

Tao Of Marketing: Online Training

Celery Juice Detoxing

Business objective: Up-sale people who got the free value, through an email campaign, to buy an online training/tutorial for Celery Juicing Detoxing.

Winner's Writing Process

1. Who am I talking to?

- a. Men and Women who are dealing with health problems
 - i. Digestive system
 - ii. Skin problems
 - iii. Blood pressure
 - iv. Energy level
- b. Men and women who are interested in the mechanism of Detoxing (there are many variations available)

2. Where are they at now?

- a. Scrolling on their phone (Instagram, YouTube or Searching on the internet)
- b. Level of Market Awareness is 3-4
 - i. Level 3 Solution Aware (Call out the known solution, then offer the product as the best solution)
 - 1. They know that there are different solutions, but don't know what specific solution will help them solve their problem
 - ii. Level 4 Product Aware (Buy Now, Scarcity, Risk reversal, Social Proof, Crank Pain/Desire/Need)
 - 1. They know about the product and the detoxing mechanism. The planned strategy is to place the product as the best vehicle to overcome the mechanism using:
 - a. Risk reversal
 - b. Social proof
 - c. Crank desire/need
- c. Level of Market Sophistication is 5 (Market is tired of your claims)
 - i. To capture the attention, use:
 - 1. Experience play
- d. Current state
 - i. Tried conventional medical care, but could not provide the looked for solution. (somewhat accepted their current situation and live with it, even though they are somewhat bothered by their health issues)
 - 1. Maslow's Hierarchy (Level on the Hierarchy: Safety Needs)
 - ii. Don't know what's causing their health issues
 - iii. Might have heard about Celery Juice Detox

1. Don't really know what Celery Juice Detox does to the body
2. Lack the knowledge how to properly start (Information I got from my client)
- iv. Don't have the time to do extensive research about Celery Detox Juice (Information I got from my client)
- v. Might have questions how long it will take to see the results
- vi. Might know a little bit about side effects that Celery Juice Detox can cause
- vii. Health→ Alternative Medical Care
 1. Opportunity
 2. Community
- e. Dream State
 - i. Mirror of their current state
 1. Healthy
 - a. Good blood pressure
 - b. Digestive system works well
 - c. Body weight (Extra possible benefit)
 - d. Brain fog is gone (Extra possible benefit)
 2. Energetic
 3. Better/Good skin condition
 - a. Higher self-esteem
 - b. Confident
- f. Solution
 - i. Have significantly more knowledge on how to maximize the effects and benefits of Celery Juice Detoxing
 1. Knowing the basics how to properly do the Celery Juice Detox
 2. Knowing what needs to be done to have as minimal side effects as possible
 3. Knowing after what time to expect the results
- g. Product
 - i. Video tutorial teaching you how to best perform the Celery Juice Detox
 1. Information from multiple books
 - a. Celery Juice by Medical Medium
 - b. Liver Rescue by Medical Medium
 - c. Medical Medium (Name of the book)
 2. Instruction videos on how to properly prepare Celery Juice
 3. Additional information
 - ii. Price €35.00
- h. Current desire
 - i. Overall score of the desire for the product, estimated 4/10→
 1. (WHY?) If they could have someone else take the effort to do the research for them
 - ii. Overall score of the desire for Celery Juice Detox, estimated 4/10→
 1. (WHY?) They might have read or heard about the taste, side effects, preparation

- i. Belief in idea/solution
 - i. Idea that the Celery Juice Detox mechanism works, estimated 8/10→
 - 1. (WHY?) tons of social proof on the internet, social proof of celebrities, social proof of other patients who experienced results
 - ii. Idea that the product will help them get the results, estimated 3/10→
 - 1. (WHY?) It's nice that all information comes in a compact form, that allows you to start quicker in the correct way and get the desired outcome. But there is no such product available on the internet.
YouTube is the first thing to check when doing research.
YouTube is full of "my experience" vlogs/video's
- j. Trust in company
 - i. Trust in company when target audience comes from Instagram, estimated 1/10→
 - 1. (WHY?) Company is not well known and has 8 followers
 - ii. Trust in company when target audience comes from YouTube, estimated 5/10→
 - 1. (WHY?) Practitioner shares who he is and his experience with Celery Juice Detox
 - iii. Trust in company when target audience comes from Google, estimated 6/10→
 - 1. (WHY?) Ranks No. 2 on Google when searching for Celery Juice Detox (No. 1 is a company that sells Celery juices)

3. What do I want them to do?

- a. Stop scrolling on Instagram/YouTube and consume content
- b. Click the CTA to the free value
- c. Go to the site
- d. Exchange their information for the free value
- e. Consume the Email Campaign
- f. Buy the Online Tutorial for €35 (or buy freshly made Celery Juice→ offer will be given at the last mail)
 - i. To do this, we have to
 - 1. Create and boost Trust and Authority
 - 2. Boost the certainty/logic by highlighting the benefits of the idea
 - 3. Create and boost the Desire for the Online tutorial
 - a. discouraging by mentioning
 - i. The actual information that needs to be consumed
 - ii. The time it takes to do your research
 - iii. Trails and Errors you need to go through before you find the correct balance
 - b. highlighting
 - i. Information the consumer will receive
 - ii. All the heavy lifting has been done
 - iii. Easy form to educate the consumer

- iv. (Joining the community, where you can join ask additional questions and share your story)

4. What do they need to experience/think/feel to do that?

- a. Stop them from scrolling
 - i. Create intrigue
 - 1. Use of image/video containing
 - a. Photo of Celery (Juice)
 - b. Infotainment video where the practitioner explains
 - i. Reason why he did Celery Juice Detoxing
 - ii. Experience with Celery Juice Detoxing
 - iii. Benefits of Celery Juice Detoxing
 - ii. Read the copy (if it's a photo)
 - 1. Approach 1
 - a. Headline (capture attention)→Use captions, best performing Instagram posts start with a question
 - b. Explain how it benefitted them
 - c. Mention their problems and also trials and tribulations
 - d. Reasons why to continue after the dream state has been reached
 - e. Add desire by mentioning the access to the ingredients
 - f. Asking why the reader hasn't started (recommendation)
 - g. Mention there is more information available for free
 - 2. Approach 2
 - a. Headline (In captions to capture attention)→ again the question mechanism
 - b. Give value by sharing information what Celery Juice need to overcome to be potent
 - c. Give recommendation
 - d. Create more desire by adding more value→ highlight the benefits
 - e. Mention there is more information available for free
 - iii. Take action
 - 1. CTA→ Check link in bio
- b. Get from Instagram, Youtube, Google
- c. Go to the landing page/opt-in page
- d. Exchange information for Free Value
- e. Receive Email Campaign
 - i. Intro mail
 - 1. Value Email
 - a. Teach about what causes health issues (according to different books of medical medium)
 - b. How your body gets rid of toxins
 - c. Spark curiosity by hinting that I share a specially made PDF with people who are truly dedicated to becoming healthier.
 - d. Tease what the reader will receive in the coming mails

- e. CTA to YouTube or PDF sharing a deeper understanding on how health issues are created
- ii. HSO mail
 - 1. Create authority
 - a. Explain why you offer this online tutorial for Celery Juice Detoxing
 - b. Explain how I came up with the idea to make an online tutorial for Celery Juice Detoxing
 - i. During my own experience, I had to
 - 1. Study/Read
 - 2. Try and fail
 - 3. etc.
 - c. Explain how it helped others reach their dream state
 - 2. Crank up the trust gauge by adding some testimonials
- iii. Hard Sale
 - 1. Leverage the information consumed in the value email
 - 2. Link the information to their personal life
 - a. Busy lifestyle
 - b. Much information to research
 - c. Effort to find the correct sources
 - 3. Position the Online tutorial as the best product to use for the detoxing mechanism by explaining how it will teach you efficiently start and will help you achieve the dream state much quicker.
 - 4. Demolish all objections
 - a. Risk reversal
 - 5. CTA to the Sales Page
- iv. PAS mail
 - 1. Using the fear of not reaching the dream state because the reader has to do it on his own
 - 2. Increase the desire to reach dream state by amplifying the pain
 - a. Desire is, better digestive system, skin and overall health
 - b. Pain is, highlighting the trail and error you need to go through before you learn how to best start out with detoxing (it will take longer to reach the dream state)
 - 3. Present yourself as the savior who stretches out his hand
 - a. Comfort them by telling them they don't have to do this alone, that the company will help
 - i. Schedule a call
 - 4. CTA to schedule a call
- v. PAS mail (After a few weeks)
 - 1. Mention and acknowledge the effort it takes to make Celery Juice daily
 - 2. Hinting at one of the main issues why people fail
 - a. Consistency
 - 3. Offer the solution
 - a. Ready to be consumed Celery Juice

4. CTA→ Order your fresh batch of Celery Juice
 - a. Landing page explaining how it's prepared
 - b. Benefits of celery juice
 - c. Order quantities you want
 - d. Ingredients
- f. Buy the actual products/shop now (Online Tutorial)→ **Client already has this page**
 - i. To do that, we have to
 1. Boosted trust in company
 - a. Level 3 play (Call out solution)+ Dreamstate + (Level 5, experience play)
 - b. 30 day guarantee
 - c. Personal advice
 2. Boosted belief in idea
 - a. Providing valuable information to better understand the product's mechanism
 3. Connected product with their current desire
 - a. Highlighting the benefits of using the products and how it will contribute to acquiring the dream state
 4. CTA→ Buy product
 - ii. Buy the actual products/shop now (Ready to be consumed Celery Juice)
 1. To do that, we have to
 - a. Boosted trust in company
 - i. Level 4 play (risk reversal and social proof)+ (Level 5, experience play)
 - ii. Testimonials
 - b. Boosted belief in idea
 - i. Link the amount of effort it takes to make Celery Juices
 - ii. How we produce it and store it (increase believe that the product still holds its potency when it arrives)
 - c. Connected product to dream state to increase desire
 - i. Stay consistent to reach your dream goal is made easier
 - ii. Mention the benefits of Celery Juice
 - iii. Guarantee that's freshly made
 - d. CTA→ Buy product (Order the amount you want)
 - iii. Top player site breakdown for Ready to be consumed Juices (Cilly Juices)
 1. Design
 - a. Biological vibe
 - i. Background photo contains vegetables and fruits
 - b. Fancy letterform
 - i. Cilly Juices
 - c. Product Photo next to text

- i. Photo of a batch of different types of juices they offer
2. Text to establish authority
 - a. Explaining briefly what detoxing is and how it benefits your body
 - a. Create trust
 - i. Mentioning that they are convinced that their product is something that the body needs to aid the body in its detoxification process
(Hey, we are here to help you become healthier)
3. Some highlights to establish more trust/likability and increase desire
 - a. 100% Biologic
 - b. Glass bottles, recyclable and good for the environment
 - c. Slow juiced, tasty and healthy
4. CTA
 - a. Compare the detox cures
5. Navigation buttons→ Take down Thresholds and increase Desire, Certainty and Trust
 - a. Detox Cures Cilly Juices
 - b. Benefits of Detox Cures
 - c. Start with detoxing
 - d. Why Detoxing
 - e. FAQ
6. Increase certainty by
 - a. Teaching the reader briefly about the benefits of detoxing
 - b. How it contributes to reaching the dream state
(Healthier body)
7. Product offers
 - a. 3 day cure €105.00
 - b. 5 day cure €175.00
 - c. 7 day cure €235.00
8. Increase desire by explaining what every cure package contains
 - a. 100% biological juices
 - b. Concentrated shots
 - c. Different types of biological soups
 - d. Biological herbal tea's
 - e. Extensive day programs
9. Some trust increasing again
 - a. 100% Biological
 - b. Glass bottles
 - i. Environmentally conscious
 - ii. Recyclable
 - c. 100% slow juiced
 - i. Tasty
 - ii. Healthy

10. Increasing the certainty and desire again
 - a. Explaining benefits of the Detox Cure program
11. Big picture of different detox juices in nature
12. Increasing desire some more
 - a. Healthy, our Cilly Juices Recovery program gives your body the rest to optimally use its recovery capacity.
 - b. All juices are fresh, organic and straight from the land. So you only get the best nutrients.
 - c. Vegan. Only vegetables and fruit, no unnecessary burden on the climate.
 - d. Variation. All the colors of vegetables of the rainbow, varied in composition and sophisticated recipe.
 - e. 100% organic.
 - f. Tasty recipes, delicious juices. That's what we stand for, with surprising and innovative flavors.
 - g. Slow juiced. Our juices are completely slow-juiced, so that the vitamins, minerals and fibers are optimally preserved.
 - h. Environmentally conscious. No unnecessary packaging material.
 - i. Glass bottles, which are infinitely recyclable and do not contain harmful microplastics.
 - j. Socially responsible, people help us in the production process from a sheltered workshop.
 - k. Frozen immediately after production so that nutritional values do not degrade.
 - l. No added sugars, water or other additives.
 - m. Comes with extensive information about the Cilly Juices Recovery Detox program, including the pre-tox and after-tox.
13. Social proof to increase trust
14. Increasing logic by explaining how to start
15. Increasing logic some more by explaining the different phases during the detox
 - a. Pre-tox
 - b. Cilly recovery days
 - c. After-tox
16. Photo of different Detox Juices in nature
 - a. creating a healthy/nature kind of vibe
17. Take down the desire threshold
 - a. Detoxing in a responsible manner
 - b. Create more trust in the company
 - i. We added a special manual to help you
18. Photo of a batch of Detox Juices
19. Taking the desire threshold down again

- a. Why detoxing is good for your body
- 20. Taking down the Logic threshold
 - a. What does Cilly Juice for you
 - b. How it will help you achieve the dream state
- 21. Take down the desire threshold even further
 - a. Mentioning the health issues it can reduce or eliminate
 - b. Mentioning that the side effects can be heavier if someone has an unhealthy lifestyle or uses medication
- 22. FAQ
 - a. Demolish objections
- 23. Social proof
 - a. Kiyoh (Money shot)
 - i. Score of 9.7/10
 - ii. 89 people recommend Cilly Juices
 - iii. 98% of the consumers would recommend us
 - iv. Score has been seen by 1363 people
 - v. Total recommendations

Instagram Copy

- iv. Create intrigue
 - 1. Use of image/video containing
 - a. Photo of Celery (Juice)
 - b. Infotainment video where the practitioner explains
 - i. Reason why he did Celery Juice Detoxing
 - ii. Experience with Celery Juice Detoxing
 - iii. Benefits of Celery Juice Detoxing
- v. Read the copy (if it's a photo)
 - 1. Approach 1 (structure of a post with 15k+ likes)
 - a. Headline (capture attention)→Use captions, best performing Instagram posts start with a question
 - b. Explain how it benefitted them
 - c. Mention their problems and also trials and tribulations
 - d. Reasons why to continue after the dream state has been reached
 - e. Add desire by mentioning the access to the ingredients
 - f. Asking why the reader hasn't started (recommendation)
 - g. Mention there is more information available for free
 - 2. Approach 2 (structure of a post with 18k+ likes)
 - a. Headline (In captions to capture attention)→ again the question mechanism
 - b. Give value by sharing information what Celery Juice need to overcome to be potent
 - c. Give recommendation
 - d. Create more desire by adding more value→ highlight the benefits
 - e. Mention there is more information available for free



Subject Line: Celery juice, really potent or just a hype?

You might have stumbled upon the trend around Celery Juice Detoxing.

How it helped people get rid of health issues such as eczema and digestive problems.

But what makes this simple green vegetable so special?

Celery Juice contains salts that aid the liver and digestive system to get rid of fungi, viruses and bacteria that cause inflammations and high acidity.

Its salts latch on to free floating toxins and pathogens and expels them safely from your body.

Resulting in a healthier body with less harmful fungi, viruses and bacteria.

I share a free PDF with everyone who is interested in better understanding the powers of Celery Juice.

If you are curious about Celery Juice and it's benefits, check the link in my Bio!

Intro mail (Provide value by showing road block, provide more value by sharing extra information)

1. Value Email
 - a. Teach about what causes health issues (according to different books of medical medium)
 - b. How your body gets rid of toxins
 - c. Spark curiosity by hinting that I share a specially made PDF with people who are truly dedicated to becoming healthier.
 - d. Tease what the reader will receive in the coming mails
 - e. CTA to YouTube or PDF sharing a deeper understanding on how health issues are created

Subject Line: How healthy is your body actually?

Your body fights a constant battle against intruders that are trying to make you sick.

This battle starts in the digestive system.

Fungi, viruses and bacteria create an imbalance in the digestive system.

Once there are more harmful bacteria, viruses and pathogens then it's supposed to be.

Your body weakens, and you'll experience infections and sickness as a result.

Fortunately, there are foods such as Celery that can help your body expel these harmful toxins.

Of course, you can eat other healthy foods. However, not all "healthy" foods are actually good for your digestive system.

I've made a PDF where I share a deeper understanding on what actually happens in the digestive system and what best to eat to restore the balance.

In the coming mails, I will teach you more on how to get started as quickly as possible and get a healthier!

CLICK HERE, learn what happens in the digestive system and restore balance!

HSO mail (Shift values and beliefs to like and trust the company more)

1. HSO mail
 - a. Create authority
 - b. Explain why you offer this online tutorial for Celery Juice Detoxing
 - c. Explain how I came up with the idea to make an online tutorial for Celery Juice Detoxing
 - d. During my own experience, I had to
 - i. Study/Read
 - ii. Try and fail
 - iii. etc.
 - e. Explain how it helped others reach their dream state
 - f. Crank up the trust gauge by adding some testimonials

Subject Line: A quicker way to start an effective Celery Juice Detox

I could keep recommending as much as I want, but it's too much!

A few years ago, I didn't feel that fit.

So a colleague advised me Celery Juice Detoxing to become healthier and feel better.

I spent hours reading books and searching the internet to understand the effects of Celery Juice.

After experiencing the benefits myself, I started recommending Celery Juice to my clients with the exact information sources.

However, during the conversations with my clients, I noticed one common thing.

It was too much information and no time for research.

I mean, who wants to study after a long workday.

So I wondered what if I gathered all information from the recommended sources and made a video tutorial, teaching everything they need to know.

Now, I offer this online tutorial to clients that I recommend Celery Juice Detoxing.

All these clients have a healthier body and happier life!

(Testimonials going to be added underneath the copy)

Hard Sale mail (Drive the reader to the sales page and buy the online tutorial)

1. Hard Sale
 - a. Leverage the information consumed in the value email
 - b. Link the information to their personal life
 - i. Busy lifestyle
 - ii. Much information to research
 - iii. Effort to find the correct sources
 - c. Position the Online tutorial as the best product to use for the detoxing mechanism by explaining how it will teach you efficiently start and will help you achieve the dream state much quicker.
 - d. Demolish all objections
 - i. Risk reversal
 - e. CTA to the Sales Page

Subject Line: Maximize the effectiveness of Celery Juice Detoxing

Everyone can start with the Celery Juice Detox.

But to maximize its effect, a deeper understanding of the process and a lot of trail and error is necessary.

Speaking out of experience, I know that it takes time and effort.

That might sound like a big sacrifice due to your busy lifestyle.

So, why invent the wheel again?

You can quickly and easily learn to understand Celery Juice Detox on a deeper level and get a flying start.

The Online Tutorial Celery Juice Detox will teach you all you need to know with a few simple videos.

Not only will you learn how to start properly, but you'll also discover how to minimize side effects and maximize effectiveness!

Relieving you of time-consuming research and annoying trail and errors.

Maximize the effect of your Celery Juice Detox process and heal your digestive system, skin and more!

[Click here to get the online tutorial Celery Juice Detox!](#)

PAS Sale mail (Get them over the Threshold)

1. PAS mail
 - a. Using the fear of not reaching the dream state because the reader has to do it on his own
 - b. Increase the desire to reach dream state by amplifying the pain
 - i. Desire is, better digestive system, skin and overall health
 - ii. Pain is, highlighting the trail and error you need to go through before you learn how to best start out with detoxing (it will take longer to reach the dream state)
 - iii. Present yourself as the savior who stretches out his hand
 - c. Comfort them by telling them they don't have to do this alone, that the company will help
 - i. Schedule a call

Subject Line: Trail and error is part of the process, but it doesn't always have to be

Sometimes in life, we have no other option than to try and fail to develop.

This doesn't always have to be the case.

Sometimes you can skip this phase by learning from others.

That's what I'm willing to offer you, unless you prefer to do all the effort by yourself.

If that's the case, good luck! But if you wish to become healthier faster, this is what I have for you.

I already did all the research on Celery Juice Detoxing to help you, but something is holding you back.

Maybe you're unsure or still figuring out where to start.

Regardless of your motivation, I want to help you!

I know trying new things can be difficult at the beginning.

All you have to do is book a call, and I will give you tailor made advice.

So you can start experiencing the benefits of Celery Juice Detoxing yourself!

[Click here to book a call for tailor made advice on Celery Juice Detox!](#)

PAS mail (Promote for a new product offer related to Celery Juice Detox to increase sales)

1. PAS mail (After a few weeks)
 - a. Mention and acknowledge the effort it takes to make Celery Juice daily
 - b. Hinting at one of the main issues why people fail
 - i. Consistency
 - c. Offer the solution
 - i. Ready to be consumed Celery Juice

Subject Line: Consistency is key, Celery Juice Detox made easier NOW!

Making Celery Juice is a whole task.

Cleaning and cutting the celery, juicing, cleaning up again, etc.

Most people stop after a while because of consistency, and for a good reason.

Who wants to wake up earlier to make a juice and clean up the mess afterward?

I want you to succeed in becoming healthier, that's why I want to relieve you of this chore.

By producing Celery Juice for you, you can stay consistent and fully focus on the Detox process and its benefits.

All you have to do is order the amount you desire.

I will produce the Juice and send it over to you!

By freezing and storing the Celery Juice, it won't lose its nutritional benefits.

So when you drink it, it's like you just juiced it yourself.

Experience the full Detox process by staying consistent, order your fresh batch of Celery Juice.

[Click Here to get your Freshly made batch of Celery Juice!](#)