

WINNER'S WRITING PROCESS

1. Who am I talking to? People with pain and discomfort

2. Where are they now? Scrolling on facebook. A very good service you will feel better when you leave I felt better. I immediately felt like I had a clearer mind, walking leave feeling better and on the right track experienced a group of ppl with such knowledge, compassion and abilities have with the staff noticeable decrease in pain, feel confident taking The whole family

3. What do I want them to do? past experiences and continuously unresolved chronic pain skeptical of chiropractic care chiropractor uses x-rays for precise guidance while he evaluates and considers each patient's personal needs.

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?

DRAFT