

**** 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 want.

Their dreams consist of them walking through their world with a resilient and positive mindset, forming fulfilling connections with those around them such as romantic partners and friends, and maintaining a sense of mental 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 a 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:

I'm not currently sure how to maintain the information about psychotherapy on the sales page as my client has mentioned that she wants it to be "separate" from her other services of reiki healing and hypnotherapy because of the insurance concern (reiki healing and hypnotherapy don't get covered by insurance).

The "Tease the Contents of the Product" section runs through the same points that are listed at the top of the sales letter, I'm not sure whether they sound too repetitive.

Some of the more general points within the copy such as the descriptions of what the three services are and what they do, also come off a little repetitive.

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/900642955>

Headline

It's Time to Invest in Your Mental Health:

Understand Your Unique Journey, Discuss Practical, Tailored Solutions without Generic Advice, Transforming into Someone Who Walks with Their Chest Up, And a Genuine Smile!

Lead

We're all coming from different places in life. It's what shapes our unique strengths and quirks.

That's what also makes each one of us so useful to each other.

Our therapy approach is more than just a fix; it's an empathetic guide through anxiety, depression, relationship issues, and more.

We're all about connecting the mind, body, and spirit:

- Psychotherapy: Diving into the mind to get a better handle on your headspace, building up your self-awareness and mental toughness.

(Limited availability due to high demand!)

- Reiki healing: Focusing on the body, reiki gets rid of anything that's making you feel stuck and helps you find balance and relaxation.
- Hypnotherapy: Tapping into the spirit to help you identify thoughts that might be holding you back and get you ready to tackle future challenges.

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

After your first session, you'll leave feeling a newfound sense of *confidence*.

So, don't just sweep your problems under the rug.

Try bringing emotional and spiritual remedies into your life that will make you feel brand new.

(And don't worry, we'll work out the cost based on what works for you.)

Here's what's in store when you schedule a meeting for Reiki or Hypnotherapy with me:

Reiki:

1. At-Home Reiki Session:

In the comfort of your home, where you feel most at ease, we'll bring good energy right to your doorstep, creating a calming, one-on-one connection with me as your therapist.

2. Reiki Duration:

We'll dive into 45-60 minutes of pure Reiki magic, taking all the time you need to slip into a zen state of mind and start to feel calm and relaxed through my hands-on approach.

3. Release and Clarity:

We'll release all your pent-up emotional energy together! Experiencing a cathartic journey, dial down your stress, and tap into some mental clarity.

4. Relaxation and Peace:

Feel a profound relaxation and peace wash over you, which isn't just meant to find balance, but to enhance your spiritual flow of energy, connecting your physical and emotional well-being.

5. Reiki-Infused Bling:

As a bonus, you'll snag a reiki-infused bracelet after our first session, meant to not just be simple jewelry but a reminder of your tools for self-healing and self-love outside the sessions.

Hypnotherapy:

1. Reflective Session Recording:

Get a free audio recording of your hypnotherapy session. Perfect for later reflections, reinforcing your “aha” moments, and boosting your learning. It’s an instant go-to when revisiting the journey and lessons and we’ve been working on.

2. A Quick Subconscious Peek At Home:

You’ll take a backseat look at your subconscious from the cozy confines of your home. It’s your golden ticket to a more receptive treatment, with the flexibility to time it just right within your schedule. Just remember to throw on headphones for the full immersive experience... And no snoozing allowed!

3. A Structured Mind Journey:

We’ll navigate your mind together, structuring our sessions to shake up any limiting habits and get rid of old beliefs. It’ll become a consistent approach to steer you towards a specific direction you crave in your growth journey

4. An Unconventional Awareness Boost:

Say goodbye to the usual therapy routine! Experience a non-conventional method that tunes you into your emotional surroundings and inner thoughts, offering a fresh one that switches up the usual sit-and-talk scenario. No robotic responses, just real conversations.

5. A Safe, Deep Dive:

And in case you’re wondering, your deep dive into hypnosis will still allow you to snap out of your trance if needed. Your safety is our main goal and I want you to know that I got your back during your transformative journey!

Get ready for an instant sense of relief after your first session!

Ready to dive into your journey of discovering a fresh, revitalized you?

Book your free initial Reiki or Hypnotherapy session now! [\[Link\]](#)

Read below to discover the ways to enhance your emotional and spiritual growth.

Make a Big Promise:

Picture yourself effortlessly chatting with friends and family at social gatherings.

Imagine freely expressing your genuine self, showing *sincere*, warm smiles during easygoing conversations.

With my therapy approach, you'll go through:

- Learning how to navigate social situations with more self-awareness of your surroundings.
- Finding personal coping skills you can use to balance your mood in challenging scenarios.
- And gaining the tools for how to confidently present who you are to the world with less stress.

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

It's about feeling confident that your emotions are not just heard but understood to foster deep and meaningful connections in your life.

Tease Mechanism:

Did you know that the secret to a better life starts with getting to know yourself?

Negative self-talk, belief systems, past experiences, and trauma might be holding you back.

And if you don't explore them, they become roadblocks to your emotional and spiritual growth.

Imagine this scenario: You're in a heated argument with your significant other, and suddenly...

All hell breaks loose.

You lose your temper and start yelling every curse word in the book at the other person!

Ever wonder why we act that way?

Well, regulating our emotions can be tough, especially when you're heading straight into "fight mode",

where our communication is low, and emotions take the wheel.

But instead of losing our cool, let's take these moments as a cue to try new coping skills.

Deep breathing can be good, but if it doesn't seem to be helping, then we've got to bring other tricks up our sleeves.

Maybe gently speaking to yourself or counting can help you out more. It's about finding whatever else might work to bring you back to a calm state.

If you're ready for a journey of self-discovery, then think about signing up for a free session in either Reiki or Hypnotherapy!

We'll guide you through:

- Reiki Healing uses the practitioner's hands to guide energy within your body to bring out relaxation and balance.
- Hypnotherapy takes a deep trip into your mind to find and squash any beliefs that might be holding back an empowered version of yourself.

Don't miss out on the chance for an amazing journey. Schedule your free consultation now! [\[Link\]](#)

Tease Discovery Story:

As you step into your therapy adventure, you'll start diving into the very curiosity that got me hooked on exploring the 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.

Going the holistic route means we start to understand your mental and emotional background.

It's part of forming a real connection with your guide during your therapy journey.

Unlike a routine pill prescription, this approach avoids a boring doctor-patient relationship and digs deep into your personal history.

It hit me hard when I realized the goldmine that is understanding someone's story and where they're coming from, especially from a therapist's perspective.

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

This realization sparked a passion in me to help people figure themselves out.

So, this journey is about applying that same lesson to understand *your* history and craft a therapy plan that fits *your* pace and terms.

As you stroll through life with a clearer mental vision by identifying your triggers and making informed decisions,

You'll pick up the ability to handle uncertainty and shake off any fear of judgment.

It's an opportunity to level up your self-awareness and strut around as a confident version of yourself that leaves anxiety in the dust!

Establish Credibility:

Let me share a bit about how my decade-long experience in therapy has helped people like yourself reshape their life story and gain new coping skills:

- From being stuck in a never-ending loop of negativity to turning your mind into a fortress of mental toughness by flipping your perspective.
- From feeling lost in an anxiety and depression maze to finding clarity and calmness in your life through good old journaling.
- And from feeling unwanted and unloved, to not just loving yourself but creating loving relationships through positive affirmation magic.

I've been super invested in helping folks who have trouble with their mental health sort out their moods and stop feeling so misunderstood and trapped.

In our sessions, we'll explore different approaches:

- Cognitive Behavioral Therapy:

A life-changing method that helps you untangle and transform gloomy thought patterns into a fresh perspective.

- Solution-Focused Therapy:

For anxiety sufferers, this approach helps you figure out your strengths, set some tailored goals, and amp up your sense of self-control.

- Shadow/Subconscious Work:

For those dealing with relationship issues, we'll dig into hidden patterns and beliefs to uncover roads to self-discovery and emotional growth.

And the idea behind all these methods? To foster your *personal* growth!

Together, we're gonna use active listening and explore things in a down-to-earth way to connect you with the best version of yourself.

Intro Guru/Brand:

I'm Tina Christoffersen, your guide on your self-discovery journey.

I bring insight-oriented, CBT and holistic therapy approaches through:

- Psychotherapy
- Reiki Healing
- And Hypnotherapy.

Delving into why humans do what they do pushed me to pursue a career where I get to help people know, grow, and *heal* to reach their best selves.

After completing my undergrad 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!

So, if you're ready to unravel your transformation story, let's chat!

Schedule a free consultation today to kickstart your healing journey. [\[Link\]](#)

Preview Height of Drama:

Picture me working on a puzzle of why people often sabotage their own life goals through all sorts of dysfunctional behaviors.

It was a massive challenge to bridge together the gap between people's self-awareness and their ability to keep their actions in check.

Show Struggles:

Getting to the bottom of why people self-sabotage meant diving into the part of the mind that influences our decisions without us realizing it, the subconscious.

It had to do with figuring out why old childhood habits, like screaming and shutting down, sneak back into our adult lives.

These habits can mess with our communication, leading to some confusing and emotionally charged arguments that make it hard to reach grown-up solutions.

Show Failed Attempts:

“I could handle it myself,” I thought.

Figuring out why people shy away from help or let their trust in others fall apart when they need someone the most, was a real challenge for me.

But here’s the deal,

People crave mental health solutions that make sense, not some complicated technical jargon.

Expecting people to fix their mental health by just “staying positive” and avoiding being too needy, isn’t the magic fix we hoped for.

They’re looking for real therapists who offer real-life strategies and steer clear of the technical stuff.

“Just being positive” won’t cut it.

People want a tailored approach that uses conversations about what’s happening in their lives and in their minds to tackle anxiety and negativity with therapy.

The Moment When All Seems Lost:

I hit a wall while trying to understand how to do just this after using psychiatry methods that tell patients to see things from a different angle.

Guess what? There was a missing link.

Just changing perspectives wasn't cutting it. No matter the effort, something was still holding people back.

Decision and Discovery of the Law of Nature:

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

With some professional help, I discovered the missing piece.

While discussing with my therapist, I unraveled the impact the subconscious mind has on our present-day interactions.

My therapy strategy then took a turn and moved beyond focusing on surface-level issues to plunging deeper into the mind.

It dawned on me that people develop defense mechanisms during their early years that later shape their emotional responses.

These habits, like shutting down or getting angry, hold them back from dealing with current conflicts, often resurfacing in heated situations.

Finding the Solution/Mechanism:

Embarking on your therapy journey will help you dig out negative thoughts you might have lurking around in your mind.

Guided by me as your therapist, you'll untangle the intricate thought patterns that might be influencing your relationships with loved ones and yourself.

And as a bonus, you'll gain a clearer insight into sneaky behavioral triggers that can catch you off guard.

This journey isn't just about uncovering your personal experiences but shines a light on the shared nuances of others going through similar paths.

Experiencing the Dream State:

Putting these insights into action, you'll feel a boost in your confidence, like a radiant glow is starting to shine.

This transformative experience also goes beyond personal validation:

- You'll find emotional validation, recognizing that your feelings truly matter.
- You'll gain a newfound respect for your boundaries, establishing firm self-respect.
- And you'll confidently present your authentic self to the world, free from masks or pretense.

If you're curious about the tools for your transformation, check out our services.
[Link]

Close

Intro Product:

Step into safe, virtual sessions tailored to your busy lifestyle and individual preferences that steer clear of the hassle of regular in-person appointments.

With my expert guidance in talk therapy, reiki healing, and hypnotherapy, you'll unravel the mysteries of your mind and develop healthier coping habits.

The goal? To transform your challenges into an exciting journey of self-discovery and healing, enhancing your mental resilience for life's ups and downs.

(Please note: Reiki healing and hypnotherapy sessions aren't covered by insurance, unlike psychotherapy sessions.)

Immerse yourself in the healing magic of in-person reiki and hypnotherapy sessions!

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

Save your time and emotional energy as we dig deep, uncovering the roots of disruptive behaviors and getting to the core of your past.

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

In the virtual realm of talk therapy, we'll explore your personal story through ongoing chats, offering an outside look at your internal world.

For Hypnotherapy? Picture pure relaxation and heightened openness to positive changes.

And for Reiki? Imagine a life force realignment that soothes emotional struggles for a calmer, balanced daily mood.

The outcome is a version of you that's brimming with awareness and joy, navigating your week with powerful techniques for powerful mental resilience.

Your mental health ripples into your mood, behaviors, and choices, shaping how you navigate life events and impact those around you.

These tools not only show the doubters of your mental strength that they were wrong but also empower you to tackle whatever challenges come your way!

Our services go above and beyond, enhancing mental well-being, fostering healthier relationships, and empowering optimal decision-making.

All of which leaves you to become someone you'd be proud of when you look in the mirror.

Tease the Contents of the Product:

This is what each session brings to the table:

In Reiki healing, with your nod of approval, the practitioner hovers their hands over your body, sorting out energy blockages within your body's energy centers.

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

Hypnotherapy steps up your awareness of your surroundings and emotions by spotting and reshaping old negative patterns, like grief and self-sabotage.

You'll need to find a quiet, distraction-free space at home, pop on headphones, and dive into an immersive virtual session.

And we do ask that you minimize the chances of you falling asleep...

(Plus, you get a session recording for you to ponder later!)

Psychotherapy dishes out tailored coping strategies to help you navigate your current life challenges and curb negative feelings from anxiety and depression.

(Note: Psychotherapy is in high demand right now! However, Reiki and Hypnotherapy sessions are currently available.)

You might be wondering why psychotherapy isn't on the menu at the moment.

Well, when the pandemic hit and everyone got to be a bit anxious and cooped up, people stayed at home and soaked in their stress.

This surge in emotional ups and downs skyrocketed the need for psychotherapy sessions as people scrambled for ways to regulate themselves during lockdown.

Now's an opportune time to grab a slot for some reiki healing or hypnotherapy and jump into the wonders of in-person healing. [\[Link\]](#)

Testimonials:

See what clients are sharing about their incredible experiences:

Reiki Healing Stories:

"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 Experiences:

“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 Insights:

“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 unveil the profound and personalized insights clients gain after a session with me as their guide!

If you're ready to experience your own spiritual and emotional transformation, schedule a session with me to kickstart your journey! [\[Link\]](#)

Value Stack and Intro Price:

This is why you should explore our services:

Hypnotherapy offers a unique approach that delves deep into the mind and reinforces positive behaviors and mindsets.

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

Reiki healing offers a more holistic touch through a non-invasive method of addressing anxiety or depression in a spiritual light.

(Please note: Prices for Reiki vary due to the spiritual nature 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 proven strategies tailored to your specific mental health challenges.

(Note: Psychotherapy is currently booked up due to high demand!)

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

Stack Additional Value with Bonuses:

Transform with our exclusive packages, and experience a powerful, positive shift from old narratives to bright, tailored new ones.

Secure your spot now to not just invest in your well-being but also pocket savings on future sessions, supercharging your transformative process.

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

Reiki Healing Package: Experience 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:

Your peace of mind is our main focus!

Your first Reiki and Hypnotherapy session is on the house!

While refunds aren't available for future sessions, you're under no obligation to continue after the complimentary sessions.

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

Elevating your mental calm by clearing energy blockages and promoting balance within the body and mind through Reiki Healing

Diving deep into your subconscious and overcoming beliefs that hold you back from a loving connection between yourself and others through Hypnotherapy.

Scarcity/Urgency:

Our psychotherapy sessions are pretty booked up right now because of overwhelming demand...

But no worries! You can still snag a spot for upcoming Reiki and hypnotherapy sessions! [\[Link\]](#)

Don't put it off, through. The longer you wait, the fewer opportunities you have for mental revitalization.

So, hit that scheduling button now and open the door to a healthier, more resilient you!

2-Way Close:

If you're still unsure, reflect on what led you to consider therapy consultations.

Was it a move to prioritize your mental well-being?

Or maybe to better the relationships with those in your life?

Maybe you're seeking mental fortitude and to live life intentionally, steering away from letting old patterns take the wheel.

Now is the perfect time to welcome structured guidance for your mental health.

Envision the first step as an unfolding journey toward healing that surpasses simple self-improvement.

Imagine discovering a part of yourself that runs towards challenges, authentically connects with others, and can confidently assert boundaries for what they need.

It's not about just feeling better.

It's about making a life where you make a positive impact on yourself and those around you, thriving emotionally and spiritually.

Don't wait! 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