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Client Sample: Alternative Health Article #1

The Client:

Clients in the Health and Wellness industry have numerous and varied content needs. Articles which inform their customers about the subject are used to establish the client as the “go-to” authority by establishing credibility through articles that are at once useful and interesting to the end user.

Scope of Project:

This article was written in response to a request for a Sales Letter. The view was contrarian to mainstream medicine with its emphasis on pharmaceutical drugs as a first line of defense for “lifestyle” type chronic disease. You are being given an example of the intro and part of the body. Specific information about the client product has been removed.

Samples:

Attached is an example of the Letter.

The Value of This Project:

Articles can be used and repurposed in various ways including blog articles to grow your digital library, online and physical newsletters, digital books for lead generation, scripts for videos, physical books, and much more.

The Sample:

**Big Pharma Wants You To Take Statins to Prevent Heart Disease
Because It Means More Money for Their Greedy Paws...
But is there a Better, Safer, More Natural Path for You?**

We are all pretty well-versed on the benefits of prevention, right? After all, it’s much better to avoid a health problem than go through the hassle of treating it once it rears its ugly head.

And for years, high cholesterol was thought to be the key warning sign for heart disease. In fact when statins first hit the market, they lowered cholesterol numbers and that made a lot of people excited.

But, they were wrong. Well, at least they didn't have the full story about cholesterol and heart disease. I'll talk more about that later.

You've probably noticed the headlines lately calling for more people to take statins as a preventative measure for heart disease.

In fact, hungry pharmaceutical companies would love to convince the general public that even though popular statins are already consumed by over 11 million people, bringing in \$34 billion in sales [according to Forbes], that's still not enough.

Some believe the number of people taking this controversial drug should actually double, even if their cholesterol numbers are not a concern. Why? So they might avoid a disease they don't have.

They down-play the side effects in order to promote the promise of a healthy heart.

Sounds great, right? I mean...who doesn't want a healthy heart?

But wait...as your mama probably told you: If it sounds too good to be true, it's because it is.

Do they really believe that you're too old to remember the "bad press" that goes along with statins?

Those nasty side effects?

The side effects that for some people were so bad they stopped taking statins completely because the "cure" really was worse than the disease.

Life threatening side effects like:

- Muscle pain
- Muscle damage
- Rhabdomyolysis (a breakdown of muscle tissue)
- Risk of Diabetes
- Nausea
- Diarrhea
- Constipation
- Fatigue
- Weakness
- Memory loss
- Confusion
- Serious Liver damage

- Nerve damage

In fact, it's reported that 70% of people quit taking statins after just 3-6 months. Some even stop after the first day.

So the question begs to be asked: If so many people STOP taking the drug, how can they accurately determine how effective it really is?

Why do they stop taking the drug?

We know for sure it has nothing to do with them being "cured"...after all, that's not what all those lifetime drugs are meant to do. Face it, that wouldn't be very *cost-effective* for the pharmaceutical companies making a profit off the prescriptions, right?

Some stop statins because of the nasty side effects.

Some stop statins because they don't want to be lifetime prescription prisoners.

Some stop because they're sick and tired of loading their body up with chemicals.

Others stop statins because they found they got better results from natural alternatives.

And get this, up to 90% of folks that chose a natural alternative for lowering their cholesterol, stuck with it for years.

Why? Because natural feels great!

Now...does the risk of statins as a preventative measure for heart problems really sound like something you want to "experiment" with?

Wouldn't you rather have a safe, risk free, side-effect free, natural, non-drug alternative which can bulletproof your heart with:

- Healthy total cholesterol
- Healthy triglycerides
- Healthy blood pressure
- Healthy CRP (that's inflammation to you and me)

Look, what you put into your body is vitally important. In the quality vs quantity argument...you want quality for your health. Every. Single. Time.

Here's the truth: A healthy heart isn't enough.

You deserve more! You deserve the vitality and energy to live life to its fullest.

Imagine skipping in to your next doctor appointment, without a single health concern, only to hear the doc tell you with complete amazement, “You’re going to live to be 100!”

No matter what your health looks like right now, we believe in that possibility.

That’s why our team works tirelessly, looking for the best natural sources to help you reach your health goals. What we discovered for your heart could be called the most powerful discovery of the 21st century.

But this breakthrough is something your doctor probably hasn’t heard about because of all the noise surrounding this new report and the big push by the pharmaceutical companies (and their friendly, attractive drug company reps) to write out yet another prescription.

But we’ll talk about that more in a minute because there are, in fact, natural and safe ways to improve your heart health. Ones that have absolutely no known or reported side effects.

Safe, natural, heart-healthy stuff that even the Center for Disease Control loves.

But, Aren’t Statins FDA Approved?

Now I know what you’re thinking. Those drug company headlines are pretty enticing. The promise of a quick fix for cholesterol and heart health sound...well...simple.

You may wonder...How could statins be dangerous if they’re FDA-approved? And how could that report be wrong if it’s based on updated guidelines from the American Heart Association and the American College of Cardiology?

Those are great questions (see I knew you were a smart cookie!)

So hold onto your seats because once we scratch the surface of this headline-making, pharmaceutical-loving report, it’s going to blow your mind.

First, Big Pharma jumped on a part of the report that serves them best. Like a money-seeking missile they ignored all the bad and questionable results and locked in on the profits. What *they* like about the new guidelines is that twice as many people will be eligible for a statin prescription.

In fact, WebMD estimates that the new guidelines would have 13 million MORE Americans taking cholesterol lowering drugs. That’s in addition to the millions of desperate folks already shelling out big money for statin drugs right now.

At a cost of anywhere from \$11 to as much as \$200 per pill, that means Big Money for Big Pharma.

Second, the lead researcher for the report is an expert at cost-efficiency. This German doctor gets excited about “cost-effectiveness ratios.” In fact, he’s published a bunch of reports on it.

In other words, by using computer models, he determines if the cost of keeping you healthy is worth the price of the medicine, tests, or procedures available. Now, these are computer models...numbers and stats punched into a lifeless computer, to decide the best way to care for a human being.

Namely...you.

In fact, as WebMD reports, this expert says his heart prevention estimates are based on “extrapolating” the results...that means results based on computer models and algorithms, not actual people.

This bold claim is made even though conflicting research, which looks at 39 years of studies conducted on actual people, shows no evidence that statin therapy benefits in a high-risk prevention set up.

This bold claim is made even though we both know people are not computers.

We always have the choice to change simple things like our lifestyle and eating patterns so we are not burdened with a life of popping pricey pills.

Pills that may or may not be good for us.

And besides, don't you want a doctor with good old-fashioned practices, a human touch, and a better bedside manner to determine your level of care?

Still, many doctors are actually excited about these findings. In fact, your doctor may be totally gung-ho about you jumping on the statin band wagon.

And it's true; you should always work with your doctor to decide what's best for you. However, even Dr. Oz agrees you should be armed with the right information and questions before you take the leap into any prescription medicine...especially statins.

Here's why.

While doctors are excited about the new guidelines, they may not fully understand what they are excited about.

For example, one doctor told NBC News “Most patients, when we try to treat their cholesterol, don't get to the goal. There's a tendency for physicians to throw their arms up and give up.”

Now, your doctor is only human. Their frustration for not seeing your cholesterol numbers move may force them to look for an “easy” button. And what's easier than popping a pill brought to their attention by a pharmaceutical company?

But wait, there's more to that story.

This same doctor goes on to say that the new guidelines help patients to “just get started”...because “we are less concerned about the destination and more concerned about getting people on the trains and out of the station.”

Now, doesn't that sound a lot like Nancy Pelosi's infamous line that we have to pass Obamacare just to see what's in it!

Good intentions don't always lead to good health.

After all, how many seemingly “safe” FDA-approved pharmaceutical drugs are quickly pulled from the shelves once the real story emerges? And people die.

It's only common sense to ask smart questions before you run to the doctor and demand a prescription for statins as a preventative measure for heart health.

And...it's in the best interest of your health and your life to look at alternative, safe ways to enjoy healthy years.

So let's look at some of these safe, healthy ways to lower your cholesterol and improve your heart. Because, after all, the two health concerns work together.

Even the CDC says your first line of defense has nothing to do with prescription drugs

We can all agree that prevention is the best medicine when it comes to a happy, healthy, quality life.

But even if you're struggling with health issues now, don't worry. Your body has an amazing capacity for healing and health...once you give it the right tools, in the right combination.

And it all begins with your heart.

The Center for Disease Control (CDC) agrees that too much cholesterol in the blood is one of the main risk factors for heart disease.

The CDC also says your first line of defense for a healthy heart and lower cholesterol has nothing to do with drugs.

They would agree with me when I say there are five ridiculously simple steps to bulletproof your heart. In fact, new research shows that almost 80% of heart attacks among men could be eliminated completely...tomorrow...with the addition of these five ordinary, easy-to-follow habits.

1. Eat right;
2. Drink alcohol in moderation

3. Don't smoke
4. Exercise regularly
5. Keep your weight under control

But that's not all. I would take this one step further so you have the "X" factor. Because sometimes, doing what everyone else is doing is just not enough.

Going to the extreme of healthy living doesn't have to be dangerous. In fact, we look for the safest ingredients: stuff your body already makes and stuff made by Mother Nature.

What we've discovered is something we believe is the safest, most effective path for overall health. Some call it the "Holy Grail" for heart health; we call it XXX.