

The 4 Questions:

Who are we talking to?

We are talking to 35 to 60-year-old men and women who have been experiencing chronic back pain and sciatica for years. The Facebook ad is specifically for Chicago citizens.

Where are they at right now?

They are scrolling through Facebook, and they are cold traffic. They most likely never heard of this Physical Therapy Clinic(my client).

Sophistication: Most back pain patients already tried a lot of things. At least 4-5 solutions. But nothing worked.

Where do we want them to go?

We want them to click on the Facebook ad. And then fill out the form on Facebook instant forms for a free consultation with a back pain expert.

What are the steps they need to take?

Based on the research and the last review I got from the apprentice

1. We need to catch their attention with a fascination with “why they suffer from pain” because that’s their biggest mystery right now.
2. We need to amplify the pain in three phases - describe the pain they are experiencing - mention daily frustration - and bring it to higher Maslow's hierarchy of needs with their biggest fears, embarrassments...
3. We need to show empathy and understanding of their situation
4. We need to switch to Dream State (best using real testimonials from patients)
5. CTA is focused on their curiosity about how we treat chronic back pain.
6. Amplify the pain once more with their biggest fear - surgery
7. Urgency

How I think I can improve it:

This is now the second time I have asked for a review. I improved it based on my last review and got better results. But I'm still not satisfied with the cost-per-click price.

I'm currently testing new things - different headlines, buttons, CTA, but I'm not sure if I'm going in the right direction, since the results are not improving by much.

By now I already did around 300 tests for this ad.

Roadblocks

- What is keeping them from living their dream state today?

Low back pain and sciatica.

- What mistakes are they making that are keeping them from?

They are only treating the symptoms and not treating the main cause of back pain. Every solution they tried before was only temporarily relieving their pain.

- What part of the obstacle does the avatar not understand or know about?

They don't know about the root cause of chronic back pain and how to fix it.

- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?

The one key roadblock is their root cause of chronic back pain.

Solution

- What does the avatar need to do to overcome the key roadblock?

He needs to discover the root cause of chronic back pain and fix it for good.

- “If they <insert solution>, then they will be able to <insert dream outcome>”

If he fixes his root cause of back pain, then he won't have to deal with back pain anymore.

Product

- How does the product help the avatar implement the Solution?

The product is the McKenzie method + laser therapy. The McKenzie method is a set of specific exercises that targets the root cause of back pain and protects the spine from pain. Laser therapy targets the root cause of chronic back pain and heals it.

Facebook ad

The testing strategy I use - I was doing Andrew's testing strategy he suggested in the video Run Ads. Make Money.

Currently, I'm at the phase where I tested desires, pains, hooks, and images, and now I'm figuring out the right Facebook ad text.

The goal is to get the best possible ad, and then switch it to Facebook Instant Form ads. Currently, I'm doing traffic ads because I can get faster feedback that way.

Here's my best-performing ad right now...

The cost per click on traffic goal is 0,26\$, which is around 40% less than average. Which is solid, but I'm confident I can get it to 0,10\$.

I can show you all my tests here but there are more than 300, so that would be pointless, so I will just give you some of the tests...

- After spending 20+ hours watching back pain patients' testimonials, I tested their most often desires and pains. And here's what I found out
 - Biggest fears: Having back pain for the rest of life. Surgery.
 - Biggest embarrassments: Feeling old and crippled. Abusing Pain Medication
 - Biggest desire: Feeling young, No more back pain, Pain-Free Life
 - Biggest pains: Driving, Walking,



Image:

Facebook ad text: 🖐️ Hey Chicago, There's a single solution to chronic back pain and feeling old. It's not surgery...

"A few months back, I was diagnosed with a lumbar disc issue, and my pain was unbearable. I found Function 1st Physical through Google and I'm grateful I did." ★★★★★ - Masood Khan

"For the first time in years, I am waking up with no back pain. The pain relief was noticeable from the first session!" ★★★★★ - Christina Pilto

"I came in there with excruciating back pain and left better than ever, without feeling any pain. I felt like I was 25 again..." ★★★★★ - Joey

These are only three out of 40+ five-star reviews from our Google page.

If you're also suffering with:

- ✓ Chronic Low Back Pain
- ✓ Sciatica
- ✓ Herniated/Bulging Disc
- ✓ Arthritis

✓ Spinal Stenosis

✓ Neck Pain

Our case-proven Low Back & Sciatica Program can bring you the long-lasting relief you deserve. ❤️

Relying on addictive medication or undergoing risky surgery doesn't have to be your only option.

Click the "Learn More" button below to discover the ROOT cause of your back pain and how to finally fix it for good! 🙌

Your doctor probably never told you this... ⬇️

The Root Cause of Back Pain is... (Learn More Button)

Instant Facebook Form:

Want To Eliminate Chronic Back Pain & Sciatica?

Fill out the following 30-second form to book your free consultation call with our back pain expert.

Time to learn how to resolve this pain for good!

Only for those who are serious about resolving sciatica or back pain