

Segmented Outcome Page [ASK Method]

(using Ryan Levesque's copy formula)

Notes:

- *This is a **LONG-Form Sales Letter***
- *This letter is written for women*
- *This copy has **NOT** been added to Clickfunnels*
- *Care has been taken to ensure that all typos and spacing have been corrected*
- *This copy has **NOT** been through a final edit or QA'd **YET***

1. Headline

“Finally: Get Relief From Boiling Hot Flashes
And Soaking Night Sweats Even If You've Tried
Everything...”

2. Opening paragraphs

Empathy and understanding
What's my big promise?

Hi again, Kate here...

First, thank you for taking the time to tell me about your menopause symptoms. That alone tells me you're serious about finding a solution to what's happening to you.

Second, your **FREE 34 Symptoms Menopause and Lifestyle Guide** will be in your inbox in the next 15 minutes.

Now, if you've ever said “I give up!” or “I can't take this any longer!” when trying to understand what's happening to you...

I bet you're sick and tired of searching for an answer and toughing it out for far too long...

Here's the **good news**: you'll be able to find relief in 30 days or less for FREE.

In fact, women I've worked with are using the information I'm about to share with you to not just understand what's happening to them but also find relief.

But before I get into this, let's talk about your symptoms...

- No matter what you try, you simply **CANNOT CONTROL** your hot flashes...and it's wearing you down, destroying any hope you have left of finding relief
- You're waking up, **SOAKED** in sweat, night after night (forcing you to wash your bed linens almost daily)

You've tried wearing less, wearing only natural fibres, not leaving the air-conditioning in summer, turning down the heat in winter (everyone complained)...

...And yet, nothing has helped so far.

You seem to be stuck in a never-ending cycle of way too HOT or some kind of normal...

It's so frustrating because it feels like you'll never be able to be around people again.

And you're hating every moment of this stage of your life.

It feels like your life stopped some time around the beginning of menopause.

Below I talk about some of the other common and not-so-common symptoms and worries that a lot of women like you experience.

Symptoms ranging from the physical through to the emotional...and relationship challenges that can be experienced.

Together we'll cover topics like **sleep, weight gain, mood swings, anxiety** and **brain fog**.

We'll also address a range of concerns that **not a lot of people talk about ...** (*not even your mother*) around sexual and intimacy concerns including loss of libido and vaginal dryness and discomfort...

Don't worry, you're not alone... I get it and I've been there, too..

Some days it can feel like "YES, I've got this" and on others it feels like the only thing you're fit for is hiding in the bedroom with the drapes drawn, the air-conditioning on 'high' and a handy supply of chocolate (...maybe that's just me).

If you're like most women who've been living with **hot flashes and night sweats** it can be so frustrating.

You've gotten to the point in life where you're ready for the next stage only to feel hot all the time, your hair's always wet and you've tried everything to calm those hot flashes but nothing seems to work.

You'd love to let nature take its course but **no-one tells you** it'll be so much worse in the summer when your body always feels **clammy and sticky**.

As soon as you take a shower and dry off you're starting to sweat again and your clothes are damp.

Other days are like you're on fire... and when you're not sweating like mad, you're waking up in the middle of the night drenched with sweat when the temperature is like -2 fahrenheit.

Not being able to sleep well tends to make most people irritable!

But before I get into that, let me tell you about how all this came about...

As I said earlier, my name is Kate Murray and while I'm not a doctor or scientist, and I would love to share my research and the findings that have taken me years to discover...

PHOTO OF KATE

Before I found an effective way to treat my own menopause symptoms, I had a never-ending string of physical and emotional problems...

I struggled endlessly with **hot flashes and night sweats**, along with a range of other menopause symptoms like excess weight and mood swings.

This was one of the most debilitating stages of my life... It literally gave me a complex...

The thought of going out to a social event was really uncomfortable... I was constantly paranoid and self-conscious...

Towards the end of that phase, I just never went out... **I'd lost my ability to experience life and live fully**

It was much easier leaving the fun and party nights to the 'normal' women out there...

And to make matters worse...

Many doctors told me that my problem would never go away...

By the end of it all... I had lost hope in having my life back...

I felt broken, with no purpose in my life, and with no shoulder to cry on...

If I had to describe my life at that time in one word, it would be... **'empty'**.

But as the saying goes: *"when you hit rock bottom, there's only one way to go – up"*.

That was true for me because I realised that I only had two choices from there:

1. Live with the symptoms I had for however long it was going take

2. Find a solution and take my life back

I've spent the last **5 years** verifying and consolidating my research to create the "**Knowing About Menopause Online Program**".

Throughout the difficult years, I really wanted and needed someone who could **help me figure out what was the best way to treat my hot flashes and other menopause symptoms...**

I was constantly on the lookout for ways to help me understand **why** all these symptoms **were happening....**

What's frustrating is that the information out there is **not clear** and **not simple**.

I needed menopause explained from a woman's standpoint and in a way that wasn't overwhelming or hard to understand.

I didn't want more medical jargon.

I really wanted to understand what could **I do to positively affect my overall health** — not just for the menopause years (however long that would be), but for my senior years where I could be supported and nurtured...

In the last five years, I've invested thousands of hours talking to everyday women like you and I, about their experiences and survival strategies.

I've also spoken with medical experts to unravel the mysteries of menopause....

One thing I know is that no one is openly talking about menopause...

There's not a lot of relevant material and information to help you understand **from a woman's perspective** what's **happening to you now** and what **might happen** in the future...

In fact, in one conversation I had just recently with a girlfriend of mine, she said "I have no idea what my mother went through. She's **never** talked about it... its like its **taboo**". Effectively it is "Secret women's business"

That chat made me realize that if I didn't start talking about menopause maybe no one else would...

Menopause is a 'big deal' for most women and we're not prepared for it...

I want to change that for you and for the countless other women out there sweating their way through menopause in silence and frustration...

This project has consumed years of my life. I loved it and I've poured my heart (and my own menopause) into it....

Fast forward to today, and thanks to the internet, I've been able to put everything I've discovered into one simple and easy to understand program...

[break this up with a picture or a line to transition to the next section]

So, despite all the wading through false claims, trying silly diets and getting past the jargon material that collected dust on the shelf...

I knew deep down that there just had to be a way to really treat menopause in a controlled and predictable way...

From that moment on, I decided to make it my mission to find the real way to relieve **my** menopause symptoms and get my health back, even if it meant crawling over broken glass and back for the answer...

After searching, trialling and testing different methods...

I eventually found the answer that allowed me to eventually '**crack**' the menopause code and discover

An incredible roadmap...

This roadmap is a set of principles that (when combined together), produce outstanding results for most women in perimenopause, menopause and even post-menopause.

As they say in Montana "You want to have the map before you go into the woods". The big problem is a lot of women are already in the woods....

A **menopause Survival plan** (if you will) that not only helps you find relief from your symptoms, but can make you look and feel like a new you...

Not only did I reduce the hot flashes and night sweats, my health improved so much, **I feel and look better now that I did in my 30s and 40s!**

Introducing...

Knowing About Menopause Online Program

I'd love for you to decide if my Knowing About Menopause Online Program is right for you as you navigate the (at times) maze of physical and emotional upheaval.

From my research with thousands of women the overwhelming TOP 5 symptoms are:

1. **Hot Flashes and Night sweats**
2. Gaining unwanted body fat
3. Mood swings and anxiety for no apparent reason
4. Restless and disturbed sleep
5. Always tired and fatigued

Knowing About Menopause Online Program is for you if...

- You've been trying to adjust everything from food and exercise to the fabrics you wear to reduce the **hot flashes and night sweats** but you're not satisfied with your results
- You're ready and willing to put in the time to apply the lessons in this program to your life
- You're ready to go beyond the **cookie-cutter templates** (& medications) handed out by some people in the medical community
- You want to learn how to **make positive and healthy, life affirming choices** and take your life back
- You want to be an example of **female empowerment** to friends and family, your daughter and the younger women in your life so that they can see that menopause doesn't have to be akin to a death sentence

...And the best part?

You can check everything out for FREE if you choose!

Knowing About Menopause Online Program is the only user-friendly system that you can apply in the comfort of your own home with the following benefits:

- Predictably and effectively manage your menopause symptoms
- No need for expensive or unhealthy procedures...
- Safe and natural methods
- No strict low calorie diet

My **Knowing About Menopause Online Program** is a roadmap that will work for you to effectively relieve your **hot flashes and night sweats** along with all the other symptoms you may be experiencing.

Wait! What? There are 34 symptoms?

Yes, there are a total 34 menopause symptoms! Some of them you won't believe exist or are happening to you... it's crazy (and crazy making).

Once you address the underlying root causes, you can treat all your menopausal symptoms.

Yes, you read that right...

Let me explain...

...This hormone balancing mechanism has been used to kick start the rejuvenation of every single cell in your body (over 2 trillion) which forces your body to heal, reactivate and restore your hormone levels to normal!

Here's the BEST approach to learning about menopause:

1. Be guided through the process by a woman who has **gone through the fire** to understand about what it takes to change my own and other women's menopause experience.
2. Understand the reasons why your menopause experience may be different to your mom, your sister or your neighbour's journey.
3. Understand the difference between the BS advice peddled by "experts" and what's worked for countless women.

4. Make sure that the person you do listen to (for advice) has actually spoken with women from a variety of backgrounds... remember **there's no one-size-fits-all approach to menopause.**
5. See how that person identifies and discusses a myriad of challenges that hold you back or keep you stuck.
6. And most of all, take a holistic approach to a range of solutions so that you can consider your own personal journey and understand how to tailor your own solutions to menopause.

See what's inside...

Your access to **Knowing About Menopause Online Program** with over ten videos will be delivered directly to your inbox...

PRODUCT PHOTO

You'll discover everything you need to know to relieve and manage your menopause symptoms and develop an 'inside-out' healthy body forever.

Module 1: Types and Stages of Menopause

The different stages and types of menopause and the best way to approach it for a comfortable hormonal shift and long-term health.

Module 2: The 34 Menopause Symptoms

Looking deeper into why you experience the symptoms you do and how to prevent or treat the other menopausal symptoms if they appear in your life.

Module 3: Sexuality

This module will work wonders on your sex life and rekindle your romance by keeping your passion in the bedroom 'alive' during your menopausal journey .

Module 4. Menopause and Emotions

Tips on how to protect yourself from erratic mood swings, anxiety and depression to enjoy and maintain a better quality of life.

Module 5: Health, Exercise & Diet

The best foods, vitamins and minerals that keep your hormone levels high and keep you feeling great.

Module 6: Menopause and Relationships

Removing barriers to closeness so you develop rich and meaningful relationships with those you love so you feel connected and appreciated.

Module 7: Recommended Medical Tests

What tests to take regularly to prevent illness and properly manage your health and well-being going forward.

Module 8: Menopause and the Workplace

Is your menopause causing you stress or discomfort at work? Follow these simple tips to help you keep your job, pursue your career and 'thrive' in your current position rather than fold.

Module 9: Fertility

Whether you are in perimenopause or menopause, we talk about how to make the right contraceptive choices so you 'smooth sail' through the last lap of fertility.

Module 10: Menopause and Ageing

How to make your menopause a welcoming natural transition that eases you into the passage of your middle life.

You're in this for the long-haul, **right?**

That means working smarter to create the life you love...

You don't have to just suffer through menopause... you can thrive because of it.

Based on everything you've read so far, other people have told me that \$250 is cheap for a program like this.

But I know that money can be tight sometimes...

... especially if you have a family of teenagers and young adults like I do.

That's why today only I've decided to do something for you.

My accountant says I'm crazy (*if only he knew how crazy*)...

... but I just **HAVE** to get the message out there to women like you.

So, to thank you for your time today, you're not going to **pay \$250** or **even \$150 for the Knowing About Menopause Online Program**.

For a limited time your investment in my program is **JUST ONE PAYMENT OF \$97**.

And if **you take action right now, you'll get an additional 50% off**.

This means you'll get everything I've described in the letter above for just:

\$49



You really have nothing to lose... and it's cheaper than a new pair of jeans!

Should you decide to keep doing what you're doing right now, and leave your symptoms untreated...

- You might spend well more than the price of this program just this month, in snack foods to satisfy your cravings, off the shelf supplements that do not work, medical bills and more...
- You may even miss out on career or job opportunities that you need to let 'slip away' because your motivation is too low or is obstructed by your symptoms...

- Or possibly even missed personal memories by not spending time with your loved ones or children because you feel fatigue or lack the energy to be a fun and cheerful person...

Leaving symptoms untreated can cost you in more ways than just one...

I don't want any of the above things for you...

And they don't need to be your circumstance...

The way I see it — you two choices:

Choice #1:

Continue to search for solutions to relieve your menopause symptoms ...

Choice #2:

Join my **“Knowing About Menopause Online Program”** today!

This is by far the choice I recommend if you really want to see results faster...

- **No more guesswork...**
- **No more jumping from medical test to medical test and hoping for the best...**
- **No more attempting to be super woman while running your household (and your life) while trying to figure it all out on your own...**

When you take advantage of the program... you'll start to feel the benefits right away...

All you need to take advantage of this offer is click on the orange button now!



5. Social Proof

Testimonials, videos, facebook, screenshots

Answer: who else is using this thing and what results

[Insert testimonial from Veronica](#)

6. Risk reversal

Guarantee

Bonuses

Question: what if I don't like it?

What if I could make this decision even easier?

And what if I could eliminate any other reason you might have for not investing in my Knowing About Menopause Online Program?

Introducing my amazing ...

60 DAY, 100% MONEY BACK GUARANTEE!

Here's how it works...

You go through the entire step-by-step Knowing About Menopause Online Program and see how effective it is for you...

[Put in a graphic as a pattern interrupt from all the reading]



If you decide my “Knowing About Menopause Online Program” is not for you then you’re entitled to a full 100% refund. No questions asked!

Guarantee #1: You can try “Knowing About Menopause Online Program” for the full 60 days and still get a refund

Guarantee #2: If you don't feel an improvement from at least 1 of your symptoms within 30 days... you can get a refund when you follow the program

Guarantee #3: If you don't like the course for any reason whatsoever... the layout, colours used, my voice, literally anything at all ...you can get a refund

Easy. Simple. Straightforward.

Click on the orange button that says “get instant access” to claim your introductory price and free bonuses now!



You have nothing to lose and everything to gain by signing up for the Knowing About Menopause Online Program right now.

If you're still not convinced that the Knowing About Menopause Online Program is right for you, let me share with you a few more things that might help...

I'd love you to feel completely at ease about jumping into this program.

THAT'S WHY I'M ALSO INCLUDING 2 BONUS GIFTS WHEN YOU SIGN UP RIGHT NOW!

Bonuses

List of 'Best Treatments' Video – Part 1 & 2...

(Valued At \$47.00)

Create your own unique combination of strategies tailored to your lifestyle choices and around your particular symptoms so you can feel stronger, healthier and calmer.

The Family Guide to Surviving Menopause Video

(Valued At \$37.00)

A great video that includes helpful tips on how to talk about the changes you're experiencing.

Knowing About Menopause Online Program Main Course...

To recap — you'll receive...

- The complete 10-video series where you'll discover everything you need to know to understand your menopause symptoms — valued at over \$600
- The two BONUSSES — valued at \$84
- Ongoing email tips delivered to your inbox monthly
- Ongoing blog posts and expert features
- Be part of a growing sisterhood of women

Here's some of the other questions I've been asked which are included in Knowing About Menopause Online Program...

Have you ever wondered about any of the following?

- When will my menopause start or stop?
- How long does it go for?
- I'm 45 and still having regular periods, how will I know if I'm in perimenopause or approaching menopause?
- I've never had children... will menopause be different for me?
- Is it different for me if I've had or about to have a hysterectomy?
- My mom had a terrible time... will this happen to me?
- Are there things I can do now BEFORE menopause to get ready?
- What should I tell my partner?

- Will my sex life be over forever?
- Where can I find out more information?
- My doctor is a man... should I switch to a woman?
- Will I get breast cancer if I decide to use HRT?
- Am I at a higher risk of having a stroke if I decide to use HRT?
- I'm thriving after cancer... will menopause take me back to how I felt before?
- How can I talk to other women about menopause as it's taboo in my culture?
- How do I know if the information I've been given is solid?

These are just a few of the more common questions. If you were nodding along as you read or you identified with any of these then **Knowing About Menopause Online Program** will help you.

THE TOTAL VALUE OF EVERYTHING ADDS UP TO OVER \$600.

But with the special discount price I have available today — you can get everything for just \$49.

All you have to do to take advantage of this fantastic deal is to **click on the button below right now.**

Next, fill in your payment details on the next page and you'll be provided INSTANT ACCESS to everything as detailed above.

Just One Simple Payment of

\$49



9. Layout/Design

To be redone.