

Ankle Sleeve Ecom Project

Copy Review Aikido Channel - All The Requirements!

I will be testing this funnel out with \$100 worth of ad spend, if it fails, I will find a new product.

I will be using the ECOM campus' winning product testing strategy.

Workout:

Set 1 - <https://rumble.com/v57foa5-push-ups-1.html>

Set 2 - <https://rumble.com/v57fobp-push-ups-2.html>

4 Questions

- 1 - Who are you talking to?
 - British people
 - Footballers or anyone 18 - 65+ who struggle with ankle issues,
 - Both genders, but women are more prone to ankle injuries,
- 2 - Where are they now?
 - Thought process - They are looking for something valuable on their feed,
 - Attention Form - They are passively worried about their ankle pain
 - Awareness Level - 2 & 3 - Leaning closer to solution awareness.
 - Sophistication Stage - Stage 3
 - Current State - Painful ankle, decreased performance, walking is a nightmare and running, weak ankle, injured, difficulty walking, limited mobility, reduced confidence in participating in running-related activities, missing out on activities, worried about poor performance,
 - Dream State - No pain when walking or running, good performance when running, social connection, peace of mind,
 - Current Desire Level - 2
 - Current Certainty Level - 2
 - Current Trust Level - 0
- 3 - At the end of this piece of copy, what do I want them to do?
 - Stop scrolling

- Click link
 - Read sales page
 - Purchase product
 - Purchase upsell
- Perceived costs/objections for taking action - wasting their time, price is \$30,
- Desire Threshold - 6
- Certainty Threshold - 7
- Trust Threshold - 6
- 4 - If this is where they start and this is where they end, What are the steps they need to experience?
 - Stop scrolling
 - Call out the problem
 - Click link
 - Amplify pain
 - Call out a known solution
 - Amplify pain
 - Tease Solution
 - Amplify desire
 - Testimonial
 - CTA
 - Read sales page
 - Catch attention + pain/desire
 - Get a testimonial from a Podiatrists
 - Purchase product
 - Offer the product as the best form of solution
 - Buy now
 - Increase trust and authority
 - Crank pain/dream
 - Reduce the cost
 - Shorten perceived time to get the result
 - Guarantee, talk about how inaction is risky
 - Leverage commitment
 - Simple CTA + pain crank - Are you serious about getting x outcome?
 - Product Aikido
 - Testimonials
 - Purchase upsell

Roadblock, Solution/Mechanism, Product

- Roadblocks
 - ☐ Without ankle support and proper healing, your injuries (e.g. ankle pain, sprains, ligament tears, etc) will stay with you and potentially worsen over time, especially with age.
 - ☐ Lack of ankle support can increase injury risk as well, especially in a higher-stakes match.
- Solution/Mechanism - (ideally unique)
 - ☐ Copper Infused
 - ☐ Compression
 - ☐ Ankle support
- Product
 - ☐ Copper-infused ankle support

How my product's strengths & weaknesses play into the value equation:

- Dream outcome
 - ☐ Pain-free ankles
 - ☐ No injuries
 - ☐ Better at Football
- Perceived likelihood of success
 - ☐ Mechanisms are decent
 - ☐ Lots of social proof
 - ☐ Angle - tailored to footballers
 - ☐ Ancient Egyptians used copper for joint pain and wound healing - injuries healed faster & discomfort was reduced when copper was applied - they used the classic trial and error method to find this out.
- Reduced time to get outcome
 - ☐ Heals much faster than anything else
 - ☐ You put it on, instantly you don't feel injuries as much,
- Effort and sacrifice
 - ☐ No mobility sacrifices & easily worn in shoes - can use it when exercising
 - ☐ It hinders long-term strengthening if over reliant on it.

Mechanisms

COPPER INFUSION

Here's how this makes you recover much faster

- 1. Angiogenesis (Increased Blood Flow):
 - Copper is a cofactor for the enzyme eNOS, which helps produce nitric oxide in blood vessels. Nitrogen oxide relaxes blood vessels which leads to improved blood flow.
 - This increased blood flow:
 - Delivers more oxygen and nutrients to the injured area, which are essential is essential for tissue repair and healing.
 - Helps remove waste products created by the healing process. Those waste products slow down recovery if not removed efficiently.
- 2. Anti-inflammatory Effects:
 - Copper plays a role in regulating the body's inflammatory response.
 - It helps:
 - Reduce the production of inflammatory molecules called prostaglandins, which contribute to pain and swelling.
 - Promote the resolution of inflammation, a natural process where the body clears away damaged tissue and promotes healing.
- 3. Collagen Synthesis:
 - Copper is a crucial element for collagen production, a key protein that forms the building blocks of connective tissues like tendons, ligaments, and muscles. During recovery from an ankle injury, sufficient collagen is needed to rebuild damaged tissues.
 - This results in much faster regeneration.

Not only do studies back this up, but ancient Egyptian and Roman medicine also does. They noticed that wounds heal faster when copper was applied.

COMPRESSION

- Limits excessive movement: This reduces stress on the joint and helps prevent sprains or other injuries.
- Improves circulation: This aids in healing and reduce swelling.

ANKLE SUPPORT

- This will allow your ankle to heal without putting stress on it.
- Prevents injuries
- Provides stability while allowing mobility for activities like walking or running during recovery.
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Funnel Explanation

Facebook ad - Level 2

Sales/Product page - Level 3 - 4

Weaknesses And How I Fixed It

- I think I need to sprinkle more desire throughout the part where I explain the mechanisms or somehow shorten the part with the mechanisms since its quite long.
 - Does my current version do this well enough?
- I think I don't amplify trust enough at the start of the sales page, maybe one of their objections at the start is "Is this guy a credible source?"
 - I put 3 video testimonials at the start, is this enough?

Copy:

Facebook Ad Script & Caption - Level 2

Here's How To Cut Your Recovery Time In Half And Prevent Foot And Ankle Pain Once And For All

Ankle pain is a pain in the ass!

Every time you step, sharp pain shoots up your ankle as if a knife was being stabbed into it. Sometimes there's swelling, pulsing aches, burning sensations, etcetera.

And when ignored, it's like a cancer that eventually becomes an EVEN bigger problem.

For example, Gabriel Batistuta, the famous Argentine striker, known for his goal-scoring, was forced to retire at 31 due to chronic ankle problems.

The pain was so bad EVEN after his retirement that he considered amputation.

This means no more football, basketball, or anything else that involves running or even walking.

You'll end up always sitting on the sidelines, watching people compete and have fun while you just sit there, embarrassed and frustrated like Stephen Hawking.

And the worst thing is, that the common solutions just don't cut it.

Leaving it to heal can take up to 3 months for the burning pain to go away and you risk making it MORE agonising.

Physical therapy can help but it requires many costly sessions that steal hours of your time.

Anti-pain medication can numb the pain for a bit but it fails to fix the damage.

And the worst part?

When you stop these treatments, the agonising pain returns, sometimes returning to torment you even more.

ed a game-changing solution that brings instant relief
me in half by using the power of ancient Egyptian

in the morning and be back on your normal routine,
doing the happy dance after weeks of hobbling

it:

kle playing football. It helped with the swelling and
es. I could perform pretty damn close to my peak even
ey.”

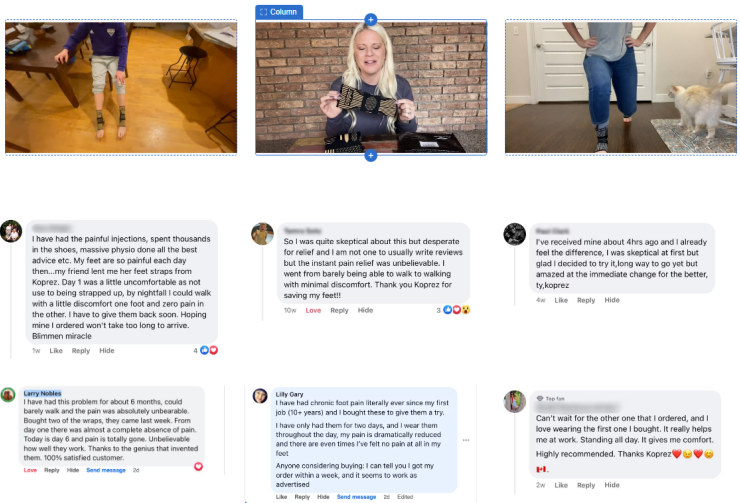
s about curing and preventing foot and ankle pain

Sales Page - Level 3 - 4

**SUPERCARGE ankle & foot recovery speed by 2x &
prevent it from happening again by using the power of
copper infusion and “BCC”...**

★★★★★ 100+ reviews from happy customers

Here’s what our customers have to say so you know we deliver on our promises...



Here is how this ankle sleeve works...

Copper Infused Fabric Enhances Healing	PICTURE EXPLAINING MECHANISM
Copper boosts blood flow since it's a helper molecule for the enzyme eNOS, which helps produce nitrogen oxide in blood vessels. Nitrogen oxide relaxes blood vessels & increases blood flow, delivering more oxygen & nutrients to the injured area & helping remove waste created by the healing process. Copper also reduces the inflammatory molecule, prostaglandin, which causes pain & swelling.	

Copper is also important for **collagen production**, a key protein that is essential for **healing and recovery**.

It's not just backed by science, it's *even backed by **ancient Egyptians***. They found that when copper was applied to injuries, the injuries would heal faster.

PICTURE EXPLAINING THIS

(BCC) Bilateral Circular Compression Technology Enhances Healing

This sleeve uses a special level of compression that increases blood flow even more.

This exact compression acts as a reviving pulse, **instantly reducing inflammation & delivering nutrients to the feet**.

It's like giving your feet a rejuvenating massage that awakens every cell, further boosting healing speed.

As soon as you put it on, you get INSTANT RELIEF from your pain...

This sleeve also has support straps specifically designed to:

- Give you **instant pain relief**
- **Prevent further worsening of your injuries.**
- **Prevent injury from happening** or coming back when you're not injured

This combination of support & increased healing creates a powerful synergistic effect that turns your recovery speed to overdrive mode.

By wearing this sleeve daily for 2 weeks you'll get lifetime benefits that **provide pain relief & reverse damage**.

PICTURE OF PRODUCT WITH STRAPS AND SPECIAL AIKIDO

PICTURE OF SOME DOCTOR DONNIE FIXING UP A PATIENT

Developed And Endorsed By Podiatrists

	Thanks to the rigorous testing it had, thousands of people have MELTED away their foot and ankle pain <u>in a matter of 30 days</u>. Podiatrists have tested it on patients experiencing some of the most <i>challenging cases of ankle pain</i>. It's endorsed by many of these foot specialists as one of the most effective & convenient solutions for quick & lasting pain relief.
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	The Copper Ankle Boost Vs Podiatrists & Painkillers Leaving it to heal takes ages & you risk making things worse. Painkillers don't fix the problem but <u>what about podiatrists?</u> Well, they're extremely expensive, people pay thousands & they <i>don't</i> even get a <i>permanent fix</i>.
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MONEY BACK GUARANTEE BADGE	Exclusive No Questions Asked Money Back Guarantee Your comfort is our promise: If you don't experience relief from ankle & foot pain within the first 30 days, we don't deserve your money. Claim your peace of mind with our money-back guarantee. Simply reach out to our support team at info@omegagoods.com for a hassle-free refund. We understand that other sketchy businesses scam their customers which is why we take extra care to back up our claims.
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Are you serious about cutting recovery time in half and preventing foot and ankle pain FOREVER?

Or are you not? **Some people are too lazy to live a pain-free, injury-proof life.** And that's ok, everyone has the right to allow injuries to hold them back if they so choose.

Just imagine an alternate reality: you **walk around with your head held high**, *enjoying your life* and your favourite sports with your friends.

Picture yourself **performing like a beast in social gatherings**, whether it's playing football, basketball or anything else.

That reality is possible TODAY.

So if you're one of those people, who is absolutely fed up with the **agony and the endless irritation** you get from ankle injuries.

Then do yourself a favour and purchase this product to improve your quality of life.

Product Aikido

Fed up with foot and ankle pain?

The <product> helps end your pain in weeks guaranteed, or your money back.



Get natural and instant pain relief



Eliminate expensive therapy & doctor visits



Your in-home foot therapist for lasting foot comfort & future pain prevention.



Heals your feet & ankles in a matter of weeks



Prevents further worsening of your injuries



Prevents injury from happening or coming back when you're not injured

<REVIEW DUMP>

Thomas' Review

Facebook Ad Script & Caption - Level 2

Cut recovery time in half and PREVENT foot and ankle pain FOREVER using the power of ancient Egyptian medicine combined with modern tech...

This is a private video advertisement for those who are serious about ending their ankle pain and never getting it again.

Please keep scrolling if that's not you, we don't wanna waste your time.

Ankle pain is a pain in the ass, and if ignored, it's like a cancer that only gets worse, eventually becoming an EVEN bigger problem.

Take a look at Gabriel Batistuta, the famous Argentine striker, known for his goal-scoring.

He was forced to retire at 31 due to chronic ankle problems. The pain was so severe EVEN after his retirement that he considered amputation.

This means no more football, basketball, or anything else that involves running or even walking.

You'll end up always sitting on the sidelines, watching people compete and have fun while you just sit there, embarrassed and frustrated like Stephen Hawking.

And the worst thing is, that the common solutions just don't cut it.

Leaving it to heal takes ages and you risk making things worse.

Physical therapy can help but it requires many sessions that are both time-consuming, costly and often temporary.

Anti-pain medication can numb the pain for a bit but it fails to fix the damage.

And the worst part?

When you stop these treatments, your foot pain returns, sometimes returning even worse.

Luckily, leading podiatrists designed a game-changing solution that brings instant relief and cuts foot and ankle recovery time in half by using the power of ancient Egyptian medicine and modern tech.

Click the link below if you're serious about curing and preventing foot and ankle pain FOREVER...

Sales Page - Level 3 - 4

SUPERCARGE ankle & foot recovery speed by 2x and prevent it from happening again by using the power of copper infusion and "BCC"...

★★★★★ 100+ reviews from happy customers

Before we talk about how it works, here's what our customers have to say so you know we're not full of it...