

Winner's writing process

What is my objective:

10-20 appointments to the doctor because this way he is hyper profitable and the people coming to him might get the surgery which costs 1-3k which can get me into rainmaker in no time (I need to get him at least 4-10 surgeries to get rainmaker role)

How can I achieve that:

***Logic:** Use meta and google ads to get leads and appointments from people that are looking for this guy*

***Top player:** Google ads*

Who am I talking to: 60+ Years old guys and women for polyps, cancer, diverticula.

High education level. They have been already diagnosed with their condition from a gastroenterologist(some of them already affiliate with other surgeons but some of them don't recommend someone and the patients are looking for a surgeon to do their surgery).

They experience the following symptoms (which reminds them of their condition and causes pain): blood in the stools.



Where are they now:

**Stage 2-3 sophistication (Solution aware or product aware) $\frac{2}{3}$ sophistication
(((some people are using stage 1 type headlines others 2 and very few stage 3 headlines so I guess the ones that lead the niche are stage 3 but they're also the most expensive so I don't know if they'll make more money than the ones with cheaper mechanisms because they'll get more customers)))**

so make big claims and try to use unique mechanism (by reframing it and presenting it better than everybody else)

- **Doctor, my son has had a laser operation. He has been doing local laser hair removal for two years now and the scar has not yet closed, why is this happening?**

- The pain is unbearable!! The first time they opened it for me at the Evangelism!! So that I don't have to take an antibiotic!! I want to forget it!!!
- For the peri-anal fistula, will you make us a video??
- That is, how much can an operation cost?
- First you sell your kidney to pay and then you do the operation
- i'm torn on this issue.... i have an umbilical hernia that has a fat chip coming out
- ..it bothers me every 2-3 years. do we operate or better not??
- How does one protect oneself??

Mechanisms are robot surgery, laser surgery and manual surgery, they use *testimonials, proof of success, degrees earned, titles and social proof* in general. They use claims as well (haemorrhoids over in 15 minutes) they educate their audience about their conditions.

They have been diagnosed with a condition either recently or a longer time ago. They know they should undergo surgery but hesitate to do so, because of fear of pain(it's literally their ass) they hesitate because they feel like it's going to cost a fortune, ***sometimes problems keep appearing over and over again***

Roadblocks/problem: The surgery they have to do is expensive, they need a professional surgeons with qualifications to do the surgery, They don't take care of their health/bladder/gut etc and this is why they got this problem (sexual interaction also lead to some of these conditions), they prioritise other things over their surgery taking care of their family etc because the surgery is expensive

The people that live their dream state either never had to take surgery because they took care of their body and health to not get this and the people that took action and chose to take the surgery to solve their condition for good and they chose the right surgeon that has experience and a proven track record.

Product: Appointment to choose the right surgery for your condition, They'll give their condition prescription, they'll ask a few qualifying questions, he'll explain everything to them how the surgery will be done and demolish common objections they may have

Where do I want them to go:

Book an appointment with the doctor to discuss and figure out how they'll fix their problem

This will cost them some time of their lives to book the appointment to drive to the doctor, 50 bucks for the visit talk and share their information about their condition

and if they take the surgery they will have some fears or cringe feelings, they'll pay 1-3k bucks for it and it will take a few minutes and maybe they'll experience some uncomfortability and some pain for the following day and may not be able to do their favourite activities

Will this solve the problem? Yes 100% it's a surgery that he's done a shit ton of times and spent decades studying for multiple degrees and phd to be even qualified to perform such a surgery

Do they trust him? Yes because of the degrees, the unique benefits he will give (no pain, fast surgery etc), the track record, and testimonials

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

How will I get their attention: They are active attention category

Threats/mating/tribe

- Surgeon walking towards the camera or moving fast towards the camera
- Graphic bold content
- Pattern interrupt
- Zooming out making the surgeon look huge in the beginning
- Pattern interrupt (ai image creation)
- Similar picture of them (maybe animated)
- Meme style discussion image about conflict on their condition
- Happy person looking relieved (tie back into taking the surgery successfully)
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How will I increase specific levels:

How will I bring down perceived costs and thresholds:

- I will sell the no pain angle
- A few minutes for the surgery and the problem disappears immediately and they'll never have to deal with it again
- I will use vivid imagery and sensory language of the dream state experiences they'll experience once they take the surgery
- Shift the cost to value they get not on numbers and price
- Use identity play for their duty to their family and how important it's for their family to become healthy again and be close to them longer
- Leverage fear of death subtly

- Social proof (how many successful surgeries he had)
- Showcase all the degrees and experience
- Showcase ultimate belief in his skill and capabilities to nail this surgery
- Explain in simple words the whole process
- Sell the appointment before the surgery first for the qualification phase
- The only thing you have to do is say yes and in a few days it will all be over

Outline:

Top player analysis:

Framework to follow:

10 euro/day ad spend

1. **Test keywords 1**
2. **Test offers**
3. **Test headlines 1**
4. **Appointment setting systems 2**
5. **Description copy 1**
6. **Set retargeting system in place 3**

Headlines

1000+ successful operations

Quick return to everyday life

Laparoscopic treatment with minimal pain

Robotic treatment with minimal pain

Get rid of distractions

Take your life back

Get your health back

Get rid of cancer

Say goodbye to bowel cancer

Face cancer responsibly

Descriptions (body copy)

1. **Do you want to banish colon cancer for good?**

Choose the right surgery for you

2. End the pain...

Discover the right surgery for you and make the right choice

3. Reclaim your health and well-being.

Don't let cancer/diversions hold you back...

Callouts (ctas)

Book your appointment

24/7 support via messages

Laparoscopy correctly

Banish cancer with the best method

Banish cancer immediately

Conversions

Website contact form

On ad contact form

Call

Message

Typeform

Booking system like calendly or google meets calendar scheduling

XiaoPing 16:45

I'll tag you later Kostas, I have valuable information since my mom was part of the market.

My mom had to get laparoscopy.
Success rate is a big thing for surgeries.

If the doctor fucks up, things go south really quick.

Trust and certainty are the most important thing.

The desire is max.
High risk = the certainty and trust HAS to be dialled in.

XiaoPing 16:47

The need is already there.
The target market is just comparing which doctor is the MOST proven.

Track records matter

XiaoPing 16:48

Research laparoscopy in India.
It's the hotspot for cancer treatment.

The experience in the hospital