

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: fysiotherapie/chiropractie/sport

Business Objective: Get more customers

Funnel: Paid ads

1.WINNER'S WRITING PROCESS

Who am I talking to?

1. Age: 30-55 years old
2. Occupation: Working professionals (office workers, manual laborers, educators, healthcare workers)
3. Location: Urban and suburban areas where access to healthcare services is common

Where are they now?

4. Scrolling through social media
5. They don't have acute pain
6. They are not thinking about the problem
7. neck complaints that resulted in severe nighttime headaches.

8. very difficult walking, standing and cycling.
9. years of complaints with fatigue and muscle pain.

Where do they want to go? What is their dream state?

10. They have relief they solve their pain
11. No medication or surgery
12. no longer had a headache that same night Very satisfied
13. Results really come in a short time.
14. Immediately after the first treatment I felt something of a difference. A week later the 2nd treatment, and in the days that followed I improved by leaps and bounds every day.
15. After 3 years of struggling, I am finally finding real progress!
16. feeling so much more energized and free in my movement

Whats stopping them?

17. have been to several specialists (physios, manual therapists, etc.) but never really made good progress, trust levels in fysio/chiropractors, low 2/10
18. There were sometimes periods of slow progress, but it never lasted and it never felt like anything was really fundamentally changing, Initially I was a bit hesitant.

What do I want them to do?

19. I want them to click on the ad and go to the website and book an appointment
20. **Click on Your Ad:** Capture their attention and interest with engaging content that prompts them to learn more.
21. **Visit Your Website:** Direct them to your website where they can find detailed information about your services, success stories, and treatment options.
22. **Book an Appointment:** Encourage them to take the final step by making it easy to schedule an appointment. This could be through an online booking system or a clear call to action to contact you directly.

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

1. **Hope:** They should feel a sense of hope that their pain can be resolved without medication or surgery. Highlight success stories and testimonials from people who have experienced significant relief.
2. **Trust:** Build trust by sharing credentials, expertise, and positive reviews. Address their past frustrations with specialists by showcasing your unique approach and what sets you apart.

3. **Relatability:** They need to see themselves in the stories of others who have struggled with similar pain. Use language and imagery that resonate with their experiences.
4. **Urgency:** Create a sense of urgency by emphasizing that relief can come quickly, even after the first treatment. Phrases like "start your journey to recovery today" can motivate action.
5. **Empowerment:** They should feel empowered to take control of their health. Provide information on what to expect in their first visit, and reassure them that they are making a proactive choice.
6. **Curiosity:** Spark their curiosity with engaging content that promises new insights or approaches to their pain management, encouraging them to learn more on your website.
7. **Ease of Action:** Make it easy for them to take the next step by providing a clear call to action, easy booking options, and assurance that their first appointment will be a welcoming experience.

DRAFT



Click to book your free screening today—start feeling better after your first visit!