

## **Notes**

- Horizontal lines in the copy are to separate the sections in the actual web page
- Texts in bold are headlines or subheadlines
- Anything inside square brackets [] are pieces of content that will be included in the actual web page

### **Areas of doubt / areas I believe can be improved:**

- I addressed the question of “why should the reader take action now rather than later” which Andrew talked about in a previous PUC at the end of the web page, where I tell the reader that their situation is likely to get worse if they delay going to a physio. Problem is that it’s at the end of the page. I believe it could be better to have it be one of the first things they read in the page as it instills urgency, but I couldn’t find a better place to put it where the copy would still flow naturally.
  - I feel like that section also may be a little bit longer than it should be, but I tried to make it as impactful as possible.
- I tried as best as I can to not make the copy sound generic and like every other physio you’d find. I believe I’ve done a decent job, but still not sure and would need other’s feedback on this
- Placement of CTAs and how many are also something I’m not 100% sure of as of now.

## **Winner’s Writing Process**

What business objective am I seeking to accomplish with this project? Why is it important?

- Get more customers
- Important because my business owner has never crossed the break-even line and we need to get rich ASAP.

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

- Their website is the key component of their funnel as everything leads to it (IG / TikTok / Google Maps / Snapchat / Google Ads etc)

Who am I talking to?

- Mostly 9-5ers aged 25-50 who live a normal, highly sedentary life.
- Around 30% are athletes or people who generally engage in sport activity

- Customers are 60% male and 40% female
- Small minority are elderly

### Where are they at now?

- Current state:
  - Dealing with severe back pain (or other) that they likely have been suffering from for years
    - They got used to living with it all this time which is why they didn't really take much action
    - Or pretend like nothing is wrong and continue with their life (those who do sports)
  - Tried going to other doctors like an orthopedic and they weren't helpful at all with their situation
  - Or they tried going to physiotherapists that accept insurance, but they've done a rushed job due to high volume of customers
  - And thus they feel like they're starting to lose hope with their physical pains
  - Afraid of not being able to play sports / no longer able to play at peak performance / losing identity as an athlete
  - Afraid of doing surgeries like ACL surgery and the severe physical + mental pain that comes with it
  - Afraid of losing status in their sports community / losing their social life due to not being able to leave the house
- Dream State:
  - They want to be able to go back to living their daily life pain-free
    - They "wish it would all just go away"
  - They wish they knew what was causing the pains they're dealing with
  - They want someone who is empathetic about their story and validates how difficult their pain is
    - And someone who can explain to them why it's happening, and how they can fix it so that they avoid it long-term
  - They want the feeling of stress-relief, especially from the hectic lives they live
  - Want to feel more flexible / mobile
  - Be able to sleep without experiencing neck pain or other discomforts
  - Better posture
- Market awareness level:
  - MOSTLY level 3 - solution aware
    - A small % of the target market are only level 2 problem aware.
- Market sophistication level:

- Stage 4
- Current level of pain / desire:
  - Their pain and desire is pretty high - at least a 6/10.
  - Given that the price may be high for some - their level of pain / desire may need to be raised to a 7 or 8/10.
- Current level of certainty in my idea:
  - Average level of certainty is around 5/10, and it needs to be around 7/10.
    - Again, the price is why the main reason why the threshold is high
- Current level of trust in the business:
  - Trust is between 0-2 because a lot of them are likely cold traffic and never heard of the business
  - They would need to reach a level of 6-7/10.
- Mechanism:
  - Assessment and diagnosis
  - Customized treatment plan
  - Rehab exercises
  - Manual therapy
  - Education and lifestyle advice
  - Continuous monitoring and adjustment

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

- COST:
  - I need them to believe that the price is going to be worth the outcome they're going to get
  - And I need them to understand that the price they're paying for will literally change their daily life and thus be worth it.
  - They also need to believe that if they don't take action now, their problem could get much worse and end up having to put in more money / time / effort / sacrifice.
- BELIEF:
  - I need them to believe that the service we offer is the best solution available for them period.
  - They need to see how it worked for others
  - And they need to see how they will receive a solution that is personally tailored to them
  - And they need to understand that they will receive continuous support post-session to make sure their situation is improving.
- TRUST:
  - They need to see detailed testimonies from other people and how the solution / mechanism worked for them

- They need to believe that the clinic and its physiotherapists are the best in the game and know what they're doing

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

- Decrease perceived cost:
  - Convince them the price will be worth it by showing them high quality videos of live physio treatment (video background in website)
  - Amplify pain / desire by highlighting how their issue is affecting their daily life, and that they don't realize how big of a difference life will be after they fix it because they've gotten so used to it.
  - Need to instill urgency by explaining to them that their situation is likely to get worse and more serious if they don't take action now. And that means you will spend more time at the clinic and thus more money as well.
- Increase their belief:
  - Show them that we're the best solution by outlining the experience they will go through if they book a session, showing the details and personalized nature of it
  - Include video testimonials in the website that highlight the patient's full journey
  - Highlight how we first analyze and diagnose their situation so that we come up with a tailored solution
  - Highlight how the team does not leave you once the session is over - they stick by until your solution is fixed
- Show them that we are the most knowledgeable and competent physios they can find:
  - Video of a doctor walking through what they did to fix a patient's issue
  - Portray a sense of leadership and authority while also appearing like a cool team
  - Show them that we partnered with XYZ established companies.

Why should the reader stop what they're doing to read my copy / consume my content?

- Starting off by asking if they were told by other doctors that their situation "can't be solved" or "there's nothing you can do"
- Asking if the reader has been suffering from back pain for years and ignoring it
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Why should they take action now, rather than later?

- Their situation is likely to get worse over time, and that means:

- They may have to put in more money, effort and time to fix the issue
  - Not fixing their issue now may lead to more serious injuries that may require surgery
  - “Some people waited too long, until it was too late. You don’t want to become one of them”
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- The sooner you book, the sooner you can stop worrying about your pain / condition and start working towards making a change for the better.

Why should your reader buy your product / service rather than your competitor’s? +

Why should they use your vehicle instead of a different one?

- We offer tailored solutions specific to your problem
- We don’t just forget about you after the session is done. We follow up with you via text post-session to ensure that your problem gets fixed.
- Our testimonials prove that our work is effective and is a long-term solution to your problems

**WEBSITE COPY** 

# Helping active people move with ease again.

[location]'s best clinic for treating pain, injury and post-operation rehab.

**[Book Now]**

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## The Process

1. Understand what's causing your discomfort

We'll start with a detailed assessment to figure exactly what type of pain you're feeling and what's causing it.

2. Relieve your pain:

After finding out the cause of your problem, we'll begin with treatment to help ease your pain. Our therapists use a variety of techniques like manual therapy, cupping and spinal adjustments.

3. Give you a long term solution

We'll create a long-term plan based on your needs so that you know how to avoid your problem in the future.

4. Post-treatment support

After your session, we'll follow up with you to check on your progress to make sure your situation is getting better.

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**We have helped so many people recover from injury and get back to doing what they love. Here are some who shared their journey:**

[video testimonials]

**[Book Now]**

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[our services - list of 6 services with a brief description of each]

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## **We're not just another physiotherapy clinic, we're your partners in health.**

Many who are injured or suffer from chronic pain are told by doctors that they can't exercise for months...

Or worse, they are simply told that they can never play sports again.

At [name of clinic], we believe in restoring hope.

We understand the pain you're experiencing isn't just physical, but also affecting your mental health and social life.

We do everything in our hands to get you back moving with the freedom you once had.

We've helped many get back their lives back to normal, and we can do the same for you.

[more testimonials]

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## **The #1 mistake making your pain worse**

If you're experiencing any pain, discomfort or suffering from an injury, we strongly recommend you get it checked out sooner rather than later.

The human body adapts to pain quickly, so it's natural for people to delay addressing their problems without realizing that it can easily get worse.

Ignoring a minor injury can lead to a major one, which may require surgery.

We've had many patients who ignored their back pain until it became difficult for them to walk.

This will only lead to more pain, spending more money and time in a clinic to recover from a problem that could've been quickly solved.

To avoid this, we strongly recommend addressing your issue as soon as you can.

**[Book Now]**

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**[our partners - logos of companies]**

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**[our team - pictures of the doctors and their names]**

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**Any questions? Feel free to call us!**

**[phone number]**

**[Book Now]**

**[pictures of the clinic]**

**[google maps location]**