

## Winner's Writing Process - Christina Molloy Sports Therapy and Beauty

Business Objective → Get more customers

The four questions:

1. Who am I talking to?

- a. Mostly women, small group of men too
- b. Early to mid 30s
- c. Slightly upper middle class

**d. PAINFUL CURRENT STATE**

- i. Dealing with discomfort and slight pain
- ii. Not being able to enjoy time with family or friends as much because of their pain or injury
- iii. Worried that they'll get sucked into lots of appointments that are expensive if they go for sports therapy
- iv. Worried about getting injured again
- v. Worried about getting misdiagnosed
- vi. Feeling sore and tight, chronic pain, tenseness and torn muscles
- vii. Dealing with work related issues and pains
- viii. Frustrated that doing basic daily things like holding a full kettle have become way harder to do

**e. IDEAL DREAM STATE**

- i. Pain free, they can move freely and do basic things a lot easier
- ii. Execrcising is now easier for them again and they have a wider range of motion
- iii. Better posture
- iv. They can enjoy days out with their family a lot more
- v. They would walk around with more confidence in their face
- vi. They'd be able to compete in their chosen sport again
- vii. Their partner notices they are in less pain now
- viii. They can go on long walks again and enjoy themselves better

**f. VALUES AND BELIEFS**

- i. How they evaluate a solution
  - 1. Reviews
  - 2. How qualified the person is**
  - 3. Customer service
  - 4. The fact that they considered that they just want to back to their sport and not recover from an injury
  - 5. General amenities like location, opening times, parking etc
  - 6. Fast responses
- ii. What they didn't like from other places

1. Rude staff
2. False marketing
3. Constant follow ups
4. Misdiagnosis and further injuries

2. Where are they now?
  - a. They are scrolling on social media in this case Facebook
  - b. Bored
  - c. Stage 4 market sophistication
  - d. Level 4 awareness - product aware since they know about my clients services and have probably booked with her at least once
  - e. Levels
    - i. Trust → high
    - ii. Certainty → moderate
    - iii. Desire → low
  - f. Current state
    - i. Bored, doomsscrolling through content on Facebook to pass the time in their living room
  - g. Dream state
    - i. Revitalised
    - ii. Pain free, they can move freely and do basic things a lot easier
    - iii. Exercising is now easier for them again and they have a wider range of motion
    - iv. Better posture
    - v. They can enjoy days out with their family a lot more
    - vi. They would walk around with more confidence in their face
    - vii. They'd be able to compete in their chosen sport again
    - viii. Their partner notices they are in less pain now
    - ix. They can go on long walks again and enjoy themselves better
3. Where do I want them to go?
  - a. I want them to stop scrolling
  - b. I want them to read the ad
  - c. Then I want them to click a link that takes them to a "services offered" page on my client's website
4. What are the specific steps in between where they are now and where I want them to go?
  - a. I want them to stop scrolling
    - i. Show picture of dream state
      1. Authority → showing company in professional photo giving treatment to a customer in need
      2. Attention → catches your attention since the colors look professional and it conveys competency
  - b. I want them to read the ad

- i. Further tease the dream state
  - 1. Use the desire to get rid of pain as a hook for the first line
- ii. Flip a common belief (deep tissue massages aren't just for pain relief)
- iii. Mention how they actually get you the specific benefits you want
  - 1. I.e being pain free in one or two days, less stress, more mobility etc
- iv. Call out dream state again
  - 1. The desire to be in the best shape of your life
- v. List four benefits of product that the customer wants
  - 1. Less stress, more flexibility etc
  - 2. All linked to what the customers core desires are
- vi. We're here for you
  - 1. Mention a minor piece of social proof to remind the reader why they should book with the company - something like awards won, famous people treated, etc

c. Then I want them to click a link that takes them to a "services offered" page on my client's website

- i. Basic CTA
- ii. List of locations my client serves

## **OUTLINE FOR COPY BELOW**

Still dealing with that annoying neck pain?

Here's why you don't have to put up with it for much longer.... 

You've probably thought that sports therapy treatments are just for injuries or athletes. They're not.

It's for absolutely anybody that wants to relax the tension in their body, have a better range of motion, or simply get rid of that nagging pain — fast.

Imagine picking up your kids from school without feeling that pain in your neck,

Taking a long walk without that annoying ache in your legs,

Or getting through a tough day at work without that constant back pain.

This is what the right sports therapy treatment can do for you..

Our clients get the following benefits when working with us:

- Relief from pain after 1-2 sessions (on average).
- Increased flexibility. No more struggling to run or carry heavy shopping bags.
- Full body relaxation. Fantastic after a long day at work.
- Confidence to move without worrying about injuring something.

We're trusted by many popular athletes in the area. It's easy to find us in the Ardrossan Community Sports Hub, one of the most popular gyms in the area.

If you're ready to start living without aches and pains for good... Click below to explore our services and find the one perfect for you.

{LINK}

## **COPY TWO**

Are you sick and tired of those nagging pains you've got?

You don't have to suffer with them alone.

We help you stand taller, move without tenseness, and enjoy long walks in the morning again.

Picture walking into a room, posture straight, muscles relaxed. Not having to worry for a second about needing to sit down because your back is sore once again..

That relief is waiting for you once you book the correct sports therapy.

Here's what you'll gain from our treatments: 

- **Lift heavy objects without pain** – from shopping bags to weights.
- **Sleep better** without tossing and turning.
- **Loosen stiff joints** so you can move far easier, every day.
- **Relieve tension** in your back, shoulders, and neck quickly.

If you're ready to ditch those aches and pains holding you back...

Then click below to browse our popular sports therapy treatments. (LIMITED SPOTS AVAILABLE)

### **COPY THREE**

Want to move like you used to?

Whether it's recovering from an injury or getting rid of tight muscles,

Many popular local athletes trust us to keep them in top form. Now, it's your turn. 

Just one session could finally make sure you stop wincing everytime you bend to pick something up,

Which allows you to run faster, lift heavy, and move like you did before that damn pain kicked in.

Why keep waiting and hoping it will go away on its own? We target the source of your specific pain or issue so that you can:

- Improve your running stride with loosened hamstrings and calves.
- Lift weights or play sports without constant fear of re-injury.
- Increase your range of motion so squats, lunges, and stretches feel effortless.
- Reduce muscle fatigue for faster recovery after workouts.

In just one to three sessions on average, you'll start moving easier.

Learn more → [\(LINK\)](#)

  **LIMITED APPOINTMENTS**  