

Portfolio material

chiropractor clients worries or issues:

- neck pain, back pain,
- not able to play with kids, watching from the sideline their kids grow up
- feeling limited
- Reconnecting with Loved Ones
- Pursuing Personal Passions:
- Enhancing Intimacy and Relationships
- Improving Work Performance
- Finding Relief from Insomnia
- Boosting Self-Confidence:
- Rediscovering Joy and Vitality
- fear and anxiety

- Lack of Understanding
- Fear of Injury
- Perceived Lack of Scientific Evidence
- Concerns About Safety
- Uncertainty About Credentials
- Financial Considerations
- Preconceived Notions About Pain

chiropractor clients dreamstate:

- now pain-free and able to fully engage in activities with my family
- enjoying every moment without the distraction of discomfort
- rediscover my passion for gardening
- allowing me to reconnect with my partner on a deeper level
- With improved mobility and reduced pain, I'm performing at my best and achieving new heights in my career
- gentle approach to chiropractic care put me at ease from the start
- feel more confident in myself and my abilities than ever before
- feel lighter, freer, and more in tune with myself than ever before
- healing both body and soul
- feel more vibrant, energized, and alive.
- able to embrace each day with enthusiasm and vitality.

Situation:

recurring client
once in a while client
client once
never client

AVATAR: John, 40 y/o, married, 2 kids Jason (15) and Jessica (13) , works at an office and sits 9 hours a day. Decent money 80k/year. neck and back pain=sleep deprived, intimacy issues with wife, kids want to play with their dad. fears not being a good husband and father because of his pain. NEEDS to find a solution asap.

newsletter sequence for chiro. this is for my portfolio and ill be reaching out to chiros obviously. i know i needed an avatar and some kind material to write decent copy.

ad —> free value ebook or free consultation or free of charge case opening (new client) or discount on current service.

HookStoryOffer email: (rough draft)

SL: Surely this can't be happening to me..

Preview text: Just like that, everything I worked for, shattered in an INSTANT.

A couple of months following my internship, I finally landed my dream job.

Let's face it, I did it for the paycheck.

An IT firm that recently launched near my area and that had a promising salary.

I took the chance and went **all in**.

One day at the office, ready to work till my eyes fell out when suddenly things didn't feel too good..

It felt like someone was repeatedly stabbing my back 18 times at different places and then..

It clicked.

The last year of my life was dedicated to getting my dream job. I neglected my health and didn't think twice about it.

I had to face reality.

I had to take time off work because the situation was worse than I expected.

I researched what could help with my pain and suffering.

Hour after hour, day after day.

No medication could fully help.

I stumbled upon a chiro clinic.

This is my last hope, I said.

I scheduled an appointment and...

I was pleasantly surprised!

In fact, it was the first sense of relief I've gotten in weeks!

I go regularly just to keep my body healthy as well as my mind, knowing that I'm taking care of what matters the most to me.

The reason for this story is because Rebecca, one of my patients, agreed to share her experience with us.

Just imagine how **unstoppable** you become when your health and your body are in unison.

I have limited spots available for readjustments of the body.

Be like Rebecca and claim yours now by clicking [here](#).

Take care,

Chiro team.