

Who is your avatar? - Dave, 40, works as an office worker. He finds that he gets sharp pains whenever he manoeuvres about and has realised it has only gotten worse.

Day To Day Life - Wakes up late, goes to work, comes home feeling exhausted, always feeling very stiff and having sharp pains throughout the day whenever he moves.

What is their dream outcome? - He wishes to be freed from his back pain, where he can happily move around, jump and lie down without there being any stiffness or sharp pains.

What pains do they experience in their current state and how do they feel about it? - He hates the way he keeps getting random but consistent sharp pains shooting along his back. It kills his mood immediately, to where he can't even enjoy a

good laugh with mates without experiencing discomfort in his lower back. He hates this feeling and wishes he could live life pain free so that he could live those happy moments uninterrupted. The pain can sometimes bring him to his knees due to the intensity

Are they aware of this problem and if so, what have they tried beforehand? - Yes he is aware of this problem. He's tried to ease the pain with some paracetamol and Ibuprofen but it never seemed to do much for his pain and it has only gotten worse.

What roadblocks do they face? - He's unsure if it's worth the money, he feels as if the pain might go away but the pain is becoming increasingly worse as the days pass and he feels as if it might not fix his pain but he's nervous to get it checked.

What is the solution? - Should be 1 thing - A way he can get rid of his intense back pains once and for all instead of quick fixes like tablets.

The Product - Chiropractic services.

Where is my reader (mentally)? - He is aware that he needs to take action but doesn't want to waste his money and wants to get it checked out but needs to see something that looks like his problem.

Where do I want them to go? - To book an appointment with a chiropractor to get his back pains sorted.

What do they need to see, feel and experience to get them there? - They need to see something that really talks about his current pains. Such as about sharp pains down his lower back and stiffness.

Copy Checklist

Heading Must have at least 2 of these

- ☒ Urgent
- ☐ Unique
- ☐ Ultra specific
- ☐ Useful
- ☒ Opportunity

The Rest of the copy

- ☒ WIIFM?
- ☒ Threat
- ☐ Intrigue
- ☒ Bold, Italics, Underlining
- ☒ Spaced out and easy to absorb copy
- ☒ Does each line flow onto the next?
- ☐ Show, don't tell
- ☒ No Poor Man's Intrigue
- ☒ Selling an identity
- ☒ Comparison to make your offer seem easy
- ☐ Micro Agreements

Lose The Sharp-Shooting Pains In Just 2-3 Weeks So You Can Start Moving Pain-Free

Do you have any of these symptoms?

Overwhelming stiffness which causes you to have an unhinged physical appearance

Sharp pains causing you to be at your knees in agony

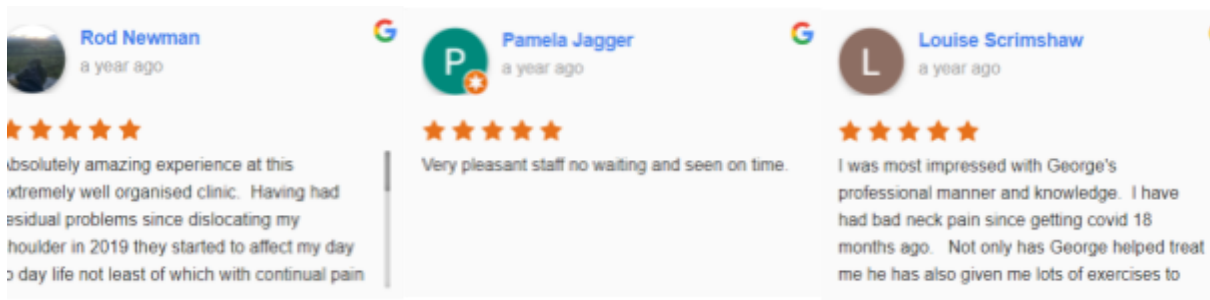
Constant muscle aches, ruining your enjoyable day out entirely

Pulling and straining pains in your lower back whenever you go to get out of the car

Because these are all common pains our clients report to have been dealing with for an average of 2-3 years.

Where all of our clients have claimed to be pain-free within the space of a few weeks.

Here are reviews from people who experienced sharp pains and have recovered fully!



However you could prevent these 2-3 years of extra repeating pains and stiffness within just 14 days!

So if you want to stand tall, feeling thrilled and pain-free, where you can enjoy every day out with friends and at work without the jolting pains.

Then take your first step towards eliminating your biggest sharp pains that keep you up at night by contacting us below.

OR

Continue to take the repeated sharp shocks of pain every time you get up and sit down.

Contact Plympton Chiropractic

Name *

Email *

Telephone Number *

Type your Message *

Contact Us