

Copy Review

Context- I'm working with a chiropractor who is launching a new product which uses non-invasive techniques to strengthen pelvic floor muscles and treats incontinence in women and some ED in men.

The 4 Questions

Who am I writing to?

Most women, either older or have had kids recently. Product also can treat men with ED. Focusing on writing to Women as the bigger market for right now.

Amanda, a 51 y/o woman who has been suffering from incontinence for the last 3 years and doesn't know what to do about it. She's tried prescription drugs and invasive procedures but with limited success. Her social life suffers, never feeling confident and clean. Word is spreading and her 3 kids make fun of her for something she cannot control. She's tired of living this way and needs it to change. She's very interested in looking for help but doesn't have enough knowledge on the topic.

Where are they now?

They do not have any knowledge of new treatments available and have never heard of anything other than the treatments baked into their brain, (urgent care, ER) etc. and to take whatever drugs are given to them. Starting at square one with no prior information.

What objectives do I want to achieve with them?

I want to grab attention and educate them that there is another option for treatment out there. Give them enough info that they are

intrigued but not so much it ruins the curiosity. This will have to be a shorter strand of copy since I only have a mid ticket item as I am integrating a new service from an outside vendor into an already established practice. My end goal is to get them in the door for a physical sales meeting with my clients practice starting with a free trial.

What actions do I want them to take at the end of my copy?

I need to lead them from social media, or a search engine to gain interest and attention in the product to my clients landing page where they can learn more and set up an appointment.

What must they experience inside of my copy to go from where they are now to taking the action I want them to take?

They need to experience the relief of finding a perfect solution and intrigue about a new new product that could lead them to a dream worry free future. I will push the final CTA by cranking on the embarrassment with incontinence and possibility of a worry-free life to lead them to make an appointment with my client.

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

First I need to catch their attention through DIC ads. Due to the older target audience I will focus on facebook.

Then I want to draw on their current experienced fears with an incontinence situation and provide my service as the best solution.

I will also keep my client's landing page because it encompasses his whole practice but edit it to create good visibility for the new product they are trying to market.

Awareness Level

This product has some global visibility but not too much in the US. Readers have most likely already tried some treatments without success or the treatments are just too impersonal and invasive.

Roadblocks

Treatments aren't working/aren't good enough
Not enough money for treatments
Treatments are frustrating, uncomfortable, and time consuming.

Personal Analysis (copy's weakness/how to improve)

Fascination bullets could string together smoother to lead readers to the CTA

Might need to add a little more information about the product as the reader still might not know what they are buying into

Needs more authority and status somewhere inside the copy for proof to the reader.

Facebook ad (DIC format)

My Draft

DONT LET YOUR BLADDER RUN YOUR LIFE

We believe that no adult should have to wear diapers, or miss out on social events, or leave meetings to run to the restroom..

Discover the secret to long-lasting benefits for yourself

[Link](#)

2nd FB ad

You sit in a chair most of the day, why not sit in one that can
HEAL your body?

By using EMSELLA you'll experience:

- The newest completely non-invasive treatment available
- The easiest, most comfortable treatment of your life
- PLUS How to never again be uncomfortable with a treatment.
Instead stay fully clothed, private, and relaxed.

👉 Book your FREE consultation now! 👉

Landing page

Why do many people suffer from incontinence?

People don't usually discuss urinary incontinence.. they don't because they're embarrassed. I'm here to show you it doesn't have to be this way.

There is nothing more embarrassing then stopping by your favorite restaurant for a quick tasty bite to eat when, before you can taste that sandwich you've been craving you notice the wet stain on your jeans and the large puddle accumulating on the floor right under you feet,

Then it's time for the action you've been dreading... you look up and see every single pair of eyes gleaming at you including your friends. You don't even know what to say, you just put your head down and run out of the store hoping that you never have to experience embarrassment on this scale again..

Well guess what, not anymore

Authority bullets here

Emsella is a simple, quick, and completely non-invasive treatment that can get you back out the door and living your worry free life in no time!

- Do you suffer from constant worry and anxiety that you might embarrass yourself in public
- Do you cancel plans because you are scared of what could happen?
- Have you already tried every treatment you know only to be met with nasty side effects or awkward doctor visits?
- With Emsella there is no preparation necessary for treatment! Patients simply sit, fully clothed, in a chair!
Quick, easy, and stress free
- You can finally stop wasting your money on pads and adult diapers

Are you ready to take your life back?

Get your FREE consultation now!!

[Link](#)

Call (000)000-0000

See what some patients have to say about it:

[Testimonials here](#)

[Authority bullets here](#)