

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Chiropractor

Business Objective: Receive more attention & get more business as a side affect

Funnel: Paid Ads/FB

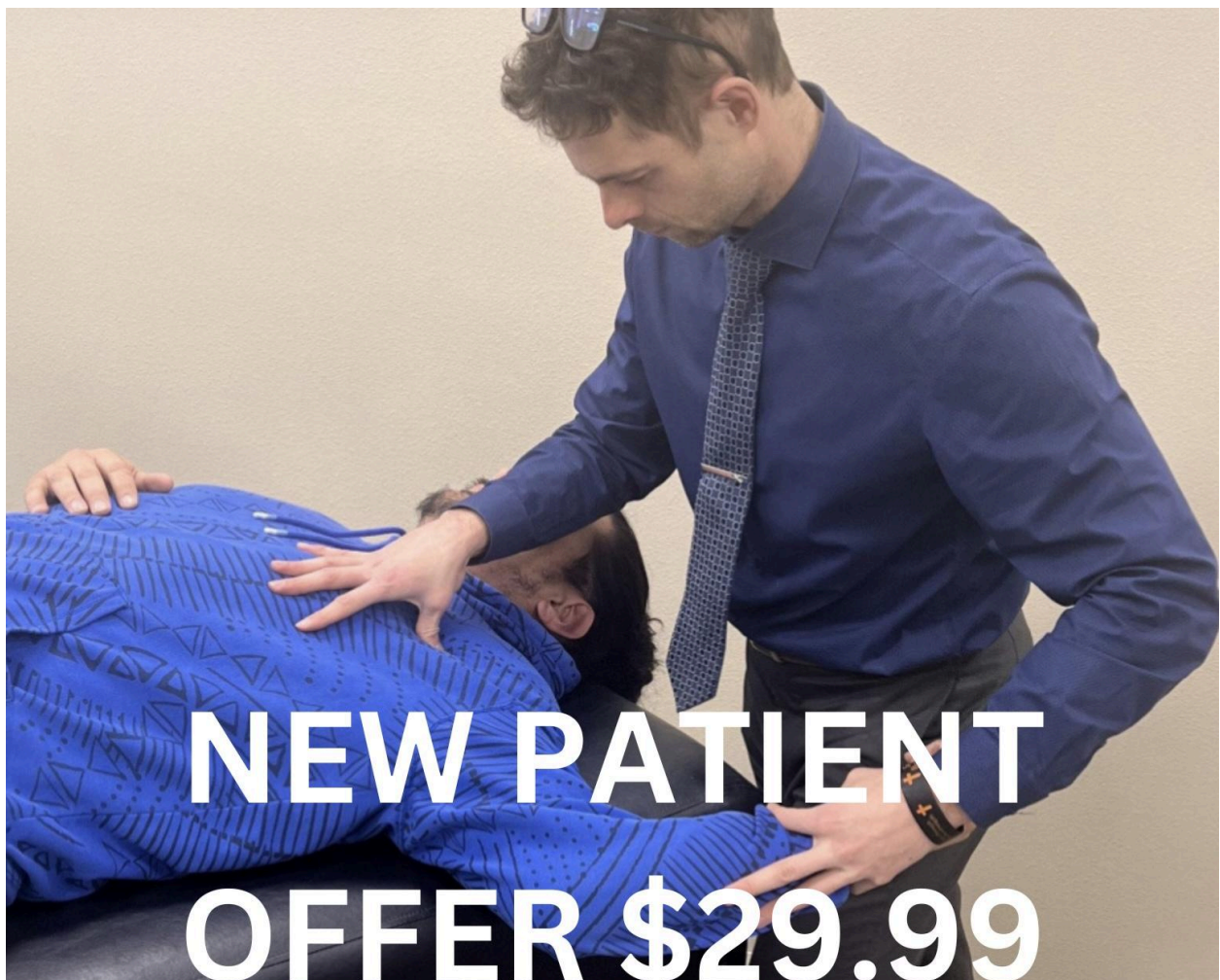
WINNER'S WRITING PROCESS

1. Who am I talking to?
2. People with moderate/bearable pain
3. Maybe someone with an injury, knots in their muscles etc.
4. Where are they now?
5. Trust is very minimum, they don't have reason to trust.
6. What do I want them to do?
7. Buy from my company.

8. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?
9. They need to see that my services work, that I'm trustworthy, that I'm affordable and honest.

DRAFT

Shoulder pain? We can change that!



I have had shoulder pain for months, I came across an ad for Legacy Chiropractic and my life has been changed. Dr Mark is not only professional and friendly but my shoulder pain is gone in just three visits!

P. Ramirez

What am I offering them to take them from current state to dream state?

1. I'm increasing desire by showing a practical picture of relief instead of pain
2. I'm increasing belief in the idea and trust by showing a review/testimonial.