

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Chiropractor

Business Objective: Book appointments

Funnel: landing page from internet search

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. People in pain
- b. Age 18+
- c. Male & female
- d. Actively looking for solution

2. Where are they now?

- a. On the website landing page
- b. Current levels:
 - i. **Pain level 6.5/10** - Actively looking for solution
 - ii. **Belief level 9/10** - They know they work

iii. **Trust Level 5/10** - don't know us, but opened website.

3. What do I want them to do?

a. Schedule an appointment

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

a. Schedule an appointment

- i. They need to trust business
- ii. Need to see proof that it works.
- iii. They need to see the solution to their problem.
- iv. Different solutions to problems

DRAFT:

Headline: The solution to your back and joint pain

Body Copy: Back and joint pain can put a halt on daily tasks. At XYZ Chiropractor we relieve your pain immediately so you can get back to doing what you love pain free.

We have helped many people with your same problem - See what past clients have to say

—Request an appointment today—

ChatGPT Analysis:

Headline

Current: “The solution to your back and joint pain”

- **Analysis:** It's straightforward but lacks urgency or a unique proposition.
- **Improvement:** Make it more engaging and actionable.
 - **Suggested edit:** “Finally, Fast Relief for Your Back and Joint Pain”

Body Copy

Current:

“Back and joint pain can put a halt on daily tasks. At XYZ Chiropractor, we relieve your pain immediately so you can get back to doing what you love, pain-free.”

- **Analysis:**
 - Pros: Clear problem identification and solution.
 - Cons: The word “immediately” might seem like an overpromise, and the copy feels a bit generic. People want to know **how** you can help and trust you're capable.
- **Improvement:**
 - **Introduce empathy** by showing you understand their struggle.
 - **Provide credibility** by adding expertise, methods, or experience.
 - **Suggested edit:**

“We know how frustrating and limiting back and joint pain can be. At XYZ Chiropractor, our proven techniques target the root cause of your pain, giving you lasting relief so you can reclaim your life and get back to doing what you love.”

Social Proof

Current:

“We have helped many people with your same problem - See what past clients have to say”

- **Analysis:** The idea of social proof is great, but this is vague.
- **Improvement:**
 - Be more specific to create trust.
 - **Suggested edit:**

“Join the hundreds of patients we've helped eliminate back and joint pain. See what our happy clients are saying!”

CTA

Current:

“Request an appointment today”

- **Analysis:** Simple but lacks urgency and could be more action-oriented.
- **Improvement:**
 - Create a sense of urgency and include a benefit.
 - **Suggested edit:**

“Request Your Appointment Now and Start Living Pain-Free!”

GPT Result:

Headline: “Finally, Fast Relief for Your Back and Joint Pain”

Body: “We know how frustrating and limiting back and joint pain can be. At XYZ Chiropractor, our proven techniques target the root cause of your pain, giving you lasting relief so you can reclaim your life and get back to doing what you love.”

Social Proof: “Join the hundreds of patients we've helped eliminate back and joint pain. See what our happy clients are saying!”

CTA: “Request Your Appointment Now and Start Living Pain-Free!”

