

Biomechanics Course Web Copy TRW

Who are we talking to?

- Man and Woman
- **Adults aged 30-60**: This group tends to be more active or has reached an age where chronic pain, injuries, or mobility issues related to aging, work, or fitness are common.
- **Desk job workers** (e.g., tech, finance, administration): These clients are prone to posture-related issues, back pain, and repetitive strain injuries.
- **Athletes or fitness enthusiasts**: Those looking to optimize performance or recover from sports-related injuries.
- Coaches who want to improve their service by learning about biomechanics. (this one seems to be main target)
- **Healthcare and fitness professionals**: They may seek out expertise in biomechanics to improve their own practice or for personal injury prevention.
- **Health-conscious individuals**: They are proactive about their health and wellness, already invested in fitness or rehabilitation.
- **Chronic pain sufferers**: Those who have tried traditional therapy without success and are open to new, more advanced treatment options.

Where are they now?

Current State:

- In pain with bad mobility.
- Struggle to move properly.
- Unsure what to do to fix their problem.
- They might have a neck or back pain.

“I had a neck issue for a month where I couldn’t move my neck left. Walked out of there after one session and could. He told me that I would get the pain back. I did get the pain back, but the fact for the first time in a month I didn’t, shows me he is good.”

- They might try other ways of treatment but without success.

“I’ve been having headaches for about 8 years and I’ve been to neurologist after neurologist to try to get some relief to no avail.”

- Potentially, they have been in pain for years.
- Looking for relief from pain and discomfort.
- Looking for someone who can help them understand their problem more and help them to treat it.
- They want to feel comfort and freedom of movement again.
- Their job might impact their body in a harmful way by giving them pain and stiffness in movement.

“Over the course of one year, I developed severe upper back, lower back, and right shoulder pain. It was Unresponsive to traditional measures such as pain medications or topical agents. The pain was significantly affecting my quality-of-life. I was cranky and miserable around my family. I even thought about possibly even giving up my career (which took over 10 years of education to achieve) because it is very computer intensive and the keyboarding/mouse work was nearly unbearable. I would become depressed just looking at my workstation.”

- They can't do physical activities well anymore.
- They are looking for someone knowledgeable and friendly to help them.

“He new exactly what to do, where to go and was so friendly. He explained everything that he was doing and his staff where all pleasant.”

- They want to feel understood and supported.
- Looking for something that they can do from home. They might not want to go to the office.
- Looking for a way to do it all themselves.
- They want to improve their posture and how they look.
- They have lousy posture and body.
- Might suffer from hip pain.
- Need to learn how to walk, sit, stand properly.
- They want to know exercises that can help them get better.
- They want to learn more about the human body and how it works.
- They want to improve their training, or if they coach, they can help their clients more.

“His understanding of the complexity of emergent outputs (see Cynefin) and interaction of different systems helped me add to my training and treatment philosophy and contributed greatly to my clinical practice. Through a better understanding of where different interventions fit and how to better individualize them and communicate with my patients I saw a significant improvement in my interventions. Probably most importantly, discussing specific cases helped me improve my clinical reasoning as well as my effectiveness with complex cases that I doubtfully could've helped previously.”

- They want to know why behind the exercises and treatment and what causes their problem.

“Can you talk about the mechanics of why it causes issues? The WHY is what helps us non-pros remember the logic.”

- The pain and stiffness impact their quality of life.
- People are noticing their lousy posture, and they do too.
- They feel judged and insecure about their body.
- They want to change.
- Friends and family tell them to fix their posture and to be straight.
- People might see them as weak and incompetent because of their problems.
- They might not even know what is the cause of their problem.
- They might waste time on pointless workouts that claim to help them with their problem.

- They feel depressed and might even consider quitting their careers.
- They feel like mess and scared that things will not get better.

“In short, I was a miserable total mess. Initially, I went to physical therapists closer to my home, performing an extensive amount of rehabilitation exercises which took up one or two hours each day. It was so frustrating because I was diligently performing the exercises, yet I was not getting better, in fact some symptoms were getting worse.”

Solution aware.

Stage 5

Dream State:

- No more pain, and they can move freely.
- Now they understand the reason behind their problems.
- They got a custom analysis, and then they got specific workouts that helped them with their problem.

“He performed a detailed evaluation, looking at my entire body (something no one else had done) and movement mechanisms. He Prescribed two exercises, much simpler schedule than previous regimens. Within about 10 days, I began feeling so much better. My back began to open up and my shoulder felt much better.”

- They can work and live their lives pain-free and without any stiffness.
- It's easier to take care of their family.

“Now, after three sessions, I am able to work at my workstation completely pain-free, something I've been unable to achieve in one year. I'm getting a lot stronger physically and mentally. On another note, I feel like I'm a much better mother And wife now as well, the pain took up such a large amount of my energy.”

- They can continue with their favorite activities like sports.
- They felt understood and supported.
- Their posture improved, and they feel more confident and comfortable.
- People start to notice their improvement.
- They managed to get better from home without going to the doctor in person.
- No more neck or back pain.
- They learn how to sit, stand, and walk properly.
- Everything was pretty fast and easy.
- They learned a lot of useful information.
- Now they can enhance their training, or if they are coach, they can help their clients more with their acquired knowledge.
- The specialist was friendly and professional.
- Years of pain just went away, and now they are relieved from pain and discomfort.
- Life is getting way better now; they enjoy their life more.
- They don't feel miserable in front of their family.
- Others notice an improvement in their posture.

- They feel more confident in themselves.
- They now know what to do and what not to do.

What do I need them to do?

- Read a web copy.
- Got Interested.
- Believe in our expertise.
- Trust us.

Note: AI received this copy.

Web Copy

Break Free from Pain: Personalized Biomechanics Solutions

Are you tired of chronic pain and poor mobility?

Whether it's discomfort while sitting at work or pain during everyday activities, these issues can quickly become overwhelming.

In fact, it might even have you reconsidering your career or giving up the sports and hobbies you love.

What many people don't realize is that **poor posture** is often the hidden culprit.

How you walk, sit, and stand can significantly impact your joints, causing limited range of movement, back and neck pain, and lack of flexibility.

Your posture doesn't just affect how you look—it's a key factor in your overall health.

Let me explain the why behind your specific pain, stiffness, and discomfort, and then help you fix it with exercises explicitly based on your struggle.

Whether you're a desk worker with back pain, an athlete recovering from injury, or a coach looking to enhance your expertise.

We're here to help you unlock the full potential of your body through the power of biomechanics.

Start with Our Free Course!

Discover how to fix common body issues with our **FREE biomechanics course**.

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Learn how your body works, what causes your pain, and how to overcome it—all from the comfort of your home.

Imagine finally moving freely and pain-free while working or playing your favorite sport.

Every movement feels effortless and natural.

Sitting behind a desk no longer feels like torture.

It's your chance to finally feel relief from pain and stiffness that decreases your quality of life.

Take the Free Course Today!