

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: chiropractic and massage services

Business Objective: Get more attention

Funnel: search and social media

WINNER'S WRITING PROCESS

1. Who am I talking to?

People in pain
Location: Eastcoast
Target: male and female
Age : 18 years old to 80 years old

2. Where are they now?

- a. Scrolling on FB/insta
 - i- Grabbing their attention by portraying relaxed clients after a session. Happy, satisfied faces can evoke positive emotions and inspire potential clients to seek out the services
- b. Current levels:
 - I. Pain/Desire : 3/10

- li. current belief that the idea will work : 2/10 they don't much know about service
- lii. do they trust me : 4/10 lack of sources to prove the service will work. Decent reviews but not much to offer.

Current state:

- lii- joints hurt. Tightness and stiffness.
- lv- muscle strains. Bad posture
- lv- injuries

Dream state:

- i - Looking for the best chiropractor or massage therapy

"Came to the clinic in agonising pain. I had a trapped nerve and had extreme lower back pain. I was taking strong painkillers to no avail, making it impossible to sleep...I was able to move a lot better and was able to sleep without discomfort. I was also able to function through the day without the need for any painkillers." - Ghirmay T.

- ii-Grant them an unforgettable and relieving experience.

"I have had such a joyous experience at this clinic. From the moment I walked through the doors I was greeted by the lovely reception team...Dr Lalit is so caring of his patients and really put my mind at ease right from the first session. My pain subsided very quickly from the sessions and the level of care is at such a high standard." Sophie A

- lii- to feel as if they've found the place for their relief

"I was treated by Avneet and felt relief immediately...I have also been treated by Raveena whose massage was one of the best I've had and really helped unlock my sore neck and back muscles. I highly recommend this clinic. I am now seeing a gradual improvement in my pain and movement which I didn't think was possible a month or so ago!" -Eman B.

3.What do I want them to do?

A-Stop scrolling and read the ad

- i-Grab their attention by showing them live pictures, including their dream state
- ii-Showing them results of any previous patients.

"I've been attending the clinic for about 2 years, initially on a more intensive package and now monthly maintenance. I've found my sessions with Kevin really helpful to keep the lower back pain and other niggles at bay. He's also helped with other issues that have arisen like tennis elbow. Kevin is both professional and friendly." -Denise. O

B- Click the link with intention to book a session

i- Lower price

ii-Best treatment they will ever

"I've been coming to this chiropractor for many years and Dr Sodha has been brilliant with the treatment he has offered. My back is definitely much better now than it was before I came here. I would highly recommend him and his team of chiropractors." Jitan B.

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 read the ad

i-**Use High-Quality Images or Videos:** example : a relieved patient or a short video showing a painless procedure.

ii- **Compelling headlines:** The headline should be short and to the point. For example, "Find Relief Today: Your Path to Pain-Free Living Starts Here!"

lii- **Highlight benefits:** Focusing on what the patient will gain, such as "feeling relief instantly and pain free"

iv-**Strong CTA:** Using Clear CTA such as "Book Now!" or "Schedule your Appointment"

Click the link with intention to book a session

i-Simplify booking session:

a-Make sure the link leads directly to the booking page.

ii-Social Proof:

"Fantastic people who helped me with severe neck pain. After one appointment I could really notice the difference. Juliette is friendly, approachable and makes you feel welcome. I would recommend this clinic for any pain which may have been caused with work or just general injury." Phil A.

DRAFT



The Ground
Chiropractic services

**AUTUMN
SPECIAL**

£55

Feel
RELIEVED
in just 10
minutes

**Book for a
pain-free
lifestyle.**

Stands out as a great chiropractor compared to others I've seen in the past. Since starting treatment, most of my issues have subsided, and I'm back to training in the gym how I'd like. -Stuart M

★★★★★

Body text

- 1- Get the best chiropractic service in the whole country
- 2- Recover the health of your joints

Dr Lahit Sodha is exceptional at what he does. He is caring, experienced and friendly. I have been visiting the clinic for 15 yrs, more so for maintenance now although initially I came in with severe back & neck pain. As a matter of fact the whole team is very professional & friendly, my spinal health has been transformed and also my overall well-being. I would highly recommend the clinic. -Kiran D.

Outline work

- i- delaying treatment will cause more pain
- li- can lead to bone breakage or ligament breakage
- lii- long term, effects are worse if treatment isn't sorted

I. CTA = Book Now before its too late!