

ADVANCED COPY REVIEW 7.01.2024

100 SQUATS SUBMISSION

Link to the 100 squats submission is [here](#).

MY BEST PERSONAL ANALYSIS

Lack of visual elements: I should add more visual elements that will be connecting new arcs and scenes

No music: My script should include type of music that will be helping visual, hooks and voice better influence viewer

No superiority: In ad I didn't mention why the traditional solution doesn't work. I should add before showing a right solution the reason why they didn't achieve their dream outcome by using traditional solution

Lack of making low risk: In the script I didn't mention that we have money back guarantee. In the close arc of the ad I should add 1-2 scenes about money back guarantee, so the viewer will know that there is no risk.

4 QUESTIONS FROM THE WINNER'S WRITING PROCESS

1. WHO AM I TALKING TO?

TARGET MARKET

- What kind of person is going to get the most out of this product?
Old people 40-60 years old, mostly woman but men as well
- Who are the best current customers, with the highest LTV?
50 years old woman with neck or back pain
- What attributes do they have in common?
They are in the similar age

They have painful problem

They have childs and grandchilds

AVATAR

- **Name, age and face.** This makes it much easier for you to imagine them as a real, individual person.

Name: Lucy

Age: 55 years old



- **Background and mini life history.** You need to understand the general context of their life and previous experience.

Medication does nothing for it. Therapy did nothing for it. Going to the chiropractor did nothing for it. This little machine is helping so much.

I am 76 and have been in real pain for the last 3 weeks. Went to chiro and your workout routine is a great adjunct to chiro. I cannot afford to go every other day to him.

I had recent shoulder surgery and was experiencing a lot of pain during physical therapy.

I use this for sciatica, and I've found it to be quite useful. The fact that it is wireless is a huge benefit. It makes it very easy to use at work without someone noticing. The app is pretty basic, but it does exactly what it needs to do. It is very portable.

Hi I have had two failed surgeries for sciatic, they think it's pinched. They also fused my L4-L5. That was done 3-4 years ago, I have had spinal injections that didn't help. But I found Chinese acupuncture helps me so much. I always exercised all my adult life and was a daily walker.

Firstly, I am active senior, 80yrs old at time. Mid Sept, playing golf, on 16th hole I hit a heavy 2nd shot to green (hit ground before ball). When I got to green, I found I had sharp pain when bending. I somehow completed last two holes. For next 7 weeks, I could not play. Before weather changed, I got in two final rounds by taking anti-inflammatory and swinging very carefully.

During the 7-week period, I did see a chiropractor. His diagnosis was that I did not have a spinal problem. No "adjustments" needed. He thought that I had a bruise or sprain. This would be in mid to lower right side of back. He suggested icepacks 2x a day plus anti-inflammatory like Advil or Naproxen. I followed his advice and sharp pains went away. Still had a dull lower back pain, perhaps unrelated.

Now, the sharp pains have returned. For example, just put some dishes into bottom of dish washer and had sharp jab of pain.

Part of problem may be excessive time at computer during Covid. We do go for a 1 to 1 1/2hr walk every day the weather permits. I have no trouble with walking.

I have started taking one naproxen a day. That helps with the pain.

Thinking about what next steps should be? I would like this pain gone at least by May when golf starts again!

Having just watched the youtube video recently linked on this forum (<https://youtube.com/watch?v=BOjTegn9RuY&feature=share>), it seems that imaging won't tell us much. Maybe better posture while sitting (I try!) Anti-inflammatories (but hesitant to overdo). Would icepacks help at this late stage? Talk to family doctor?

It first happened to her about 11~12 years ago (so when she was 45). She was trying to pick something up, and as she was getting back up, when she was at about 60~70 degrees, she felt as if though a knife slashed through her back. Apparently she saw a really bright neon green light fill her sight (she couldn't see anything, basically blacking out) and just fainted. She was sent to the hospital right away. The pain went away after a while though (just by staying still), and the doctors told her that there's nothing that she can do with it, other than working out and growing muscles. They also told her that she was just born with a deformed spine (don't remember which part specifically).

Then 2 years ago, she was changing in the changing room at mall, and as she tried to wear her pants (lowering her back), and basically the same thing happened. She didn't faint this time, but she couldn't breath easily and was on the verge of fainting. Also, she couldn't move by herself, ie she can't use her upper body and both legs. She can use her arms tho. She basically becomes semi-paralyzed. Again, we brought her to the hospital, but it got better in a few hours.

Then it happened again today. She didn't faint this time either, but basically she couldn't move by herself. She tells me that the upper left part of her butt hurts. Symptoms: can't breathe well, her heart hurts, shortness of breath (she panics basically).

- **Day-in-the-life.** If you can get a rough idea of what the average day in

their life looks like you will be able to relate more easily to them.

I woke up this morning with hip pain and back pain, as I do so many mornings.

This was a fourth day of lower back pain. 3 am woke up with excruciating pain

Do some home work before you go putting the pads just any where. You'll be surprised how much difference it makes.

I had this about 6 years after having my second child. Horrible pain, just constant. I didn't want to take medication and was determined to fix it with massage, stretching, exercises. I tried several methods to no avail. Finally after about a month one physical therapist had me try 'non-stretching' exercises. The first time, there in her office I had no pain. It had been several weeks and I nearly cried!

- **Values.** What do they believe is most important? What do they despise?

I love knowing exactly how things work. I have a really bad burning down the front of my right thigh for days now, and I finally know what caused it and what to do about it.

I used to value my independence and ability to do things for myself. I could go for long walks, hike in the mountains, and play tennis with my friends. But now my back pain has taken all of that away from me. I feel like I'm a prisoner in my own body.

I used to value my relationships with my family and friends. I could spend hours talking to them and making them laugh. But now my back pain has made me feel like I'm a burden to them. I don't want to always be complaining about my pain, and I don't want to feel like they pity me. I miss having close relationships with the people I love.

I used to value my sense of purpose and meaning in life. I had a job that I loved, and I was always active in my community. But now my back pain has made me feel like I'm not good enough. I don't feel like I can contribute to society anymore, and I don't feel like I have a purpose in life.

I used to value my health and vitality. I was always active and healthy, and I never had to worry about getting sick. But now my back pain has made me feel like I'm fragile and weak. I'm always in pain, and I feel like I'm just a shadow of my former self.

I used to value my happiness and optimism. I was always looking on the bright side, and I never gave up on my dreams. But now my back pain has made me feel like I'm constantly in a state of despair. I don't see the point in anything anymore, and I don't feel like there's anything good in the world.

One thing I have found that helps my lower back pain is wearing a backpack with a few pounds of weight. I wear one when I wash dishes, use a broom or a rake. I think the reason it works is that it pulls my shoulders back giving me better posture. (My kitchen sink seems to be slightly too low for me, causing me to lean forward. When I sweep or rake, I have to lean forward to see over my boobs.)

When I walk for exercise, I use Nordic walking poles and a light back pack. Both improve my posture. If I have to walk without the poles, for example at a grocery store, I use a backpack instead of a purse and rest my arms on the shopping cart to absorb some of my weight.

I have arthritis in both knees, plus occasional pain from an ankle I broke years ago and sometimes hip pain. Nordic walking takes stress off ankle, knee, and hip joints. My husband's rotator cuff pain also improved with the poles. They mimic the movements of an elliptical machine's arm movements. Nordic walking allows me to walk farther and faster and because one is using one's arms, it also burns more calories than regular walking.

This was recommended by my doctor.

sciatica can cause pain making it hard

to move well and stay active these

gentle exercises and stretches are easy

to perform and are designed to
strengthen and lengthen your body so
that you can enjoy your life

You have such a calming voice and your stretching videos have helped me get through some stressful times lately!

Thank you so much for putting this on, I watched another video and the woman said she would show this, but only to find she was selling her books for \$37.00

We are both in our 80's and are all about healthy aging. Getting older does have to mean getting sicker. We still strive for a strong body, a calm mind, & a positive outlook. Always looking to learn more.

You're so funny and helpful and knowledgeable! Thank you for making this content, it's helping my back pain better than years of chiropractic visits.

Physical therapy is amazing. I could barely walk before it. Hydro therapy 😊 even better. I cant tolerate pain meds so my physical therapist is my Angel.

What they believe is most important

Family (90%)

"My family is my rock. They are the ones who always support me, no matter what. I am so grateful for them."

"My family is my everything. They are the reason I am still fighting. Without them, I would give up."

"My family is my life. They are the ones who make me happy. I am so lucky to have them."

Health (80%)

"My health is my wealth. I would do anything to be healthy again. I miss being able to do all the things I used to do."

"My health is my priority. I am doing everything I can to improve my health. I hope that one day I will be pain-free."

"My health is my only concern. I am so focused on getting better. I know that I will eventually find the right treatment."

Freedom (70%)

"I miss my freedom. I used to be able to go anywhere and do anything. Now I am stuck at home in pain. I feel like I am a prisoner in my own body."

"I miss my independence. I used to be able to take care of myself. Now I need help from others. I feel like I am a burden."

"I miss my life. I used to have fun and enjoy myself. Now I just live from day to day."

Happiness (60%)

"I miss being happy. I used to laugh and smile all the time. Now I am always in pain and I can't enjoy anything."

"I miss feeling normal. I used to be able to go to work and do my errands without any problems. Now I am always struggling."

"I miss feeling like myself. I used to be confident and outgoing. Now I am shy and withdrawn."

Pain Relief (50%)

"I just want to be pain-free. I am willing to try anything to get rid of the pain. I am so desperate."

"I am tired of being in pain. I just want to feel normal again. I am ready to move on with my life."

"I am praying for a miracle. I hope that one day I will wake up and the pain will be gone."

What they despise

Pain (95%)

"The pain is the worst part. It is constant and it never goes away. It makes it hard to do anything."

"The pain is debilitating. It makes me feel weak and helpless. I feel like I am losing control of my life."

"The pain is isolating. It makes me feel alone and misunderstood. I feel like no one can understand what I am going through."

Misconceptions (85%)

"People don't understand. They think that I am just lazy or making excuses. They don't understand how much pain I am in."

"People don't care. They don't want to listen to me. They just want me to go away."

"People don't believe me. They think I am exaggerating or making things up. They don't believe that the pain is real."

Lack of Help (75%)

"I feel like I am on my own. There is no one who can help me. I am just stuck in this pain."

"I feel like I am a burden. I am always asking for help and I feel like I am taking advantage of people."

"I feel like I have no hope. I don't know if I will ever be better. I feel like I am going to be in pain for the rest of my life."

Lack of Understanding (65%)

"People don't understand how my pain affects my life. They think I can just push through it. They don't understand how much it hurts to do even the simplest things."

"People don't understand how my pain affects my mood. I can be really irritable and short-tempered when I am in pain. They don't understand why I am so angry all the time."

"People don't understand how my pain affects my relationships."

- **Outside forces.** What outside forces or people does the Avatar feel influences their life?

Misconceptions about pain

I've had people tell me that I'm just lazy and that I need to suck it up. They don't understand that my pain is real and that it's debilitating.

People think that I'm exaggerating my pain or that I'm making it up for attention. They don't understand how much it hurts me to even walk across the room.

I try to explain to my husband how much I'm hurting, but he just doesn't get it. He thinks I'm being a drama queen or that I'm just looking for attention. Lack of support.

My doctor doesn't seem to know what to do about my pain. He just keeps prescribing more and more medication. It's starting to make me feel hopeless.

I'm constantly feeling like I'm on my own when it comes to managing my pain. My family and friends don't really understand what I'm going through. They just tell me to 'cheer up' and 'get over it.'

I'm starting to feel like a burden to my family and friends. I'm always asking for them to help me with things I used to be able to do myself.

Mistreatment by medical professionals

I've had doctors tell me that I'm just making my pain up or that I'm not trying hard enough to get better. It's been incredibly frustrating and demoralizing.

I was misdiagnosed for years with my pain. I finally found a doctor who

took me seriously and was able to help me find a treatment plan that works.

I was told by a doctor that I just needed to lose weight to get rid of my pain. It was completely insensitive and unhelpful.

Lack of understanding from society

I've been told to 'just get over it' or to 'suck it up' by people who don't understand what it's like to live with chronic pain. It's not that easy when you're in constant pain.

I've been discriminated against in the workplace because of my pain. I've been denied promotions and even been fired.

I feel like people don't understand that I'm not just 'looking for sympathy' when I talk about my pain. I'm in real pain and it's affecting my life in a huge way.

It's 10 am and I was randomly hit with pain

I became a couch potato during the lockdown. Was a bad move. As a result of two recent heavy snow storms within a week with 8+ inches of wet slushy snow to shove, I hurt my lower back, right side. Talk about learning your lessons the hard way! To help get some relief and to find a program to address my core muscles, I searched the internet for gentle exercises for seniors and found help. One such program is this one, the Eldergym Fitness for Seniors.

Thank you from 78 year old woman who has been sitting on the sofa, watching tv and smoking cigarettes. (and doing some painting and writing) And, surprise, my lower back hurts! I appreciate your energy and your kindness that comes through these exercises. Tomorrow starts a new day for me, sans cigarettes and with your chair yoga. Thank you again.

Aloha Ann, thank you so much for this very helpful video. I am a Senior and have been a professional dancer most of my life. I started Ballet, Jazz and Tap dancing classes when I was 10 years old. I also played drums professionally; my point is that I have been physically active until retirement and then a

huge tumor the size of a watermelon grew rapidly in my tummy. In a nutshell, had surgery and it was removed along with a total hysterectomy 🧑. Fortunately it all was benign but I was in hospice for 3 months. It was touch and go with my life. Somehow I had a complete recovery but being bed ridden with so much abdominal pain for so long left me disabled, plus Scoliosis was progressing quickly along with arthritis. I've been in chronic pain for over 3 years now and mostly housebound and bedridden. I'm all bent over like the letter C. I'm determined to turn this situation around and be able to walk straight again and am also changing my diet and adding supplements to my diet. I went from 5'2" to 4'8" (4ft.) in 3 yrs. Fortunately I was able to start eating again and went from 89 pounds to my normal weight of 100 to 104 pounds. I am able to do all of these exercises in this wonderful video and have made a commitment to myself to challenge doing them everyday at least once, hopefully twice. Again, thank you Ann. Also, your peaceful background music is superb ★★★★★👏.

No wonder why I have serious lower back pain at age 60, because one main reason I have been getting off the bed the wrong way all these years.

CURRENT STATE

- What is painful or frustrating in the current life of my avatar?

My neck is a problems, so hard to lie down at night, those bolts you mentioned start straight away. Just had an ear infection and the physio said my neck was making it all worse, I had major balance issues.

I have had quite a few neurological problems starting with Hydrocephalus which i had an third ventriculostomy done which cured it, I have since then experienced really horrible lower back pain and have found out I have stenosis in the spine and scoliosis I have seen the pain management team and it seems nothing is helping the pain I have pain patches and pain killers and have had a spinal injection but nothing is helping so my pain doctor has discharged me with only physio to do which i cannot manage through the pain so I was wondering if anyone on here has any suggestion or if they have gone through similar I feel like giving up as I cannot live my life to any enjoyment anymore

I have always suffered from back pain ever since a couple of slipped discs in the late 70s early 80s but recently it seems to have got worse after I fell and broke my hip at the end of March.

I am suffering very badly from prickling and burning in my feet. It now seems to be there all day and I don't sleep at night because of it. I could possibly cope with the back pain if this tingling in feet would stop. I think it's all coming from my back but pain killers don't help at all.

I pinched a neck nerve and couldn't raise my arm for the past 3 weeks. A local Ortho wanted \$750 just for me to walk in the door (no insurance) so I took a look at Youtube really not expecting much. A week later after performing these exercises I am at least 75% improved. I can raise my arm above my head and with a bit of effort hold it there a while. Still having a bit of a challenge raising my arm straight up sideways but compared to what it was I couldn't be happier.

I was in such extreme pain I couldn't move off the floor and was unable to put my young kids to bed

The pain is down the outside of left calf and a bit of tingling in toes. I thought it was piriformis but I can't do the clam shell and abductors exercises fine. My entire left side of hip and top glute is very tender to the touch. And the pain is most extreme sitting down and especially after getting up after prolonged sitting. I have to wait a few seconds before I can walk.

Now I am suffering right side pain from lower hip to leg, usually, when I wake up morning, I felt much pain even sometimes I can't put stress on my right foot. But after a couple of time, it's just relief. and I am a little bit confused is this Sciatica or not, even though I applied your shown way to check it, 1st one and last one are positive(no symptoms) but if I consider number two, I feel pain on my hip and lower right side back site!

I can't stand for more than a few minutes without the pain getting

unbearable.

I can't bend or twist without feeling like my back is going to snap.

I can't sleep through the night because of the pain. It wakes me up several times a night.

I can't enjoy my hobbies anymore because of the pain. I used to love to garden, hike, and dance, but now I can't even go for a walk without feeling like **I'm going to collapse.**

I can't do anything for myself anymore. I rely on my husband or my children to help me with everything, even the simplest tasks like getting dressed or making myself a meal.

I feel like a burden to my loved ones. I know they worry about me all the time, and I feel like I'm taking away from their lives.

I feel like I'm losing my independence. I used to be able to do anything I wanted, but now I'm trapped in my own home because of the pain.

I'm so frustrated with my doctors. They don't seem to understand how much pain I'm in, and they keep telling me to just live with it.

The pain is so constant, it makes it hard to enjoy even the simplest things in life.

I wake up in the morning feeling like I've been hit by a truck. It takes me hours to get out of bed and get moving.

I can't even go grocery shopping without being in excruciating pain. It's so frustrating to be limited in my daily activities.

I used to love gardening and hiking, but I can't do those things anymore without excruciating pain. It's like I've lost a part of myself.

I feel so isolated and alone. I don't know anyone else who experiences pain like this. It's like I'm living in a different world.

I feel like I'm a burden to my family. They have to do so much for me, and I don't know how to thank them enough.

I'm so frustrated with my doctors. They don't seem to take my pain seriously. They just keep telling me to take more pain meds.

I'm at the end of my rope. I don't know how much longer I can live like this.

I woke up with a horrible pain in my lower back and I can't even walk (I work in my back yard for 4 hours one day before) and I have to take a strong medicine because it was hard to handle that and with 5 kids I have no choice because I have to cook and not be in bed crying, today my pain was less

Woke up this morning could barely walk

Woke up with terrible back ache...

My back went out one winter when it was 40 below. Luckily my husband heard me yelling and came outside. It took me 45 minutes with his help to get inside, excruciating second by excruciating second, and I still don't know how I managed to get upstairs. I stayed in bed for 5 full days, until I couldn't stand it any longer. No doctor anywhere near us. Took 5 years to feel normalish.

Am suffering from severe lower back pain for the past one week...even my meds didn't work at all

I've been in agony for three days taking anti inflammatories and paracetamol. Took your advice just now and can actually move again.

I bought this tens unit massager for my grandma. She often suffers from low back pain. She said this is very useful and she puts it on her waist and massages it every day. I am really happy to see that she likes it

Been down with lower back pain for the past week. Twice I did this work up and I feel much better than I ever did in the past 1 week!

I suffer from back pains due to pneumonia and coughing a lot. It feels like I tore a muscle when I coughed but I've been watching your videos and using your techniques. Is 4 a.m. I've been trying to sleep all night but your videos really do help me relax and I'm so grateful. I'm 35 and it hurts so bad but this video

So you have back pain, spasms, and things are not feeling good. You kind of are walking crooked and life is not good.

When I hurt my back, I could not get into bed. And I remember Brad had just shown me this method and thank God he did because I was able to get into bed that way. You really put very little stress on the back

This is amazing! Yesterday this very strong lower back pain started, I couldn't walk straight, bending was out of question. Tonight, I find this video already **feeling desperate for relief**, I do the stretches and I kid you not, the second I got up I didn't feel any pain, at all!! Thank you very much for these stretches, you saved me!

I'm in so much pain at back of hip to knee I'm 77years old and an mri scan has shown a narrowing of my spinal cord causing an impingement so fingers crossed 😊

I have terrible chronic pain in my lumbar area of my back due to injuries from accidents and when my back goes out I'm in so much pain I can hardly move.

She fall down yesterday and had pain straight under the armpit until her ribs on the left and on the right. She is difficult to sit and walk for a long time.

We are very satisfied with this little tens unit's pain relief abilities. My husband and I several medical conditions that are extremely painful. We have each tried several different medications commonly used for pain relief from this condition with varying results. (This is long review) Some of the medications offered some degree of relief from the constant pain. Some did nothing at all. Several had side effects that were unacceptable to us. We each had our own doctor and our own prescription for our own medication. We compared our results with each other. Unfortunately nothing really worked and we got either a slight lowering of the pain level or a very short time of pain relief and it was too soon for dosage. We had thought that various levels of daily constant and physically limiting pain is how the rest of our lives would be lived. We talked with the cardiologist about using a tens unit when you have an implanted pace maker. He was unsure as no one had ever asked him that before. At a very painful point my husband again

brought up using a tens unit for help with the pain. We could not find anything on the net about this. Since Amazon has almost anything you would want to have I began searching there and comparing the tens units. Since I was unsure if it would help and did not want to waste money I did some serious thinking about this little tens unit. Since the price was so very reasonable I ordered it. When it arrived and I saw it my first thought was it was not going to work. Such a little thing, pretty dark blue, small.

"I suffer from the worst neck and shoulder pain, and it comes with a whole package of migraines, nausea—you name it. But this thing is an **absolute game-changer**. No offense to my massage therapists, but they can never quite reach those deep knots that torment me. But the first time I tried Moyess massager out, it was pure bliss. I was in absolute heaven."

Painful, sleepless nights.

"For seniors." Here I am at 40 with back pain and need to do these...
Sadness.

- What annoys them?

I hate how the pain keeps me from doing the things I love, like gardening, hiking, and dancing.

I get so frustrated when people tell me to just 'suck it up' or 'take a pain killer.' They don't understand that the pain is real and it's debilitating.

It's so annoying when I have to explain my pain to doctors over and over again. They should be able to just look at my medical history and see that I'm in pain.

I hate how people treat me like I'm fragile or incompetent because of my pain. I'm still a capable and independent woman.

It's so frustrating when I can't find a comfortable position to sit or sleep in. I'm always in pain, no matter what I do.

I get so annoyed when people don't believe me when I tell them how much pain I'm in. They think I'm just exaggerating or being dramatic.

It's so frustrating when I have to cancel plans at the last minute because of my pain. I feel like I'm letting people down.

I hate how much I have to spend on medical bills. It's a financial burden that I can barely afford.

It's so annoying when I have to deal with the side effects of pain medication. They make me feel so sick and tired.

I sure wish I knew what was going on. I've had what I call "sciatica type pain" for almost 14 yrs. It came on during my 2nd pregnancy and has hurt ever since. It was horrible during my 5th pregnancy. It normally flares with my monthly cycle. This last few weeks it's been flared and I don't know why. It doesn't usually come and stay like this. Sometimes it comes without warning, boom can't step on my left foot without excruciating pain. Sometimes I could get it to almost instantly go away with a few different stretches and techniques. Now, not at all. It's stuck. The pain is almost exclusively in my left buttock. It doesn't seem to go down. Sometimes a si-belt will instantly help too. I'm so frustrated. I can't live this way.

Going on my 6th year with this pain. It sucks, was told it was from me being overweight. So I dropped from 280 to 174 over a years time. I had a bit of relief not a 100% well two years after weight loss the pain is there constantly everyday. I've tried every stretch in the book with no help. It feels like I been shot in the butt cheek and the bullet is still hot or a hot knife is stuck there constantly. Also need an right knee replacement. Thinking that's putting extra stress on my left leg and muscle groups associated with that side. It's to the point I want to stick a knife in there to see if it'd help. Nothing has helped one bit. I'm not going to live the rest of my life like this. It's already robbed me of lots of things I enjoyed over the years. If something doesn't give soon I'd rather be dead then live like this. I'm not kidding one bit. It's getting unbearable.

I have a slipped disc and herniated disc , had a stupid trip/ fall (nothing dramatic) and couldn't move the next day without

screaming! Actually I couldn't even sit to go to the loo without screaming. I went to hospital but I had to lay on the back seat of the car on my right side- I waited in hospital for 11 hours - I couldn't sit on my tail bone because they didn't have a gurney I had to lay on a pull out chair with a dip in it . I'm absolutely sure that this finished me off ? They gave me a MRI scan confirming above but by the next morning I could not feel myself going to the toilet at all ? I'm now waiting for surgery as this happened last August . Is there any alternative to surgery? I've seen a physiotherapist but no exercises prescribed . I've become hyper aware of kicking off the pain as it's crawling up as far as my cervical spine and that's affecting my left arm with numbness and lack of sensation. It's extremely emotional as I was such a active person previously- I want to be able to do some kind of physiotherapy but scared I'll make it worse bottom line could I make it worse by trying something?

I have been dealing with sciatica or sciatica like symptoms for almost two years now. I did everything, taking NASIDS, stretching, hold/cold therapy, physical therapy, and epidural steroid injections. It got to the point I considered surgery in December last year but the surgery was denied as not being medically necessary because there was no spinal root compression shown on the MRI! I couldn't get it appealed because my employer changed health insurance and the health insurance company took too long to process my appeal so I was no longer with that insurance! Its hard for me to tell if I have piriformis syndrome and the herniated disk at L5/S1 is just a coincidence. There certainly is pain in my lower back. If I touch the disk (the last one in my lower back) and putting a small amount of pressure with my fingers it creates pain right on the disk. Is this a sign that it is in fact the disk? I have a lot of buttock pain as well on the left side and it goes down my left leg into my foot, but I have pain on the right side as well! when I drive my right leg feels like its super tight and hurts, like its cramping even though normally most of my pain is on my left. I also started to develop pain in my upper back, shoulders and in my left arm. I am not sure what to do anymore. I only have a high deductible plan because that was the only choice I had this year so everything is so much more expensive!

THANK YOU for this video! I have spent 2 1/2 years fighting physical therapists, orthopedic surgeons, and generally, the entire medical industry to have what I knew was piriformis, from the literature, actually recognized and treated. By the time I found a surgeon willing to do the RIGHT tests and be open to the idea, I was too far gone for PT or any other non-invasive treatment, although we tried them all just in case. I had minimally invasive piriformis release surgery in April 2017 and for the first time, I have hope again.

A year before, I had an L5/S1 laminectomy and facet widening because it was assumed the sciatica was from back issues. While, by that point I desperately needed the surgery, since the piriformis issues had pulled everything out of place, including the back muscles, and greatly inflamed the sciatic nerve, it only solved the back problem, not the underlying problem, and most likely wouldn't have been necessary if the the piriformis syndrome had been diagnosed early. I SO wish I had had your video during this time. Over the past two years, I had read every medical journal available and still, almost no one listened, except for my wonderful back neurosurgeon and his help getting me to an endoscopic hip surgeon who was open minded. So thank you so very much as PTs for getting the word out there and providing medical support to us special snowflakes who do develop piriformis syndrome, even if we aren't athletes or men with "wallet syndrome". You can't imagine the relief (and yes anger because there was no validity from the medical profession before) when I saw your video and thought of all the people you could help, especially those without access to the medical journals. I'm fortunate enough to be in academia with basically full access to all the research I need. Most are not so fortunate. THANK YOU.

I'm so thankful to have found these gentlemen. In 50 years of suffering from chronic back pain, degenerative disc disorder and now severe neuropathy in both my legs, No One, None of my doctors, neurologists, physiology specialists, No One has ever explained any of this to me in the manner these two do.

I'm so sorry you have to deal with chronic pain. It is the worst. I know exactly what you mean. I am only 40 but have been dealing with chronic pain for almost 10 years now. And I am so afraid of how bad it may get as I get older. And having an invisible disability is it's own form

of hell. People assume you are fine because you don't look disabled or show that you are in pain. It is just so frustrating.

Hello Bob and Brad, I just recently started watching and subscribed to your videos. I really like the energy you guys generate. I broke my hip 2 years ago and had to get it replaced. I never thought how that would change my life. I get extreme lower back pain doing even the slightest exercise. I used to clean my house usually in a couple of hours, simple things like making the bed has my lower back on fire and screaming in pain. Just shopping through the store I have to find some place to sit to relieve my back. Within 15 minutes of walking I have to take a break. I'm talking about just strolling through the store casually shopping. Before my hip replacement I was always on the go, my sister and I use to speed walk at the mall three times a week, now forget that. I could clean my house, go grocery shopping, laundry, all before noon. I always have projects going, I hardly ever sat down. I never even turned my TV on, usually listened to music and would dance while doing my housework. I want my life back, muscle relaxers is what the doctor prescribes (screw that) We bought an inversion table, I'm afraid to use it makes me dizzy. We bought a topper for our mattress it is suppose to distribute your weight and support your joints and muscles. I am going to try some of the exercises you recommended for the back, I just joined the wellness center hoping swimming will help, at least get that boyency and weight relief. Do you know how many commercials for life insurance, Medicare insurance, pills that are to relieve pain, my favorite is I've fallen and I can't get up, I can relate to that one it's a reality. But 50 commercials a day! It's depressing. I just turned 64 and I know to keep moving is the best thing you can do. I force myself to get up and get busy and just let my back burn and overdo it. I hope I have pleaded with you enough to know I am miserable. Any other suggestions you can recommend are welcomed. (Think of me as your pet project.) I know you are very busy and am anxious to hear back from you. :(

Stop playing tennis daily due to lack of mobility. I am doing this for a month before I go back. At 66 this is a lifesaver also saving me from

possible back surgery.

I have severe pain but I want to walk again without using Walker so I just started with this video and will see more as I become stronger thank u

Lots of crackling in my back this morning.

For 5 days I could barely walk due to most likely the piriformis muscle. I haven't been able to sleep. I have been searching and doing all these exercises that weren't working. The worst was they had to be done on the floor. Getting off the floor was excruciating. Then I found your chair exercises. I did them this morning first time. Pain gone almost completely. I have done them twice today so far and I can walk and sit and get up without screaming.

I have been to various doctors and basically left on my own to be my own doctor.

I just started stretching this morning after being unable to walk because of sciatica.

I woke up this morning with hip pain and back pain, as I do so many mornings.

I have tried numerous things and this is a much needed help.

I have had my body damaged by drugs and bad pieces of therapies that have not done anything.

I decided to give this a try and to my surprise I had some relief. I am very encouraged with this item for my pain.

I would recommend this to anyone who has pain in your body. I have nerve pain and bad muscle pain and I have suffered too long until I get relief from the physical issues. I have been putting this on my main sites and have been satisfied.

It's easy to figure out and use.

I would seriously consider for those who have pain and can't do what you used to do. Try this and see if you get some relief like I did. I think it

is worth the money. I am planning on using this as long as needed.

I'm only 35. I've been struggling with my spine since 2014. It has usually been my right side to always bother me. Since I bought an inversion table I've maintained my sciatic nerve, and stenosis relief. Within the past week my left side sciatic nerve all of a sudden started acting up on me. I increased my time on my inversion table and still no relief. This morning I searched for sciatic relief here on YouTube and found this video. I've been laying on the floor doing stretches I remember from past therapy and it wasn't working. I did your stretches from this video and I feel like maybe I can get off the floor and take my 4 year old to the park!! Any more advice I would greatly appreciate!! I have several issues including more than one location of stenosis and sometimes more than one sciatic nerve route at the same time. I try my best to take it easy at work, but working in a factory is hard to take it easy at times.

I'm 64 and have horrible level 8-10 sciatica, caused by RA and Osteoporosis. Surgery is suggested but there are issues keeping a hold on that. The pain started on just on my right side, it's now on both and currently worse on my left. I only get about 3-4 hours sleep at a time before severe pain wakes me. There are naps during the days as I'm exhausted.

I really like the thought of the standing exercises, I cannot lie flat and can not get down on the floor (bilateral knee replacements).

I'm 72 and I believe that I'm dealing with SI. I can sit or drive and there is not a problem. The issue is when i stand or start to walk the pain generates from lower back down the back of my leg to my ankle. Resulting in a numbness and pain in my ankle. This results in me sitting.

- What do they fear?

My biggest fear is that my pain will never go away. I'm scared of being in pain for the rest of my life.

I'm afraid of becoming a burden to my loved ones. I don't want them to

have to take care of me for the rest of my life.

I'm scared of not being able to do the things I love anymore. I love to dance, hike, and travel, and I'm afraid that my pain will take those things away from me.

I'm afraid of being alone. I'm already isolated by my pain, and I'm scared of losing the few relationships I have left.

I'm afraid of not being able to find a cure. I've tried everything, and nothing seems to work. I'm starting to lose hope that I'll ever be pain-free again.

I'm afraid of getting worse. I know that chronic pain can get worse over time, and I'm terrified of being in even more pain than I am now.

I'm afraid of dying young. I'm already in my 60s, and I'm scared that my pain will shorten my life.

I'm afraid of not being able to enjoy my retirement. I worked hard my whole life, and I was looking forward to retiring and enjoying my golden years. Now, I'm afraid that I'll be too sick to do anything I enjoy.

I've been trying to figure out what's going on with my left leg...the leg lift test was do-able, but highlighted pain/tightness in the back of my leg, from the mid-thigh to just under the buttock. Right under the buttock is the area that's been bugging me, but it seems to be related to my knee...I have to bend down several times each day to pop my knee, or it feels "off" and when I pop it I feel as if something is going back in to place. Any idea what this might be? It's getting more and more painful, and I have had sciatica in the past, but it's not going down to my foot like it's done in the past. When I did the piriformis test where you lay on your back and pull one knee up toward the opposite shoulder, the front of my hip was the most painful spot on the left leg. I'm stumped.

As an 86 year old Canadian great grandmother with severe spinal canal stenosis, who has declined extensive surgery, I am in constant pain, and do nothing but sit all day. That has to stop and I've been advised to see

a physiotherapist.

to the floor is scary

for some people because now we have to

focus on getting back up when we're done

do what feels best for you the bed works

I feel so hopeless it hurts so bad the discomfort has been there for years
and the middle of my back is locked up

- What do they lie awake at night worrying about?

The pain keeps me up all night long. I toss and turn, trying to find a comfortable position, but nothing helps.

I worry about how my pain is affecting my family. I don't want to be a burden to them, and I feel like I'm letting them down.

I worry about how my pain is going to affect my future. Will I be able to work? Will I be able to care for myself? Will I be able to live a normal life?

I worry about the pain getting worse. What if I become bedridden? What if I can't even take care of myself?

I worry about the financial burden of my pain. The medical bills are piling up, and I'm afraid that I'm going to lose everything.

I worry about the emotional toll of my pain. I'm so tired of being in pain all the time. I'm tired of feeling like I'm not good enough.

I worry about the future of my relationship. My husband is getting tired of me being in pain all the time. I'm afraid that he's going to leave me.

I worry about the impact of my pain on my children. I don't want them to see me in pain all the time. I want to be a good role model for them.

I worry about the meaning of my life. What's the point of living if I'm in

pain all the time?

The pain was so bad that it would wake me up in tears. My husband would apply aspercream every night and only help a little.

My symptoms are very similar to what you have described in the video, I was trying to fall a sleep but the pain was getting worse down my right leg

You guys really helped me out last night...after hours 😊. When on my way to bed, I felt some sciatic pain in my gluteus. I watch all your videos and when I couldn't sleep, I got up and found the one on Piriformis and followed your directions. Worked like a charm and I was able to go back to bed and fall asleep comfortably and quickly!

Because this worked for me and my back this morning feels sooooo much better I also want to comment about me finding this video at 3am and it really worked! It really saved my nights sleep.

Oh man I been up since 3 am and watched ur video at 6 am since I couldn't sleep due to my lower back pain for the last couple days.

Serious lower back pain here, scouring the internet at 4am because the pain is so intense i can't sleep.

I couldn't sleep due to hip and low back pain tonight. So I did this video and I feel much better. So back to bed and hoping for the best.

Middle of the night. In severe pain. **Desperate**

<https://www.youtube.com/watch?v=BHEj7hJePds&t=9s>

My lower back hurts so bad I can hardly walk. An MRI showed some deterioration in the spine in that area

I've been able to sleep these two nights without any sciatica pain,

I have RA was diagnosed at the age of 29, now close to 64. I've been with a RA specialist my whole life long. I recently started experiencing lower back pain and was diagnosed as having Scoliosis, **painful** 😬

This was a fourth day of lower back pain. 3 am woke up with

excruciating pain

I'm 80 plus and have sciatica. Will this yoga help me. I Have difficulty walking as lower back hurts.

- How do other people perceive them?

I've been having back and hip pain for almost there years now. It's really starting to take its toll on my mental health. Doctors here look at me like I'm only there for drugs. I have four kids and now another one due in February.

I'm gonna try to see if I can get my mother to do this. She is 72, she has had discomfort in her back. I told her to start eating better as well

I hope this works on my grandma because Im worried about her.

I feel like people think I'm just lazy or exaggerating my pain when I say I can't do something. They don't understand how much this pain is affecting my life. **It's not just physical, it's emotional too.**

I'm so tired of being treated like I'm fragile or incompetent because of my back pain. I'm just as capable as anyone else, I just need to take things a little slower sometimes.

I hate when people tell me to just 'suck it up' or 'take some ibuprofen'. They don't understand how debilitating this pain can be. It's not just a matter of discomfort, it's a matter of being able to live my life.

I'm afraid that my back pain is going to keep me from doing all the things I love to do. I'm already starting to miss out on social activities and hobbies because I'm in so much pain. I don't want to become a prisoner in my own home.

I'm so worried about what my future holds with this back pain. I'm afraid I'm going to be in constant pain for the rest of my life. I don't want to live like this, but I don't know what else to do.

I'm so self-conscious about my back pain. I feel like everyone is judging me when I can't walk straight or when I have to sit down all the time. I

just want to be able to live my life without worrying about what other people think.

I'm afraid of being seen as weak or helpless because of my back pain. I always try to hide it from people, but it's hard to do all the time. I just want to be seen as strong and independent.

I feel like my back pain is holding me back from living my life to the fullest. I can't go on vacations or do the activities I used to love. I just feel like I'm missing out on so much.

I'm so tired of people telling me to just suck it up and deal with my back pain. They don't understand how much it hurts and how much it affects my life. I just want them to be more supportive.

I'm worried that my back pain is going to get worse as I get older. I don't know how I'm going to manage it if that happens. I just want to be able to live a long and happy life without being in pain.

Ever since I developed this chronic back pain, I've felt like I'm constantly on display. I'm hyper aware of my posture, my gait, and every single movement I make. I worry that everyone is staring at me, judging me for being weak and frail. It's a constant source of anxiety for me.

I used to be so active and independent. I would go hiking, biking, and dancing all the time. But now, I'm afraid to do anything that might aggravate my back pain. I feel like I'm trapped in this shell of my former self, unable to participate in the things that bring me joy. It's heartbreaking.

People often tell me that I should just exercise more to strengthen my core and alleviate my back pain. But they don't understand that even the simplest physical activity can send me spiraling into **agony**. I feel like I'm constantly walking on eggshells, afraid to move in a way that might trigger another debilitating flare-up.

I've tried everything to manage my back pain, from over-the-counter pain relievers to prescription medication, from physical therapy to chiropractic adjustments. But nothing seems to provide lasting relief.

It's like the pain is always lurking around the corner, waiting to pounce when I least expect it.

I'm so tired of feeling like I'm a burden to my family and friends. I know they care about me, but I can't help but feel like I'm putting a strain on their lives. I just want to be able to contribute to the household and spend quality time with the people I love without constantly being reminded of my limitations.

- What lack of status do they feel?

I am in pain every other week or so and it is depressing for someone who loves to be on move

I was experiencing pain past two days and thought it would go but dint so i came across this video and followed it as it was playing and here i m with no pain in 5 mins of doing this

I wish I was 20 years old again 😞

I have RA and fibromyalgia and so out of shape with no core muscle strength. Definitely gonna check out your other videos

I thought I would never be able to ride a bicycle again. I have been a competitive athlete throughout my life so dealing with this has been emotionally and physically painful. I'm so glad I found your YouTube channel as I had just about given up hope after dealing with this on and off for years. I went for my 2nd bicycle ride today. Not totally pain free but a lot better!

I feel like my back pain has made me invisible. I'm no longer the active, independent woman I used to be. I'm now the woman who always has to sit down, who can't keep up with her friends, and who has to cancel plans because of her pain. I feel like I'm no longer valued or respected. I feel like **I'm just a burden** to everyone around me. It's a terrible feeling.

I feel like my back pain has made me unattractive. I used to be so confident in my body. I loved to wear stylish clothes and to feel sexy. But now I feel like I have to hide my body away. I wear baggy clothes all the time, and I avoid mirrors because I don't want to see myself. I feel like

I'm no longer desirable. I feel like I've lost myself.

I feel like my back pain has made me less of a woman. I used to be so strong and capable. I could do anything I set my mind to. But now I feel like I'm weak and helpless. **I can't even take care of myself.** I feel like I've lost my femininity. I feel like I'm just a shell of the woman I used to be.

I feel like my back pain has made me a disappointment. I used to be so responsible and reliable. I could always be counted on to get things done. But now I'm always letting people down. I'm always canceling plans, and I'm always struggling to meet deadlines. I feel like I'm not good enough anymore. I feel like I've failed everyone who cares about me.

I feel like my back pain has made me a burden. I feel like I'm always asking for help. I'm always calling my family and friends for rides, and I'm always asking them to do things for me around the house. I feel like I'm putting a strain on their relationships. I feel like I'm a burden to everyone around me. I feel like I'm just a weight that they have to carry.

I used to be the 'rock' of my family, the one who everyone could rely on. But now I feel like I'm just a burden. I can't help with the housework or the childcare, and I'm always in pain. My family is starting to treat me differently, and I feel like I've lost my status in their eyes. It's heartbreaking.

I used to be the 'go-getter' at work. I was always eager to take on new challenges and I was always willing to go the extra mile. But now I feel like I'm just a liability. I'm always calling in sick, and I'm not able to perform my duties to the best of my ability. My colleagues are starting to question my competence, and I feel like I've lost my status in their eyes. It's demoralizing.

I used to be the 'life of the party.' I was always up for a good time and I was always the one who could make everyone laugh. But now I feel like I'm just a drag. I'm always complaining about my pain, and I'm not able to participate in the activities that I used to enjoy. My friends are

starting to avoid me, and I feel like I've lost my status in their eyes. It's isolating.

I used to be the 'independent woman.' I was always able to take care of myself, and I never needed anyone's help. But now I feel like I'm just a burden. I need help with basic tasks like dressing and bathing, and I'm not able to live on my own anymore. My independence is gone, and I feel like I've lost my status in my own eyes. It's humiliating.

I used to be the 'hopeful woman.' I always believed that things would get better, and I never gave up on my dreams. But now I feel like I'm just a statistic. I'm one of the millions of people who suffer from chronic pain, and I don't think my life will ever get better. I've lost hope, and I feel like I've lost my status in the world. It's despairing.

- What words do THEY use to describe their pains and frustrations?

My pain is constant and unrelenting. It never goes away, no matter what I do.

My pain is so bad that it wakes me up in the middle of the night. I can't even get comfortable enough to sleep.

My pain is so severe that it makes it difficult to do even the simplest things, like getting dressed or going to the bathroom.

My pain is so debilitating that I can't work or participate in activities that I used to enjoy.

My pain is so frustrating because it makes it difficult to plan for the future or make any kind of long-term commitments.

My pain is so isolating because it makes it difficult to connect with others and socialize.

My pain is so demoralizing because it makes me feel like I'm not good enough or that I'm not capable of living a normal life.

My back pain is like a constant companion, always there to remind me of my limitations.

The pain is relentless, it wakes me up in the middle of the night and makes it hard to focus during the day.

I feel like I'm constantly fighting against the pain, it's exhausting and I just want to give up sometimes.

I've had to give up so many things that I love, like gardening, hiking, and dancing. **It's so hard to watch my friends and family enjoy activities that I can no longer do.**

The pain makes me feel so frustrated and angry, I just want to scream sometimes.

I feel like I'm a burden to my loved ones, I don't want to be a constant source of worry for them.

I'm constantly searching for relief, but nothing seems to work for very long.

The pain has taken away my independence, I can't even go grocery shopping without help anymore.

I feel so hopeless, I don't know if I'll ever be able to live a normal life again.

Wow, I really appreciate this for my tired and sore muscles! Thanks!

I am flat on the floor in pain.

My lower back has been killing me

I feel like this is never going away.

I am pretty sure I have had but mine is an annoying tingling like a rubber band tightening the side of my leg.

I was in **agony** with the left side of my lower back.

tree trimmer with chronic lower back pain but otherwise very healthy

and after a particularly tough day my back is killing me and cannot sleep it is now 6:20 am i found this video. My back feels from a 10 down to a 2 and im falling to sleep

Literally couldn't even walk without insane jolts of pain for the past 2 days.

I watched this after dealing with pretty aggressive lower back pain for weeks

For the first time I got out of my pain free.

Back pain can be so annoying and depressing to those of us that deal with it daily. Tried so many things, but these stretches and core strengthening has helped me so much.

I could barely move for the lower back pain. This simple instruction made the pain go away immediately.

I will definately try these, I have AS and my back has hurt for literally 40 years, I have found that sleeping on my side works best for me, however, I tend to wake up on my back which leaves me in agony for the rest of the day,

my lower back is been in agony for three days now

I have been dealing with nerve pain in my right buttock and tingling into my right foot for 8 months now. Recently I feel like I am getting an ache in the ball of my right foot when I'm barefoot. I definitely have a positive straight leg raise test as well as the seated straight leg test. Sometimes just bending my neck down will cause pain in my glute. This all seems normal when dealing with a bulging disc. However something that seems slightly different that I have never heard mentioned is another symptom I have. Whenever I look up for maybe 10 to 15 seconds I also get the tingling down to my foot. I know you can not diagnose over the internet but if you can speak from experience or knowledge of the anatomy just to give some insight would be great. I may have 2 injuries. My thoracic spine gives me some slight pain with very slight tingling every so often in my middle back. I have fairly severe pain when bending forward in my glute. It is worse after sitting or laying

down and when I get up and walk. I know this is long winded but any advice would be greatly appreciated.

I've been getting nerve pain for years but now it is 3 times a day every day. First I get pins and needles then I get electric shock type pain, normally arms, then legs, body and face. It last for hours and nothing can stop it. It's like an itch taking over my body. It's just awful and last for hours then slowly starts to fade. It feels like something crawling over me when less intense. Every time I am warm it's intense. My doctor just gives me pain relief and blames it on other ailments. I also get numbness and an unsteady on my feet all the time, I walk with a stick, I fall a lot. I have a lot of health issues but I don't believe this is related to them but something else.

DREAM STATE

- If they could wave a magic wand at their life and fix everything, what would their life look like?

I struggled w/sciatica for 20 years. For 25+yrs I was very athletic, yet, got my initial injury from a masseuse! Then herniated discs from running, it never got better after a Pilates injury. I was finished... Fast forward to October 2019, I got on a mailing list for/TB12. In 2014 I had had a MIR that showed, I no longer had any nerve pinch, but the pain, and lack of mobility was still there. TB12 program emphasizes mobility/flexibility and Brady's site sells these specialized vibrators. By using a vibrating gun in the area of the piriformas, then gluts, hamstring I was able to get serious movement again (The piriformas muscle was so tight it was frozen/bound up). My boyfriend, who got me this device, has become

my physical therapist, and I can now do yoga stretches, etc all in a matter of two months. I had pampered the area for so long, virtually all flexibility was lost, now I've regained flexibility and the pain has decreased by 80%. I'm wearing high heels again, hiking, can't tell you how much "beating" the muscle loosened it along w/the pain - it has given me my life back! Look into vibration therapy along with stretching

If I could wave a magic wand, I would wake up feeling refreshed and pain-free. I would be able to move around without any limitations, and I would be able to enjoy all the activities I love.

I would be able to travel the world and experience new things without having to worry about my pain. I would be able to spend more time with my family and friends, and I would be able to live a more fulfilling life.

I would be able to work again and contribute to my community. I would be able to feel like I am worthy and valuable, and I would be able to live a life that is full of purpose.

I would be able to feel confident and beautiful in my own skin. I would be able to wear the clothes I want to wear, and I would be able to feel good about myself.

I would be able to sleep through the night without waking up in pain. I would be able to focus on my work and my hobbies, and I would be able to live a life that is full of joy.

I would be able to share my story with others and help them to understand what it is like to live with chronic pain. I would be able to raise awareness about this condition, and I would be able to make a difference in the lives of others.

I would be able to find a cure for chronic pain, so that no one else would have to suffer like I do. I would be able to save lives and improve the lives of millions of people.

If I could wave a magic wand and fix my lower back pain, I would wake up every morning feeling refreshed and energized, without the

constant ache and discomfort that I've grown accustomed to.

I would love to be able to dance without worrying about pain, to hike through scenic landscapes without feeling like I'm going to collapse, and to travel the world without being limited by my physical limitations.

I would reclaim my life, pursuing my hobbies and passions without being held back by pain. I would dance, hike, travel, and live each day to the fullest, without constantly being reminded of my limitations.

I would rediscover my strength and resilience, using my experiences to inspire and motivate others who are struggling with chronic pain. I would become a beacon of hope, showing others that it is possible to live a fulfilling life despite pain.

I would find a world of connection and belonging, surrounded by supportive friends and family members who understand my struggles. I would build meaningful relationships, my friendships becoming a source of strength and joy.

I would rekindle hope in my heart, no longer seeing my future as bleak and uncertain. Instead, I would envision a future filled with possibilities, opportunities to travel, spend time with loved ones, and pursue my passions.

I would transform my pain into purpose, sharing my experiences with others and advocating for better treatment options and increased research funding. I would become an inspiration to others, showing them that it is possible to find healing and resilience.

I would live with gratitude, appreciating every moment, every breath, every opportunity to experience the fullness of life. I would cherish my friendships, my family, and my own inner strengths, feeling truly grateful for the gift of living a life free from pain.

I've had bad hip/lower back pain for 4 months and it hurt when I walked, as soon as I put my weight on one foot. Tried the prone, hands under shoulders and pushing back. Pain gone and can walk pain free. I have to keep doing it but such a relief

I have no pain and I can walk again.

I can do things now that I haven't been able to do for a few years due to needing to stop due to back pain. This device somehow stops the pain and/or releases endorphins. It had changed my life. I also use on my knee when I have pain there.


The bottom line is that this unit feels so much better. The feeling is much more subtle and tingly but achieves the same pain relief.

In horrible pain for two months. Did your stretches for a week and woke up this morning without pain.

this little device has taken me From number 10 pain in my sciatica to zero. My doctor failed me. Thank God for Amazon and this product. I'm a believer.

my back felt good again and the hip pain was gone! I'm impressed. And I'm so grateful for your work and your lovely spirit!

Love these exercises -when I do before sleeping it means I wake up with less pain

Needed this workout this morning. Thank you, back feeling a lot better


Thank you for helping me get rid of some of my low back pain to start off this day!

Thank you Cindy! THis is a great exercise esp when one is in a rush in the morning. I do the longer exercises most days though.

Thank you for these exercises. They have worked brilliantly for me. I am no longer in pain; have resumed my gardening; housework; and looking after my little cavalier dogs, and no more medications for pain. Thanks a million.

I like this, cause it is allowing me to feel my feet and legs again.

I have used my TENS unit with the lead wires for years and it worked well- the wires were a bit of a nuisance. This one is totally wire free, it sticks right to your skin. Not a lot of options just the basic on off, and

increase/decrease strength. But good enough to stimulate nerve endings. Easy to charge and stick right back on. Just wish it had a little more run time, it only goes for 15 minutes at a time.

Update after a good several weeks: i've been using this to get me through yardwork and pressure, washing a lot of outdoor furniture and miscellaneous items. As soon as I start to feel tired and fatigued, I put it on my upper back or lower back, and all I have to do is push the button again. It really gives you that burst of energy to keep going and finish your job! This thing is amazing! I highly recommend it for, how easy it is to use and how well it works! Amazing little gadget, buy it!

"I purchased Moyess Total Body Massager not only because of the discount it was advertised as at the time but because of the reviews and ratings. This massager is just what I needed and **the value was excellent!** It melts away the tension in my muscles after a hard days work as well as sciatica and knee pain. I highly recommend it for everybody!"

So easy to do and great pain relief. I'm 75 years old, got up with an aching back today and this has really helped. Thank you ♥

- What enjoyable new experiences would they have?

I would love to be able to go for long walks in the park without being in pain. I would also love to start gardening again and grow my own vegetables.

I would be able to travel the world and experience new cultures and places. I would also love to go hiking and camping in the mountains.

I would be able to dance again and enjoy the freedom of movement. I would also love to start taking yoga classes to improve my flexibility and strength.

I would be able to spend more time with my family and friends without being limited by my pain. I would also love to start volunteering in my community and make a positive impact on the lives of others.

I would feel more confident and self-assured. I would also love to start a new career or pursue a new hobby.

I would be able to sleep through the night without waking up in pain. I would also love to have more energy and be able to do more things throughout the day.

I would be able to live a more fulfilling and meaningful life. I would also love to make a difference in the world and leave a legacy behind.

I would be able to appreciate the little things in life more and enjoy the beauty of the world around me.

I would be able to forgive myself for the past and live in the present moment.

It's already helped my back pain significantly! I've been working hard to lose weight at 66, and have been walking over 12,000 steps per day which had been a problem with increasing pain. With this advice, I'm good to go! (And down 28 pounds!)

It works very good it does what it says it's going to do it does relax the muscles just as if you were in the chiropractor's office and I love the color it's my favorite

Feels so good to sore muscles

My brave husband had already gotten the manual and was reading it. When he read it a third time, he decided to use it. He considered where the pain was the worst and placed the little tens unit there and used it. I was not sure about this.

I used a few different TENS products before, but this is by far the easiest and most convenient one. AND it really works to relieve my pain.\

This gem is freaking awesome charge it up and bam you get the best relief in no time. Portable and easy to charge with a USB cord. My

husband even uses it and sings praises about how great it feels and the relief he gets quickly as well.

The unit works great for pain relief! I used mine frequently for about four months, and it quit working. BUT, I contacted the seller Amazon and got a quick response. I was told I would receive a replacement in five to seven days. It arrived in three days. Great product, great customer service. What more could you ask for?

This thing will knock you off your chair. It's a little powerhouse and surprisingly easy to use.

My Brave Husband took off the the unit and looked surprised when he said "It doesn't hurt anymore". He was elated. It works! It works.! He used it two days in a row, waited five days, used it again, and can now walk with out pain.

This is not a permanent fix for his condition and this is his experience. It works for him, he uses it about once a week so far with no side effets or problems.

I used it one time, and so far have not used it a second time, I can feel the pain comming back and will wait a bit and use it again. It is fantastic results for us. This is only our experience. Yours may vary. We are extremely happy with the results we got with this little miracle tens unit, and are getting a second one too.

Yes, we highly recommend this tens unit. Do your due dilligence before purchasing and usng. We did are wish we had ordered it a long time ago.

- How would others perceive them in a positive light?

I would like others to see me as the strong, independent woman I am. I wouldn't want them to pity me for my pain or treat me differently.

I would like others to see me as the compassionate and caring person I am. I wouldn't want them to think of me as being grumpy or withdrawn because of my pain.

I would like others to see me as the adventurous and fun-loving person

I am. I wouldn't want them to think of me as being limited because of my pain.

I would like others to see me as the intelligent and capable person I am. I wouldn't want them to think of me as being helpless because of my pain.

I would like others to see me as the beautiful and worthwhile person I am. I wouldn't want them to think of me as being less than because of my pain.

I would like others to see me as the fighter I am. I wouldn't want them to think of me as giving up on life because of my pain.

I would like others to see me as the inspiration I am. I wouldn't want them to think of me as being a victim because of my pain.

I am in Ghana and your videos are extremely wonderful. I suffered from sciatica and followed your exercise routines and advice for two months. Guess what, I am now a Pocket Physiotherapist for my friends and family.

In Ghana it is easy for someone to ascribe health issues to spiritual attack. Lol. But your videos have demystified a lot of misinformation in our minds.

I will advise people to take the exercise routines seriously and also walk more. Walking for 30 mins a day helps reduce pain in your affected area. This my two cents

- How would they feel about themselves if they made that change?

I would feel so much lighter and freer. I wouldn't have to worry about the pain every second of the day.

I would feel like I could finally be the person I want to be. I wouldn't be defined by my pain anymore.

I would feel like I had so much more to offer the world. I would be able to do so much more than I can now.

I would feel like I was finally living my life on my own terms. I wouldn't have to let pain control me anymore.

I would feel like a new woman. I would be able to look in the mirror and see myself as the strong, capable woman I used to be.

I would feel like I had finally found my peace. I wouldn't be constantly stressed and anxious about the pain anymore.

I would feel like I was finally happy. I would be able to enjoy life again without being held back by pain.

I would feel like a weight had been lifted off my shoulders. I would be free from the constant pain and discomfort that I've been living with for so long.

I would feel like I was finally myself again. I wouldn't have to hide my pain or apologize for my limitations. I would be able to be the person I've always been, without being held back by my physical limitations.

I would feel like I had a future again. I wouldn't have to worry about what the next day would bring or how my pain would affect my life. I would be able to make plans for the future and look forward to new experiences.

I would feel like I was finally in control of my life again. I wouldn't have to let pain dictate my actions or decisions. I would be able to make choices based on what I want to do, not what I have to do to avoid pain.

I would feel like I was finally free. I wouldn't be chained to pain anymore. I would be able to move, live, and love without limitations.

I would feel like I had finally found peace. I wouldn't be constantly stressed and anxious about my pain anymore. I would be able to relax and enjoy life without worrying about the next flare-up.

I would feel like I had finally found happiness. I would be able to enjoy the simple things in life again, like spending time with loved ones,

pursuing my hobbies, and taking walks in nature. I would be able to experience true happiness, without the constant shadow of pain hanging over me.

Have been in tears trying to cope with the pain, this video literally saved me from calling the ambulance!

I tried your lying on the stomach technique and now I feel immensely better.

I have only just purchased the Kenko Neck product and can already see a difference in my posture. I feel taller and notice my shoulders are further back.

I feel GREAT... My muscle still gets sore once in a while and when it does, out comes this machine for a couple of days and WA LA,,, better again.

I'm feeling a bit better

No more aspirin for me. I am so impressed with this as a pain reliever. We spend hours a day bouncing on our ztr with our lawn care business. I just reach for this little guy now. We have had it for months and it has not let me down.

Pray this works definitely feels good right now! Happy I found this!

- What words do THEY use to describe their dream outcome?

I would be pain-free and able to live my life without limitations.

I would be strong, independent, and able to do anything I set my mind to.

I would be happy, fulfilled, and able to enjoy the simple things in life.

I would be a source of inspiration and support to others who are also struggling with chronic pain.

I would be a beacon of hope for others who are feeling hopeless and alone.

I would be a warrior who has fought back against chronic pain and

emerged victorious.

I would be a testament to the resilience of the human spirit.

I would be an example of what it means to live life to the fullest, even in the face of adversity.

I would be a symbol of hope for all those who are fighting their own battles.

I can imagine myself waking up in the morning without a single ache or pain. I would feel so light and energized, ready to face the day.

I would love to be able to go for a walk or hike without having to worry about my back pain. I miss being able to enjoy the outdoors without being limited.

I would be able to play with my grandchildren without having to stop because of pain. I want to be a full and active part of their lives.

I would be able to go back to work and contribute to my family's income. I would feel like I have a purpose in life again.

I would be able to feel like I'm in control of my own life again. I want to be able to make plans and set goals without being held back by pain.

I would be able to look in the mirror and see myself as the strong, capable woman I used to be. I want to feel like I can overcome any challenge.

I would be able to enjoy my life to the fullest, without any limitations. I want to feel like I'm truly living.

Holy crap, you get a big zap for your buck! This little bad boy works!

A life saver for my intense cramps !!!!!

"I was a bit skeptical at first, but boy, oh boy, was I in for a surprise! **It's like magic** when it comes to relieving my back pain. And trust me, my back has seen some tough times—I've gone through two surgeries since then, but the pain still lingers. I gotta give credit to my hubby for

talking me into getting the Moyess massager. He definitely knew what he was doing!."

My chiropractor recommended I try new exercises and take Unflame Herbal. I just ordered the supplement 2 weeks ago and can already feel the difference. Hopefully with the addition of these exercises I will regain full mobility. Thank you!

I hurt my back the other day helping an Elder and this is just a "parfait way" to ease me back to healing fitness!

This little machine has been an absolute **life saver.**

This little device is a miracle for me! I suffer from chronic long term fibromyalgia, back and neck pain and neuropathy and it's helpful for all of my misc conditions. I could not live without it as it is so helpful.

Works like a charm!

Love love love!!!! Great pain relief and easy to use

I injured my lower back and this **little device is just the ticket.**

I had severe back pain and using this every day helped subside the pain tremendously!

Thank you^3! The info you guys share is such a big influence on my life and my well being. I've been told for 12 years I have sciatica, and I do have a slight disc bulge on L5 s1. But the pain, numbness, and other sensations/tingling has been improved by over 80% since discovering how to do the right stretches and trigger point release on the piriformis and other regional muscles. **Totally changed my life. I can walk again!!!!**

Because of your hip stretches I am now able to sleep going on 2 nights with no hip pain.

I love it, tried some exercises and instant relief.

Unreal.... This is the first relief I have had since having the sciatica.

PRODUCT

- How does the product help the avatar implement the Solution?
- How does the product help the reader increase their chances of success?
- How does the product help the reader get the result faster?

1. Turn the unit on with your bluetooth on.

2. Your bluetooth will ask for a password. Ignore this and open the app.

3. Once the app is open, you are connected to the unit. No password needed.

4. Select language, select treatment options, tap the > icon. Last thing is to select the level of intensity by tapping the + icon.

5. ENJOY

- How does the product help the reader get the result with less effort or sacrifice?

My old TENS unit had wires and was so annoying. I was always getting the wires hung on things and dropping the controller. This has no wires and is Bluetooth. So much more convenient!

No more tangled wires and worrying about dead batteries in the middle of a trip. It's nice to have 6 functions, but with all my other TENS devices over the years, I prefer a certain one, and this one has it. Pads have plenty of stick, as long as I add a drop of water before storing each time, I suspect they will last a long time. Plenty of pads included, but I did order an extra set just because I don't ever want to have to wait to use the device. Highly recommend this one. I like that I could wear it and no one would even know. No more bulky device in my pocket, wires everywhere, and taking it out of pocket to re-start as needed.

This product is wonderful! For anyone that has ever used a older model

TENS unit, you get all tangled in the wires and if advised to use it while working to reduce flare ups, it's impossible if you have a job that requires, lots and lots of movement. This product frees you up from everything, allows you to use the product safely. Thank you to whoever created this product.

- What makes the product fun?

Definitely relaxes the muscles and makes you feel like you had a workout.

This was so relaxing. I put it on my neck and he relaxes all your muscles.

- What does your target market like about related products?

As a nurse working a busy floor, this is so much easier than a bunch of wires. I love it after one hour!!

clear directions, no chit chat no music, not too hard!!

However, I would recommend maybe the wireless one just for the ease of use.

At first I thought it was really flimsy - but it's suppose to be light. It's very easy to use. I could reach it easily on my lower back. It feels like little elves are giving a massage - kind of strange at first, but very relaxing. I also used it on my lower legs for circulation and it helps a great deal. My back I used it once/twice daily for about 4 days and my pain hasn't come back (been about a month).

My lower legs - helped the numbness in my feet. I've recommended to my family and friends. Be careful, though - I think this may effect some heart implants/devices - so check with your doctor if this is the case.

It's very comfortable to wear under clothes and just go about your business (but don't forget to remove it)

I have had two neck surgeries, multiple nerve ablations and now facing possibility of surgery on my lower back, so I know pain! This unit does all the various modes along with their time increments automatically programmed so you just press the power button and choose the

intensity level (the buttons are + and - also, they are raised so if you are using on your back, you can differentiate between buttons).

I have worn it nonstop for the past 24 hours. .. now, I have had to charge it three times but the charge time is fast. I also have a wired unit (that sucks up 9vt battery in two days) in addition, to this much preferred device. Some people say wired units are better but those people are probably under 40, all kinds of tech savvy 😊 and do not have ADHD resulting in constant tweaking and pressing of buttons).

I really like how deliberate and gently paced EFS exercises are, and Doug is GREAT! Thank you for putting up these wonderful videos! 😊

When I am in pain, I don't want to mess with locating little pads, I just want to slap on one pad and get after it.

Their costumer service people were super professional and kind. We highly recommend this product. 😊

It feels so good I even felt asleep with it.

°Long battery Life

°Easy to use

°Small enough to fit in front pocket

°Can lock it so u dont accidentally turn it up

°Can use one single connection or both

°Easy to read display with back light

°Helps mind take focus off the pain

°Different modes

°Electrodes easy to use and re-use

Very easy to travel and walk with. Recharged quickly although an hour will deplete battery and very flexible as far as programs and intensity available.

Easy to use, easy to see and very powerful

I love that once it's turned on, it's controlled from my phone.

And, I love the handy compact case. It holds everything including a plug which can be plugged into the wall for charging.

I just got so frustrated with trying to use the wired one and having to avoid all the wires as I moved around so this is a great replacement.

Take this with me everywhere.

Well, I'm sure China now owns my soul, all my account #'s, passwords, and every other bit of personal data on my phone. But, dammit, it works! I've used it on the worst trouble spot in my back (30 minutes ago) & on my frozen shoulder - both are currently pain free. The unit is currently recharging so I can use it again before I go to bed.

I sure hope it's durable!

- What does your target market hate about related products?

I purchased this Mastogo wireless tens unit to help with my back. But this has to be the worst piece of garbage I've bought in a long time. I'm so disappointed. I've been living with a severe a backache for over 2 weeks. I thought I could get some relief with this unit but I can't get the unit to even start. Today the APP finally recognized and connected the unit. Big step! I thought this should be the day of the Final Obstacle but the unit still doesn't work. I have followed every step in the instructions & I have checked everything. Bluetooth on my cell is on; I found the program specifically for my back, but when I press the on button on the unit and on my phone screen to start, the App STILL doesn't recognize the unit. This is AFTER the unit was connected and has been fully

charged. This is the most frustrating piece of garbage ever. I am terribly upset and I'm still having severe back pains.

What am I going to do? They DON't provide ANY phone # to reach out and get help. AND I emailed them Aug. 14 REQUESTING help and as of Aug.16 I have not had ANY response at all. Please I need help with this.

Despite being fully charged and connected via Bluetooth, no matter where it was placed (shoulder, back, knee, etc), it kept saying, "no human body detected". It wouldn't recognize being on me nor my husband. I never got a chance to feel anything.

The pads are not sticky enough. Very simple. If they were more secure thus would be a 5. Everything else is great BUT if they do not stay on they are worthless

Did not get the remote control

The thought of using a tens unit without the hassle of wires was so exciting, so imagine my disappointment when I received this only to find that it will not connect to app required for its use. I was able to get it connected one time, and it did stay on for 60 minutes, however, once my phone screen locked, the unit could no longer be controlled within the app. I attempted to use it a second time this afternoon, and it has now been 4 hours and it still will not connect. The app says device found. I am able to click on the selected device for connection, and then it gets stuck and does nothing. It's very disappointing, because I actually liked the one and only time I was able to use it, but I will sadly be returning this item. I need something reliable and this is not.

Provides very little relief of pain on near or around bones. Stickiness doesn't hold. Hard to keep on unless on flat surface

Hard to see if the light is blinking and unit is on when in a place I cannot see (back, back of arm, shoulder,

Behind leg or ankle.

Stickiness does not last when applied to skin a few times. I'm so very disappointed.

I like technology as much as anyone, but must EVERYTHING be dependent on a phone app!? When I finally got it working, relief or distraction was decent but the thing won't stay on! My pain is in an area that I can just reach to hit the button to pair with the app connection, but it keeps shutting off and I can't whip out my phone and cruise the room for good reception every few minutes!! Why can't they make stuff that you can hit a button or dial to get it to work? I'm returning this because I've spent the last hour trying to connect and pain is unbearable!!

App was downloaded as per instructions. Phone recognized app, but, when trying to use product, I got the message, "Not Connected". I tried several times to uninstall and reinstall product and followed directions from website. Still not working. Won't buy MASTOGO again. Also, purchased replacement pads, same product maker, to complete this Christmas present. WHEN I TRIED TO RETURN THEM, THEY ARE LISTED IN THE "NO RETURN" CATEGORY. WHAT A WASTE OF MONEY!!!

It was a mistake buying a tens unit controlled by my phone. So disappointed. You must stay glued to your phone during the treatment. If you have no pockets, and walk away from it, the unit loses contact and quits. Also connecting to the unit can often be difficult. It says it found the device, but when you go to turn on the treatment, it says "no device found." If it don't find the device, it doesn't work. I was hoping this wireless unit would work for me.

Product is totally useless to me, but I will take ownership of not being able to return it. I inadvertently destroyed the packaging after charging the device without attaching any of the provided electrodes. When I did try to attach them, only one of the smaller individual ones would snap on. It's like the holes are too big for the snaps. So now I'm stuck with a TENS unit that is nonfunctional for my aching back. Just a warning to others who may be considering this device — make sure you hold on to the packaging in case it happens to you.

you have to have an app to download to use this and you can't figure out which one it is cuz the picture in the brochure does not look like the one on the Play store. once you get the app downloaded then you have to position this thing with the tape and the tape only last one to two uses. it's too cumbersome for me I can't deal with this.

couldn't get them to work on brand new Samsung phone. Couldn't get any support for the product.

I tried, Husband tried, children and grand children tried. It never would connect.

1. Spyware potential, DOESN'T WORK WITHOUT LOCATION ON ALL THE TIME, unnecessary information being collected. A tens unit doesn't and shouldn't need location access turned on, no it is not required to connect to Bluetooth! I'm not comfortable with a Chinese, or any company, tracking my location, tens unit usage, etc. I miss the days we could buy products without having to get data mined through agreeing a ridiculous EULA, that we MUST agree to or we can't use the product WE PURCHASED!

2. Software Crashes.

3. Just randomly shuts off after a short time and fails to reconnect, even with location and access turned on.

4. Software is terrible, the seller states if the first software APP doesn't work then download this other APP, neither worked.

5. It will only run predetermined profiles, no manual adjustments or customization available.

6. It is useless garbage in my case.

There is nothing comforting about this unit. It does not give your typical nerve stimulation rather gives a series of taps like someone knocking on a door in increments for 30 minutes. It made my sciatic osteoarthritis pain much worse. 😞 and yes I did give it a second chance but it was painful again.

My wife used to walk around on her period with a bunch of long wires

from a regular tens device. Now, this is wireless, she doesn't feel weird wearing it at work during her period.

I had an older one that still had wires that were half eaten by my cat and couldn't get replacement wires anymore

I have been using a TENS unit for as long as I can remember for shark week cramps and was tired of all the wires. I was a little skeptical of using a wireless one (thinking it just wasn't as strong as my medical grade TENS unit) I was just tired of being connected to the wall.

I admit that I had doubts about the tens unit helping me with the level of pain, very much

(instructions not as clear as they could be)

The choice of tens strengths is more than sufficient and only wished that one could choose to keep it running for an extra ten minutes; but I can live with that.

Is it as powerful as my wired units? No, but it's powerful enough.

I do have some complaints. The pads are heavy and the adhesive isn't as sticky as I'd like. And even though I followed the manufacturer's advice and dampened them slightly before use and before storing them, they still deteriorate faster than the pads I'm used to from wired units.

Oh! I almost forgot. PLEASE provide a way to turn off the flashing light when it's in use. Unless you're wearing heavy clothing, the strobing blue light is clearly visible through clothing.

If you are tired of getting tangled in wires and being shocked, give this unit a try

And lastly, the app. It's called Dr. Stim and while it's functional enough, it's pretty bare bones. It claims to repeat your last treatment but clearly falls back to defaults. I often set it to do a 60 minute treatment and only get 20. That said, I've had very few connection issues and it's easy enough to restart so it isn't that big of a problem, I just wish the app was a little more developed.

I didn't want something complicated for a 20 minute session.

My only suggestions would be to provide ability to dim the display's backlight so that it isn't at full strength in a dark room at night (yikes!) and perhaps a running battery status indicator so the user has a sense of how much charge remains (that said, the device DOES alert that the battery will need charging soon.)

I may have a bad unit, but after about 3 short uses, it seems to have lost its power, and barely works; I've tried charging it several times, but it isn't coming back ! I'm not certain it is fully charging, after few minutes the blinking lights go out !

The pads seem to lose their effectiveness after only 3-4 uses I can barely feel the TENSs... maybe that is the problem, but then there are the issues getting additional pads, which I finally found, but they are costly if only good for 3-4 uses...the item description suggests more like 30 uses for the pads...

the instructions are among the poorest I have seen in a long time

. There is no contact information, no support information, and trying to contact the seller I get this response: "Since Amazon is handling the customer service for this order, you'll need to talk with an Amazon Customer Service Associate. "

Amazon customer support is unable to provide additional pads (expendable parts) as needed nor direct contact information. While the seller has a great record, I am really disappointed with the purchase, and will have to order a different unit that uses standard pads that are readily available.

I was sent two adhesive pads containing the TENS grids. The control module charged fine. Upon applying to my skin, I felt a definite tingle that is the essence of the gizmo. However, it did not afford any relief whatever. Upon re-charging, the first grid DID NOT WORK ANY FURTHER. The second grid didn't work, ever. Amazon needs to pre-test

this stuff before they dump it on customers. I'm not going to try for a refund of about \$25 (?) since that amount isn't worth clogging up the system. I WILL be far more discerning as I decide on purchases from Amazon in the future! Good luck to vendors selling this kind of junk. They cannot last long.

I put it on my husband and if I massaged him well, but when it came to taking it off, he gave me some terrible touches, you have to be careful, it can't be used by any minor or very adult person, because if I am in middle age, it hit me hard enough, I don't want to know the others.

STEP 2 CREATE TARGET AVATAR

CURRENT STATE

- What is painful or frustrating in the current life of my avatar?

I have since then experienced really horrible lower back pain

I have always suffered from back pain ever since a couple of slipped discs in the late 70s early 80s but recently it seems to have got worse after I fell and broke

I was in such extreme pain I couldn't move off the floor and was unable to put my young kids to bed

I can't stand for more than a few minutes without the pain getting unbearable.

I can't bend or twist without feeling like my back is going to snap.

I can't sleep through the night. It wakes me up several times a night.

I can't enjoy my hobbies anymore

I can't even go for a walk without feeling like **I'm going to collapse.**

I rely on my husband or my children to help me with everything, even the simplest tasks like getting dressed or making myself a meal.

I wake up in the morning feeling like I've been hit by a truck. It takes me hours to get out of bed and get moving.

I can't even go grocery shopping without being in excruciating pain. It's so frustrating to be limited in my daily activities.

Yesterday this very strong lower back pain started, I couldn't walk straight, bending was out of question. Tonight, I find this video already **feeling desperate for relief,**

I'm in so much pain I can hardly move.

I only get about 3-4 hours sleep at a time before severe pain wakes me. There are naps during the days as I'm exhausted.

My biggest fear is that my pain will never go away. I'm scared of being in pain for the rest of my life.

- What annoys them?

couldn't move the next day without screaming! Actually I couldn't even sit to go to the loo without screaming.

I get extreme lower back pain doing even the slightest exercise. I used to clean my house usually in a couple of hours, simple things like making the bed has my lower back on fire and screaming in pain. Just shopping through the store I have to find some place to sit to relieve my back. Within 15 minutes of walking I have to take a break.

- What do they fear?

We bought an inversion table, I'm afraid to use it makes me dizzy.

I'm afraid of becoming a burden to my loved ones

I'm scared of not being able to do the things I love anymore

My husband is getting tired of me being in pain all the time. I'm afraid that he's going to leave me.

I'm afraid of being seen as weak or helpless

- What do they lie awake at night worrying about?

Will I be able to care for myself? Will I be able to live a normal life?

What's the point of living if I'm in pain all the time?

- How do other people perceive them?

I feel like a burden to my loved ones. I feel like I'm taking away from their lives.

I get so frustrated when people tell me to just 'suck it up' or 'take a pain killer.' They don't understand that the pain is real and it's debilitating.

It's so annoying when I have to explain my pain to doctors over and over again. They should be able to just look at my medical history and see that I'm in pain.

I hate how people treat me like I'm fragile or incompetent

People assume you are fine because you don't look disabled or show that you are in pain. It is just so frustrating.

Before my hip replacement I was always on the go, my sister and I used to speed walk at the mall three times a week, now forget that. I could clean my house, go grocery shopping, laundry, all before noon. I always have projects going, I hardly ever sat down. I never even turned my TV on, usually listened to music and would dance while doing my housework.

They don't understand how much this pain is affecting my life. **It's not just physical, it's emotional too.**

I hate when people tell me to just 'suck it up' or 'take some ibuprofen'. They don't understand how debilitating this pain can be. It's not just a matter of discomfort, it's a matter of being able to live my life.

I feel like everyone is judging me when I can't walk straight or when I have to sit down all the time

they don't understand that even the simplest physical activity can send me spiraling into **agony**. I feel like I'm constantly walking on eggshells, afraid to move in a way that might trigger another debilitating flare-up.

- What lack of status do they feel?

I feel like I'm losing my independence.

I wish I was 20 years old again 😞

feel like my back pain has made me invisible. I'm no longer the active, independent woman I used to be. I'm now the woman who always has to sit down, who can't keep up with her friends, and who has to cancel plans because of her pain. I feel like I'm no longer valued or respected. I feel like **I'm just a burden** to everyone around me. It's a terrible feeling.

I feel like my back pain has made me unattractive.

I feel like my back pain has made me less of a woman

I feel like I'm weak and helpless. **I can't even take care of myself.** I feel like I've lost my femininity. I feel like I'm just a shell of the woman I used to be.

My family is starting to treat me differently, and I feel like I've lost my status in their eyes. It's heartbreaking.

- What words do THEY use to describe their pains and frustrations?

I've become hyper aware of kicking off the pain

My pain is constant and unrelenting

My pain is so bad that it wakes me up in the middle of the night. I can't even get comfortable enough to sleep.

My pain is so severe that it makes it difficult to do even the simplest things, like getting dressed or going to the bathroom.

My pain is so debilitating that I can't work or participate in activities that I used to enjoy.

My back pain is like a constant companion, always there to remind me of my limitations.

It's so hard to watch my friends and family enjoy activities that I can no longer do.

I feel like this is never going away.

I was in **agony** with the left side of my lower back.

DREAM STATE

- If they could wave a magic wand at their life and fix everything, what would their life look like?

I just want to be able to live a long and happy life without being in pain.

I would wake up feeling refreshed and pain-free. I would be able to move around without any limitations, and I would be able to enjoy all the activities I love.

I would be able to spend more time with my family and friends, and I would be able to live a more fulfilling life.

I would be able to feel like I am worthy and valuable, and I would be

able to live a life that is full of purpose.

I would wake up every morning feeling refreshed and energized

I would dance, hike, travel, and live each day to the fullest, without constantly being reminded of my limitations.

am no longer in pain; have resumed my gardening; housework; and looking after my little cavalier dogs, and no more medications for pain.

- What enjoyable new experiences would they have?

I would be able to dance again and enjoy the freedom of movement

I would be able to spend more time with my family and friends without being limited by my pain

I was able to get into bed that way.

I have done them twice today so far and I can walk and sit and get up without screaming .

Worked like a charm and I was able to go back to bed and fall asleep comfortably and quickly!

- How would others perceive them in a positive light?

I would like others to see me as the strong, independent woman

I would like others to see me as the compassionate and caring person

I would like others to see me as the beautiful and worthwhile person

I would like others to see me as the inspiration

I am now a Pocket Physiotherapist for my friends and family.

- How would they feel about themselves if they made that change?

I could finally be the person I want to be.

I would feel like a new woman. I would be able to look in the mirror and

see myself as the strong, capable woman

I would feel like I was finally happy. I would be able to enjoy life again without being held back by pain.

I would feel like I was finally free

I would be able to enjoy the simple things in life again, like spending time with loved ones, pursuing my hobbies, and taking walks in nature.

- What words do THEY use to describe their dream outcome?

I can imagine myself waking up in the morning without a single ache or pain. I would feel so light and energized, ready to face the day.

Life saver.

Works like a charm!

A week later after performing these exercises I am at least 75% improved. I can raise my arm above my head and with a bit of effort hold it there a while.

I was in absolute heaven.

Pain gone and can walk pain free

VALUES AND BELIEFS

- What do they currently believe is true about themselves and the problems they face?

I just turned 64 and I know to keep moving is the best thing you can do. I force myself to get up and get busy and just let my back burn and overdo it.

I don't want to be a burden to them, and I feel like I'm letting them down.

I'm so tired of being treated like I'm fragile or incompetent

- Who do they blame for their current problems and frustrations?

I'm so frustrated with my doctors. They don't seem to understand how much pain I'm in, and they keep telling me to just live with it.

I'd rather be dead than live like this. I'm not kidding one bit. It's getting unbearable.

- Have they tried to solve the problem before and failed? Why do they think they failed in the past?

I have seen the pain management team and it seems nothing is helping the pain I have pain patches and pain killers and have had a spinal injection but nothing is helping

I hate how much I have to spend on medical bills. It's a financial burden that I can barely afford.

my meds didn't work at all

I've been in agony for three days taking anti inflammatories and paracetamol

I did everything, taking NASIDS, stretching, hold/cold therapy, physical therapy, and epidural steroid injections.

I increased my time on my inversion table and still no relief.

- How do they evaluate and decide if a solution is going to work or not?
- What figures or brands in the space do they respect and why?
- What character traits do they value in themselves and others? What kind of people are we talking to?

I used to love to garden, hike, and dance

I'm still a capable and independent woman.

It's extremely emotional as I was such a active person previously enjoying my golden years.

- What character traits do they despise in themselves and others?

- What trends in the market are they aware of? What do they think about these trends?

TARGET AVATAR

NAME AGE FACE:

Name: Lucy

Age: 60 years old



DAY BACKGROUND:

Lucy, a 60-year-old woman, grew up in a small town where she developed a love for outdoor activities. In her youth, she was energetic, always on the go, and had a passion for gardening, hiking, and dancing. Lucy was a vibrant part of her community, and she cherished the simple joys of life. As she entered her 50s, she faced challenges with slipped discs in the 60's, impacting her mobility. Despite the pain, she remained active until a recent fall led to a

broken back, exacerbating her lower back issues. Lucy now grapples with chronic pain, feeling a loss of the active and independent woman she once was.

MINI LIFE HISTORY:

Lucy had a fulfilling career and a loving family. She and her sister enjoyed speed walking at the mall three times a week, and Lucy took pride in maintaining an active lifestyle. She reveled in completing household chores, going grocery shopping, and pursuing various projects. Lucy was never one to sit idle; her days were filled with energy and purpose. However, with the onset of back pain and subsequent incidents, she found herself navigating a different reality—one marked by limitations, frustration, and a sense of loss.

DAY IN THE LIFE:

Morning Struggle: Lucy wakes up feeling like she's been hit by a truck. It takes her hours to get out of bed and start her day. She faces the constant challenge of managing morning stiffness and pain.

Dependence on Loved Ones: Lucy relies on her husband for basic tasks like getting dressed and making meals. This dependence weighs on her, and she often feels like she's burdening her loved ones.

Limited Activities: Simple tasks like making the bed or walking through the store ignite lower back pain. Lucy struggles to enjoy activities that once brought her immense joy, leading to a deep emotional impact.

Medical Frustrations: Lucy's day involves dealing with the medical system. She feels frustrated having to repeatedly explain her pain to doctors who may not fully understand the extent of her suffering.

Emotional Toll: Lucy faces emotional challenges, feeling judged by others who don't grasp the invisible nature of her pain. She navigates a shifting dynamic with her family, sensing a loss of status and a shift in how she's perceived.

Nightly Battles: Nights are restless for Lucy. She wakes up multiple times due to severe pain, leading to exhaustion and daytime naps. The fear of a future filled with perpetual pain looms large in her thoughts.

Evening Reflection:

As the day winds down, Lucy reflects on the challenges she faced. She dreams of a life where pain is no longer a constant companion, where she can freely engage in activities, and where her independence is restored. Lucy's evening thoughts are filled with a longing for a magical solution that would allow her to reclaim her life and once again be the active, vibrant woman she used to be.

CURRENT STATE:

Lucy is currently experiencing severe lower back pain, worsened by a history of slipped discs and a recent fall resulting in a broken back. Her daily life is significantly impacted, and she faces challenges in basic activities like standing, bending, and sleeping. The pain affects her ability to enjoy hobbies, go for walks, and even complete routine tasks. Lucy fears becoming a burden to loved ones, losing her independence, and being perceived as weak or helpless.

ANNOYANCES AND FEARS:

Annoyed by extreme lower back pain during simple exercises or daily tasks.

Fears using an inversion table due to dizziness.

Afraid of being a burden to loved ones and losing the ability to do things she loves.

Worries about not being understood by others, particularly doctors.

Fears her husband might leave due to constant pain.

Concerned about being seen as weak or helpless.

NIGHTLY WORRIES:

Worries about her ability to care for herself and live a normal life.

Questions the purpose of life if in constant pain.

PERCEPTION BY OTHERS:

Feels like a burden to loved ones and dislikes when people minimize her pain.

Frustrated with the need to repeatedly explain her pain to doctors.

Feels judged by others who don't comprehend the debilitating nature of her pain.

LACK OF STATUS:

Feels like she's losing independence and wishes to regain her youthful vigor.

Feels invisible, unattractive, and less of a woman due to back pain.

Perceives a shift in how her family views her, leading to a sense of loss.

PAIN DESCRIPTION:

Describes pain as constant, unrelenting, and severe.

Mentions the impact on daily activities and emotional well-being.

DREAM STATE:

If Lucy could change her life, she dreams of:

Living a pain-free and happy life.

Waking up refreshed, able to move without limitations.

Resuming activities like gardening, housework, and spending time with dogs.

Being perceived positively as a strong, independent woman.

Feeling worthy, valuable, and living a purposeful life.

POSITIVE OUTCOMES:

Enjoys dancing, hiking, and traveling without pain limitations.

Acts as a source of inspiration for others.

Feels like a new, happy, and free woman.

VALUES AND BELIEFS:

Believes in the importance of keeping active despite the pain.

Values independence and dislikes being treated as fragile or incompetent.

PROBLEM ATTRIBUTION:

Frustrated with doctors for not understanding the extent of her pain.

Expresses financial burden due to medical expenses.

PREVIOUS ATTEMPTS:

Tried various interventions, including medications, injections, and therapies, with little relief.

Disappointed with the financial strain caused by medical bills.

CHARACTER TRAITS:

Values capability and independence.

Emotionally connected to activities like gardening, hiking, and dancing.

COMMUNICATION STYLE:

Emotional and expressive about the impact of pain on her life.

Seeks understanding and validation for her struggles.

ROADBLOCKS

- What is keeping them from living their dream state today?

Physical Limitations: Lucy's severe lower back pain and mobility issues are significant roadblocks. Her inability to move freely and engage in activities she loves hinders her dream of living a pain-free, active life.

Dependency and Perception: Lucy's dependence on others and the perception of being a burden contribute to her feeling undervalued and less independent. This emotional barrier prevents her from fully embracing her dream state.

Medical Frustrations: Lucy faces challenges in finding a medical solution that effectively addresses her pain. Frustrations with healthcare providers and unsuccessful attempts at various treatments create a roadblock in her journey toward a pain-free life.

- What mistakes are they making that are keeping them from getting what they want in life?

Overexertion: Lucy's tendency to overdo activities despite the pain might exacerbate her condition. Ignoring the need for proper rest and recovery could be a mistake contributing to her ongoing struggles.

Financial Strain: The financial burden from medical bills adds stress, potentially limiting her access to comprehensive healthcare solutions. This financial strain might be a mistake affecting the effectiveness of her current interventions.

Reliance on Traditional Solutions: Lucy may be overly reliant on traditional medical approaches, expecting medications and interventions to provide a comprehensive solution. This limits her exploration of alternative, holistic approaches.

- What part of the obstacle does the avatar not understand or know about?

She don't know that she only masked the symptoms of her pain

Lucy may not fully comprehend the holistic nature of chronic pain, including the emotional and psychological components. The interconnectedness of physical and emotional well-being may be an unknown obstacle affecting her overall recovery.

- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?

Lucy used solutions that only temporarily mask the symptoms.

Lucy is putting too much stress on her back, because she is overactive, because she believes that keeping moving is the best thing she can do. She forces herself to get up and get busy and just let my back burn and overdo it.

The key roadblock for Lucy is likely a lack of a comprehensive and personalized approach that addresses both the physical and emotional dimensions of her chronic pain. A solution that integrates various modalities and considers her emotional well-being is crucial for her progress.

SOLUTION

- What does the avatar need to do to overcome the key roadblock?

Find healing method that is not expensive, will not cause any stress on her painful lower back, will be different than traditional solution, and will help to heal her emotional pain

- "If they <insert solution>, then they will be able to <insert dream outcome>"

If lucy use cheap, different than traditional solution that will take care emotionally, and will not cause stress on her lower back, then she will be able to become her dream version, dance, hiking, gardening, spend time with family and have happy pain free life

PRODUCT:

- How does the product help the avatar implement the Solution?

Electro massager will not cause any stress on muscle

It's not expensive

- How does the product help the reader increase their chances of success?

It's not traditional method of healing painful back,

It will not cause any stress in painful places

Tens unit will relax reader, so they will heal their emotional pains to

- How does the product help the reader get the result faster?

Using Tens unit is relatively easy, only what they need to do it's put massager in painful place, click the button, and enjoy relieving their pains

PRODUCT PREFERENCES:

Appreciates the convenience of a wireless TENS unit.

Likes the ease of use and portability.

Enjoys the relaxation and relief provided by the product.

Desires products with clear instructions and good customer service.

FUN ELEMENTS:

Finds relaxation and relief in using the product.

Values the convenience and portability of the wireless TENS unit.

LIKES ABOUT RELATED PRODUCTS:

Appreciates the ease and convenience of wireless TENS units.

Values products with clear instructions and functionality.

DISLIKES ABOUT RELATED PRODUCTS:

Frustration with products that do not meet expectations.

Negative experiences with wireless TENS units that don't connect to apps.

PRODUCT IMPROVEMENT SUGGESTIONS:

Desire for pads with longer-lasting stickiness.

Concerns about reliability and durability of the product.

Suggestions for better app functionality and ease of use

60 years old woman who are struggling with lower back pain

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2. WHERE ARE THEY RIGHT NOW?

- In pain, worry if they will ever be how they used to be, sad when they see their family which is having fun dancing, hiking
- Frustrate on people that they don't understand their painful situation
- They tried painkillers, chiropractor, physiotherapy, stretches, yoga, but nothing didn't work
- They understand that their pain is from nerve in leg
- They don't understand that their belief about always moving is mistake that is keeping them from being pain free, and do activities with family that their love

3. WHERE DO I WANT THEM TO GO?

- I want them to click the button
- Go purchase my products
- Experience their dream state

4. WHAT STEPS THEY MUST TAKE TO GO WHERE I WANT THEM TO GO

1 Put your ads in front of the right people

2 Stop their scroll

3 Trigger their desire or fear

4 Match their level of sophistication/awareness

5 Trigger curiosity

6 Trigger trust, other emotions, etc

7 Drive the click

FACEBOOK VSL AD SCRIPT

Arc 1: Captivate Attention

Voiceover: "Never visit a physiotherapist before trying this."

[Visual: Physiotherapist crunching bones, unpleasant sound. Massager applied to a woman's back.]

Arc 2: Connect to Their Pains

Scene 2:

Voiceover: "Are you trapped in the agony of lower back pain?"

[Visual: Woman expressing her lower back pain.]

Scene:

Voice over: Can't bend or twist without feeling like your back is going to snap?

[Visual: woman expressing how she can't bend or twist because of her pain.]

Scene 3:

Voiceover: And you tried every traditional solution from painkillers, "

[Visual: Woman taking Medications]

Scene:

Voiceover: that will not treat the real cause of the pain.

[Visual: Showing a woman that try to treat pain by medicine but she is frustrated of the results she got.]

Scene:

Voiceover: "Also they are addictive and have many side effects ."

[Visual: showing a woman that is feeling bad.]

Scene:

Voiceover: To The physiotherapy visits.

[Visual: Woman in the physiotherapy session.]

Scene:

Voiceover: But to always feel relief from pain you must go for regular sessions that cost is 100\$ per session, and you have to spend time on driving.

[Visual: Showing a woman giving physio money, and showing her sadness when she opens her wallet which is empty.]

Voiceover: And In the moment you stopped going for session that pain will comeback

[Visualr: Showing a woman that is suffering from lower back pain, yelling and screaming.]

Scene:

Voiceover: After many tries to relieve your constant pain do you have doubts that you will have a pain-free life? Thankfully there is another way.

[Visual: Showing woman expressing sadness and fear of losing hope.]

Arc 3: Introduce the Solution

Scene 4:

Hook: Your pocket physiotherapist! Meet the GoldenVitality NanoPulse™ Massager.

Visual: Showcase the mini massager's sleek design and its application on various muscle groups. Highlight its versatility and ease of use.

Scene:

Voice Over: " the reality is the average treatment is ultimately as a failure"

[Visual: show medicine, physiotherapist in negative light of eliminating pain]

Scene:

Voiceover: Because they can't reach muscle groups to recover and ultimately eliminate the root cause of pain."

[Visual: show advanced technology of how traditional solutions are failing to eliminate the pain.]

Scene:

Voiceover: "The NanoPulse™ is using breakthrough technology created by the leading chiropractor. "

[Visual: Chiropractor talking and holding a mini massager and introducing it.]

Arc 5: Showcase the Mechanism

Scene:

Voiceover: "That is called EMS technology. Electric Muscle Stimulation, that"

[Doctors discussing the mystery technology.]

Scene:

Voiceover: " eliminates muscle pain."

[Human with the massager that shows inside the advanced technology on the neuro system of the massager.]

Scene:

Voiceover: "Almost instantly by."

[Massagers stimulate electro energy on the muscle.]

Scene:

Voiceover: "Stimulating and relieving."

[Mechanism of the massager.]

Scene:

Voiceover: "The responsible nerves in your pain pathways."

[Nerves with electro effects.]

Scene:

Voiceover: "Sends a unique combination of impulses."

[Woman with the massager on her arm.]

Scene:

Voiceover: "Soothing nerves and providing stimulation."

[Showing how impulses are affecting the muscle.]

Scene:

Voiceover: "For relief in just the right areas."

[Muscle body scan of the body switching to the woman with the massager on her back.]

Arc 4: Trigger Their Desire

Scene:

Voiceover: "Within just one or two weeks of use."

[Unchecking days on the calendar.]

Scene 7:

Voiceover: "You will feel like you are finally happy. Enjoying your life again without being held back."

[Visual: Lucy using a massager on her back that shows that she is relaxed, happy, smiling.]

Scene:

Voiceover: By your pain that was making it impossible to do even the simplest physical activity."
[Visual: Showing a woman that is trying to walk but she can't because of lower back pain.]

Scene 8:
[Visual: Paint a vivid picture of a pain-free future.]

Voiceover: " Waking up in the morning without a single ache or pain. Feeling so light and energized, ready to face the day."

Scene 5:
Voiceover: "Giving an instant feeling of relief and bliss as soon as you place them on the painful muscle."
[Visual: Lucy using the massager, subtle healing effects.]

Arc 6: Highlight Benefits

Scene 11:
Voiceover: " NanoPulse™ Innovative design allows you to feel back pain relief anywhere, anytime."

[Visual: Showcase the mini massager being used in various settings - at home, at work, or on the go.]

Scene 12:
[Visual: A comparison between the cost of a physiotherapist session and NanoPulse™]

Voiceover: "Say goodbye to expensive physiotherapist sessions. NanoPulse™ is a long-term solution that saves you money and time."

Arc 7: Future Pacing

Scene: happy woman looking at the sunset.
Voiceover: Now, You have the key to change your life forever!

Scene 13:
Scene:
Voiceover: "Just imagine sleeping through the night."
[Visual: Show a woman that is sleeping with a smile.]

Scene:

Voiceover: "Without waking up in pain."

[Visual: Show a woman that is waking up in the middle of the night and she is suffering from pain.]

Scene 14:

Voiceover: " Free from pain, doing what you love without limitations."

[Visual: Montage of visuals showing individuals enjoying activities without pain limitations.
Overlay text with GoldenVitality's promise.]

Scene 15:

Voiceover: "Spending more time with your family and friends without being limited by my pain."

[Visual: Show people that are annoying time that are spending with each other.]

Arc 8: Build Trust

Scene:

Voice Over: "Already, Thousands of people are already using it."

[Visual: Scene of a group of women smiling and holding a little massager.]

Scene:

Voice Over: "To relieve stabbing back pain."

[Visual: An old man sitting at the desk with a painful lower back.]

Scene:

Voice Over: "Numbing sciatica."

[Visual: Woman sitting on the sofa and holding her painful sciatica leg.]

Scene:

Voiceover: "Pinched nerve and herniated discs."

[Visual: Woman trying to get up with pain of herniated discs, holding her hips from pain.]

Scene:

[Video of happy customers.]

Arc 9: Drive the Click

Scene 17:

[Visual: "Shop now. Three EMS mini massagers. Picture of money-back guarantee."]

Voiceover: "Don't let pain control your life. Try the NanoPulse™ and embrace a pain-free future. Shop now!"

Closing:

Voiceover: "What are you waiting for? Hurry up, stocks are depleting fast, grab yours before it's gone!"

[Visual: Show number of massagers that is going down very fast to zero.]