

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Clinic Orthopaedic

Business Objective: Get more attention/Raising awareness of specialized services like back pain treatment, sports injury care, and post-surgical rehabilitation.

Funnel: Paid Ads/FB

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Men, women and children between the ages of (14-70)
- b. People who suffer from bone disabilities whether from birth or due to an accident
- c. People working in Offices, Construction, Gyms, Athletes.
- d. People suffering from pain in the foot, ankle, shoulder, back, spine, and neck (bones in general)

2. Where are they now?

a. Scrolling through FB/INSTA

b. Looking through Ads in FB/INSTA

- Current levels:

a. Pain/Diser level-(3/10),Some people have bone pain or an old injury, but it is not severe.

b. Belief in the idea of Clinic Orthopedic -(5/10).

C. Trust in Crystal Clinic-has once again earned the distinction as one of the top 100 hospitals in the country for medical excellence and patient safety (6.5/10)

- Current state:

1- People suffer from persistent pain in their bones or joints, which causes them discomfort and greatly affects their ability to perform daily activities such as walking, sitting, or carrying things.

2- People feel frustrated by previous diagnoses that were not accurate or adequate to determine the root cause of the pain. This lack of medical clarity leaves people constantly searching for effective answers and solutions, and undermines their confidence in the proposed treatments.

3- They are very concerned about the possibility of needing surgery. Their concerns about the pain, recovery time, and costs associated with surgery make them reluctant to take serious steps towards treatment.

4- These physical limitations affect people's quality of life, as they find it difficult to perform simple daily activities, which reduces their satisfaction with their daily lives and negatively affects their psychological state.

5- They are in a constant search for an effective and safe treatment. They may have tried different treatment options, such as medications or physical therapy, without achieving the desired results, which increases their frustration and increases their desire to find a final solution that relieves their pain and improves their health condition in a sustainable way.

-Current Dream:

1- Get rid of bone or joint pain, and enjoy a pain-free life, where you can move freely without restrictions, and engage in daily activities such as walking, sitting comfortably, and carrying things easily.

2- Getting an accurate diagnosis of a health condition, understanding the root cause of the pain and receiving appropriate treatment helps put an end to the frustration and anxiety that comes from incorrect or inadequate diagnoses.

3- They aspire to find effective, non-surgical treatment solutions for those who fear surgery. They look for a treatment that provides comfort and healing without the need for surgery, reducing concerns about pain, recovery time, and costs associated with surgery.

4- The dream is to improve the quality of life and be able to perform simple daily activities without difficulty. He looks forward to being freed from physical limitations and returning to an active and comfortable life, allowing him to enjoy his favorite activities.

5- Finding an effective and safe treatment that relieves pain and improves health in a sustainable manner. There is an aspiration to end the continuous search for solutions and move to a new stage of recovery and physical and psychological comfort.

3. What do I want them to do?

- a. Stop Scrolling and read the Ad
- b. Click the link with with the interest to book a session

4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- a. Stop Scrolling and read the Ad :
 - i. Showing the dream state.
 - li. Text showing the transition from the present state to the dream state.
 - lii. The contrast between the colors of the text and the banner and the importance of the white color.
- lv. Movement to animation
- llv. Show off one's accomplishments or honors to increase confidence



b. Click the link with with the interest to book a session:

i. Get ready to feel stronger and energized from advanced physical therapy.

This phrase highlights the main benefit of physical therapy, which is the restoration of strength and vitality. The letter encourages the reader to look forward to the rejuvenating experience that advanced physical therapy has to offer.

ii. Thanks to our experienced team of experts, we offer you effective techniques for your strength and save you from the need for surgery.

It focuses on the expertise of the team and the uniqueness of advanced treatment techniques. Mentioning high experience reassures the reader about quality and professionalism. Confirming that the treatment prevents the need for surgery adds an element of reassurance and highlights the unique value.

iii. Don't let pain stop you anymore!

This phrase uses motivational language to increase motivation to take action. It encourages the reader to face his health problems and not give in to pain.

iv. Contact us today for your free travel night.

It invites the reader to act directly, while offering additional incentives such as a free consultation. This call to action motivates the reader to take the next step quickly and effectively.

liv. Your new power starts here —> Book now

DRAFT

Headline:

Don't Let Pain Hold You Back Anymore!

Subheadline:

Discover Advanced Treatment Options That Help You Live Pain-Free Without Surgery

Body Copy:

Are you tired of dealing with persistent pain that affects your daily life? Whether it's back pain, sports injuries, or post-surgical discomfort, finding a solution can be challenging. At (**Clinic name**), we specialize in providing effective treatments that address the root cause of your pain.

Our experienced team is dedicated to helping you regain your strength and vitality. With our advanced physical therapy techniques, you can avoid the need for surgery and start enjoying life again.

Key Benefits:

- **Personalized Treatment:** Get an accurate diagnosis and a treatment plan tailored to your needs.
- **Non-Surgical Solutions:** Benefit from advanced therapy that relieves pain without the risks of surgery.
- **Improved Quality of Life:** Move freely and comfortably, engage in your favorite activities, and live without pain.

Call to Action:

Ready to take the next step?

Contact us today for a free consultation and discover how we can help you live pain-free. Your journey to recovery starts here — **Book now!**

Visuals:

- Images of people enjoying life without pain, such as walking, exercising, or spending time with family.
- Highlight certifications and awards to build trust.
- Use a soothing color palette with contrasting text to grab attention.

Animation/Movement:

- Subtle animations that illustrate the transition from pain to relief, such as a fading effect from a dark, discomforted image to a bright, happy scene.

Final Touches:

- Emphasize urgency: **“Don’t wait—pain relief is just a click away!”**
- Offer additional incentives: **“Book now and receive a free consultation.”**