

Advanced copy review Aikido submission

Your objective and 4 questions

- Who am I talking to?

Age range 30-70

Sex: Mostly women

Someone who has signed up for a newsletter, and has gone through some of the sequence.

They are questioning if massage therapy is right for them, and need a little push.

They work all day, and developed pain from it.

- Where are they now?

They are upset that they are dealing with this pain on a repetitive basis.

They think the solution is pain medications.

They are dealing with muscle aching and back pain from the “Overload” of working.

Their dream is to beat their chronic pain and to be able to get back to doing what they love.

- What action do I want them to take?

I want them to be pushed over the edge to click the link and finally buy one of the services.

P.S I'm going to suggest a quiz or questions, so the reader knows which is best for them.

- What are the steps they need to experience?

They need to have something that relates to them catch their attention so they're more intrigued to read it. They need to see that the message is “tailored” towards them, they need their pains amplified so they realize the urgency to get these problems solved. They need to experience what their life could actually look like if this was solved.

Personal analysis:

- What are the copies' weaknesses?

The headline may not fully relate, or catch the reader's attention.

I think I transition to Picture this: too early into the copy, same thing with the CTA

The flow between where I amplify their pain to the solution does not seem good.

I don't really explain how the solution is best for them.

How I think I should fix it.

Sign up for top competitors in the massage niche's newsletters, and see how they are grabbing people's attention and showing them the solution. And take some inspiration from that.

Rewatch the PAS framework video once more and see how I can make my PAS copy better plus see where I'm going wrong.

Put parts of the copy through AI and see how the flow could be improved, (Don't copy from AI) just take inspiration from it and tweak it so it fits the copy.

Said copy.

PAS Framework Copy

Did you just get home from another stress filled day?

PAS

Don't you get tired of coming home from work only to be greeted with muscle ache and back pain?

Are you wondering if the only solution is to subject yourself to pain medication and grin your way through life?

Picture this:

You come home beaming with unspoken confidence on your face. The stiffness and pain that once felt like it was crushing you. **Gone for good!**

You're back to doing the things you love without the endless discomfort weighing down on you.

If you're ready to propel yourself to a better life and BEAT your constant discomfort then-
[Click here to take the first step to your body's recovery journey.](#)
