more uncertain and(or confused)**
 - i. "Are you looking for a Podiatrist in Oslo City centre?"
 1. Tiny section introducing them to the clinic
- d. **Show our treatments:**
 - i. Name of treatment
 1. Then a dropdown menu with Price and talking about the treatment itself
 - a. The general outline was To call out their problem, show some empathy, give a short medical explanation of their problem (increasing their trust in us), and then talk about the treatment itself.
 - b. Each treatment will also have its own "Book appointment CTA button"
- e. **Our Authorized podiatrists**
 - i. Show images of our podiatrists
 - ii. Talk a little bit about them to build some human connection, then bullet points with authority
- f. **A bar of imported Google reviews**
 - i. with a little link they can click on to come to a page with all of our 41 5-star reviews
- g. **Encourage people who are unsure about which treatment is right for them to give the clinic a call where they'll receive some assistance to decide the right treatment.**
 - i. Call out what they're thinking inside their head
 1. Are you unsure about which treatment to choose?
 - ii. Say it's okay
 - iii. Give them a chance to get help from us via call.
- h. **CTA:**

- i. Get fresh and healthy feet today!
- ii. Image of Clinic P on the google mapsmap.
- iii. Call us
 - 1. Book your appointment

7. List the reader's roadblocks and the solutions/mechanisms to solve them.

a. General:

- i. They have some sort of pain in their feet or they look disgusting.
- ii. They want them to be healthy, fresh, and painless.
- iii. But they can't seem to solve the pain themselves because they don't have the professional expertise.
- iv. So they go to a Podiatrist to that fixes their feet issues

8. Include your personal analysis of your copy's weaknesses and how you plan to improve them.

- a. The biggest issue I have is that I'm not sure EXACTLY where to meet my avatar. They are solution-aware because they search for "Podiatrist Oslo" on Google and click on a Google ad. (not made yet) But when I spoke to my client she said most people are not sure exactly what a podiatrist does. But I'm guessing if that someone wants to know they'd search "What is a podiatrist" before they search "Podiatrist oslo"?
- b. And I'm quite uncertain about where to meet them in the "services" section. And you'll see that. I'm not sure whether I should go straight to a PAS-style copy or educate them a bit first. Educating would be smart since it boosts trust and credibility (and also helps if people don't know exactly what it is). **This is what the top players in LA are doing**, But in their case, each service has a different page where it says a lot more information about just that treatment. Where as my page, since it's a landing page for my client which is a beauty clinic (and all players in my country does this), it's a all in one page. The person I think has the best copy in my country only talks about the experience. Nothing else. But that's not a "search-landing page-book funnel" It's just a page on her website. But she writes "The treatment starts with a relaxing foot bath to lower your shoulders...". *I found this page after I did my original research because all I did was the google search way—where she was not.* PS: This is also a beauty clinic as well.
- c. 3rd I'm a bit uncertain about whether I should choose the headline I currently have:
 - i. Podiatrist in Oslo.
 - ii. Or "Looking for a podiatrist in Oslo? We have available appointments!" (Feel like this might sound like we're bad since we don't have appointments filled—but this is because we're hiring a new person that starts on monday)

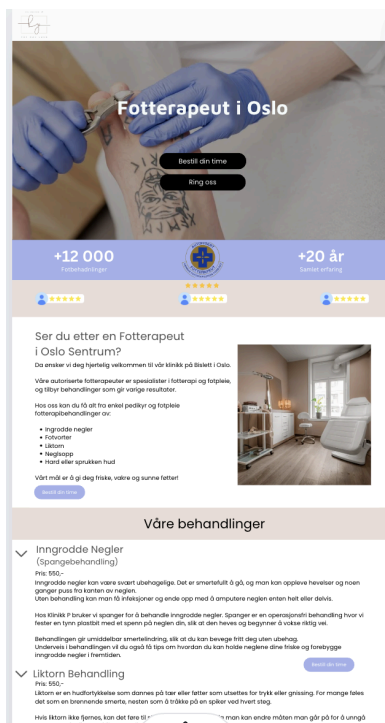
- d. Finally I'm a bit uncertain whether my outline makes sense and whether I'm overselling.
9. Explain how you attempted to fix your issues and ask for feedback on your efforts.
 - a. ChatGPT has been my assistant a lot. I've also rewritten these service boxes very much. I've looked at top players - LA, New York, London (stole the "Are you looking for..." there) and my own country. *The nuance is that the international ones are JUST podiatrists, but in my country we're all half beauty half podiatrists.*
 - b. I've also posted the design for the landing page twice in the exp chat and once in the aikido review – so that looks very good right now.
10. Explain how your product's strengths and weaknesses play into the value equation
 - a. On all the services we increase the likelihood of achievement - and in most cases guarantee it.
 - b. We also reduce the pain they live with and the treatments are very painless.
 - c. Time delay depends, but for corns, hard skin, foot care, and ingrown nails, the pain relief is instant.
 - i. ingrown nails v2: they have to walk around with a lil thing on their nail for 4-6 weeks (it's super small and you don't feel it, but it's there on the top of your nail)
 - ii. For nail fungus we make it better. We make their nail thinner. BUT they have to treat it with a cream AT HOME. We remove a lot of the pain.
 - iii. For foot warts we make them go away faster and become painless. **And they have to do put on a cream at home and come back for some control checks every once in a while.** We simply make them achieve their dream state - for the foot wart to be gone - faster. **Us AND them working together is faster than them going alone.**
 - d. Foot care: we make their feet soft, beautiful and fresh. We're authorized professionals so we actually know what we're doing. (perceived likelihood of success and decreased sacrifice)
11. Explain where the reader is in terms of awareness, sophistication, their thought process, and where they are inside the funnel
 - a. **Just arrived on my landing page either from a Google ad Market Awareness level: Solution Aware.**
 - b. **Market sophistication level: Stage 4/5 - not 100% sure though. Everyone else locally is marketing at sophistication level 2 - but that's what most non-marketers do. This is medical, though, so I'm not really sure if the "super big claims work." Big sales guard here. Feel like more low-key stage 5 plays will work. And the**

people looking for it NEED a podiatrist - there's a big shortage in my country.

12. Show and explain the full funnel.

- Search traffic - google ads or organic search
- This landing page
- Clicks on CTA
- Goes to a booking page
- Books appointment
- Goes to local clinic and get treated

I'm just putting this here so you can get a feel for the design. I want feedback on the copy, not this.



COPY IS TRANSLATED
FROM NORWEGIAN

Podiatrist in Oslo

<Book your appointment>
<Call us>



12 000+ Foot treatments

11+ years experience

INSERT CHANGING GOOGLE REVIEWS

Looking for a podiatrist in Oslo City Centre?

If so, we warmly welcome you to our clinic at Bislett in Oslo.

Our licensed podiatrists are specialists in podiatry and foot care, offering treatments that provide lasting results.

With us, you can receive everything from simple pedicures and foot care to treatments for:

- Ingrown nails
- Plantar warts
- Corns

- Nail fungus
- Hard or cracked skin

Our goal is to give you healthy and beautiful feet!

<Book your appointment>

Our treatments:

Ingrown Nails (Brace treatment)

Price: 550,-

Ingrown nails can be very uncomfortable. Walking becomes painful, and you may experience swelling and sometimes pus from the edge of the nail. Without treatment, infections can develop, potentially leading to partial or complete removal of the nail.

At Clinic P, we use braces to treat ingrown nails. Brace treatment is a gentle method where a thin plastic piece with tension is attached to your nail, lifting it and encouraging proper growth.

The treatment provides immediate pain relief, allowing you to move freely without discomfort. With us, you'll also receive tips on how to keep your nails healthy and prevent ingrown nails in the future.

<Book your appointment>

Corns Treatment

Price: 550,-

A corn is a thickened area of skin that forms on the toes or feet due to pressure or friction. For many, it feels almost like stepping on a nail with every step.

If a corn is not removed, it can lead to additional problems, as you may alter your gait to avoid pain. That's why we focus on removing your corn quickly and effectively.

After a few minutes in a soothing foot bath, we carefully remove the corn with a scalpel. The treatment is usually painless, and the discomfort you felt before will disappear.

◀Book your appointment▶

Treatment of Plantar Warts

Price: 550,-

Do you have stubborn plantar warts that won't go away?

Plantar warts are a common and harmless condition caused by the HPV virus. While warts usually disappear on their own, it often takes several months, and sometimes even years.

You likely want to get rid of your wart as quickly as possible so you can walk without pain and not worry about others noticing it—fortunately, we are experts at this.

After a short foot bath to soften the skin, we remove the hard skin around the wart, so you won't feel discomfort when walking. We then apply a wart treatment to ensure the wart disappears as quickly as possible.

◀Book your appointment▶

Treatment of Hard/Cracked Skin

Price: 650,-

Are you struggling with cracked heels or hard skin on your feet? Proper foot care is essential for keeping your feet healthy and comfortable.

Hard skin is a common issue, especially if you are very active. If the skin becomes too dry and hard, it can lead to painful cracks. These cracks can then become infected or develop fungal infections, which may require medical treatment.

At our clinic, we start with a relaxing foot bath to soften the skin. We then gently file away the hard skin and apply a nourishing cream. The cream helps the cracks heal, minimizing the risk of infection, and leaving you with healthy, soft feet ready to face the challenges of everyday life.

<Book your appointment>

Treatment of Nail Fungus

Price: 650,-

Do you have thick, yellow toenails?

Our nail fungus treatment is effective, painless, and delivers visible results in just 25 minutes.

The treatment begins with a relaxing foot bath to prepare your nails. We then file away the infected area, trim the nails, and finish with a specially formulated cream that promotes healthier nails.

Your nails will immediately look better. They will become thinner, less yellow, and have a fresher appearance, allowing you to go barefoot without any issues.

Our treatment also alleviates the pain that can occur if the nail has been untreated for too long and helps prevent this pain from returning.

<Book your appointment>

Foot therapy 50min

Price: 990 NOK (Nail polish + 150,-)

Would you like fresh, healthy, and soft feet?

After 50 minutes of foot therapy with us, you'll have beautiful and delicate feet that make you feel like you're walking on clouds.

The treatment begins with a warm, relaxing foot bath that softens your feet and brings calm to your busy day.

We then gently file away the hard skin, trim and shape your nails in a way that prevents ingrown nails, and apply a delightful and refreshing cream that allows your skin to breathe.

The treatment concludes with nail polish application if you desire.

If you need treatment for a plantar wart, there is an additional charge of 150 NOK.

◀Book your appointment>

Foot therapy express 25min

Price: 690 NOK (Nail polish + 150,-)

Express Foot Therapy includes the same as the full treatment, just in a shorter time.

This treatment is a "quick fix" for those who don't have much hard skin or need their nails trimmed.

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◀Book your appointment>

Our Authorized Podiatrists:

Pia Pandora Otterbeck - *Will have an image of here here as well. Will be a split screen. Half is text about the podiatrists, half is an image of them*

Pia is manager and therapist at Clinic P.

She has over 13 years of experience as a skincare therapist and has worked as a licensed podiatrist for 11 years.

Pia is results-oriented, highly skilled, and ensures that clients feel understood and safe during their treatments with us.

She has a large client base consisting of women and men of all ages.

In her free time, Pia enjoys skiing, spending time at her cabin in Hvaler, and attending concerts with friends.

- 11+ years as a Licensed Podiatrist
- 13+ years as a Skincare Therapist
- 12,000+ treatments conducted

Vilja Norin Klausen

Vilja is a licensed podiatrist with 6 years of experience as a nurse and 3 years of experience as a cosmetic nurse.

Having lived her entire life in Vestfold, she has now moved to Frogner in Akershus with her partner and their small dog. She loves staying active and spending time outdoors.

With her nursing background, Vilja provides thorough and caring treatments.

Vilja's specialties include nail correction, wart treatment, and correction of misalignments, as well as silicone cushioning. "Everyone is welcome to me!"

- Autorisert fotterapeut
- +6 år som sykepleier
- +3 år som kosmetisk sykepleier

A bar of imported google reviews

Unsure about which treatment is right for you?

Don't hesitate to get in touch!

We're here to help you determine which treatment is needed in your case or if you don't need any treatment at all.

«Call us»

Get beautiful and healthy feet today!

◀Book your appointment▶

◀Call us▶

FOOTER