

oTOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Chiropractor in Rawalpindi

Business Objective: Run an Ad to increase the number of appointments.

Funnel: Meta Ads

Top player w/ Meta Ads: <https://www.facebook.com/ads/library/?id=886225693421811>

WINNER'S WRITING PROCESS

1. Who am I talking to?

- A. Patients with certain types of pain in their body.
- B. 35 to 60+ Age bracket.
- C. Both males and Females.

2. Where are they now?

- A. Scrolling through meta apps (Instagram, Facebook)
- B. Current Level:
 - 1. Desire/Pain: 3/10 They have certain types of pain; Neck pain, Frozen Shoulder, Back pain, Bulging Disk.
 - 2. Belief: 2/10 They have fear of pain that will come while fixing their current pain. They think that they will be given temporary relief through medication with side effects.
 - 3. Market Awareness: They don't know much about online market and have fear of being charged ridiculously.
 - 4. Market Sophistication: There are a very few chiropractors on meta ads.
- C. Current State:
 - 1. Neck pain.
 - 2. Frozen Shoulder.
 - 3. Back pain.
 - 4. Bulging Disk.
- D. Dream State:
 - 1. Peace.
 - 2. Able to move freely.
 - 3. Feeling Confident.

3. What do I want them to do?

- A. Stop scrolling and watch the Ad.
- B. Click the link and visit the page/website.
- C. Book an Appointment

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 scrolling and watch the Ad.

1. No operation required.
2. No medication.
3. Immediate Relief.

B. Click the link and visit the page/website.

1. Website is user-friendly.
2. "Book an Appointment" Landing page.
3. All kinds of pain listed.
4. Immediate Relief Guaranteed.
5. Dream State picture displayed.

DRAFT

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THE BEST CHIROPRACTOR IN THE CITY

INSTANT RELIEF NO OPERATION NO MEDICATION

