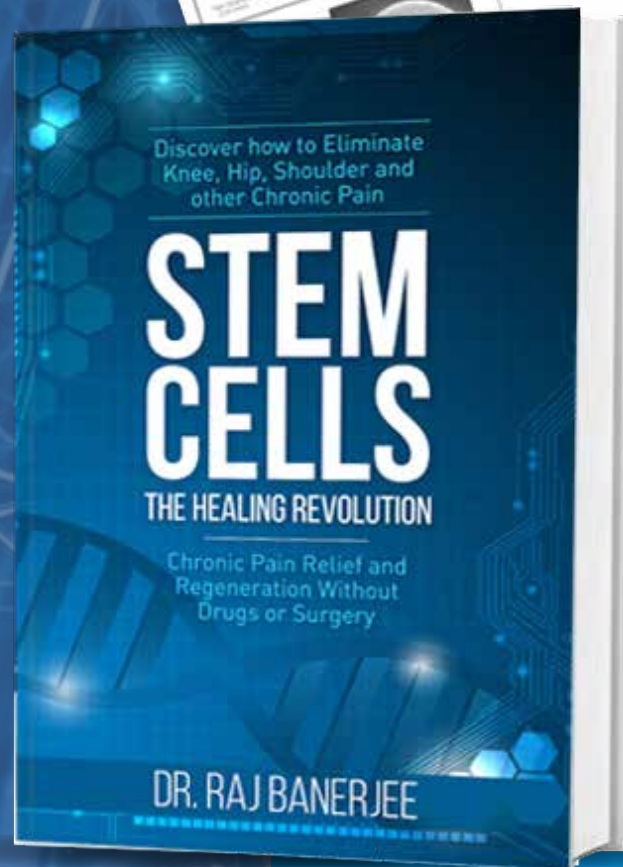


Stem Cell Book Offer

By Mike B.



Hey everyone it's Mike B. here again!

I'm back with another funnel breakdown with one of my current clients, Dr. Raj.

If you're in the health space, you're gonna wanna pay close attention to this one. And even if you aren't, there's still a lot of gold here.

Because this is a book funnel with a backend stem cell offer...

And we're scaling it like crazy on Facebook!

Let's get started with some ad creatives.

Ad Creative #1



This is currently our best ad creative, it's getting book purchases at \$26.11 which is a great front-end cost per acquisition (CPA) for us.

I'll explain this a little later when we go over the numbers in the funnel, but here are the other stats of this creative:

CTR: 2.93%

CTR (all): 8.23%

These numbers are extremely good for an ad. We look for anything over 1% CTR as a benchmark and this creative nearly triples it.

Plus the 8.23% CTR All means that a lot of people engaging with this ad are clicking to play the video, reading the long copy and clicking through. Typically a 3:1 ratio of CTR (all) to CTR is a good benchmark.

Alright let's break down the rest of this ad.

The headline:

FREESTEMCELLBOOK.COM

The #1 Stem Cell Research Book.[Free]

Shop Now

Just a straightforward offer headline. Typically with Free plus shipping offers, you just want to say the offer upfront.

Now let's look at this long copy.



Dr. Raj Banerjee

December 6, 2019 · 🌐

"The life she knew could have been at risk..."

This is an actual client from Dr. Raj Banerjee...

Mom's first knee surgery and now it's time to heal.

Mom always complained that she would like to jog, but her knees are too bad. Lots of pain and pain killers aren't doing the trick no longer.

A 80-minute walk around the block with my little sister and she came back with a swollen knee. So as we both already knew, it was time to pay the doctor a visit.

After seeing the doctor, he said, "At this point, this is practically bone on bone and what we can try is Corticosteroids", which is a injections of corticosteroid drug into your knee joint that may help reduce the symptoms.

This was the preferred choice for my mother because she wanted to avoid surgery altogether.

The issue was as time passed she kept getting more and more pain in her knee, and the swelling was preventing her from bending.

This stopped my mom from doing her morning walks.

She grew more upset at the situation due to having pain in her knee that is preventing her from being physically active.

After revisiting the doctor again, Dr. Asher suggested new prescriptions and physical therapy to help strengthen the knee in order to get my mom back doing her normal routines throughout her day.

Multiple times after coming home from studies, I would ask, "How did physical therapy go?"

Her response most time then not was painful.

Then my follow up question would go, "Are you taking your painkillers?"

She replied, "Yes. But they are not making me feel better. If anything it allows the pain to go away but after the painkillers wear off and the pain is really intense, I have to stay off my knee for the rest of the day. Which is hard to do since I have things I have to do."

It just seemed to get worse and worse in time.

Now going to a different doctor, and having the MRI.

The doctor suggested knee replacement surgery.

This was a big deal for Mom.

Knowing how long recovery is going to be, and what she wouldn't be able to do! This will completely change her life.

Even down the line after having the knee replacement, they would have to get it redone, which takes away from the healing process to put her back to the beginning to start the healing process all over again.

This was terrible!

*** My Mom said she can't, she rather go the route with no surgery which was injections that didn't really do much for her, but she was too terrified to get the knee surgery and didn't want to be cut and left scared.

5 months later her knee would get beyond swollen and the doctor said that she has to get surgery.

The next month we spend so much time talking to different doctors looking for a solution to prevent mom from getting the surgery, and how much that would impact her life but it seems like we were out of time and left with no option.

Mom couldn't push forward with the excruciating pain.

Finally after scheduling the surgery a week out mom was beyond terrified.

That same day she was at work, and one of her clients came in that she hasn't seen for at least a year.

Last time she has seen him, he had pains in his back that was pretty severe for him.

And now he looks better than ever. So she asked, "Hey you look great. What did the job?"

His reply goes, "I ran into an old college roommate and comes to find out he studies this new form of medicine called stem cell therapy."

He noted ever since his treating, a week after the session, he has been feeling better and better with no pain and gaining his life back.

<https://www.freestemcellbook.com/freebook>

Doing things doctors said he could no longer do.

He continued to educate my mom on the subject and comes to find out, doing all the injections Mom did with her knee doesn't just take away the pain for a short period of time, it speeds up the degenerating process of the bone which exposes it to more injury in the future.

The same week we found a specialist in stem cell therapy Dr. Raj Banerjee, a leading expert on health and wellness in St. Louis, Missouri.

After going in for stem cell therapy, the first week I started seeing instant change and improvement.

Her knee felt a whole lot better and within a month's time, she was back to doing her normal walks in the morning.

Its as if she never had a problem with her knees and I'm beyond happy we found this new form of medicine.

I've put together a FREE stem cell book for you that highlights:

- ✔What stem cell therapy is and the research conducted
 - ✔What benefits it has delivered and what stems cells target to improve.
 - ✔People who have gotten stem cell therapy and it made a huge impact.
- And much more...

Normally this book is \$24.95 on Amazon, but I want to give you this limited time offer, free!

All you have to do is click on the link below to get your free copy and just pay for the shipping and handling.

<https://www.freestemcellbook.com/freebook>

I really encourage you to put this ad copy in your swipe file. Instead of going straight to the offer here, we're using a hard-hitting emotional story from one of Dr. Raj's patients.

We're practically painting a picture of our ideal prospects current life with their pain...

Then we lay out the point of discovery (stem cells) and what their life looks like now.

At the end we present the offer. Notice how we didn't really have to sell the offer that much.

Goes to show what a really good emotional story can do.

Finally, let's look at this video:



Along with the long ad copy, we have a long video as well. This is an 18:32 min video and is primarily educational.

So in the marketplace there's 5 levels of awareness:

- Unaware
- Problem aware
- Solution aware
- Product aware
- Most aware

This is taken from Eugene Schwartz's classic book Breakthrough Advertising. And with this offer we're going after people who are problem aware and solution aware.

Most of our market doesn't know what stem cells are or what stem cell therapy looks like.

But they know they have a problem, but don't know how to solve it.
(Problem aware)

And some of them also know of solutions on how to solve their problem.
(Solution aware)

Maybe even some of them have heard of stem cells before too. (Product aware)

But most of our customers are at the problem aware or solution aware stage.

So this video educates them on the benefits of stem cell therapy and how it compares to the traditional methods.

And because we know that our prospects aren't happy with traditional methods (medications, surgeries, steroid injections)...

We can hit hard on those pain points and future pace how stem cells can help them avoid all of those things and get their life back.

And if you think people won't sit down for 18 mins to watch a video or read a 985 word ad...

Well the numbers speak for themselves.

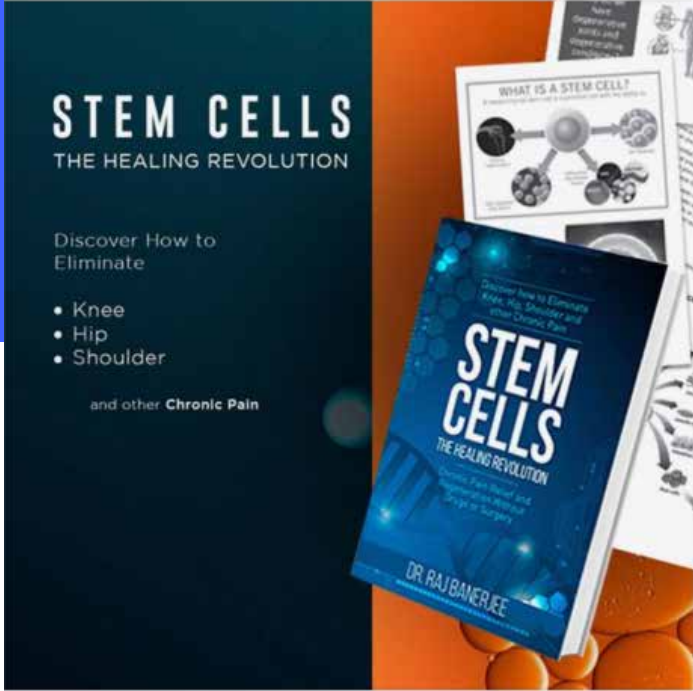
Ad Creative #2

Dr. Raj Banerjee
Sponsored (demo) · 🌐

Attention Men And Woman Above 50 Years Of Age, do any of these sound familiar...

😓 "Focusing on my health takes all my energy."

😓 "With so much contradictory information about my condition, I don't know where to turn or whom to trust."... See More



FREESTEMCELLBOOK.COM

The #1 Stem Cell Research Book.[Free]

Bringing new hope to chronic pain and chronic condition...

Shop Now

This is our second best creative right now. Just a typical image and it's getting us book purchases at \$41.98 each.

Now you might be thinking:

"Wait this is \$15 more than your first creative? Why are you still running it?"

Because we know our numbers on the funnel. And we can afford to spend \$41.98 for a book buyer. In fact, that's still profitable for us.

You'll get a better understanding when we go over the hard numbers for the funnel later on.

But here's the CTRs for this ad:

CTR: 1.65%

CTR (all): 4.08%

These are still good CTRs for us. And typically for image ads we look for a 2:1 ratio between CTR (all) and CTR.

So headline:

FREESTEMCELLBOOK.COM

The #1 Stem Cell Research Book.[Free]

Bringing new hope to chronic pain and chronic condition...

Shop Now

Again, we're using a straight to the point, offer headline. Don't need to do anything fancy here.

The image:

We like to include benefits in the text of image ads. It helps with stopping the scroll because the image is what your prospect will see first.

Let's go over this copy now. It's another long one.



Dr. Raj Banerjee

October 9, 2019 · 🌐

...

Attention Men And Woman Above 50 Years Of Age, do any of these sound familiar...

😞 "Focusing on my health takes all my energy."

😞 "With so much contradictory information about my condition, I don't know where to turn or whom to trust."

😞 "So many offering health treatments make promises, but don't explain why or how they work."

😞 "I want to feel better, but I struggle just to make it through the day."

😞 "If only I could heal as quickly as I could ten or fifteen years ago."

If you answer yes to any of these statements, hope is not lost!

The solution may be here for you.

How?

Get my Free book for a more in depth explanation but let's continue...

<https://www.freestemcellbook.com/freebook>

My name is Dr. Raj Banerjee, a leading expert on health and wellness in St. Louis, Missouri.

My health-care clinic, called Integrative Health Care of St. Louis, LLC, has been in practice for well over a decade, helping patients find healing and recovery from a whole-health perspective, and offering options unavailable to them in the mainstream medical system.

There are several major reasons why people suffer from chronic pain.

Here is one to focus on.

Their life is ruled by a schedule of pills or pain management therapies.

These are not solutions, they're band aids that keep their current condition from completely going away. People trusting these band aids are prevented from doing things they love with the people they love, it is time to do something different.

A typical process that a patient would go through looks something like this:

😞 Diagnosis: Find out what is wrong through a combo of patient history, doctor examination, and blood or urine testing.

😞 Further Testing: To pinpoint the specifics of the condition which can consist of X-ray, MRI, blood work, etc.

😞 Treatment: Medication is prescribed to subdue symptoms.

So whatever problems the condition is causing, be it pain, immobility, heartburn, high blood pressure, etc.

The patient is prescribed medications or treatments that dull the symptoms, instead of curing the condition.

What's worse is often whatever medications you are prescribed often have side effects that require additional medication to treat or mask.

It usually a stop-gap measure to maintain a certain quality of life.

😞 Surgery: When a condition worsens to a point of surgical necessity, you are actually looking at a very long recovery time after taking the risk of further complications worsening the condition, or no relief at all. Even successful surgeries leave at least the damage of a new scar behind.

😞 Monitoring the Condition: Requiring frequent follow-up with medical professionals, which is mainly closely monitoring the progress. (Especially with degenerative conditions, the only option is sometimes to watch patients lose their health).

The issue that is being experienced is the medical association are more focused on making money prolonging people's conditions instead of healing them.

As a doctor, I was taught to trust the science. It took a health-care crisis hitting close to home for me to realize our medical system is largely failing people.

Rarely do I see a patient who has only one issue, and the older they get, the more issues arise.

The trouble is, we are trying to fix our health problems with patches that can make the problem worse.

But what's really going on is we are speeding up our body's degeneration.

I had a very sick aunt who died at age 52.

It was labelled a diabetic stroke, but more likely, it was caused by a cocktail of medications prescribed to her for years on end.

Turned out, no one was really looking after her while she was alive, and when I found out the doctors had given my aunt the incorrect information, I knew she didn't have to die.

If only I knew what I know now, she would still be with us today.

So when I came across stem cell therapy, I followed the studies and read the research, I heard patient testimonials and saw the procedure in person, and the results were undeniable.

So, I made it my job to educate you, to allow you to make the best decisions to help your body heal.

My hope is to save as many people as possible from the same untimely and entirely preventable death as my aunt.

I believe in finding out what exactly is causing your pain, so that I can implement a therapy that promotes regeneration. In essence, it is about helping you be your best self!

Grab a copy of this free Stem cell research book, and find out what it can do for you!

<https://www.freestemcellbook.com/freebook>

Most people find, like I did, that stem cell therapy offers a chance of a lifetime to make a significant difference in the quality of life people experience.

This shortened version here, shows the broad symptoms from the tip of the head to the bottom of the foot and everywhere in between, that stem cell therapy can improve the following conditions:

- 👉 Knee pain
- 👉 Skin trauma and wound healing
- 👉 Joint problems
- 👉 Hip pain
- 👉 Cardiovascular issues
- 👉 Inflammation
- 👉 Diabetes
- 👉 Shoulder pain
- 👉 Thyroid issues
- 👉 Chronic fatigue
- 👉 Autoimmune deficiency
- 👉 Kidney function issues
- 👉 Spinal cord injury
- 👉 Nerve damage and disorders

Etc...

All of these are valid concerns that we go through in my book, Stem Cell: The Healing Revolution, where we are using scientific resources and research from previous patients' experiences.

The combination of the safety and regulation of the procedure, along with the proven ongoing health benefits, makes stem cell therapy a no-brainer.

So I delivered my promise to my patients.

Helping my patients live the life they want to live is my overall objective!

Whether they spend one dime with me or not.

For many years, I have watched patients with such bad degeneration in their lives, and all their doctors were recommending was surgery or pain medications.

My promise to my patients is that I will:

- 😞 Always continue learning about their condition and how to heal it.
- 😞 Work with experts in the field to provide the best options for my patients.
- 😞 Study the research behind stem cell therapy for the most advanced knowledge.
- 😞 Be open and honest with my patients throughout all encounters.
- 😞 Maintain a professional and comfortable environment.
- 😞 Provide multiple options for an overall healthier life.

I want to make sure people with these symptoms get the best help with the best guidance and information as possible.

I wasn't able to help my aunt in the process but I can help many of those with similar conditions.

For many people, they still have time to make the decision to seek out answers. It comes down to not allowing someone, even a doctor, to take away your hope.

Through this book, we are going to try to bring back some of that hope.

This is not about making any promises for quick-health, miracle fixes, even if some of our patient's testimonials suggest otherwise.

So hold off no more and get your copy of my Free Stem Cell book by clicking the link below.

<https://www.freestemcellbook.com/freebook>

So this copy formula breaks up into 8 parts:

1. Call out prospect
2. List out pain points
3. Introduce guru and credibility
4. List out traditional methods the market has tried
5. Throw rocks at those traditional methods
6. Benefits and what they'll learn in offer
7. Give reason why for discount
8. Call to action

Again, buyers read. That's why our CTR is over 4%. People are clicking see more to read this copy.

So don't be afraid to use long copy in your ads.

Ad Creative #3



This is one of our newest creatives and it's looking promising.

This ad is getting book buyers at \$24.58 and is doing the best in terms of CPA. Here's the other stats:

CTR: 2.63%

CTR (all): 7.32%

These stats are looking good, we haven't started scaling this ad just yet...

But I expect these numbers to be similar once we start raising the budget with this creative.

For the copy and headline, we're using the same copy from ad creative #2 and a proven headline. But let's go over the video here.


It's a short 5 min video of Dr. Raj walking around a park in St. Louis and he's leading this video with a story.

So the video breaks down into these 5 major parts:

1. Background story of Dr. Raj's parents
2. How it led to him discovering stem cells
3. What life looked like after his parents received stem cells
4. What they can expect in this book
5. Call to action

Again, we're seeing some good numbers on this ad right now before we start scaling.


Ad Creative #4

**Dr. Raj Banerjee**
Sponsored (demo) · 🌐

Attention Men And Woman Above 50 Years Of Age, do any of these sound familiar...

😊 "Focusing on my health takes all my energy."

😊 "With so much contradictory information about my condition, I don't know where to turn or whom to trust."... [See More](#)



FREESTEMCELLBOOK.COM
The #1 Stem Cell Research Book.[Free]
Bringing new hope to chronic pain and chronic condition...

[Shop Now](#)

We use a lot of our winning creatives on cold traffic as retargeting ones too.

But I just wanted to show you an example of a new creative we just launched for retargeting.

So for images, it's okay to have an image that has nothing to do with your offer. Sometimes you just need to stop the scroll.

But for this we wanted to use an emotional image to see how it does. Since a lot of our narrative is based around emotional stories of Dr. Raj's parents and experiences of other patients...

We wanted to test out a congruent image. So far...

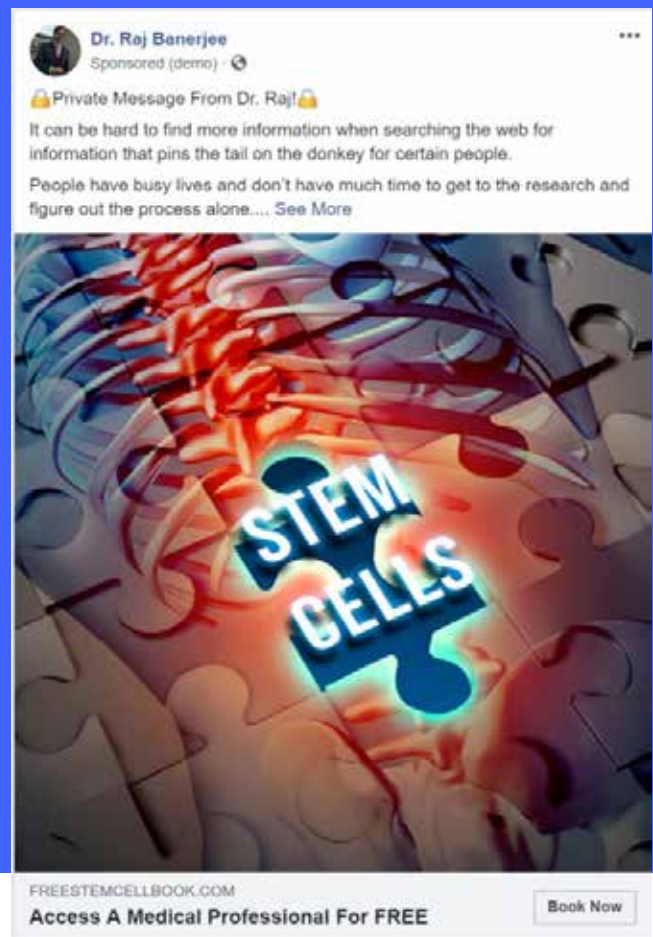
It's getting purchases for \$12.12 and the CTRs are:

CTR: 2.55%

CTR (all): 7.45%

So far, so good.

Ad Creative #5



Alright so this retargeting ad is for people who BOUGHT the book.

You'll see later on, but one of the upsells is a consultation call with Dr. Raj for \$120.

And on this retargeting ad we're getting people to book a call with an appointment setter to sell the \$120 consultation call with Dr. Raj.

Then once they're on the phone with Dr. Raj, he'll sell them on stem cell injections that range from \$5000 to \$10,000.

Again this is only for people who BOUGHT the book and DID NOT take us up on the \$120 upsell.

So far here's what the numbers are looking like...

We're booking calls for \$27.29 (this is a free call and then we sell them the \$120 one).

These numbers are really good for us. It means they only need to close about 1 out of 4 people to break even.

And then most of the revenue will come from the stem cell injections themselves.

CTR: 1.36%

CTR (all): 4.22%

CTRs are looking good as well, we're slowing scaling these ads but these retargeting ads will be the major money maker for this client.

The headline:

FREESTEMCELLBOOK.COM

Access A Medical Professional For FREE

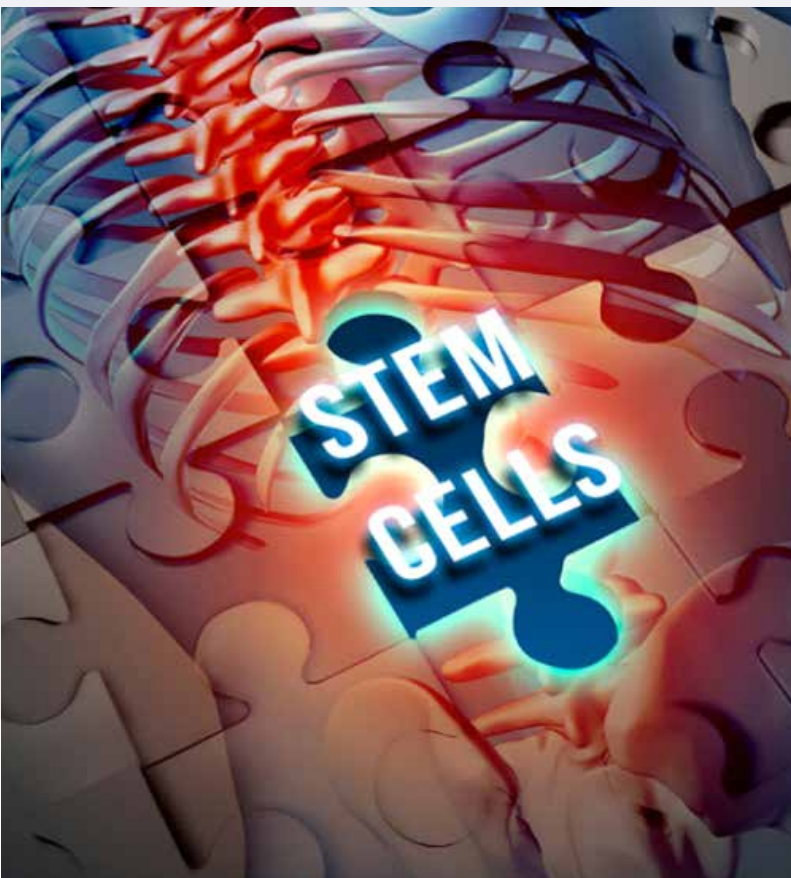
Book Now

On this call they're going to get in touch with someone from Dr. Raj's team (a stem cell liaison).

And while the goal is answer questions and educate the prospect, this team member will be responsible for setting the appointment for Dr. Raj.

So we make the headline pretty straightforward for what they can expect.

This is our best creative that we've tested so far. Again our goal is just to stop the scroll, so we have some creative pattern interrupt going on here.



Alright let's look at the copy.

Dr. Raj Banerjee
Sponsored (demo) · 🌐

🔒 Private Message From Dr. Raj! 📬

It can be hard to find more information when searching the web for information that pins the tail on the donkey for certain people.

People have busy lives and don't have much time to get to the research and figure out the process alone.

They don't know what to exactly search or where to search when it comes to needing a specific question answered.

Or a better understanding of the therapy process.

People can be nervous, due to already non-working methods they either have done or have heard someone else's result. As they sought to find a solution to their chronic pains.

My patients all felt the same.

So to make it easier I put together a quick video explaining a really good understanding of Stem Cells and FAQ that addresses certain curiosities people in pain have.

- ✅ It explains:
- ✅ How it helps.
- ✅ Top Questions.
- ✅ Is stem cells and tissue therapy safe.
- ✅ And do they work for everyone.

Also as a plus, I am giving a FREE One-on-One stem cell strategy consult! 🙌

<https://www.freestemcellbook.com/consult31567214>

Pain shouldn't ruin valuable moments or interfere with many people's lives.

It's noted that more people live with chronic pain than cancer, heart disease, and diabetes, combined!

It's more than 30 percent of Americans are living with some form of severe or chronic pains.

So quickly schedule a FREE One-on-One call with me, and start to regain the ability to be in control of the day! 🙌

<https://www.freestemcellbook.com/consult31567214>

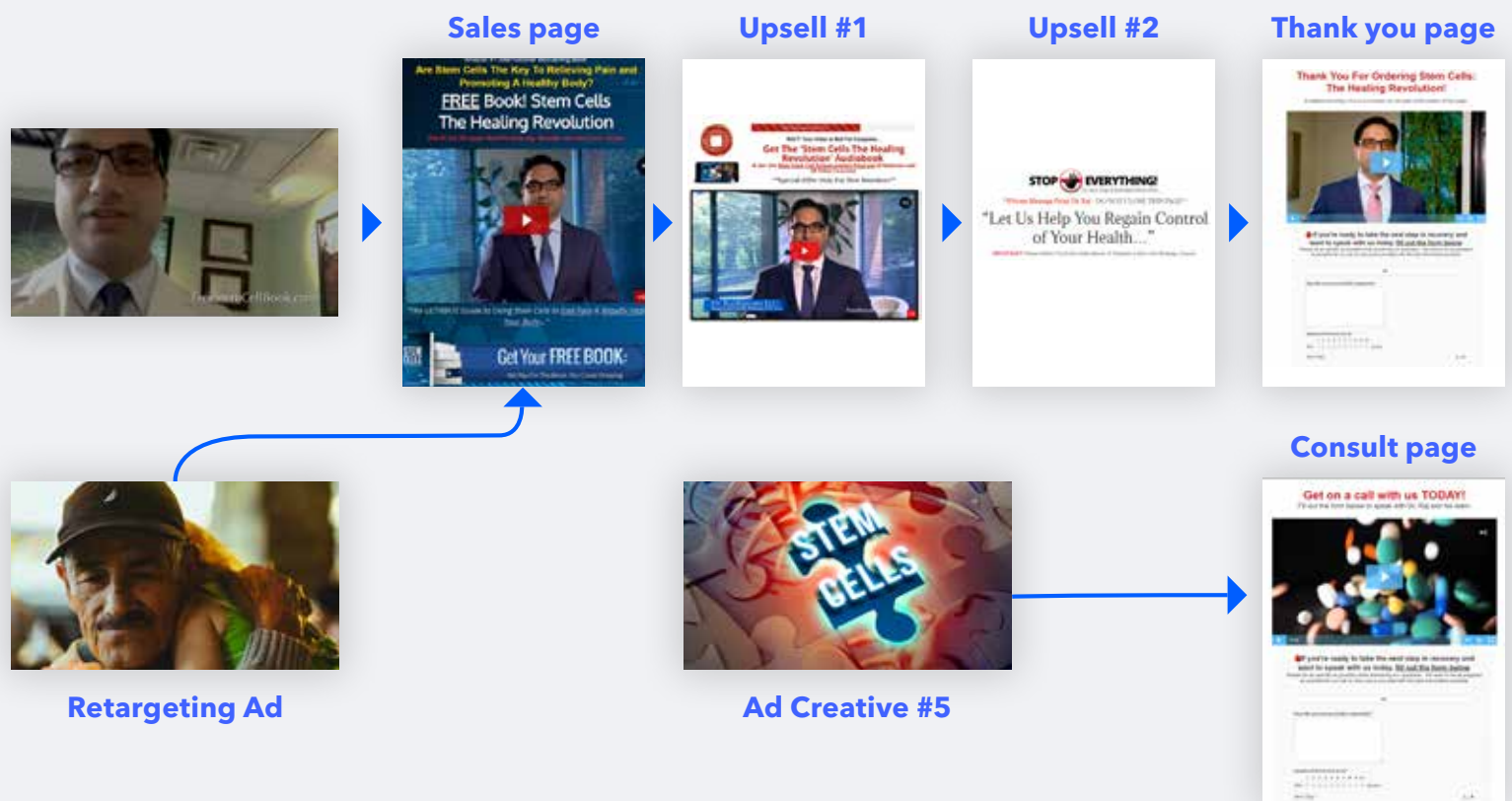
We're pretty much doing 3 things in this copy here:

1. Calling out the pain of prospect
2. Explaining the benefits of the offer
3. Call to action

We want to get one message across.

They should NOT be trying to learn this by themselves. And they don't have to.

The Funnel Overview



Sales page

Amazon #1 International Best-Selling Book


Are Stem Cells The Key To Relieving Pain and Promoting A Healthy Body?

FREE Book! Stem Cells The Healing Revolution

How To Get The Upper Hand On Knee, Hip, Shoulder, and other forms of pain.



"The ULTIMATE Guide to Using Stem Cells to End Pain & Rapidly Heal Your Body..."



Get Your FREE BOOK:

We Pay For The Book, You Cover Shipping

1 SHIPPING
Where To Ship Book?

2 YOUR INFO
Your Billing Info

Full Name...

Email Address...

Phone Number...

SHIPPING

Full Address...

City Name...

State / Province... Zip Code...

Select Country

→ Special Offer Click Here
YES! I Want This FREE Book Now!

*This retails for \$24.95, but we bought it for you! We just ask that you pay your shipping / handling to receive it (just \$7.95 in the USA and \$14.95 internationally). Your information is secure and will not be shared.

So here's a quick 101 on health claims on Facebook...

Facebook doesn't like claims that "cure" anything. And they don't like claims that promises a result in a specific amount of days.

For example:

"Lose 10 lbs in 10 days with this special method"

So we had to play around with the headline and subheadline to get the benefit across WHILE staying compliant.

And here's the workaround...

Posing the claim as a question.

"Are Stem Cells The Key To Relieving Pain and Promoting A Healthy Body"

We're not directly promising a benefit...

But we're alluding to the fact that stem cells might be a solution for pain.

Since this is a FREE plus shipping book offer, we want to lay out the offer right away:

"FREE BOOK! Stem Cells, The Healing Revolution"

And again, for the final subheadline, we worded it for compliance and to get a benefit across to our prospect.

"How to Get The Upperhand On Knee, Hip, Shoulder, and other forms of pain"

On top of that, we have a piece of social proof as the pre-headline...

"Amazon #1 International Best-Selling Book"

And I'll break down the video in just a second...

But you can see we placed the order form in the hero portion of the sales page. This makes sure that our prospect can order right away after they watch the video by Dr. Raj.

Below the video we lay out the ultimate benefit they'll learn from getting the book. Along with a call to action to grab their free book.

And if you didn't notice we also placed a little piece of copy telling them when they'll expect to get their book.

This reinforces in the prospect's mind that this isn't a scam, and they can feel safe pulling out their credit card here.

Alright let's break down this video...



"The ULTIMATE Guide to Using Stem Cells to End Pain & Rapidly Heal Your Body..."

So here's our template for creating high converting short sales videos:

Introduce the opportunity as NEW

In the pain relief space there are a lot of options for our prospects. They can get over-the-counter medicine or get prescription drugs...

Or they can get surgery or other treatments...

So immediately we present this opportunity as something NEW and secretive...

But now it's widely available to them. This grabs their attention right from the start of the video.

MAJOR benefits they'll get with the offer

We call out the specific pains that our prospects are suffering from (knee, ankle, hip, back, shoulder...etc).

Then we hit them with the ultimate benefit or outcome - with our solution, these pains will be a thing of the past.

Introduce the guru

After making all these big promises and claims, we need to provide proof. This is where we introduce Dr. Raj Banerjee.

We give a brief description of his accomplishments and background to position him an authority in the eyes of the prospect.

Present the offer

Tell them what they're going to get and give a reason why if you're discounting it.

In our case we showcase the book then tell them they can get it for free today. Then we price anchor it with the Amazon listing price to reinforce the deal they're getting.

Tell them what they're going to get or learn in the offer

After we present the deal, we're telling them what they're going to learn inside the book.

Present any social proof

After laying out all the amazing benefits of the book, we switch over to real live testimonials from customers.

Dimensionalize the pain

Immediately after they see the testimonials from happy customers, we go straight into the pain.

We paint a picture of the things they won't be able to do or enjoy if they don't solve their pain.

Present fascinations

After laying out the pains, we lay out bullets of what they'll learn inside the book.

The bullets are laid out as “fascinations”. We’ll go over that in detail later on in this report.

Put prospect at a crossroads

Now we present the viewer with options. What happens if they do nothing? What happens if they invest in this new option?

Future pace the benefits

Paint a picture of what life will be like when they invest in this book today.

Final CTA

We summarize the offer again and tell them to order now.

More social proof

After the final CTA, we show more video testimonials to push people who are on the fence to take action.

Alright so with the video out of the way, let's break down the rest of this page.

Discover Why Stem Cells Are...

"The Greatest Advancement in Medicine Since the Antibiotic"

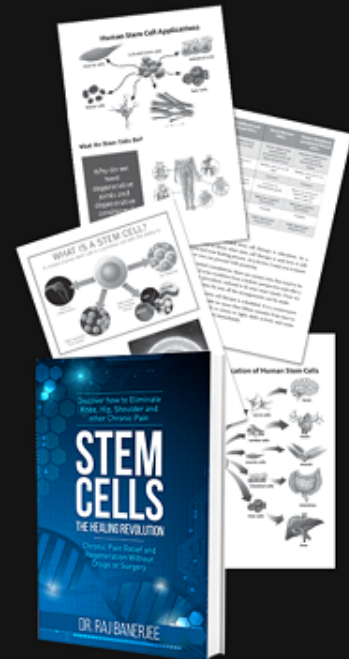
Dear friend,

Question: Does it hurt to wake up in the morning? Is the pain resulting from a Car Accident, Ski Accident, or maybe a torn ligament? Odds are that at a certain age, life takes its toll on your body. People begin to suffer from knee pain, shoulder aches, spinal stress, and the worst part. When in pain, it's hard to get a good night's sleep. What if there was a solution, one that required no surgery and no downtime...

Imagine living life to the fullest once again and enjoying things we tell ourselves are not possible, like keeping up with children, grandchildren, taking a walk on the beach, doing the things we love to do most, or even just enjoying a good night's sleep.

Thanks to recent breakthroughs in Joint Medicine, we can now repair and rebuild many joints on the body including knees, shoulders, ankles, wrist, or hips, using stem cell therapy. This is a great alternative to surgery and other invasive procedures and can possibly help patients avoid KNEE, HIP, and SHOULDER REPLACEMENT SURGERY altogether. The treatment is short, requires no down time, and is getting amazing results for our patients.

Get Our NEW BOOK Today!



In this section of the page we're laying out the copy in a push/pull style.

First we lay out the pain points of our prospect, then we future pace what life would be on the other side.

Then we present the opportunity (stem cells) as something new and groundbreaking. We also provide authoritative proof (John Hopkins) to make it believable.

Finally we address one of their major fears (surgery) and other objections before showing them an image with a CTA.

Hurry, This FREE offer won't last long!



Real patients of Dr. Banerjee talk about what they learned from "Stem Cells: The Healing Revolution"



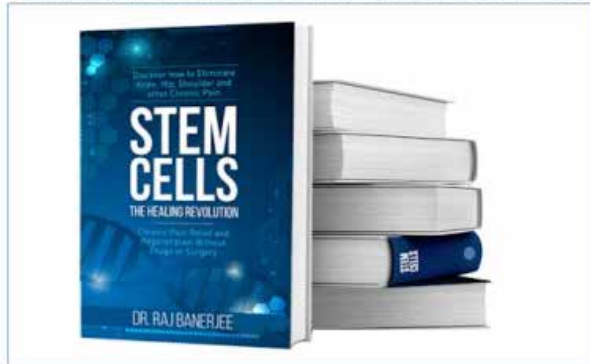
"It's so fun to read because it explains everything. I love the book. I love all the information. His staff here is wonderful. Read the book... it's GREAT!"



Why should YOU pick up your free copy of Stem Cell: The Healing Revolution and how Stem Cell therapy can help you cure your ailments.

Below this part of the page, we present scarcity and layer in testimonials from the sales video.

Introducing **Stem Cells: The Healing Revolution** - Discover How to Alleviate Knee, Hip, Shoulder and other Chronic Pain



Ship My FREE Copy Of "STEM CELLS: The Healing Revolution Now!

I'm Ready To Get Started! Ship Me My FREE Copy Now!!!

What People Are Saying About "Stem Cells: The Healing Revolution" On...

amazon.com

★★★★★ Wonderful read !!!

September 16, 2018

Format: Kindle Edition [Verified Purchase](#)

Amazing information revolutionary with a gifted , intelligent , cohesive author! I give this book A++++

★★★★★ Cut Through Stem Cell Confusion and Scams w this Book.

September 10, 2018

Format: Kindle Edition [Verified Purchase](#)

The Stem Cell Industry is taking off. But I've noticed a lot of doctors are getting into Stem Cell that aren't qualified. That's why I've been reading several books on stem cell healing solutions by the top leaders in the space. This was the best book I've read. Dr Raj knows what he's talking about and can't recommend this book enough.

★★★★★ The what, why and how of stem cells demystified

September 10, 2018

Format: Kindle Edition [Verified Purchase](#)

I had heard of the "miracle" of stem cells but really didn't have an understanding of what they were, how they worked, if I could benefit from them and who I could trust. Dr. Banerjee's book answers all of those questions in an easy to understand way. If you are at all interested in this topic I highly recommend starting with this book.

★★★★★ Read this book if you want to improve your health!

February 17, 2019

Format: Kindle Edition [Verified Purchase](#)

This is a great book to read about this new therapy. I suggest reading it if you have any health issues at all and definitely before getting stem cell therapy by any doctor. I've been to Dr. Banerjee's stem cell seminar as well. He does a great job in his seminars and in the book explaining this therapy and doesn't fill it with fluff. He also has testimonials in it and I found these to be insightful as well. Thanks Dr. Raj for writing this book.

★★★★★ Got Questions? Here's Your Answer!

September 15, 2018

Format: Kindle Edition [Verified Purchase](#)

Dr. Banerjee clears the muddy waters of Stem Cell Therapy in America. Beyond the hype and misinformation, this doctor does what he always does; gives clear and honest facts for the benefit of patients everywhere. Great Book. Great Doctor.

After that we bring in real reviews from Amazon as more social proof.

Alright, let's look at some of these bullets.

Most of these bullets are laid out as "fascinations". Meaning they are presented as curiosity based and benefit driven.

In the sales video, Dr. Raj was "speaking fascinations" when he told the viewer all the things they would learn inside his book.

And if you noticed, all the benefits he presented are left as open-loops. And the only way they can find the answer is inside the book.

In this section we lay out A TON of bullets. The reason we do this is because it takes just one bullet to make someone buy.

So let's go over a few of these...

- ✓ Why the traditional doctor/patient process actually **KEEPS** people sick and how to avoid it — **pg. 4**

Doesn't this bullet pique your curiosity?

This is called a "Why" bullet. The point of this type of bullet is to build intrigue and promises to present information that relates to:

- Something your prospect is curious to know more about
- Something directly beneficial in their lives

- ✓ The 14 most common health ailments **Stem Cell Therapy** seeks to address. You or somebody you know is probably dealing with one of these right now — **pg. 5**

This is called a "Number bullet". For obvious reasons, it's presenting multiple ways of doing something or multiple secrets. Here we're going to present them 14 health ailments that Stem Cell Therapy solves.

✓ **WARNING!** Avoid this specific type of Stem Cell Therapy because it doesn't work that well — **pg. 40-41**

This is the “Warning bullet”. The point of this bullet is to present a danger ahead and help your prospect avoid a loss.

This bullet is really effective in eliciting the fear emotion.

✓ Are you battling **Kidney Disease**? Learn how Stem Cells regenerate kidney function — **pg. 184**

This is the “Are You” bullet, and it’s meant to address a topic you strongly believe your prospect is doing.

Then in the second half of the bullet, you present them the benefit. This bullet is effective because if they answer yes to the question, it builds momentum towards the sale.

✓ The **key paradigm shift** one must make to drastically improve chances of recovery. This decision alone will help maximize the benefits of Stem Cell Therapy — **pg. 1**

This is a “Direct Benefit” bullet. This is where you make a big claim and follow it up with adding benefits or curiosity in the next sentence.

✓ What Stem Cells are and how they help your body in a multitude of ways — **pg. xx**

This is an example of a “What” bullet. What bullets can serve two powerful purposes:

- They can give your prospect a specific action to take
- Offer elusive information

It’s a good way to bump up the perceived value of the info.

- ✓ The 'Secret Killer' causing you to age fast, and how stem cells reverse it — **pg. 36**

Here we have a typical "Secret" bullet. Pretty straightforward, it's presenting your information as some kind of secret that could benefit the prospect's life.

Be careful not to overdo this bullet, or else you're going to kill the believability in your audience.

- ✓ The one common joint injection that **KILLS** your bodies ability to heal. Do this and you can kiss your chances of recovery goodbye — **pg. 30**

This is the "Single" bullet. You're presenting one powerful piece of information and you have proof of it.

- ✓ How to master your body's own natural healing processes so you can **regenerate and age gracefully** — **pg. 247**

This is your standard "How To" bullet. You can present a benefit or build curiosity.

The reason why this bullet works so well is because our minds are wired for "How to" information.

And That's JUST The First 265 Pages...

→ **Ship My FREE Copy Of "STEM CELLS: The Healing Revolution Now!**

I'm Ready To Get Started! Ship Me My FREE Copy Now!!!

At the end of the bullets there's another call-to-action. And more curiosity is built by saying it's only in the first 265 pages.

Here's What To Do Next



Like I mentioned before, this book is free. All I ask is that you help me cover the printing and postage costs of \$7.95 in the US and \$14.95 internationally!

Oh, and in case you're wondering...

There Is No Catch!

I know there are some websites out there that offer you something cool for free, but then stick you into some program that charges your card every month.

Ship My FREE Copy Of "STEM CELLS: The Healing Revolution Now!
I'm Ready To Get Started! Ship Me My FREE Copy Now!!!

This Isn't One Of Them

There's NO hidden "continuity program" - and in case you're wondering why I'm doing this...



Now in this section we're handling some of the objections prospects have about the offer.

You have to remember, people buying online are skeptical.

You gotta remind them that this is legit and it's safe.

So always with a free plus shipping offer, remind them there's no catch.

And a lot of people are also afraid of being tricked into a subscription program. So this is a good objection to address upfront too.

Well, there are actually a few reasons...

1. **It's my way of saying thank you** for being a dedicated subscriber.
2. Because (unlike other "Stem Cell guru's") I actually run a real clinic that helps people with chronic pain... **And it breaks my heart to see that people STILL don't know that there's another option besides surgery and chocking down on hand full of medications for a lifetime.** I am on a mission and I want to get this message of hope out to as many people as I can!
3. To prove to you that you **don't have to be a movie star or a pro-athlete to afford this** ground-breaking solution for your health recovery. And finally show you the **secret to turning back the hands of time.** So you no longer have to live with pain.
4. **You might want my help...** I'm not going to lie. I've held nothing back in this book but there is WORK involved. If you suffering with pain, from **arthritis** of the **knees, neck and back, hip** or even shoulder pain and you have you been told that you have **bone-on-bone** and surgery is the only option. **This Book is For YOU!** I'm here to share with you that there is now a NEW solution that does not require surgery or downtime. You will discover the newest breakthrough in medicine that could allow you to live life to the fullest and enjoy all those things you thought were not possible.

Ship My FREE Copy Of "STEM CELLS: The Healing Revolution Now!

I'm Ready To Get Started! Ship Me My FREE Copy Now!!!

Also it's always a good idea to give a reason why you're offering a discount.

By giving a reason why, you build trust with your audience and reassures them of their purchase.

Time Is Of The Essence...

Here's why...

We've only printed a few thousands copies of this book, and when they're gone... well, they're gone!

If this page is still here, then the offer is live. But I reserve the right to pull it down at any time.

Here Is My "You've Gotta Be Crazy" Guarantee

I 100% guarantee that you'll love this book, or I'll return your shipping fee and let you keep the book anyway.

That's right. You don't even have to send anything back.

Just email me or call the number on your receipt and I'll give you back your money with no question asked.

Sound fair?

This Is Truly A Limited Offer,
So Claim Your **FREE** Copy Now Before They're All Gone...

Thanks for taking the time to read this letter and I look forward to hearing from you soon!

Now we push the urgency for people who are still on the fence.

We give scarcity here and a reason why. ALWAYS do this with your scarcity claims.

Then we give our guarantee and reinforce the scarcity again.



Dr. Raj Banerjee

P.S. In case you're one of those people (like me) who just skip to the end of the letter, here's the deal:

I'm mailing you a 291 page book, **"STEM CELLS. The Healing Revolution - Discover How to Eliminate Knee, Hip, Shoulder and other Chronic Pain"** (that retails at \$24.95) for **FREE**. Yes, **this book is free, and all you pay is shipping (\$7.95 US or \$14.95 international).**

There's no catch... no gimmicks... You will **NOT** be signing up for any "trial" to some monthly program or anything like that.

If fact, if you don't love the book - I'll even refund your shipping costs (and you don't have to ship the book back.

So, Click the button below to get your **FREE** copy now. You won't regret it.

Ship My FREE Copy Of "STEM CELLS: The Healing Revolution Now!

I'm Ready To Get Started! Ship Me My FREE Copy Now!!!

Most people reading your page are going to skim it. So it's always a good idea to put a summary of the offer inside the P.S.

Always restate the risk reversals again and end with a final CTA.

Alright let's take a quick look at the order form:

1
SHIPPING
Where To Ship Book?

2
YOUR INFO
Your Billing Info

← Edit Shipping Details

Item	Price
<input checked="" type="radio"/> Stem Cells: The Healing Revolution FREE Book (plus S&H)	FREE + Shipping (\$7.95)
<input type="radio"/> Stem Cells: The Healing Revolution FREE Book (plus S&H)	FREE + Shipping (\$14.95)

Credit Card Number:

Card number

Exp:

CVC:

MM / YY

CVC

Item	amount
Stem Cells: The Healing Revolution FREE Book	\$0.00
Domestic Shipping	\$7.95

It's a 2 step order form, so when you first enter your information, you'll be taken to this step.

The purpose of a 2 step order form is for us to follow-up with emails and calls if a prospect decides to not buy.

So on the billing info step, you'll see 2 options for shipping. The more expensive shipping option is for international customers.

Now let's look at this bump offer.

☐
Yes Dr. Banerjee, upgrade my order!

ONE TIME OFFER — Only \$27:

Discover the 6 enemies that ANNIHILATE Stem Cell growth. Avoid these and you'll already be on the path to supercharging your Stem Cells with ZERO side effects.

How to turn your body into an energy powerhouse so your Stem Cells STAY optimal.

How your emotions and mind set can affect your stem cell growth so you can grow more stem cells.

The key to DEFYING your own personal aging process so you eliminate pain and protect your mind.

7 local supermarket items that supercharge Stem Cell growth.

Plus, **if you upgrade today**, you'll receive my digital Research Manual. This is like an encyclopedia for Stem Cells...hundreds of hours' worth of research (all at your fingertips) to answer any question you'd have about Stem Cells.

→ Ship My Book Now!

* 100% Secure & Safe Payments *

Keep in mind good price points for bump offers are always \$27-\$47.

I'll go over the numbers for this page and bump offer in a bit. But first, let's take a look at the offer.

The offer is an additional ebook and we basically gave them 5 fascination bullets to pique their curiosity.

And we anchor the value of the ebook by telling them how much work it took to create this.

Plus, **If you upgrade today**, you'll receive my digital Research Manual. This is like an encyclopedia for Stem Cells...hundreds of hours' worth of research (all at your fingertips) to answer any question you'd have about Stem Cells.

People appreciate the effort and value put into something. So this is another way to create value in your offer instead of just naming a price.

So here's how this front-end is doing...

Numbers For Sales Page

On the front-end we're averaging a 4.56% conversion rate on the book. This means for every 1000 clicks we get through our ads, around **45 people buy the book.**

To make it simple I'll use our regular shipping and handling fee:

45 buyers x \$7.95 = **\$357.75**

We're paying around \$1.50 per click, so that leaves us at:

\$357.75 - \$1,500 = **-\$1,142.25**

BUT we still have our bump offer...

And right now we're getting around 26% take rate on the \$27 bump.

So out of the 45 people, about 12 of them will take us up on the bump.

12 x \$27 = **\$324**

Gross revenue = \$357.75 + \$324 = \$681.75

Net = \$681.75 - \$1500 = **-\$818.25**

Alright let's look at the first upsell...

Upsell #1



Order Customization - Step 2 Of 3

WAIT! Your Order Is Not Yet Complete...

Get The 'Stem Cells The Healing Revolution' Audiobook
& Get the New Stem Cell Enhancement Program (6 Modules and 20 Video Courses)

****Special Offer Only For New Members****

Dr. Raj Banerjee D.C.
Regenerative Health Medicine of St. Louis

FreeStemCellBook

Again, our prospects aren't marketers and probably aren't online savvy. So the first thing we have to tell them is that they're in the right place.

We do this with the line of copy:



WAIT! Your Order Is Not Yet Complete...

Now we lead with the headline telling them exactly what they're getting inside this upsell.

Get The 'Stem Cells The Healing Revolution' Audiobook
& Get the New Stem Cell Enhancement Program (6 Modules and 20 Video Courses)
****Special Offer Only For New Members****

The best upsells always fall into these categories:

- More of the same thing (typical with supplements)
- Faster (helps speed up the time to get to their desired result)
- Solves the next step (I'll talk about this below)

This upsell falls into category #1 and #3. They're getting more of the same thing because we're giving them the audio version of the book they just bought.

Most people can't sit down and finish a book. So they prefer to listen to audio while they're driving or at the gym, it's convenient for them.

And the info product is positioned to help them get even better results from what they learn in the book. It's what they need next after learning the basics outlined in the book.

Let's break down the video:



Always thank the customer in the first seconds or congratulate them. It's a way of lowering buyer's remorse.

You want to remind them that they made a great choice and the benefits they'll see because of it.

And also tell them when they should expect their order. So in our video, we remind them we're preparing their order to be shipped out in the next couple of days.

Next we go into why we're offering this upsell...

So we position it as something people have been wanting and asking for. We say that people keep asking Dr. Raj for an audiobook version.

And in the past it wasn't available...but now it is.

Now we present the urgency of the upsell. We tell them this is the ONLY place where they can get the audiobook. It's not on Audible or Amazon.

Then we remind them of the benefits of the audiobook - listening in traffic, driving or working out.

But that's not all they're getting...

We transition into bundling the info product along with the audiobook.

STEM CELL ENHANCEMENT PROGRAM



* Six Module Course
Consisting of 20 Videos
200 Page Manual

And we start listing out exactly what they're getting.

Again, we keep the urgency high. We tell them this is the only place where they can pick this up.

AND we price anchor it. Dr. Raj explains the only other way they could've gotten their hands on this course is if they spent \$5000 or more with his practice.

But this is their chance to get it FREE! As a bonus for upgrading to the audiobook version of the book.

Next we go into the benefits of the course, telling them what they'll learn like:

STEM CELL ENHANCEMENT PROGRAM



- * What To Eat and What Not To Eat,
- * The Right Stretches, the Core Exercises
- * Specific nutrients that will help you regenerate faster

***UPGRADE TO THE AUDIO VERSION**
And Receive 20 Videos Plus 200 Page Manual



We're really trying to position this offer as the next thing they need.

So once they get stem cell treatments, this course offers a way to enhance the healing effects for the rest of their lives.

After that, we remind them of the scarcity....this is the only place they'll see this course. Unless they want to spend \$5000.

Finally, we lay out each video module in the course.



Just so these prospects know EXACTLY what they're getting.

To end, we tell them to click the button below and they'll get instant access to the audiobook and course.

Get Instant Access To ALL 6 Training Modules and 20 videos
When You Purchase The Stem Cells The Healing Revolution
Audio Book Right Now!

Total Value: \$2,272

Get Started Today For:

\$47.00!

 **Upgrade My Order**

Upgrade My Order Now For Just One Single Payment Of \$47 Today!

YES! Upgrade My Order!!!

Clicking here will charge your card \$47

~~Was \$97~~ **Just \$47!**

This Special Offer Ends In...



[No Thanks, I Don't Want An Additional The Stem Cells The Healing Revolution Audiobook And Get the New Stem Cell Enhancement Program \(6 Modules and 20 Video Courses\) Right Now](#)

So below the video we have the call-to-action button.

We price anchor the value of this offer at \$2,272. But it's theirs right now for only \$47.

We also tell them they're getting an additional discount. It was once \$97, but it's \$47 today.

Plus we're hitting the urgency hard with the timer there.

Need More Information About This Special Offer?



Upgrade And Get The Stem Cells The Healing Revolution Audiobook And Get the New Stem Cell Enhancement Program (6 Modules and 20 Video Courses)

When You Invest In The Stem Cells The Healing Revolution Audiobook, You Will Also Get the New Stem Cell Enhancement Program (6 Modules and 20 Additional Training Courses).

For this upsell we found that video + long copy tested better. It might be because our audience likes to read, but it's always a good idea to test.

I'll go over the numbers in a bit, but let's quickly look at this copy.

The headline reminds them of exactly what they're getting and the lead of the copy tells them why we're offering this.

The #1 request I get from people who order the Stem Cells The Healing Revolution book is **if they can also buy the audiobook version as well.**

Up until now, the answer was always NO... but recently I got the complete Stem Cells The Healing Revolution audio book done for you!

Right now the ONLY place you can get this audiobook is **right here, right now.**

If you leave this page you'll never have another opportunity to get the audiobook.

And to add an extra incentive, when you upgrade your order now and get the Stem Cells The Healing Revolution audiobook, I'm going to throw in my **Stem Cell Enhancement program (20 Training Courses and a 200 page manual).**

INTRODUCING...

Stem Cell Enhancement Program

Here Are The Other 20 Courses That You'll Be Getting:

Did you know that once you get your stem cell therapy there are ways to actually enhance the stems cells and the overall results? This is one of the reasons our patients gets such amazing results. So what I have done for my patients is put together 20 videos and broke it up into 6 easy to follow modules that will teach you exactly what to do to enhance your stem cell results.

It really stacks everything in your favor. You will be guided on what to eat and what not to eat, the right stretches, and core exercises. You will receive specific nutrients that will help you regenerate faster. This step-by-step video program will give you the tools to help enhance the healing potential for the rest of your life.

And again, you can't get this anywhere because I created the program just for our stem cell patients. The stem cell enhancement program is going to be yours for free just for upgrading to the audio version of Stem Cells the healing Revolution.

Let me take a second and tell you about those 20 video course now.

Next we're introducing the course again, selling its value. Below we list out each module and exactly what they'll learn.

MODULE 1: (\$487 Value)

"The Foundation"

This module will build the foundation of what it will take to enhance the stem cell once it is injected to in you.

In this module you will discover the do's and don'ts that most stem cell doctors will not tell you. Learning this can make a huge difference on your stem cell results and how long those results will last.



i Some Cool Stuff You'll Learn:

- ✓ Identifying the REAL goals for your ideal happy and healthy life
- ✓ Discover the truth about fat burning foods.
- ✓ Diving deep into motivations, wants and aspirations for a new healthier more vibrant you!
- ✓ Learn the short cut into Stem Cell nutrition.
- ✓ What to do 3 days before stem cell injection to get better results!

Tell them what the module is about and list out a benefit stack to the side. And we always put a price on each module.

Yes, you're going to get the total **New Stem Cell Enhancement Program (6 Modules and 20 Video Courses)** when you get your copy of the Stem Cells The Healing Revolution Audiobook today!

Why would I do that?

Because I want to see **who's really paying attention**, by giving a select few the deal of the century!

If you are serious about getting the best results with stem cell therapy, then there is absolutely no way you can do without this incredible stuff I am practically giving away!

Yes, you're going to get \$2,272 worth of stuff for less than 2.5% of their actual value!

Yup, you heard that correctly, less than 2.5% of their actual value!

That's almost \$2,272 worth of training for a measly \$47 bucks...

Why would we do this you're probably wondering?

Well there are actually a few reasons...

First - it's my way of saying THANK YOU for buying the Stem Cells The Healing Revolution book.

Second – There is a right way and a wrong way to do stem cell therapy. And I want you to have all the top secret information (reserved for my patients) so you can have amazing success. I want to see you live your best life pain free.

I'm a big believer in over delivering in every interaction we have together...

and I want that to **start RIGHT NOW for you!**

Ok - Ok, I'll Get To The Point, Here Is The Deal:

For the next few minutes, you can get your hands on ALL of this stuff, for a measly \$47 bucks.

Here is everything you're going to get again when you say YES right now:

After the modules we're reminding them of exactly what they're getting again.

We demonstrate the value of the deal they're getting. It's 2.5% of the actual price.

And we tell them why they're getting this massive discount again. Any time you offer a discount, give them a reason why.

Let Me Show You EVERYTHING You Get When You Upgrade Your Order Right Now!



- ✓ The Foundation (\$487 Value)
- ✓ Post-Stem Cell - Creating a Balance (\$297 Value)
- ✓ Post-Stem Cell - Getting Stronger & Limber (\$297 Value)
- ✓ How to Turn On the Fat Burning Switch (\$388 Value)
- ✓ The Foundation (\$487 Value)
- ✓ How to Get Continued Results (\$316 Value)

Total Value: \$2,272

Get Started Today For:

\$47.00!

Get Instant Access To ALL 6 Training Modules and 20 videos! When You Purchase The Stem Cells The Healing Revolution Audio Book Right Now!

Upgrade My Order
Upgrade My Order Now For Just One Single Payment Of \$47 Today!

YES! Upgrade My Order Now!!!

Clicking here will charge your card \$47

~~Was \$97~~ Just \$47!

This Special Offer Ends In...



No Thanks, I Don't Want An Additional The Stem Cells The Healing Revolution Audiobook And Get the New Stem Cell Enhancement Program (6 Modules and 20 Video Courses) Right Now

Finally, at the end of the page we lay out the value stack. So they can see a summary of what they're getting with this upsell.

Numbers for Upsell #2

Alright so before this upsell, we're still at a loss of -\$460.75.

This upsell is currently converting at **11.29%!** That's really good for us and adds a big bump to our average order value for each customer.

So for the 45 people, around 5 people will buy this upsell for \$47.

$$5 \times \$47 = \$235$$

$$\text{New gross: } \$681.75 + \$235 = \$916.75$$

$$\text{New net: } \$916.75 - \$1500 = \text{\textcolor{red}{-$583.25}}$$

Let's move onto upsell #2

Upsell #2

STOP  **EVERYTHING!**
Do Not miss this limited-time offer...

****Private Message From Dr. Raj - DO NOT CLOSE THIS PAGE****

“Let Us Help You Regain Control
of Your Health...”

IMPORTANT: Please Watch The Entire Video Below To Request a Stem Cell Strategy Consult.

Here we want to do anything we can to prevent them from closing the page.

Again, there's a high chance these people have no clue what a funnel is or seen any upsells.

So we give them a glimpse of what to expect in the sales video below with the main headline.

This is also a higher ticket offer so we want to make sure they watch the entire video.



This is a longer video because we are selling a high ticket consultation with Dr. Raj.

So the video begins with us reassuring the prospect they're in the right place and to NOT close this page or press the back button.

And express the fact that this is a one-time deal and they need to watch this entire video.

So the flow of this video goes:

1. Tell them the major benefit (saving money with a consult)
2. Call out the major pain points our prospects are experiencing
3. Tell them there's another way outside of the traditional methods
4. Introduce Dr. Raj
5. Tell them how Stem Cells work and the mechanism

6. Present social proof
7. FAQ answering objections
8. Introduce price of treatment
9. Introduce price of special offer on this upsell
10. Future pace the benefits or pain in their life depending on what they choose
11. End with call-to-action

The price of this offer can range up to \$5000+ depending on how many injections they need.

So we make it clear to them they have many options to get this offer: financing, monthly plans, discounts on payment in full...etc.

Special Offer!

Want to Speak DIRECTLY to Dr. Raj?

Just 1 Payment Of \$120 Today!

Normally ~~\$397~~. You save \$277 right now

YES! Upgrade My Order & Set Up My Call
Clicking On This Button Will Charge Your Card \$120 Now

[No Thank You, Please Don't Add the Call with Dr. Raj At This HUGE Discount](#)

So we're letting prospects book a call with Dr. Raj for \$120. We tell them they're saving \$277 off this upsell.

This is doing really well and I'll go over the numbers in a bit. But we made this call paid because we want to get rid of any tirekickers.





Dr. Raj runs a clinic and is a busy guy so we don't want him bombarded with people who are just window shopping.

Plus by making these calls \$120, there's a good chance these people are serious.

And the probability they will turn into thousands of dollars in revenue is much higher.

How does Stem Cell Therapy work? Will it help me?

If you are researching stem cell therapy you have:

-  Been suggested to a joint replacement or fusion surgery that you would like to avoid.
-  Have been struggling for years with chronic pain syndromes that seemingly have no treatments beyond sedation.
-  You need to get back to a sport or competition faster than surgery and recovery times will allow.
-  You need to stay at work and cannot afford the time off.

If you are getting ready to reach out to our office you will probably have a lot questions, don't worry they are the same questions we have been answering for hundreds of patients in chronic pain. And that's why we have a special Stem Cell Strategy Evaluation. Because what's really important is that I want to see you healthy and happy and living your best life. So whatever your personal reason you want to have a "1-on-1" evaluation with me, I want provide you with the information that you need so that you can be comfortable to make whatever decision is best for you and your family.

And that's why I became a doctor. I wanted to see patients get healthy. I want to see you enjoy your life. I wanted to see you enjoy your families and so I found different options that lead us to that happier, healthier life. And I'm sharing those options with you today.

If you like the information I'm sharing here, I'd like to invite you to schedule a time to talk with me about your specific situation.

In our One-On-One Stem Cell Strategy Evaluation we will spend time to uncover the best protocol to get the health results you are looking for. I will get to know you, your health history, what you have tried in the past, what worked and what didn't work. And most important: how you are going to get results. If you decide to work with us we will credit back the evaluation towards your stem cell treatment. So you do not lose anything. You only gain! You gain information, better options than surgery or drugs, and the confidence that there is hope for you.

Here we're helping the prospect identify themselves as the perfect candidate for stem cell therapy.

We're positioning the call as a no-pressure educational call, not a sales call. And we tell them what to expect on the call.

Here are the top questions we are asked

✓ Are stem cells and tissue therapy safe?

Yes, they are, they are carefully screened, and the donated cells come from healthy mothers and healthy babies. They are also screened for disease to make sure you get the best and safest product possible. All of our product comes from labs who work closely with the FDA.

✓ Will they work for me?

Every case is different, and there is a very high chance it will work. We've seen great things over the last two and a half years. We've seen an 80% success rate in the over 20,000 tissue and stem cell therapies our medical team has done across the country.

Once we put the tissue or stem cells into your body, your body takes control and determines where they go and what they do. Our medical team reviews every patient's situation, and they create a custom care program specifically for you to do our best to maximize your results and success.

✓ How much do they cost?

I actually go over the basic cost in the video. So please watch the full video. I don't want to be vague here, but it depends on what you need. The right product and the right amount are evaluated by our medical team and then recommended to you. We will always do our best to present to you the most affordable and effective options available to us. There are financing options and the ability to use HSA and FSA accounts to pay for care. We also have payment programs to help you find an option that is the right for you and your family financially.

We have seen amazing success in the lives of my patients, and I'll share a few of the cases with you below. The thing I'm most excited to see is that there's another option besides surgery, a lifetime of medication, or the "suffer through it" option that most people have. Most people are spending thousands of dollars on invasive reconstructive surgeries and addicting medications to get little to no results. This is real investment in your own internal healing system.

This has changed the lives of so many, and I hope you are one of them. So if you'd like to know more about how tissue or stem cell therapy can impact you, please watch the full video and then schedule a consultation. **I look forward to speaking to you soon.**

Next we took the top 3 questions people have asked about this type of treatment and created a mini-FAQ answering each one.

Our Patients Report Excellent Results for Joint Pain, Arthritis and Many Other Conditions.



"Before I Couldn't Walk, Now I feel 10 YEARS Younger After One Treatment..."

"I came to see Dr. Banerjee because I couldn't walk anymore. I was not able to walk anymore because my right knee was hurting so bad. I got the stem cell injection and that very evening, I immediately felt a difference.

It's been AWESOME! I walked around for 4 hours to the zoo with my grandchildren. Which I would never have been able to do.

In the last 6 weeks my kidney function has improved and my overall body inflammation, which is monitored by a blood test from my doctor, has improved. So I am just really thrilled by my results. And I have pulmonary hypertension which leads to shortness of breath and I am not having shortness of breath anymore.

I feel younger! I feel 10 YEARS younger than I did 6 weeks ago. I recommend it highly!"

~ Sandra



"The Pain and Swelling is All Gone..."

I am a disabled veteran. I returned from the Iraq War in 2005 with a number of illnesses. Some of those were fibromyalgia and arthritis. It got to the point within the last few years that my mobility was severely decreased. On some days it was all I could do to walk around in my own home. Around February 14th, I underwent the stem cell replacement therapy here with Dr. Banerjee.

Since then, my mobility has greatly increased; my pain level has gone down to almost non-existent. If it wasn't for this treatment, my only other recourse, because I had tried so many other therapies, medicines, treatments that didn't work, or didn't last for any length of time, was to move to a drier desert like climate, which I was all prepared to do. Since then, and this therapy, I now can remain here in the Midwest and live out my life here with my family.

My greatest pain was in my hands where I had the most severe arthritis, but also the levels in my lower back, and in my knees, and feet were such that on some days the pain level was anywhere from a seven to a nine or ten. That greatly decreased my mobility. The pain levels are now less than one.

I received the one injection, which was put in my lower back. That had other effects elsewhere as in my hands. I had swelling throughout my body, including my feet. My hands felt the worse though. The pain and swelling is all gone.

I most certainly would recommend this for other people. If you're a veteran and you're in a lot of joint pain, this works.

~ Jack L.

On the bottom half of the page we layer in a ton of social proof. And instead of having the typical one sentence testimonials you normally see...

We actually wrote out the stories of these people. This is way more powerful when you can make your testimonial into a story.

Stories resonate with people more and it gets their emotions going. And everyone knows people buy with emotions.

Basically the format of these testimonials are a before and after. We paint a picture of their background and how life was like before and after stem cell treatment.

Finally we end the page with a final CTA.

Special Offer!
Want to Speak DIRECTLY to Dr. Raj?
Just 1 Payment Of \$120 Today!
Normally ~~\$397~~. You save \$277 right now

YES! Upgrade My Order & Set Up My Call
Clicking On This Button Will Charge Your Card \$120 Now

[No Thank You, Please Don't Add the Call with Dr. Raj At This HUGE Discount](#)

Numbers for Upsell #2

So right now we're at a loss of -\$583.25 for every 1000 clicks.

This upsell for a \$120 consultation is converting at 2.06%.

Now out of our 45 original buyers, 1 will take this upsell.

New gross: $\$916.75 + \$120 = \mathbf{\$1036.75}$

New net: $\$1036.75 - \$1500 = \mathbf{-\$463.25}$

Even though we're still in the red coming towards the end of the funnel it's okay.

Because the people who do book a consultation call with Dr. Raj are sold stem cell treatments for around \$5000 to \$10,000.

And we've found people who do book this paid call are SERIOUS about getting stem cell injections.

Which is exactly why we constantly retarget them to book calls with Dr. Raj's team.

Thank You Page

Normally I wouldn't show the Thank You pages of these funnels unless there was something valuable.

Thank You For Ordering Stem Cells: The Healing Revolution!

A detailed summary of your purchases can be seen at the bottom of this page.



If you're ready to take the next step in recovery and want to speak with us today, fill out the form below.
Please be as specific as possible while answering our questions. We want to be as prepared as possible for our call so that you're provided with the best information possible.

0%

Describe your primary health complaint(s): *

Severity of Pain from 1 to 10 *

1 2 3 4 5 6 7 8 9 10

Mild Severe

Next Page

1 / 4

Before we go into the survey on this page, let's quickly look at the video.

First, we congratulate and thank them for purchasing the book. This is an obvious step but it's a good reminder. This helps lower their buy remorse.

Then we do a lot of future pacing of what they can do with what they learn inside the book or any courses they might've bought throughout the funnel. And lastly we tell them about the free discovery call they qualify for because they purchased the book.

At any time, they can hop on a call with a Stem Cell Liaison from Dr. Raj's team to go over any questions and any help they may need. All they have to do is fill out the survey below.

So let's look at the survey.

The survey is 4 questions:

Describe your primary health complaint(s): *

Severity of Pain from 1 to 10 *

1 2 3 4 5 6 7 8 9 10

Mild ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Severe

Next Page

1 / 4

25%

What is your pain/condition holding you back from doing (i.e. sleeping, exercising, traveling, time with family, hobbies, etc.)?: *

Next Page [Previous](#)

2 / 4

Here’s the options for that dropdown:

How willing and able are you to invest in bettering your health and livelihood right now?: *

Whatever the cost, I just need relief from pain ▾

Please select

My Budget is tight

I'm open to exploring the cost to feel better

Whatever the cost, I just need relief from pain

to travel to St. Louis, Missouri for your Stem Cell

3 / 4

If you live out of state, are you willing and able to travel to St. Louis, Missouri for your Stem Cell Therapy? *

Please select ▾

Please select

Yes, I can travel

No, I am not able to

Maybe

US

3 / 4

75%

Name *

FirstLast

Email *

Phone *

-

-

##########

Submit

Previous

4 / 4

Now if you remember from Upsell #2, that offer was to get on a consultation with Dr. Raj.


The difference between this survey and that upsell is that on this survey, Dr. Raj's team will reach out to people who fill out the form.

Just because they weren't willing to pay \$120 to get on the phone, doesn't mean they can't be closed.

And you can't know for sure until you get them on the phone. This is our way of generating a lot of backend revenue from all our leads.

So here's the scheduling page...


Dr. Raj Banerjee



Dr. Raj Banerjee
Regenerative Health Medicine of St. Louis

Schedule Your Stem Cell Strategy Consult!

NOTE* If there is NO AVAILABILITY, click the arrow in the upper right corner of the calendar to check the next week's schedule. Office is open Mon - Thur from 9 am to 5 pm CST. Call if you are still having an issue setting up an appointment (314) 282-3990



USA/Eastern January 2020

Wed 15	Thu 16	Fri 17	Sat 18	Sun 19	Mon 20	Tue 21
10:00 AM	10:00 AM	10:00 AM	10:00 AM	10:00 AM	10:00 AM	10:00 AM
10:30 AM	10:30 AM	10:30 AM	10:30 AM	10:30 AM	10:30 AM	10:30 AM

Here they can select any time that's available to speak with someone from Dr. Raj's team.


In this short video we give some urgency for booking the call. We tell them it's first come first serve, and spots fill up fast.

And we also stress that they need to fill out the questionnaire completely on the survey before booking the call or else they can't qualify.

This is our way of collecting info on our prospects and also making the call more personalized.

The Consult Page

Get on a call with us TODAY!
Fill out the form below to speak with Dr. Raj and his team.



👉 If you're ready to take the next step in recovery and want to speak with us today, fill out the form below.
Please be as specific as possible while answering our questions. We want to be as prepared as possible for our call so that you're provided with the best information possible.

0%

Describe your primary health complaint(s): *

Severity of Pain from 1 to 10 *

1 2 3 4 5 6 7 8 9 10

Mild Severe

Next Page

1 / 4

So the thank you page is not the only time we let our customers schedule a consultation call.

These consult calls are an important step in selling the core offer (stem cell injections) so we do a lot of retargeting back to this page.

This page is basically a copy of Upsell #2. And it's the main target for our retargeting for people who bought the book.

The bottom half of the page and the video are exactly the same from Upsell #2.

Alright let's talk numbers for this page.

We're booking calls for around \$30.27 right now on average. And it's converting at about 5%.

The point of this free consult call is to sell them on the \$120 consultation with Dr. Raj.

So that means we only have to close 1 out of 4 to breakeven.

And people who book the paid call are then sold a \$5000 to \$10,000 stem cell injection.

So far, ever since we started working with Dr. Raj recently...

We've generated over 100 booked calls for him.

And even if he closed 3 people on future stem cell injections...

That's an extra \$15,000 to \$30,000 in revenue for his business.

And the best part is, all these leads and customers are coming in on auto-pilot.

All because we have a well-oiled sales funnel with good offers.

Alright, that's the end of this book funnel breakdown, I hope you enjoyed it.

Hopefully you got a lot of nuggets out of here you can use to apply to your own funnels.

And as always, if you need help creating your own book funnel...

Or if you want my team to create one for you and take care of all the traffic, feel free to reach out to me at

Mike@mikebuontempo.com

See you on the next breakdown!