TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Physiotherapist

Business Objective: Drive more bookings to the site

Funnel: FB Ads

WINNER'S WRITING PROCESS

1. Who am I talking to?
   a. People who have acute levels of pain
   b. Want relief to their pain
   c. Pain that comes and goes
   d. Don't have enough pain that they feel the need to actively get it fixed
   e. Having to make small sacrifices to avoid pain
2. Where are they now?
   a. Scrolling on FB
   b. All genders and ethnicities
      i. Usually men and people who work harder more physical work
      ii. Anyone who moves alot

c. Living in Calgary
d. People who work hard labor
e. Current state
    i. Low level of pain
    ii. Enough pain to want to get it fixed
    iii. 2/10 desire as they dont have enough pain to spend time to find a place to go and the spending isnt worth enough
    iv. 4/10 certainty people usually believe that physiotherapy works when done right and can help those that need it just may not believe they are in the group its meant to help
    v. Trust 1/10 probably never heard, seen or talked about the company thats infront if they aren't looking for physiotherapy
f. Dream state
    i. No pain
    ii. Able to live life as they want
    iii. Feeling good
    iv. Relaxed
    v. Didn't break the bank
    vi. Kind doctors

3. What do I want them to do?

a. Stop their scrolling
b. Watch the video
c. Read the description
d. Read the CTA
e. Go to the link
f. Find the booking information
g. Book a session
h. Feel better from it

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 their scrolling
    i. Eye catching colors
    ii. Reminding of a small pain
    iii. Giving them the idea of their dream state
    iv. AN offer that's too good to be true
    v. KNEE PAIN!
        1. Sets off a reaction
        2. And a CTA with a good price
b. Book a session
    i. Have the pain motivate them
    ii. Feel the need to do it
    iii. To get closer to dream state
    iv. 🌟 Say Goodbye to Knee Pain in Calgary!

1. 🚀 Unlock Advanced Knee Pain Relief: Our specialized approach is tailored to effectively address knee pain providing a lasting alternative to traditional remedies.
2. 🌟 Your time and wellbeing are our priorities. That's why we offer:
3. ✅ Direct billing to extended health insurance
4. ✅ Appointments until 8 pm and on weekends to accommodate your busy schedule
5. ✅ A 100% satisfaction or money-back guarantee
6. Here's what you get in the initial session:
7. ✅ A consultation & treatment with our physiotherapist
8. ✅ Specialized 360° Kinetic Chain Examination
9. ✅ Class 4 Laser Therapy or Advanced Shockwave Therapy
10. ✅ Soft Tissue Mobilization
11. 🌟 We have good news! We are offering an Initial 30 minute Knee Pain Physiotherapy treatment for just $37.
12. You get it for ONLY $37
13. 👉 Easy Registration: Just click "Book Now" below or give us a call at (587) 327-9624 to get started.
14. 👉 Visit Us: Find us at 2525 Woodview Dr SW #310, Calgary, AB T2W 4N4, Canada. We're here to help you get back to your best!
15. Can use insurance,guarantee or money back, consultation and treatment with physiotherapist, specialized examination, many types of therapy, works even tissues, 30 minute knee treatment for only 37

DRAFT

https://www.facebook.com/ads/library/?id=825391166047517 based on Chiropractor Calgary, AB | Evolve Chiropractic & Wellness company its faked for

Knee pain hurting you?

$30 Initial physiotherapy session

Knee pain is terrible!
Unlock your knees to their full potential with our advanced knee pain relief.
With a 100% money back guarantee there's no risk.

Schedule your $30 appointment today → Claim offer

Knee pain can be costly!

Not just in its pain, but in the corners that have to be cut to stay away from the pain.

For just $30 this can all be gone.

One session that will free you from your pain.

Rough:
Can use insurance,guarantee or money back, consultation and treatment with phsiotherapist, specialized examination, many types of therapy, works even tissues, 30 minute knee treatment for only 37