

<https://sites.google.com/view/dr-kaustubh-salvi/home>

WINNER'S WRITING PROCESS

Business Objective - Get them to book an appointment

Funnel Piece Required - Website

Business Model/Niche - Chiropractic business

Who am I talking to?

Name: Raj
Gender: Male
Age Range: 25-50
Occupation: Corporate job
Geographical Location
1 Ghatkopar west Mumbai India
Image:

Where are they now?

Where are they in the funnel physically?

- a. Actively searching on google Searching for a chiropractor
- b. Reading the Copy on the website

Current State

- a. They are Angry about
 - i. The Stressors and they do not know why they are in pain
 - ii. Ingenuine, non-professional,Dishonest(they hate when the chiropractors upsell and book unnecessary appointments
 - iii. They thought the pain will subside with time but,how that was not the case and pain increased and now are afraid
- b. They are in Discomfort and pain(Back,Shoulder,knee and many more)
 - i. They cant work,sleep,enjoy,travel and can't indulge in what they like sports or a vacation
- c. They are afraid of going to a chiropractor because it messed them up when they tried or they never went to the chiropractor
 - i. They are afraid that the pain will increase and haunt them for their entire life.
 - ii. Afraid that there pain will increase because of bad chiropractors
- d. their top daily frustrations
 - i. They cant find their dream chiropractor
 - ii. Tight back,stiff Neck
 - iii. barely able to walk
 - iv. Can't sleep
 - v. Not able to enjoy life
 - vi. Backaches
 - vii. Bad Posture
 - viii. Headache
- e. they are always in a bad mood and this affects how they treat themselves and others
- f. they embarrassed about
 - i. Not able to work
 - ii. Bad Posture
 - iii. barely able to walk

Dream State

- a. They Know the cause and the problem and now they are pain free
- b. They know a Genuine,respected,honest,helpful,caring,professional chiropractor
- c. They are Relieved
- d. They are happy and they feel amazing
- e. They feel relaxed and at ease
- f. They have no symptoms and now can enjoy life,can sleep,work,go on a vacation
- g. They are always in a good mood

- h. they are not afraid of chiropractor because their problems are fixed and they found a genuine chiropractor
- i. they are living a comfortable and a healthy life

Problem: There is something wrong with their back and they don't know what is causing this pain

Solution: Identify the problem and fix it, the best option is to see a chiropractor

Product: Dr. Kaustubh Salvi the best chiropractor to solve your problem (because he has 2 decades of experience and has treated thousands of patients and offers a personalized exercise).

Awareness Level: Level 3 they know that they need to see a chiropractor

Sophistication Stage: Level 5 The market is tired of everything and what I can do is connect it to a bigger desire like vacation a comfortable happy life

Three Pillars:

Desire/Pain: They are in pain and want to improve their life and wanna be pain free so 7/10

Belief: They know about Chiropractic care and know it has worked for others and might work for them so 4/10

Trust: They do not Trust because of past experiences and fears so 1/10

What are their objections?

- a. Will it work for me
- b. I don't have time I am busy with work
- c. Does this actually work
- d. Is the procedure safe

Attention Type: Active Attention-They are actively searching on Google

Where do I want them to go?

- a. I want them to Click on my website
- b. I want them to Book an appointment

What experiences do they need to go through to get there?

- a. Click on my website
 - i. I need to be ahead of everyone in top 3
 - ii. I want my profile to look curious and trustworthy by reviews
 - iii. I want to have a profile which looks unique
- b. Book an appointment
 - i. They need to see real reviews that resonate with them who are now pain free
 - ii. Their Objections need to be demolished
 - iii. I need to build trust and belief by being a authority, longevity, credible,
 - iv. has associations with others authorities
 - v. has delivered the results they want
 - vi. by empathizing and providing them with tailored plan
 - vii. We can show social proof
 - viii. is familiar and avoiding red flags
 - ix. They need to see a Case Studies which aligns and resonates with them (Storytelling)
 - x. We can create curiosity and backup with claim
 - xi. They need to believe that I am Credible and my technique works

Why should the reader stop what they're doing to read my copy / consume my content? (What's In It For Them?)

- a. They are getting a Service which will solve their painful current life and offers a trusted solution from a Chiropractor who is trusted, honest and credible. The copy directly calls out their pains, frustrations, objections, fears and offers a clear action to make their life better which is his desire.

Why should my readers do this action I want them to take NOW and not LATER? (Is there a good reason WHY?)

- A. They Should Click on my website/profile and Make an appointment now because
 - i. The pain will increase and potentially leading to permanent damage
 - ii. Their Problem/situation will get worse if they don't do anything about their problem
 - iii. They won't enjoy their life as their limitations will stop them from going to vacations and limit their physical movements and they won't be able to work
 - iv. The pain and discomfort affects his sleep, mood, and ability to enjoy life.

Why should my reader buy my product instead of my competitor's product? Why should they take X action I want them to take over everybody else's?

- a. The reader should buy my product because of
 - i. Dr Kaustubh is experienced and a authority and has longevity in the space
 - ii. He Offers Personalized approach which is tailored to their problem
 - iii. Dr Kaustubh is honest and genuine; he does not upsell or push unnecessary appointments; he cares about long term relief and plans that include follow-up exercises, ensuring a permanent fix rather than just temporary relief.
 - b. The Reader should take actions i want them to take is because
 - i. Some Chiropractors are not honest and do not provide a personalized plan and focus on temporary relief rather than long term so the customers have to come in every week or month(dishonesty and not genuine trust and transparency)
 - ii. fast Results and then a permanent recovery we offer fast and instant results and focus on permanent recovery so they can enjoy their life and be confident
 - iii. Longevity and great experience in the space
-

EXECUTION (COPY)

1. Home Page:

Dr kaustubh Salvi

home-Aboutus-FAQ-Services-Testimonials-contact us

End the Pain and Find Lasting Relief with Dr.
Kaustubh Salvi – Trusted Chiropractic Care Without
the Upsell

click the button below to book a Appointment and Take the first step towards living a
pain free life

New Customer Offer: Get ₹1,000 Off – Book Now for Just ₹5,000!

Includes 3 Visit,consultation,examination and adjustment.The only plan you need to live a pain free life

Address

[Click the button below to Call us now](#) [Timings](#)

Free Yourself from Pain in Just 3 Visits
Comprehensive Care with No Gimmicks.

If chronic pain has taken over your life—whether from a recent injury, an accident, or the toll of long hours at a desk—know that relief is possible. If you're dealing with a **tight back, stiff neck, frozen shoulder, knee pain**, or any other ongoing discomfort, it's understandable to feel frustrated and even hopeless.

It makes it hard to **focus, enjoy quality time with your family,Indulge in your favorite activities or even get a restful night's sleep.**

Now, Imagine waking up **pain-free with no back pain**,without a **stiff Neck**,moving **comfortably**, and **returning to the activities you love**, whether that's **spending time with family**, **working without limits**, and **enjoying your favorite hobbies**.

Well this is possible With **over 27 years of experience** and **thousands of successful treatments**, Dr. Kaustubh Salvi goes beyond symptom relief.He treats the **root cause of the problem** to provide **long-term relief**.

Is This Right for Me?

Our approach is designed for those who have tried temporary fixes without success. **Our patients experience long-term relief because we treat the root cause—not just symptoms. See improvement in just three visits.** With **comprehensive, personalized chiropractic care**, you'll experience **immediate comfort** and regain **control over your life** without **gimmicks or unnecessary procedures**.

Testimonials

Curious About What Our Patients Are Saying? Discover How We've Helped People Just Like You Find Relief.

Dinesh Kale

I was having unbearable pain in my right hand, so I visited Dr.Kaustubh Salvi and he treated me so well that you people wouldn't believe that within an hour my right hand was pain free and working properly thanks to Dr.Kaustubh Salvi

Vipula Bhandurge

I have had spondylitis for 10 years.I was not able to walk properly,So I visited Dr.Kaustubh Salvi he treated my spondylitis soo well. Also he suggested some exercise and because of it, it gives me major relief. Thank you Dr. Kaustubh Salvi.

Sanket Gajare

I visited Dr.Savi's place. He was a very humble guy and with proper knowledge. He is a professor in most known hospitals in Mumbai like D.Y. Patil and Bombay Hospital.Talking about his treatment for my Back Pain was very effective and honestly cost wise also he is way better than other expensive treatments.It was nice meeting Dr.Salvi. Thank you! MUST VISIT

Arvind Singhal

It was a great session with Dr. Kaustubh Salvi.Thank you for helping me to remove my neck stiffness only in a single session.I followed your suggestion on a daily basis of the correct positions of working and sleeping It helps me to ease my work and enjoy with my friends without neck pain

FAQs

Frequently Asked Questions

Got Concerns? Don't Worry We'll Clear Up Your Questions in No Time!

1. "I Don't Have Time for Frequent Appointments. How Many Visits Will I Need?"

We know your time is valuable. Dr. Kaustubh Salvi's approach focuses on delivering effective treatments in as few sessions as possible. Most patients feel significant relief within just a few visits, and we tailor your plan to fit your schedule—aiming for long-term results with minimal disruption to your life.

2. "Is Chiropractic Care Safe?"

Absolutely. Your safety and comfort are our top priorities. Chiropractic care is a gentle, non-invasive treatment focused on long-term relief without the need for surgery or medication. With over 27 years of experience and thousands of successful cases, Dr. Salvi uses only proven, safe techniques, adapting each method to your unique needs for the best possible outcome.

3. "What if I've Tried Chiropractic Care Before and It Didn't Work?"

We completely understand your hesitation and you're not alone, many of our patients felt the same way before visiting us. Chiropractic care isn't one-size-fits-all; previous experiences may not have been right for your specific condition. Here, every treatment is personalized. Dr. Salvi takes the time to understand your exact issues and creates a plan designed to address the root cause, helping you find the lasting relief you may not have experienced elsewhere.

4. "Will Chiropractic Care Actually Work for Me?"

It's natural to be skeptical, especially if you've tried other treatments with limited success. Dr. Salvi's expertise lies in identifying the root causes of pain and building personalized plans for each patient. Many of our patients see noticeable improvements after just a few sessions. We're here to help you take that first step toward pain-free living with care and compassion.

You've lived with discomfort long enough—begin your recovery now, knowing we're here to support you every step of the way. Book Now!

Book Now

Success Story

Learn How Aaryan Became Pain-Free in Just 3 Visits—Just Like 95% of Our Patients!

"Hi, my name is Aarya. I used to think back pain was something that only happened to people in their 50s. When I started experiencing constant **backaches, headaches, poor posture, and relentless pain**, I blamed myself. I thought, *"Did I do something wrong? Will this pain affect me for life?"*

It impacted my **mood** and how I treated others, but with my busy lifestyle, I kept putting off a check-up. Then, one night, as I was getting ready for bed, I sneezed and felt a

sharp pull in my back. I thought it would get better overnight, but the next morning, I struggled just to get out of bed—the pain was unbearable.

That's when I remembered my friend mentioning **Dr. Kaustubh Salvi** and how he had helped her with chronic pain. She took me to his clinic that very day. The pain was so intense, but Dr. Salvi was **attentive and immediately responsive**. He examined me thoroughly and explained that my pain was due to **bad posture**.

After just **2 weeks and 3 adjustments**, I felt like a new person. I was **pain-free, relaxed, and at ease**, and I finally enjoyed a trip with my family without discomfort.

Pain can happen at any age, and **prevention is better than cure**. I highly recommend Dr. Salvi to all my friends and family."

– **Aarya**

About us page



Meet Dr. Kaustubh Salvi – Your Trusted Chiropractor

Dr. Salvi has been practicing chiropractic care for over 27 years and has helped thousands of patients live pain-free lives. His approach is to provide relief in just a few visits and provide a personalized plan that focuses on long term recovery.

Trusted by over 5,000 patients and recognized as a leading chiropractor in Mumbai. Partnered with D.Y.Patil University for best-in teaching chiropractic care.

"I believe in treating patients, not symptoms. My goal is to deliver lasting relief and empower my patients to maintain their health."-Kaustubh Salvi

The Problem With Chiropractic Care today!

The problem with chiropractic care today is that most chiropractors make it difficult to get routine care. It includes expensive entrance fees, pseudo-medical exams, tons of paperwork, and costly office visits.

Truth about most Chiropractors

In most clinics, after an initial consultation, chiropractors often push for expensive “Corrective Care Plans”. These plans may cost 4000 **or more per session** and can stretch across multiple months, easily adding up to over ₹10,000 or more. Many patients end up paying much more than they expected for treatments that don't offer long-term relief.

Affordable, Accessible Chiropractic Care

This is where I come in!

At my clinic, for new customers what you might pay for just one visit elsewhere covers **3 complete visits** with me for only **₹5,000**.

I believe chiropractic care should be **affordable and accessible** without compromising on quality. My goal is to offer **long-term solutions** rather than **ongoing, costly treatments**.

If you're **tired of being stuck in expensive, drawn-out treatment plans**, it's time to experience the difference.

Book your appointment today to start your journey towards **pain-free living with personalized, effective care.**

My clinic is warm, welcoming and designed to make you feel comfortable from the moment you arrive. Whether it's your first visit or follow-up, we're here to help.

You can choose to stay as you are, or take that first step toward living pain-free. Book now and begin your recovery this week—deep down, you already know what's right for you

Book now

Services

At Dr. Salvi's clinic, we offer a variety of holistic treatments tailored to each patient's unique needs. Whether you're suffering from back pain, stiffness, or general discomfort, our services are designed to provide relief and long-term recovery.

Chiropractic Adjustment

Chiropractic care focuses on improving the alignment of your body, helping to reduce pain, enhance mobility, and support your body's natural healing process. By addressing issues like joint stiffness, discomfort, and restricted movement, chiropractic treatments promote overall wellness. Whether you're dealing with everyday tension or long-term discomfort, this approach helps restore your body's balance and allows you to live a more active and pain-free life

Chiropractic Adjustment in Ghatkopar west at Just ₹ ~~2500~~ 2000

Naturopathy

Naturopathy takes a holistic approach to health, focusing on natural treatments and lifestyle changes to enhance the body's ability to heal itself. By addressing the underlying causes of illness, rather than just the symptoms, naturopathy promotes long-term wellness. Whether through diet, herbal remedies, or stress management, this approach helps you achieve optimal health and vitality, naturally.

Naturopathy in Ghatkopar west at Just ₹ ~~1500~~ 1000

Acupressure

Acupressure uses targeted pressure points to stimulate the body's natural healing processes. By relieving tension, improving blood circulation, and reducing pain, this ancient therapy helps promote deep relaxation and restore balance to the body. Whether you're dealing with chronic pain or stress-related tension, acupressure offers a non-invasive solution to improve your well-being.

Acupressure in Ghatkopar west at Just ₹ ~~1000~~ 500

Aromatherapy Massage

Combining the soothing benefits of essential oils with therapeutic massage, aromatherapy helps relieve stress, ease muscle tension, and restore emotional balance. With each session, you'll experience improved relaxation, reduced anxiety, and enhanced mental clarity. This treatment is perfect for those looking to unwind, destress, and rejuvenate both body and mind.

Aromatherapy massage in Ghatkopar west at Just ₹~~1000~~ 500

Yoga Therapy

Our yoga therapy program is designed to **enhance flexibility, strength, and mental well-being**. By combining mindful movement and breathwork, yoga therapy not only supports physical recovery but also promotes **mental clarity** and **emotional balance**. It's the perfect complement to other treatments, ensuring **holistic, long-term recovery** that benefits both your body and mind.

Yoga Therapy in Ghatkopar west at Just ₹ ~~1000~~ 500

Limited Time Only—Act Now Before It's Gone! Take advantage of this exclusive offer and start your path to pain-free living. **Book today to lock in this special rate before it expires!**

[book now](#)

Book Now By calling us!

New customers are encouraged to take advantage of our special offer and begin your journey toward a pain-free life today.

Existing customers are kindly asked to call and schedule their appointment directly.

Contact US

Visit Us

drksalvi@gmail.com Monday-friday 8:00am-12:00pm

GhatKopar West Mumbai

7pm-10pm

Maharashtra 400086

Saturday-Sunday Closed

**Don't wait until the pain worsens—take the first step
toward relief today!**

[Click the button below to Call us now](#)

Call now

Visit us

Address

Ghatkopar west Mumbai
Maharashtra 400086

Contact us

call now

Email

drksalvi@gmail.com

Self Analysis/Review

Copy Format + 4U's H/SL Formula

PAS

- ☒ Urgent
- ☐ Ultra-specific
- ☒ Unique
- ☐ Useful

1. What is the objective of this piece of copy/marketing asset?

a. To get them to Book an appointment.

2. What am I, the writer, doing to accomplish this objective?
Why does it work? How could I do it better?

- a. By empathizing their situation amplifying the pain and building trust by social proof and longevity and inspiring belief by demolishing objections and making a claim and backing it up with reviews,I could do some curiosity plays and back up with info for inspiring belief,I can add credentials from others to build trust authority,can amplify even more with better headlines
- b. By presenting dr salvi as an honest,credible,trusted chiropractor.it builds trust and authority

3. What mistakes am I, the writer, making that keep me from accomplishing my objective? How can I fix these mistakes? How can I keep myself from making these mistakes in the future?

- a. Headlines,I can ask the real worlds students get feedback from them and chat bot,and enhance my ability to create headlines by learning and practicing it

4. What would the reader ***feel*** reading this piece of copy OR sentence?

- a. They would be in pain and have a strong desire to fix the problem

- b. They will feel certainty
- c. They would feel empathized

5. What bootcamp lessons are at play? What other bootcamp lessons can I, the writer, include to make the copy more successful?

- a. market research
- b. The 3 levels
- c. Market sophistication and market awareness
- d. demolishing objection
- e. Inspiring belief and curiosity(can improve on this)
- f. establishing Authority and trust
- g. control attention
- h. amplify desire(can improve on this)
- i. Cta Standard closes
- j. Storytelling
- k. I can include Tribal marketing and improve on Inspiring belief and curiosity and amplify desire

Updated version of the website

Outline for the website