

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Business Type:** Chiropractor

**Business Objective:** Gain more customers

**Funnel:** Content/sales page

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## WINNER'S WRITING PROCESS

### 1. Who am I talking to?

- a. People in pain
- b. Yet to be mothers
- c. Early childhood parents
- d. Back pain
- e. Neck pain
- f. Workers
- g. Sports players

### 2. Where are they now?

- a. Looking for remedies
- b. Reading the contents of the page (If they clicked my clients business)
- c. Looking around the website to find deeper trust for the company

### 3. What do I want them to do?

- a. Book a call or appointment

#### 2. Current Levels

Pain/desire - The people i'm talking to are people that have either clicked through by website or by ad, meaning their current desire to resolve the pain is high. The person is now looking for trust or reasons to come to my client. 7/10

Belief - Belief in the services, the service has been around for YEARS! But looking at my potential clients website doesn't give any belief to their services as it looks unprofessional and tacky, giving impressions of "not taking pride" giving off a belief that this company dont care. 4/10

Trust - Trust is very low that because of how their website looks, their website doesn't look professional, clean, or even good. They haven't put any time or effort into making their website appealing. 2/10

#### 3. Current state

- a. In pain
- b. Unhappy with life
- c. Stiff
- d. Tired
- e. Depressed
- f. Discomfort

#### 4. Dream state

- a. Relaxed
- b. Happy
- c. Flexible
- d. Quality sleep
- e. Confidence boost
- f. Better posture

#### 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. On the home page it welcomes me, giving me a sense of comfort this is just a simple hello and welcome to the business
- b. 3 main colors are being used keeping it simple and not an eyesore seeing too many different colors, the colors are a gold/yellow, white and a black/grey
- c. Below the welcoming message is another message claiming that they're ACC approved (meaning their service will be cheaper) they're claiming that they're affordable, where they are located, suburb and location.
- d. Below that message is a brief description of the painstate that the client may be in
- e. As the background there is a clipboard with a spine picture with skeleton pictures in the image. This gives an impression that they deal with big problems, that being the spine being displayed telling me that this is their main objective and showing me without telling me that this what they're going to focus on.
- f. At the bottom of the description is a CTA —> "book now"
  - i) So the description so far has in **BOLD** a welcoming message giving me comfort towards the business
  - ii) It then states that i can get their service cheap while being on ACC + it adds where they're located (suburb/street + region)
  - iii) The next little description, This tells me what they do "chiropractors dealing with the spine and nervous system." and then addresses the pain state "Help for back pain, neck pain, sciatica, shoulder pain, fatigue, headaches and more."
  - iiii) The 3 main colors work well together, making everything pop out without being an eyesore
  - iiiii) Their logo is of a hand with a swirl mark in the middle, giving me impressions of their hands being able to heal me.
- g. Scrolling down to the next description, this description has a backdrop color of gray with the text being black, this makes the text stand out without having a bright color as the backcolor contrasting the rest of the website.
- h. It gives me reasons why to choose this company "Why choose the healing center?"

- i. We are one of the most affordable chiropractors in Auckland

We use contemporary technologies, such as our PostureCo posture analysis software and our INSiGHT scanning technology

We are open late nights, 7 days a week

We have a diverse team of highly skilled chiropractors

We are an ACC approved Auckland chiro (no referrals needed)

We cater to all ages

We are a Southern Cross EasyClaim provider

You can book, and manage all of your appointments online

These are the reasons it gave me as to why i should choose them over anyone else in the niche it also has a “read what our patients says” this link redirects me to the review page on google, This gives me trust and belief in not only the practise but in the company to, as people will share their experience of the practice being used plus! The experience with the staff themselves. This gives me a brief introduction of what to expect from this company.

- j. The next section of the page describes what chiropractors do

**“Chiropractors look at your health in a different way from other health professionals, providing a comprehensive approach to healing that looks at the whole person, rather than just the symptoms. Chiropractic care is based on the concept of eliminating nervous system interference which is generally due to misalignment of the spine through applying specific, manual adjustments. This can result in your nervous system functioning the way it should helping ease many different physical conditions including back pain, headaches, hernias, neck pain, sciatica, shoulder pain and more. Working with the right chiropractors in Auckland can also help your body recover from injuries or accidents.”**

k. There's a photo next to the description and the photo is of a client lying down while the chiropractor has his hands on her neck showing without telling that he is readjusting her neck.

i) In the description it says that chiropractors look at health from a different field of view, giving people that have tried other ways to prevent their suffering a new outlook of how they will be treated, giving a bit of mystery but this can also decrease the trust state as it does state that "look at your health in a different way from other health professionals"

ii) In the description it builds on trust with **"providing a comprehensive approach to healing that looks at the whole person, rather than just the symptoms"** This builds trust as it tells me that they won't just tell me what's wrong, they will fully assess me and find out the root problem.

iii) It then goes on to tell me why I'm having feelings of a sore back or neck **"eliminating nervous system interference which is generally due to misalignment of the spine"** pointing out a painstate which would be a sore back or neck which is caused from an misaligned spine.

iiii) It then points out the dreamstate and how the business will get them to this dreamstate **"applying specific, manual adjustments. This can result in your nervous system functioning the way it should helping ease many different physical conditions including back pain, headaches, hernias, neck pain, sciatica, shoulder pain and more."** "Helping ease many different physical conditions" the dreamstate being pointed out is that you will feel better, although this business doesn't amplify the dreamstate, this does point out the dreamstate in a subtle way (i want to ramp up this dreamstate) While pointing out the dreamstate it also is pointing out the painstate being the different parts of the body that maybe sore and the parts of the body that this treatment will mitigate. The underlined words have links attached to them explaining what they are (haven't dived into what they really are yet)

iiiii) It then ends with pointing out another painstate being **"help your body recover from injuries or accidents."** the painstate being injuries or accidents.

L. The next section is a “meet us” link page there is bold white writing highlighting that these people are the chiropractors of this business

m. There's the gray color as the background with 4 pictures side by side with the names underneath the photos. The Grey color makes the photos stand out more as the photo colors make the photo standout in this section. It also has a link attached to the “meet us” and this redirects me to a 4 part description of a brief summary of who these people are.

i) This section creates trust and a bonding moment between the client and the chiropractor, mainly client to chiropractor. As the client gets an insight as to who this person is as if this person is the right fit for me. This gives trust in not only the practice but also the person and the company as with a well written description of what the chiropractor is capable of can be the determining factor if the client follows through with an appointment.

n. Next section, this section describes the technology that this business uses. There are two things that this business uses.

o. The first thing they describe is the **insight smeg neurological scanner** and they give a description of, detecting unhealthy patterns that affect living performances and that it tracks health progress.

p. The second thing they describe is a software, **PostureCo software**. It describes what the software does, how it benefits me and how the information is given to me.

i) There are images of the 2 things being described at the bottom of their respective description

ii) the background is darkish yellow making the text pop and easy to see/read plus makes the images stand out a bit more, more eye catching.

q. Next section is a CTA —> “book now” with a very brief description of how it's newly renovated. With a photo of the waiting room looking “newly renovated” the “book now” CTA is above the photo but under the text. With 3 colors in play. White for the text, gray as the background this color is to make the CTA stand out and also make the words readable. The CTA is in yellow making it vibrant and stand out.

r. Next section is the “E-mail us” . This is standard, nothing too ambitious but in the description part. **“Contact us using the form below and we will respond to you as soon as possible. If you want to book an appointment you can do this by [clicking here](#) and you will get instant confirmation.”**

With the link redirecting me to a booking page where its an immediate book instead of waiting around of a reply back.

s. Next section, This section gives a welcome message to new customers

i. **At our practice, we’re excited to welcome new patients seeking top-tier chiropractic care.** This gives me a welcoming vibe making me feel wanted and more at ease to clicking the CTA

ii) **Through our website, we make communication with your chiropractor straightforward and efficient. Please click our BOOK NOW button to book your appointment for chiropractic adjustments.** This tells me how to streamline the process of booking an appointment by clicking the “BOOK NOW” CTA

iii) **Our team is dedicated to providing the care you need to improve your health and wellbeing. Let us help you take the first step towards a healthier lifestyle.** This gives me abit of trust as they state that theyre dedicated to attending to my needs, and want me to live a better and healthier life, although! This can be amplified abit more with their dreamstate of being more able with better bodies.

t. Next section, this section is a description of upselling their business and the services they provide, this section is a deeper view of what i can expect, what they offer, giving me painstate of being in pain/discomfort and also giving me the dreamstate of being able to move around and be painless.

i) **Our team of skilled chiropractors in Remuera are dedicated to providing you with the best care possible, using modern technology and personalised treatment plans to help you achieve optimal spinal health.** This gives me awareness of what I can expect in my appointment, that being “modern technology” and “personalized treatment” that is going to be used in my session if I proceed to booking. While giving me a dreamstate of having good spinal health.

ii) **You might be thinking: “Who's the best chiropractor near me?”** Look no further than **The Healing Centre**, the chiropractor Remuera loves. We offer a range of services to help you feel your best, including spinal adjustments, soft tissue therapy, posture correction, and sports injury treatment. Our chiropractors in Auckland understand the importance of a healthy nervous system and how it impacts your overall health and wellbeing. This is upselling their services, with an offer of a wide range of services, while listing the services. It also tells me that the chiropractors know/understand the pain/struggle of the painstate.

iii) **That's why we strive to eliminate nervous system interference and correct misalignments through manual adjustments, helping your body recover from injuries, ease pain, and prevent future health problems.** This leads from the paragraph above. But this describes the dreamstate although subtly, i want to drive the dreamstate more! By highlighting flexibility, livelihood, health etc....

iiii) **At The Healing Centre, we believe that everyone deserves access to high-quality chiropractic care, including pain relief and spinal alignment through drug free methods. That's why we offer affordable prices and we are ACC registered (no referrals necessary) , as well as being affiliated with Southern Cross & Nib.** This gives me indication that theyre sponsored by other companies meaning theyve been around for awhile building trust, it also caters to people that arent medically sound and says that its “drug-free” catering to people that dont like the medical system. It also states that their session are affordable and that they are ACC applicable and you dont need to jump through hoops to get accepted for ACC they can do it themselves.

iiiii) **Visit our newly renovated, modern clinic in the heart of Remuera and meet our friendly and professional chiropractors. Don't wait any longer to improve your health – book an appointment with us today! The Healing Centre, the best chiropractor Auckland has to offer.** Welcoming customers to a newly furnished clinic giving me knowledge that they upkeep themselves and pride themselves in how they look. A CTA “dont wait any longer to improve your health” this gives a push to people to book an appointment there and then and to stop wasting time. They also claim to be the best chiropractors around that area giving confidence in what theyre saying.

iiiiii) The colors being used are yellow for the **“Experience Exceptional Chiropractic Care at The Healing Centre”** With the plain text as black and the background color as grey, this is to make the words easily readable while the color patterns flow with the rest of the website.



iiiiii) It also has a clipboard with a spin photo on it giving an insight to what the practises they're doing.

u. The footer menu, The colors are yellow, white and black. It lists the location of the business, contact number plus contact email and a link to have the contact information for the chiropractors. Shows when they're open and what time. Has clickable links to "our partners" page showing the people/businesses in conjunction with this business + a clickable link to "our chiropractic services" which direct me to what the services are that they offer.

i) The text is white and the background is black making the text stand/pop out

ii) The "important" texts are in yellow highlighting the important information, **location** , **contact** , **open 7 days** , **our partners** , **our chiropractic services**. While the "less important" texts are bold white, **phone** , **general enquiries** , **monday to friday** , **saturday to sunday**.

The boldness makes what i'm reading stand out or if im looking specifically for that one thing i can see it clearly.

# DRAFT

My website

[https://www.canva.com/design/DAGLursqnDc/A1yEbNs1khl\\_HlFjPXLnJA/edit?utm\\_content=DAGLursqnDc&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAGLursqnDc/A1yEbNs1khl_HlFjPXLnJA/edit?utm_content=DAGLursqnDc&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

The template - <https://www.thehealingcentre.co.nz/>