

Sciatica Sales Page WINNER'S WRITING PROCESS

Business Objective: 25% Conversion Rate

Context for the Copy Review

Hey G, this is a full on sales page for a new product I will launch with my client (a physical therapist)

I've been putting in the work - full on winner's writing process and multiple evaluation + revision loops. Now I'm confident that this will page will achieve the business objective

I will send this to my client tomorrow, then we revise the copy until he likes it as well and then we will attack the design + setting up the website.

Currently my client is teasing the launch of a new online course on his instagram (80k followers)

So the people who will read this page on launch day will have a pretty high trust level, since most of them watched my client's content for a very long time.

100 pushups rumble video: <https://rumble.com/v57jzhx-aikido-review-190724.html>

Client socials: <https://www.instagram.com/lieb.andi/>

Funnel: IG Story -> Website

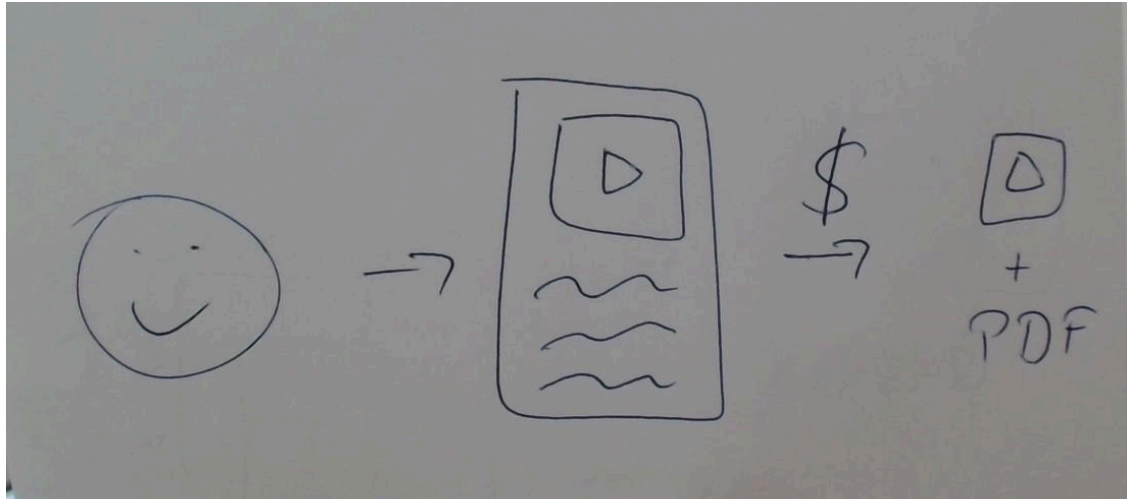
My copy's weakness and how I think I should improve it

Guarantee

- I looked at a bunch of top players in the health niche and tried to apply many different variations of guarantees for this product. But they all sounded weird and didn't make that much sense, so I decided not to include one. Is a guarantee something I should definitely include or can I leave it out? I think I can leave it out.

WINNER'S WRITING PROCESS

DISCLAIMER /// My copy is translated from German to English, so please focus on the subtext that is communicated. Thank you for your review!



1. Who Am I Talking To?

- Target market: People over 30 with sciatica pain/ piriformis syndrome
- Dream result: Be pain-free, get rid of restrictions
- Best customers: Office workers, people with herniated discs

2. Where Are They Now?

- **Current State**
 - "I am limited in my movement and daily activities."
 - Sciatica: "I have sharp, burning pain in my lower back, buttocks and leg that gets worse when I sit, bend, cough or sneeze." "I constantly have an unpleasant pulling and burning sensation and tension." "I can no longer bend and lift my leg properly and it is often numb and stiff."
 - Piriformis: "I have deep, sharp pain and cramps in the buttocks area that radiate into the leg but rarely beyond the knee. They get worse when I sit, climb stairs, walk for long periods and press on the area."
 - "Unbearable pain" "Nobody could help me" "The pain kept me from sleeping" "I could hardly sit without pain" "The pain kept coming back, often suddenly" "Annoying and exhausting" "Major side effects of painkillers"
- **Dream State**
 - "I am pain-free again and have no more restrictions!"

- "I feel young, free and full of energy again." "I can return to my normal life" "I have solved my problem not just in the short term, but in the long term."
- "I wanted to finally get rid of the persistent pain" "I hardly feel anything anymore!" "I can sit in the office for 8 hours without pain again!" "Huge improvement in quality of life" "No more fear of sick leave" "I have hope and have been able to stop taking the painkillers"
- **Values and Beliefs**
 - Belief: "The pain comes from age." "I can't do anything about it." "Inevitable." "I've accepted it, I can't get rid of it."
 - Blame: "I have to sit so much in my job." "I don't have an active lifestyle, I don't do any sport." "I feel left alone with my problem, the health system is letting me down."
 - Blame: "The doctors don't treat me individually, they're only interested in money, don't want to help me, only recommend temporary solutions like injections, operations and painkillers, I have to wait weeks for appointments."
 - Evaluate: "For me to believe something, it has to come from an expert, there have to be credible success stories of similar sufferers and it has to be scientifically proven."
 - Character traits: "I like optimism, kindness, compassion and smiles"
- **Roadblock, Solution, Mechanism**
 - Pain is caused by irritation and compression of the sciatic nerve
 - The solution is to stretch, mobilize and strengthen the muscles
 - This can be achieved with a routine of exercises
- **Market Analysis**
 - Problem aware, curious about unique solution I teased
 - Sophistication Stage 5 - Tired of everything
- **Levels**
 - Desire: 7/10 - "I really want to get rid of my pain"
 - Certainty: 3/10 - "I know that exercises can help"
 - Trust: 5/10 - "I have been following Andi on Instagram for a while and I like him."
- **Cost**
 - Price: Medium - 47€
 - Time: Medium - 5min read website & buy, 1h read ebook, 5min practice daily
 - Effort: Medium - Read everything, learn, daily exercises
 - Sacrifice: High - Could just go back to social media and scroll
- **Avatar**
 - Kerstin is 53 years old and lives in Regensburg. She works 35 hours a week in the BLWG office. She has been married for 25 years and has three children.

- Kerstin gets up at 6 a.m. to have a little time for herself and then has breakfast with her husband. She works from 9 a.m. to 5 p.m.
- After that, she likes to cook, listen to an audio book, walk her dog Emy, or spend time with her husband. She watches the news every evening and likes to talk on the phone with old friends or her children.
- Kerstin is friendly, happy, fun-loving and optimistic. She places great value on her family, likes to meet up with friends and go on trips.
- Her long working day with little exercise and the amount of time she spends sitting at her desk often means that she gets tension and pain in her back. She then has no energy for anything else when she comes home and because of her bad mood and terrible mood, nothing is really fun anymore, she can't really enjoy anything anymore.
- **Where they are NOW**
 - Kerstin went to the doctor to see where the pain was coming from and what she could do about it. There she was diagnosed with piriformis syndrome and was prescribed a lot of painkillers, but she doesn't want to take them.
 - She's currently sitting on her couch at home after a long day at work. She's scrolling through Instagram and seeing all the posts from her friends who are doing such great things while she's suffering at home. She's just sat down differently because her hip has started to hurt again.
 - Then she sees Andi's story. She's been following Andi for a while and likes the exercises he shares for free. She finds him likeable. In the story, Andi talks about how he has developed a new program that helps people with piriformis syndrome to become pain-free again.
 - Kerstin is happy and very hopeful because she believes that this program can help her. She's curious about how it's structured exactly and what this 3-F method is that Andi talked about.
 - "Okay, that sounds interesting. Andi is really giving me hope. I want to know more about this program and learn more about this 3-F method that Andi talked about. Can I really become pain-free again?"
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3. Where Do I Want Them To Go?

- **Specific Mini Objectives**
 - They stay on the page
 - They read through the page
 - They are interested in the product
 - They want to buy the product
- **Required Levels**
 - Desire: 9/10 - "Yes, I definitely want to be pain-free again!"
 - Certainty: 9/10 - "Wow, I really think this will work"

- Trust: 9/10 - “Andi, that sounds great, I trust you completely”
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- **What conversation do I want to trigger inside of the mind of my reader?**
 - “Andi, you are amazing! This new program is just perfect for me! I am really excited and really believe that it will help me to be pain-free again. Thank you! I will buy it right away.”

4. What Steps Do They Need To Take?

Specific Questions

- **How will I dominate in the current market situation?**
 - Call out problem -> show unique solution -> offer product as best form of the solution
 - Niche down: Back pain -> sciatica & piriformis syndrome
 - Create experience: Pamper the customer, solve problems the competition doesn't solve
 - New mechanism: Label/ reframe the solution -> 3-F-Method
- **How can I increase the perceived value of the product?**
 - Product: Video course (exercises) + bonus PDF (tips)
 - Dream Outcome: Become pain-free and get rid of limitations
 - Perceived Likelihood of Success: Evidence-based exercises, proven by studies, 3-F method, videos of the exercises, together with Andi
 - Effort/Sacrifice: No equipment required, can be done at home, handy text explanations and pictures of the exercises, varied routine
 - Time Needed: Only 5 minutes a day, exercises often bring immediate relief
 - BONUS - Knowledge, Prevention, Secret Tips, Success Stories
- **How can I label/ reframe the solution to trigger hope?**
 - The 3-F method combines the best stretching, mobilization and strengthening exercises to make you fit, flexible and free again quickly and effectively.
- **How will I get the attention of my reader?**
 - Opportunity: Be free of pain and get rid of restrictions
 - Threat: Have to suffer for the rest of your life
 - New: 3-F method is something you have never seen before
 - Safety: Health and work
 - Love and belonging: Trips with family and friends
 - Esteem: Feel free and strong, others say you look young and fresh
 - Self actualization: Proud of having overcome the pain
 - Leader: Position Andi as a leader

- **How will I make them curious?**
 - Contents Fascinations: Something they care about + small of info I can reveal (so it seems real) + info of the full picture/ more info I can allude to (to close the gap)
 - Not statements: Without medication, surgery or injections Every step : Tease the 3-F method in the headline and lead
- **How will I trigger their pains and desires?**
 - Trigger: Hope,
 - Visual: Everyday scenes in which they live without restrictions again
 - Kinesthetic: How it feels to be pain-free again
 - Where they are now: Connect with current state
 - Future Pace: Vivid Dream state vs. showing what happens when there is no action
 - Future Story: Experience reports Fascinations
 - Status: Compliments from work colleagues/friends
- **How will I show them the roadblock, solution and product?**
 - Reveal: The compression and irritation of the sciatic nerve causes the pain
 - Show: You have to stretch, mobilize and strengthen your muscles to become pain-free again. To do this, you need a routine of exercises
 - Connect: Video course (exercises) + bonus PDF (tips)
- **How will I shift their beliefs?**
 - Authority: State-certified physiotherapist with his own practice,
 - Proof: Studies
 - Social Proof: Testimonials, many followers on Instagram, reports of experiences
 - Will this work for me: Clearly state that it is individually tailored to diagnoses
- **How will I get them to take action?**
 - Exceed desire threshold: 3 vivid dream states (women target market)
 - Price anchoring: Good honest reason why discount
 - 3 way close: Forever pain, become pain-free, find information yourself that took Andi hundreds of hours
 - Handhold: Step-by-step instructions on how to buy, receive the course and then become pain-free -> full clarity, remove uncertainty/complexity

Outline

- **They stay on the page -> Headline Section**
 - **Call out problem**
 - Sciatica pain and piriformis syndrome
 - **Call out dream outcome**
 - Become pain-free and get rid of restrictions
 - **Tease solution that gets them dream outcome**
 - 3-F-Method
- **They read through the page -> Lead Section**
 - **Expand upon the headline**
 - Current state connection: Describe problems in more detail
 - **Make a big promise and trigger hope**
 - Vivid dream state Get rid of pain
 - **Establish credibility**
 - Patients in physiotherapy
 - **Open a loop about the solution**
 - 3-F-Method Fascination,
- **They are interested in the product -> Body Section**
 - **Reveal roadblock, show solution**
 - Sciatic nerve -> Not Statements -> Exercises -> 3-F method
 - **Connect to product**
 - The best exercises specifically for sciatica pain & piriformis syndrome
 - **Value equation + Experience**
 - All 4 parts + Experience together with And
 - **Inhalte des Ebooks**
 - Fascinations full Curiosity
- **They want to buy the product -> Offer Section**
 - **Testimonials**
 - Hope trigger, similar people like target market
 - **Recap the offer so far**
 - Big Value list price anchor -> Price
 - **Drive them over the edge**
 - Exceed desire threshold: vivid, hope, risk of not taking action
 - **Ask for the sale**
 - Handhold close: Step by step instructions
 - **FAQ**
 - Address remaining objections

COPY

For sciatica pain and piriformis syndrome

Find out how you too can get rid of your limitations with my evidence-based 3-F method



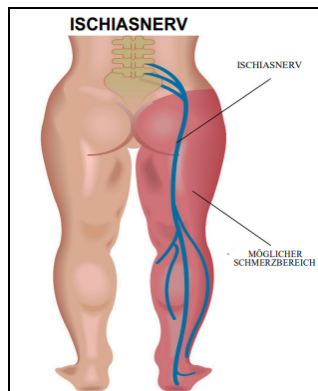
In my physiotherapy, I look after patients with sciatica and piriformis syndrome almost every day.

They often suffer for several months from the stabbing pain and restricted mobility that you may also be experiencing right now.

But my daily practice is not just about suffering :)

I also receive new thank-you messages every day from patients who were able to return to their everyday lives pain-free with my 3-F method.

Let me show you exactly what this 3-F method is and how it can specifically help you with sciatica and piriformis syndrome:



First, it is important to understand how the two nervous diagnoses arise.

The underlying cause in both cases is irritation and compression of the sciatic nerve.

To be pain-free, you have to reduce the pressure on this long nerve and relax the surrounding muscles.

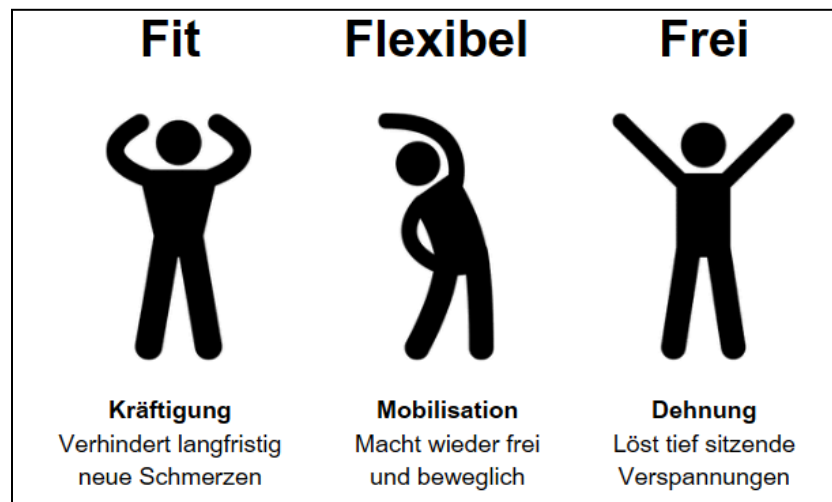
But what is the best way to do this? You probably know that painkillers or massages only help in the short term.

So how can you become pain-free in the long term?

In my practice, one treatment approach has always proven to be the most effective for all the patients I got to work with so far:

A special combination of exercises from the three areas of stretching, mobilization and strengthening.

I call this combination the “3-F method” because it makes your muscles fit, flexible and free again as effectively and quickly as possible.



This treatment approach has always been very effective, especially for patients with sciatica pain or piriformis syndrome.

And so that people outside of Regensburg can also quickly become pain-free again, I have created this course:



The 30 best exercises for sciatica pain and piriformis syndrome

Maximum effectiveness with the 3-F method!

- ✓ **Practical videos:** Do the exercises together with me :) I motivate you and explain everything you need to pay attention to.
- ✓ **Varied:** Receive a 4-week training plan that divides the exercises into a clear structure.

What makes this course so unique?

- ✓ **Simple routine:** All you need is 5-10 minutes a day. No equipment required, perfect for at home.
- ✓ **Evidence-based:** The high effectiveness for sciatica pain and piriformis syndrome has been proven by several studies.
- ✓ **Direct contact:** I will answer all your questions within 24 hours via Whatsapp or email

The best thing?

In addition to the video exercises, you will also receive my Sciatica & Piriformis Ebook.

There you will find out everything you need to know to get rid of your restrictions even faster.

See for yourself what is included:

Interesting knowledge

- ✓ Find out in a simple and understandable way how sciatica pain and piriformis syndrome arise and what distinguishes them.
- ✓ Learn which 3 other methods can help you relieve pain and relieve muscle tension in addition to the exercises.

Prevention

- ✓ Find out which 3 scientifically proven options significantly reduce the frequency and intensity of back pain in the long term.
- ✓ Get 8 easy-to-implement tips for your everyday life and workplace that reduce the pressure on your spine and thus effectively prevent pain.

Insider tips

- ✓ Learn 4 great “relax” techniques that have been proven to reduce your stress and thus relieve deep-seated muscle tension in your body.
- ✓ Get 8 nutritional tips that you can implement today without much effort to speed up your healing process.

Motivation

- ✓ Find out how a 30-year-old runner overcame his piriformis syndrome and was able to return to training without any problems after just 6 weeks.
- ✓ Find out how a 35-year-old construction worker with sciatica regained pain-free mobility and was able to continue his work without any restrictions.



Countless visits to the doctor or physiotherapist have done nothing to relieve or even get my back pain under control. If at all, it only lasted for a short time. With Andi, everything changed. His active approach has meant that I have been pain-free for several weeks.

- Maximilian G.



Excellent! Andi shows you great, simple exercises that you can integrate at home or into your everyday work routine with little time and without any material.

- Mia S.



Unbelievable. My mobility has improved dramatically in 1.5 weeks of training, I can sleep through the night again, I have joy in life again, and months of constant pain are a thing of the past. I learned exercises from Andi that I didn't know before.

- Sabine Z.



Andi explains everything very clearly and helps you at any time if something is unclear. But you have to do the exercises yourself at the end :-). Clearly recommended!

- Victoria L.

That was quite a lot :)

Let me repeat what you will receive to get rid of your pain and limitations:

My sciatica & piriformis course (value: €59)

☒ The 30 best video exercises and a 4-week training plan

Direct contact with me (value: €29)

☒ Personal answers to all your questions within 24 hours

My sciatica & piriformis ebook (value: €19)

☒ My best tips to get fit again even faster

That's worth over €100 in value!

**But can you really put a price tag on a life
without pain and limitations?**

Would you pay €99 to feel free and strong again, without the annoying pain that is currently plaguing you?

Or to return to your everyday life with full mobility, proud that you have finally overcome your problem?

Maybe you will even get a few compliments from your work colleagues and friends about how full of energy you suddenly are :)

**You can't weigh a life
without pain in gold**

It is important to me to help as many people as possible to be able to live a life without restrictions again.

And I would be delighted if you, too - instead of having to continue to suffer - would soon write me a thank you message to say how much the course has helped you.

That is why I have decided to reduce the price by 50% to just €47 so that everyone can really afford it

What do you think?

Is €47 worth it to be pain-free again?

If so, you can now buy the program using the yellow button below.

I will then send you an email directly with the PDF of the ebook, which also contains the links to the videos.

You can then start getting rid of your limitations step by step

**Get direct access to my
Sciatica and Piriformis course**

Plus my ebook with the best tips



Regular	Today
99€	47€

Sicher mit PayPal bezahlen

If you have any questions, please feel free to send me an email:
[email]

I'm looking forward to your success story

Best wishes

Andi Lieb

Andi Lieb

FAQ [not final yet]

Who is Andi Lieb?

"I work a lot in the office, will the course help me?"

"I had a slipped disc, will the course help me?"

I am over 60 years old, will the course help me?

Can I really become pain-free again?

How much time do I need for the exercises each day?