

Who is the Avatar (the person I am trying to sell to):

- Angelina, 44 years old, works as a nurse at a hospital.
- Has three children who are in Elementary and middle school
- Has a husband who is 50 years old and works as a police officer.
- Values her family, helping others, and her education

What is their current situation, and why is it painful?

- Angelina's back pain has gradually gotten worse making her life miserable
- She has to constantly take ibuprofen and other over-the-counter medicines to get through her week at the hospital
- She is constantly sitting and standing throughout the work week which causes her back to hurt even more

What is their dream situation and why is it so desirable?

- She wants to be pain-free in her lower back so she can work without problems
- Angelina wants to be pain-free so she can get back to working full 12-hour shifts and enjoy time with her family
 - She wants to work overtime so she can treat her family to trips during the summer
 - She also wants to be able to relax on the weekends and enjoy playing tennis with her kids

What key roadblock is keeping them from getting to their dream situation?

- She needs to fix her posture to stop putting so much strain on her lower back muscles which leads them to be tense, tight, and fatigued.

How will artisan chiropractic help them bridge the gap between their current situation and dream citation?

- Angelina will get an exam done by Dr. _____ so that the Doctor can learn more about her situation.
- Once Dr. _____ has a good understanding of Angelina's back pain, and its cause she can create a treatment plan for her.
- If there is no need for an X-ray or MRI then Dr. _____ will give her the treatment right there and then

Fascinations

1. Are you tired of being left exhausted with pain in your back after work? Try this quick and speedy treatment plan from a chiropractic office that will get you pain-free in no time.
2. Did you know back pain is the leading cause of disabilities worldwide, and up to 80% of adults will experience back pain at some point in their lives? Learn more about this back pillow alternative that has removed back pain and prepared many adults for old age.
3. Did you know back pain can be a sign of a more serious condition? Look into this little-used modern practice that uses out-of-the-world technology to go after the root problem.
4. Can't stay seated without pain interrupting your day? You might want to talk to one of our professionals to see if your lower back needs an adjustment
5. Did you know surgery is rarely necessary to eliminate back pain? Visit our office to find out how your back can use this holistic approach to heal/
6. Are you depending on Tylenol and Ibuprofen to ease your back pain? To save your wallet and prevent your pain from getting worse, discover this natural alternative instead.
7. Learn about the power of prevention before you need invasive surgery to treat your back pain!
8. Feel young again! Get your movement back! Stop the pain once and for all!
9. Better than bottles of Tylenol. This natural alternative to medications has left thousands of adults feeling young and pain-free
10. The secret to stopping your back from hurting. -Hint it's not yoga, weird stretches, or getting an invasive surgery that costs thousands. PLUS stop relying on those pain meds to get you through your day.
11. The safest and most natural way to get your back flexible and mobile.

12. Is work taking a toll on your back? Instead of taking those pills, you might want to try this holistic approach that has left hundreds pain-free.
13. Do you need surgery to stop your back from hurting? I bet not! With a manual therapy technique used in the Roman era, your back can be pain-free once and for all.
14. Warning! If you don't treat your back using a proven natural system, you might have to risk it with invasive surgery,
15. Why you should avoid depending on pain meds and actually treat your back pain once and for all.
16. If you are looking for a natural and holistic approach to getting rid of back pain, then learn more about this chiropractic office.

Three sets of captions, the goal is to get the audience to click on a link and then book an appointment.

Instagram Captions #1 DIC/PAS

The truth about your lower back pain 📌

The pain in your lower back is not just a little discomfort, but a sharp pain that stops you from sleeping soundly at night.

You might have relied on Ibuprofen and Tylenol for the past few weeks, hoping the pain would go away on its own.

But, Instead of toughing it out or risking your back pain getting worse you need to learn about what is causing the pain in the first place.

It's hard to know own your own since back pain can be caused by so many different things like being in a car accident or having having poor posture.

So that is why I recommend an alternative to medication that can get to the root problem that can be keeping you from spending quality time with your family.

Imagine being able to finally exercise and dance with your husband like you did when you were in your 20s,

Imagine if you could wake up and feel unstoppable as you pick up your kids.

So, if you'd like to avoid having your back get worse as you age, and finally have the relief you deserve...

[Click here to start experiencing relief from your back pain today.](#)

Instagram Captions #2

Hey there, fellow 40-year-old moms!

I know what it's like to deal with back pain that feels like it's taking over your life.

It's frustrating, it's exhausting, and it's just plain unfair.

But here's the thing: you don't have to live with it.

You can take control of your pain and start living the life you deserve.

And it all starts with my team of chiropractors.

We know that you might have tried other treatments that haven't worked, or you're worried about the cost of chiropractic care.

But let me tell you, our team of expert chiropractors has years of experience in helping patients just like you find relief from their pain.

We use the latest techniques and state-of-the-art technology to provide personalized treatment plans that are designed specifically for you.

Our goal is to get to the root of your pain and provide lasting relief so you can get back to doing the things you love.

So what are you waiting for?

Take the first step towards a pain-free life today by scheduling an appointment with us.

You deserve to feel your best, and we're here to help you get there.

[Contact us now to schedule your appointment and discover the benefits of personalized care and advanced techniques.](#)

Instagram Captions #3

The truth about pain meds and why you might be better off without them 📌

Did you know, many adults who get told to take pain meds or to let their back heal on their own end up needing surgery?

Now, surgery can work every now and then, but in a lot of cases it can end up messing your spine up for life.

I wouldn't wish that on anyone.

Before you consider surgery you should first learn about this natural pain relief solution that has helped hundreds of moms just like you get the pain relief they deserve.

With chiropractors that can use cutting-edge technology to diagnose and tackle the root problem, you can get back to living pain-free in no time.

So, if you want to use the same natural and holistic approach that our ancestors used to stay young in their 60s...

[Click here to learn the safe and natural treatment that will truly relieve your back pain.](#)