

1 - Put all of the following in ONE Google doc with comment access turned on.

2 - Your document must answer the 4 questions from the winner's writing process (attached)

1. Who am I talking to?

I'm talking to 18-65-year-old men and women in the state of New York, who suffer from anxiety, depression, relationship issues, and communication issues.

2. Where are they now? (emotionally, what are their dreams, their challenges)

Emotionally, they feel isolated, lonely, frustrated with their constant pattern of negative thinking, and socially dissatisfied through being unable to connect with others to the capacity they would want.

Their dreams are to have a resilient, positive mindset, fulfilling connections with those around them such as romantic partners and friends, and mental stability without putting on an act.

Their challenges are negative self-perception, self-victimization, and suppressed emotional trauma that hinders their mental health.

3. What do I want them to do in the end?

I want this person to click one of the links provided on the sales page to book a session in Reiki or Hypnotherapy with my client.

4. What are the steps in between they need to take, believe, or hear to make them do that?

The steps in between the reader needs to take are to view my client's content through social media, and then click a link in their bio to visit their website and/or sales page.

The page should engage readers by addressing their anxiety and insecurity, present the solution through reiki healing and hypnotherapy, and help them envision the positive transformation these holistic therapies can bring to their mental health.

Finally, the reader must be guided to click a link on the sales page to book Reiki Healing or Hypnotherapy sessions with my client.

****3 - Your document must list the reader's roadblocks and the solution/mechanism that will solve those roadblocks (lesson also attached below)****

The reader's roadblocks are unknown and unresolved childhood trauma relating to their anxiety, unhelpful therapy experiences, skepticism about other therapy methods, and negative self-perception.

The solution lies in reiki healing and hypnotherapy. Reiki promotes immediate relaxation, while hypnotherapy identifies root causes, alters negative self-perceptions, and equips the reader with personalized coping skills for a long-term approach to anxiety.

4 - Your document must include your best personal analysis of your copy's weakness and how you should improve it.

I can continue doing more online or in-person research for my client's target audience and better understand how their competitors offer information through their sales pages with common tactics and specific language for addressing different sections within a long-form copy template.

I can show my client the current rough draft of the sales page to better understand what information she may consider useless or should be clarified.

When the text itself is told to be strong by the Aikido review and my client and I are ready to test it, we can add images within the letter to better paint a picture of what we're describing

I wasn't sure whether adding more CTA's throughout the letter such as one in the beginning of the text and more in the middle would be beneficial. I added a version of the sales letter with more CTA's included for reference.

5 - You must share an unlisted Rumble or Vimeo video of you performing 100 pushups, 100 bodyweight squats, 100 dips, or 100 pullups.

<https://rumble.com/embed/v4vi1c5/?pub=3jd22f>

You also need to:

Tell us if you tested your copy (if yes, how it performed).

I have not.

Write about the value ladder, the value equation element, and the dream outcome especially.

The target audience's value ladder starts with free social media content on mental health topics through my client's Instagram, leading to mid-ticket hypnotherapy and reiki sessions with my client and progressing to higher-ticket packages.

The value equation guarantees progress toward their dream state after a full session, with noticeable effects on mental health after the first session and enhanced results with consistent sessions over 3 weeks.

Also, don't forget to tell us something about the level of awareness and sophistication. Don't be lazy, and write only 2 sentences for each, but also don't write 10 pages. The optimal range would be 4-10 sentences per thing. If you are sending the sales page or the landing page, explain the process of how the potential customer gets from point A, all the way to the sales or landing page.

The audience is aware of trauma's impact but seeks practical, relaxing experiences from a professional to effectively address their issues, realizing they need committed, resonant professional help. They use emotional wording such as,

"I feel like the world is against me and no one can offer good help", "I feel so stuck in my bad mood and I don't see how it's ever going to go away", and "It got to the point where I would just lay in bed all day thinking of ways to end it so it wouldn't hurt anyone else"

The potential customer may visit my client's social media page through Instagram, and view some of their posts regarding mental health, depression, self-care, anxiety, relationship problems, etc., resonate with them, and be interested in clicking the link in their bio which would send them to my client's website which may either be the sales page itself or have a prominent link to the sales page.

Also, include:

1. What are they thinking?

The potential client is thinking about sustainable mental health management, aiming for practical, real-world improvements in mood and coping skills. They desire skills that extend beyond ongoing therapy, empowering self-sufficiency while considering the option to return if needed.

2. Where are they in a funnel?

The target audience is in the process of the funnel where we are trying to catch their attention.

3. Where are they emotionally and physically?

Emotionally, the potential customer is confused about why their mental health seems so troublesome and lost as to how to better manage the life challenges and emotions they experience.

Physically, they are not as healthy as they might well be if they were to be better at managing their mental health so not physically strong or good-looking, and may travel with a hunched-back demeanor because of their insecurities.

To fully assist you, you will also need to show us and explain the full funnel, so we can understand the full process that the potential customers are going through.

I know that we require a lot of information, but at the end of the day, it will be more than worth it!

Although the sales page is not officially live, potential customers visit, reach the bottom, and click a link redirecting them to a booking calendar. There, they can book reiki healing or hypnotherapy sessions, receive session overviews, and obtain my client's contact details.

After their initial purchase, a follow-up message is sent offering a package deal. If declined, alternatives include the other session type or products from my client's "self-care collection," featuring beeswax candles, reiki-infused bracelets, and bath bombs.

I want to make money.

Urgent! 2019 Statistics on Mental Health Tell Us How Everyday, People Are Going From Facing Anxious Thoughts and Self-Doubt To Feeling Emotionally Balanced and Deeply Connected with Loved Ones

It took about 79% of people who felt relief from anxiety less than 6 weeks to feel the **strong, steady, rhythmic beat of their heart, grounding them in the present moment**, using uncommon techniques.

Have you found yourself caught up in a whirlwind of anxiety and an overwhelming sense of dread, feeling like every decision becomes a battle with your mind? You're not alone.

Anxiety can feel like you're stuck on a never-ending mental rollercoaster, with each twist leaving your heart pounding and thoughts racing. Let me share 3 ways to step off that ride and find calm within you.

With my proven techniques, you can go from wanting to cry every night and never really knowing why, while also constantly on the edge of a fight or flight response whenever you step into an unfamiliar place,

To delving deep into the process of being more in touch with your feelings and spirituality, while also saying goodbye to the emotional weight you've been carrying for so long.

And I'm here to walk alongside you every step of the way, so take a deep breath and step boldly into a brighter future where anxiety no longer holds you back.

You'll soon see yourself:

1. Activating your body's **natural relaxation response** to shift from a constant state of anxiety and self-doubt to being calm, centered, and radiating self-confidence.
2. **Addressing your anxiety at its roots** with a combined mind-body approach to go from constant unease and negative thoughts towards grounding yourself and building inner mental peace.
3. And, significantly reducing stress levels for a more balanced state of mind, guiding you from tension and insecurity to **tranquility and self-love**.

Ready to break free from anxiety and embrace a life of calm and confidence?
Take the first step towards transformation now! [\[Link\]](#)

UNLOCK YOUR INNER PEACE AND GET RID OF ANXIETY WITHIN 50 DAYS

Ever sat in a cozy therapist's chair, pouring out your heart, hoping for a glimmer of relief, only to hear the same tired old advice?

“Try meditating,” “Write your thoughts down,” “Focus on your breathing.”

Those phrases are like a one-size-fits-all sweater—comfortable for some, but hardly comforting for you. You're craving something deeper that touches not just your ears, but your soul. **That's where I come in, with a different approach.**

Reiki healing and hypnotherapy might seem unconventional for the uninitiated, but they work wonders alongside traditional therapies, like CBT and DBT, which have their perks but only scratch the surface of deeper issues.

Reiki asks for openness to its benefits, offering real relaxation and calmness, becoming your secret weapon for managing stress and tension.

Similarly, hypnotherapy requires openness in delving into the subconscious, a deep conversation with your mind.

Hypnotherapy might not be everyone's cup of tea, but imagine a one-on-one conversation that offers an upgrade for positive thoughts that empower you to feel calm and in control when life throws its surprises.

Together, they're a dynamic duo, guiding you back to relaxation with reiki and helping you keep that energy going with hypnotherapy's reframed thought patterns.

I'm Tina Christoffersen, a licensed psychotherapist, certified hypnotherapist, and reiki master.

As for me, I once found myself navigating life's challenges without a roadmap to holistic therapy.

I took on a transformative approach from building trust walls and feeling ugly inside to forming meaningful connections with loved ones and embracing bright days of self-compassion.

After completing my undergrad at Old Westbury and my graduate studies at Stony Brook University, **I've been on a decade-long mission.**

I dedicate myself full-time to assisting people in building practical, goal-oriented coping skills through holistic therapy.

In my unique therapeutic approach, you and I journey through your experiences, blending proven techniques with personal understanding,

Helping you stop pretending you don't feel so overwhelmed by life decisions and feel like your mind and feelings no longer cloud your goals.

Also, to craft personalized coping strategies like prioritizing nutrition, exercise, and artistic or musical outlets.

My background in psychotherapy helped me understand the complexity of the human mind. Healing the brain is like piecing together a puzzle, finding just the right fit for each person.

When you and I work together, we'll tailor our approach to address what makes you, you. We'll blend psychotherapy with Hypno and Reiki to open doors to lasting emotional well-being.

Like many, I used to feel like I was navigating life with a weight on my shoulders. Anxiety seemed to rule every decision, and every interaction, leaving me feeling trapped and suffocated in a cycle of self-doubt and stress.

Back then, connecting with others outside my inner circle felt like a distant dream. Small conversations were nerve-wracking, and I found myself holding back, afraid to truly be seen.

Anxiety was like living behind a glass wall, always wanting to break free but never finding the courage.

Every day felt like walking through an emotional minefield, each step filled with uncertainty and fear. And no matter what I tried—diet changes, hobbies, hitting the gym—I felt like I was barely scratching the surface of my anxiety.

But then, something shifted. Initially skeptical, I questioned whether hypnosis could truly make a difference. But after just one session, I felt a weight lift off my shoulders.

The constant buzz in my mind quieted, and suddenly, I had space to breathe again. Finding hypnotherapy was like finding a light in the darkness, a glimmer of hope that maybe, just maybe, my self-confidence could blossom.

Reiki healing was also mind-blowing. A deep sense of relaxation washed over me after a session and stayed long after it ended. **Social gatherings became less scary, and my mood felt more balanced than ever before.**

These therapies aren't just about treating symptoms—they get to the root of anxiety, transforming it from the inside out. I challenged my negative thoughts and reclaimed control over my emotions.

Anxiety transformed from a raging storm to a smooth, manageable wave. Suddenly, connecting with others felt effortless, and tense arguments became a lot more solvable.

My healing journey wasn't an overnight transformation, but by continuing to work through my issues with reiki and hypnotherapy, I found my way back to myself. Life seemed bright again, filled with bursting possibilities and promise.

If you're tired of the dryness in your throat and tightness in your chest, if you've always had a feeling that life's got more in store for you than just fear of the unknown, then **maybe it's time to explore a different path.**

Together, you and I can unlock the power of holistic healing to help you nurture the sweet, little child version of yourself and build the ideal version you'd want to care for your beautiful children yet to come.

If you're ready to take the first step, let's embark on this journey together by learning more [\[Link\]](#)

THE TRUTH ABOUT ANXIETY THAT WILL EMPOWER YOU TO REWRITE YOUR STORY AND THRIVE

Anxiety's all about **perspective**, and my mind-body approach can help flip yours.

From feeling weak for wanting to talk through your life issues and guilty for not having them figured out yet, to honoring yourself and your feelings so that you more like your old, genuine self than you have in years.

But you've got to be open to the journey.

Reiki Healing Experiences:

"Tina's reiki healing was powerful. I felt the energy in her hands for hours!" - JG

"My first reiki healing with Tina was amazing. She asks questions to get to the root of the problem. 10 out of 10 will be going back!" - Anonymous

During our reiki session, you'll find yourself in the cozy comfort of a private, tranquil room as I gently move my hands over your body. What I'm aiming for here is simple: **stress reduction**.

My hands gently moving over your body trigger your natural relaxation response as gentle touch triggers the release of feel-good hormones like **serotonin and oxytocin** while curbing the production of stress hormones like cortisol.

The result? You feel more relaxed, more at ease.

So, while you and I chat about your background and any questions you may have, know that it's not just your anxiety that will start to ease after the first session, your perception of holistic practices will shift too.

If you're the skeptical type and see holistic therapy as nonsense, after settling in after a few sessions you will feel that there's more to life than what meets the eye.

Hypnotherapy Experiences:

"Tina has a soothing voice that makes it easy to go into trance! Plus the fact that she is a therapist can help when creating suggestions. I recommend!" -RS

Hypnotherapy taps into **neuroplasticity**, a process where the brain reorganizes itself, forming new connections.

As you and I get older, our brains get set in their ways. They're less open to change because **synaptic plasticity** starts to slow down. This means connections between brain cells get weaker.

By focusing on building healthy thought patterns and responses, we can tweak those brain connections in our favor. It's like training a muscle at the gym – the more you work at it, the stronger it gets.

With my soothing voice, I'll lead you into a hypnotic state, **diving into your subconscious**, and spot and reshape the negative thought patterns we discussed in earlier sessions.

Sticking with these positive thought patterns and personalized coping skills will not only ease your anxiety but also build up mental armor against life's curveballs.

Reiki and hypnotherapy team up to tackle anxiety from different angles. **Reiki addresses energetic imbalances, while hypnotherapy identifies root causes.**

Not only treating anxiety symptoms but also fostering self-love, emotional regulation, and more rock-solid relationships.

It's time to rewrite your story. Schedule your session today and start your journey towards healing and happiness. [\[Link\]](#)

Here's what each service entails:

Reiki:

- Balance and boost your daily mood: I'll gently hover my hands over energy points on your body, promoting emotional balance through energy flow.
- Instant anxiety relief in our Reiki room: My soothing voice and gentle touch in our private, Reiki room will immediately trigger feel-good hormones.
- Inner calm with mystery: Address **energy imbalances** that mess with your mood, leaving your family wondering what changes you've made.
- A quick emotional reset tool: Easily book a reiki session whenever you feel like you could use your secret weapon against a hectic week.
- **All in a judgment-free space...** Plus some post-session recommendations for self-care to enhance relaxation.

Hypnotherapy:

- Uncover anxiety's roots: Discuss your challenges and triggers to become more aware of them when they present themselves.
- Positive rewiring: Enter a focused, hypnotic state to better open your mind to positive suggestions and get rid of negative thoughts.
- Confidence boosts for social ease: Strengthen your positive self-image, reducing fear of judgment, and feeling more relaxed in social situations.

- Resilience for life's challenges: Reframe negative thought patterns and **equip yourself with tailored coping strategies** like triggering calmness with vivid mental images.
- Tailored coping strategies: Discover even more personalized techniques fitting your personality and social environment.
- Enhanced communication skills: Boost your confidence, reduce self-doubt, and express thoughts and emotions more effectively to the people you love.

Reiki relaxes and Hypnotherapy rewires—a tag team for lasting mental health.

Let's break it all down:

- Energy Balance: Say goodbye to giant mood swings as you hit the reset button on your emotional balance and restore your sense of inner calm.
- Stress Reduction: Step away from overwhelming tension and unwind, creating a more peaceful mental state to better connect with others personally and professionally.
- Emotional Release: Decrease the cortisol production contributing to your anxiety and **increase natural oxytocin and serotonin through gentle touch** to nurture comfort and self-assurance.
- Root Cause Identification: Bid farewell to confusion and uncertainty as you delve into your subconscious, pinpointing and addressing your anxiety's core causes, and offering comfort and understanding to your inner child.
- Thought Reframing: **Shift away from self-doubt by consciously crafting new thought patterns**, replacing negatives with more empowering beliefs that lead to greater confidence and self-assurance.

- Empowerment: Get rid of panic attacks using techniques and tricks we'll discuss during our sessions, letting you finally take control of your mental well-being.

Hypnotherapy offers a unique approach that delves deep into the mind and **reinforces positive behaviors and mindsets**: 1 session (60-90 minutes for \$150)

Hypnotherapy Package: Dive into 4 virtual sessions (60-90 minutes each) for \$500 (Saving \$100 compared to individual sessions.)

Reiki healing offers a more holistic touch through a **non-invasive method of addressing anxiety or depression in a spiritual light**: 1 session (60-90 minutes for \$150), (30-45 minutes for \$100)

Reiki Healing Package: Experience 3 in-person sessions for \$375, **that must be used in a 3-month window**. (Providing a savings of \$90 compared to individual sessions.)

(Reiki may not be covered by insurance. but I've got your back with flexible pricing and payment plans. Your healing journey shouldn't be held back by money worries. Let's make it happen without breaking the bank.)

And for extra bonuses, **enjoy a free reiki-infused bracelet after your first reiki session**. More than an accessory, it's your daily reminder of inner calm and positivity outside the sessions.

Post-hypnotherapy, **enjoy a free audio recording** to help reinforce the transformative work that has taken place during our sessions.

Tuning in on past sessions can offer a fresh take, opening you up to newer positive perspectives. And don't worry, your info and recordings will always be private: **locked up, safe, and sound**.

Why book early? Easy:

1. Prime Pickings: Get the best time slots that suit your schedule.

2. Time Waits for No One: Every day you wait to book a session is a missed day of reiki and hypnotherapy magic.

The transformative benefits of emotional healing, anxiety reduction, and self-discovery are waiting...

Check out [\[Link\]](#) to learn more and let the transformative benefits of emotional healing, anxiety reduction, and self-discovery begin.

If you're still at a bit of a crossroads, consider this:

1. If you're hearing about Reiki and Hypno and thinking, "No, not my thing," that's totally fine. Holistic therapy isn't everyone's cup of tea and requires openness to bring results.

But hey, it's worth considering the possibilities in an approach many aren't even aware of. Ever wondered why managing your anxiety alone feels like wrestling with someone invisible?

Let's uncover why, together, and **get to the root of things**.

2. Maybe you're thinking, "I'll just figure it out on my own." And, that's understandable but being your own mental health guru can be rocky because you often get in your own way.

With me by your side, you and I will sidestep the isolation and overwhelm that often come with trying to figure out your healing journey alone and pinpoint those pesky anxiety triggers with clarity, leaving you with personalized tools, even if you decide to solo it from there.

Consider me your **shortcut to genuine relaxation and inner peace**.

3. So, if you're ready for a surefire path to healing, less anxiety, and stronger relationships, know that I'm here for you. Hit the button below, pick a date and time that suits you, and let's dive into your emotional journey together.

We'll tackle anxiety head-on and craft coping skills tailored just for you.

Less stress, more mental success. For a fast-tracked, guided mental health journey, **learn more here!** [\[Link\]](#)

Additional Testimonials:

"Very helpful, I had a family issue, and in a short time, things got resolved.
Recommended to family and friends." - TC

"Great listener, down-to-earth, understands day-to-day struggles." - JS

"Ms. Christoffersen helped me cope with years-long depression." - LR

"Tina is very understanding to talk to, and very understanding of the problems at hand." - AP