

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: chiropractic

Business Objective: to provide bodily relief for all people and potentially recurring customers

Funnel: search funnel

WINNER'S WRITING PROCESS

1. Who am I talking to? People of all ages aiming to seek pain relief
2. Where are they now? Reading over content/sales page in search funnel, where they were concerned about their pain and decided to search for a solution
3. What do I want them to do? To book an appointment after visiting my website
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. In pain and searching for relief and come across my clinic
 - i. Sees that it is the top rated and sponsored
 - ii. A relevant solution to a current problem of patient
 - b. Visit my website with the intention to book an appointment
 - i. Certain offers/deals for new patient bookings
 1. Direct offers/deals for new patients and lowering costs to make the patient feel like they save money for the solution they need
 - ii. pain is like time, here one second and gone the next, the same goes for you, enjoying a nice hike one day only to be stopped because of an aggravating knee ache that just won't disappear, and that's why we are here, to provide you with that near instant relief so you can quickly get back out and blazing the trails.
 1. Highlights the current problem of the patient → offer to help
 - iii. Provide relief within an affordable range, as well as quick service, and open late everyday, weekends included!
 1. Affordable care, sacrificing less time, offers a sense of dream state, multiple conveniences within a short frame.

DRAFT

Body text:

ii. . did you know that pain is like time, because its always here one second and gone the next, which is why we are here to put an end to your pain and provide that “gone the next” quick relief, whether its your back, neck, hips, we got it all

1. Highlight Current state of patient+offer your service

-Pain is nothing but a thought, with our treatment, we make sure to get the thought of pain out of your head, whether it's in the back, the hips, knees, we provide relief for all, making you feel brand new all over

iii. Provide relief within an affordable range, as well as quick service, and open late everyday, weekends included!

Here to quickly resolve your issue(s) within the price range for everyone, ensuring a quick in and out rehabilitation session for your pain, Open nearly all day, everyday, ensuring you get what you come for, when you need it.