

Free Value: Sales Page Close for an online course for a physiotherapists to improve their skills:

4 questions below

Product is an online shoulder course for physios.

Analysis bellow.

unshakeable sense of confidence

Writing (comment bellow)

The price for this exceptional online shoulder restoration course is just \$99...But in reality you don't risk a penny.

Because we offer a three-month money-back guarantee...

If at the end of this course, you aren't able to listen to a patient tell you how they recently had surgery.

After practically ripping their shoulder to shreds.

And for you look them dead in the eye and reassure them with a calm sincere tone that oozes confidence....

"That's tough, but I know exactly how to get you fixed up".

Then going out and backing up that claim with expert clinical reasoning...

Masterful programming...

And a successful outcome to add to your resume.

Then we will refund your money instantly with absolutely no questions asked.

Or if for whatever reason (or no reason at all)...

You believe that what you've seen in this course won't give you the knowledge and skills you need to treat any shoulder patient who walks into your clinic (no matter how complex the case)...

Just send me an email at [email] for a complete refund.

So if you choose...

You'll receive our 43 years of combined experience in physiotherapy and fitness coaching.

All distilled, neatly packed into this course and promptly handed to you on a platter.

You'll also have access to all the tricks of the trade to fix any patient long-term.

Regardless of their age, gender, athletic ability or how badly they were injured...

Best of all? This comes out of my own pocket!

Am I doing this because I'm a philanthropist physiotherapist?

No, I'm doing this because even though I have an audience of 35k IG followers.

And thousands more beyond those who buy my services.

I am also extending this offer to each and every one of them to put my money where my mouth is.

So if I'm wrong, I run a serious risk of going bankrupt and will have to likely sell the clinic (I put my heart and soul into building from rubble) just for my family to survive.

But even though that's a very real possibility - IT WON'T EVER HAPPEN.

Why? Because the information you're getting in this course has cured a grand total of 3,569 patients shoulder injuries.

Creating unforgettable moments of electric joy that came from regaining their ability to enjoy life again.

It's the same information that's already helped hundreds of clinicians replicate the same experiences with their own patients.

It's also the exact information that allowed me to fund the building of my clinic in the first place.

At this point you might be thinking "but what if I can find the same information cheaper somewhere else?"

Listen, I've scrutinized countless "similar" courses and cross referenced them with the latest peer-reviewed research.

So I can tell you with complete conviction – there's nothing out there that even comes close to what we offer for physiotherapists looking to master shoulder rehab.

It's the best thing since Stuart McGill revolutionized back health.

Perhaps even...the biggest revelation in physiotherapy since the R.I.C.E. theory got turned on its head decades later by Dr. Gabe Mirkin himself.

We're not just talking about an educational experience here.

We're talking about completely evolving your physiotherapy expertise with the latest (and scientifically proven) shoulder methods out there.

It's an opportunity to set yourself leagues apart from your peers, paired with a 3 month guarantee.

Meaning, you truly stand to gain everything and lose nothing.

As a matter of fact...

I highly doubt you'll even think for a single second about getting a refund.

Once you actually see how clearly and effectively you can treat all your shoulder patients with this <insert mechanism>.

You might think I'm arrogant with how I speak about this course.

But when I've studied and worked my entire life to put together this system.

Watching it work time and time again.

I can only hold my tongue so much after seeing all the undeniable proof.

That's why I'm risking my entire livelihood.

Betting you won't have a single thought enter your mind about returning the course.

Because those who are truly serious about mastering shoulder rehab.

About building an untarnishable reputation as a master healer.

Will understand the brilliance of this system and TAKE ACTION.

Those who can't will continue trying to DIY their continued education.

Mentally masturbating with social media reels and Youtube videos.

Self-deluding themselves into believing this counts as upgrading their clinical reasoning and practical skills.

But for all those who recognize the value of a comprehensive and proven solution to shoulder rehab..

All you diligent physios and coaches who are willing to put in the time to work with the right system (for the right outcomes).

I extend this risk-free opportunity for the next 14 days.

As you can tell, I'm completely die-hard about this system.

But still, I'm a rational person...

And the law of probabilities states that I will **lose my clinic** if I leave this offer open forever (especially because of the internet trolls who want to tear me down).

So I'm only leaving the gate open for the next 14 days to those who are truly committed to gaining the ability to treat any shoulder injury (no matter how complex).

While I take on ALL the risk.

Sound fair?

The five questions macro: 

What is the goal of this piece of copy?

To push the reader over the edge and make them purchase.

What has the writer done to achieve this, why does it work? What can they do to make it better?

I have completely removed all the risk for the reader and given them a win win situation. This works because it removes any friction the reader might have when it comes to making the

purchase. To improve this I would make the lines flow better and remove any unnecessary lines. I would feel a sense of desire and trust that I am not going to lose out and therefore I should take an opportunity.

To take this a step further writer frames himself (me lol) as incurring the possibility of serious risk which makes the prospect of this opportunity even more inviting for this reader. Even taking it to the extreme. This works because it not only makes the reader feel the opportunity is even tastier, it creates a sense of trust in their mind because no fool would take this risk (losing their very ability to survive) they weren't dead sure of their claims.

What mistakes did they make? How can I fix this? How can I prevent myself from making these same mistakes again in the future?

- There are lots of grammar mistakes: To fix this I will proofread and correct any issues.
- Some of the lines don't flow from one another: To fix this I will proofread and ensure the lines flow from one another.
- The close section is extremely long considering the length of the sales page I am doing the section rewrite for: To fix this I can proofread the copy and delete any elements which are redundant or not needed.

What would I feel reading this?

- I would feel a sense of certainty that the products or the claims being made are true.
- I would feel a sense of desire to make the purchase because of the complete de-risk of the offer.
- I would feel a sense of engagement with the copy being written, I get the feeling that I'm having a conversation with another person because of the conversational tone and style of the writing itself.
- I would also feel a sense of confusion or disconnect from the writing in some parts where the lines do not flow and where there are pieces of the writing which have not been fully refined.

What lessons from the bootcamp are present?

- To reduce effort and sacrifice in order to make the proposition seem more valuable.
- To completely remove risk in order to remove the barriers preventing the reader from taking action.
- To do a two-way close where there are two options given to the reader and the one which is painted in the worst way is avoided and the one which is painted as the most lucrative or best way is taken.

The five questions micro (line by line):

What is the goal of this piece of copy?

What has the writer done to achieve this, why does it work? What can they do to make it better?

What mistakes did they make? How can I prevent myself from making these same mistakes again in the future?

What would I feel reading this?

What lessons from the boot camp are present?

The 4 questions you MUST answer before writing a single word:

1 - Who am I writing to? Who is my avatar?

Who exactly are we talking to?

Avatar

Name: Emily Bennett

Age: 32

Background and Mini Life History:

Emily graduated with a degree in physiotherapy about eight years ago. She initially started in a public healthcare setting but transitioned to private practice five years ago, seeking more autonomy and professional growth. Emily was always interested in health and fitness, which drove her into physiotherapy.

Day-in-the-Life:

Emily's days are usually packed. She starts early with some personal exercise, believing in the importance of self-care. Her workday involves seeing a range of patients, from athletes to elderly clients, each with unique challenges. She spends her evenings catching up on the latest research in physiotherapy and occasionally participates in online forums and discussions. Emily tries to balance her work with her personal life, often finding it challenging.

Values:

Emily values continuous learning and professional excellence. She believes in providing the best care for her patients and is always looking for new ways to improve her practice. Integrity and authenticity are important to her, both in her professional and personal life.

Outside Forces:

Emily feels the pressure of staying abreast with the latest techniques and research in physiotherapy. She also feels the influence of industry leaders and peers in her field, which sometimes adds to the pressure to constantly upgrade her skills.

Beliefs About Self and Problems:

Emily believes she is competent but sometimes doubts her ability to handle more complex cases. She thinks her current challenges stem from gaps in her formal education and the rapidly evolving nature of physiotherapy.

Blame for Problems:

She tends to blame the educational system for not fully preparing her for the real-world challenges in physiotherapy, particularly in handling complex patient cases and staying updated with the latest research.

Past Solutions and Failures:

Emily has attended several workshops and courses in the past but often found them lacking in practical application. She believes some of these programs failed to provide the comprehensive, hands-on experience she needs.

Evaluation of Solutions:

Emily evaluates new solutions based on their practical applicability, evidence-based approach, and recommendations from respected figures in the physiotherapy community.

Respected Figures/Brands:

She respects industry leaders like Mike Reinold for their practical, evidence-based approaches. Brands that offer comprehensive, real-world applicable training catch her attention.

Valued Character Traits:

Emily values determination, integrity, and empathy both in herself and others. She appreciates colleagues who are dedicated and honest in their practice.

Despised Traits:

She has little patience for arrogance or close-mindedness in professional settings.

Market Trends Awareness:

Emily is aware of the growing trend towards personalized, patient-centered care and the integration of technology in physiotherapy. She views these trends positively but remains cautious about adopting new methods without sufficient evidence.

2 - Where are they now? What are they thinking? What are they feeling? What are their dreams? Where are they inside my funnel? What's their level of sophistication, how problem and solution aware are they? What's their level of sophistication (don't say high, name products they are aware of)

They are currently on a sales page for an online shoulder course and have read down the close section.

They are thinking about taking this continued education course to increase their competence in treating shoulder injuries so that they can create better outcomes for their shoulder patients.

They think that they lack the proper information and skill necessary to diagnose, treat and fully rehabilitate their shoulder patients.

They feel a sense of being overwhelmed by the complex cases they don't have the answers to and a sense of inadequacy with themselves and a lack of confidence in their skill sets, and on a deeper level their status as a competent physiotherapist.

Physiotherapists feel that their formal education has not adequately prepared them for the practical realities of patient care, particularly in dealing with more complex cases.

Physiotherapists are looking for ways to improve patient outcomes and to stay updated with the latest research and advancements in their field.

They are aware of the growing trend towards personalized, patient-centered care and the integration of technology in physiotherapy. She views these trends positively but remains cautious about adopting new methods without sufficient evidence.

3 - What actions do I want them to take at the end of my copy? Where do I want them to go?

I want them to click the cta, go to the check out and purchase the course.

4 - What must they experience inside of my copy to go from where they are now to taking the action I want them to take? What are the logical steps that I need to guide them through to take them from where they are now to where I want them to go? (What things do they need to see, taste, feel, hear and believe to get there?)

You need to be crystal clear in your brain on the actual situation your reader is currently in.

You need to be crystal clear on their specific roadblocks right now.

Lack of confidence in their physiotherapy abilities which stems from not feeling fully equipped with the latest techniques, knowledge, or educational resources to effectively assess and treat patients.

"Overwhelmed"/"Swamped": Frequently used to describe the feeling of being inundated with complexities and challenges.

"Inadequate"/"Ill-Equipped": Commonly used to express feelings of not being sufficiently prepared or skilled.

"Frustrated"/"Stuck": Often used to describe feelings of being hindered or impeded in their professional growth or patient care effectiveness.

Fear of Professional Stagnation: Many express concern about not progressing in their careers, whether it's in terms of professional development, gaining recognition, or advancing in their respective roles. This includes fears of being stuck in a rut or not achieving their full potential.

You need to be crystal clear on the solution and the way it solves the roadblock.

Real-world application where they will be shown how to build progression, problem-solve common shoulder issues, use effective cueing to create success, and teach how to help people use their bodies more effectively to build strong and healthy shoulders.

You need to be crystal clear on how the product or the action you want them to take leads to that solution.

Buying the product means gaining access to a science and evidence-based step-by-step system. This system can be used with their own patients in clinics to achieve better outcomes. As a result of repeated success firsthand, they add this skillset to their repertoire and feel more confident and competent as clinicians.

Longing for Mastery and Expertise: Descriptions often reflect a deep hunger or thirst for knowledge and skills, conveying a sense of reaching or striving towards a higher level of competence.

Yearning for Confidence: The language used here often suggests a craving or deep need for stability and sureness in their abilities, akin to standing on solid ground after feeling unsteady.

Aspiration for Recognition: Expressions here tend to evoke a sense of climbing or ascending, indicative of a journey towards professional achievement and acknowledgement