

1. Who am I talking to?

i. Gym Goers

b. Demographic:

- i. Age: 18-30
- ii. Gender: Either
- iii. Location: Southampton
- iv. Occupation: Physical labour, Gym goers
- v. income level: Have a bit of disposable income

c. Psychographics:

- i. Interests:
 - 1. Going to the gym
 - 2. Health
 - 3. Sports
 - 4. Physical activity
- ii. Values:
 - 1. Kindness
 - 2. Hard work
 - 3. Honesty
 - 4. Truth
 - 5. Reality
- iii. Lifestyle:
 - 1. Active
 - 2. Always working
- iv. Pain points:
 - 1. Joint
 - 2. Muscle Back pain
 - 3. Etc.
- v. Challenges:
 - 1. Pains
 - 2. Plateaus
 - 3. Unable to do usual life activities
- vi. Motivators:
 - 1. Self improvement
 - 2. Proving they are as strong as they say they are
 - 3. Confidence
 - 4. Happiness
 - 5. Satisfaction
- vii. Desires:
 - 1. Confidence
 - 2. Happiness
 - 3. Satisfaction
 - 4. Breaking PRs
 - 5. Breaking plateaus
 - 6. Look better
 - 7. Feel less achy
- viii. Fears:
 - 1. Long term injury
 - 2. Depression
 - 3. Unable to work/exercise
 - 4. Alone

- 5. People may look at them badly
- ix. Aspirations:
 - 1. Break PRs
 - 2. Happier than ever
 - 3. More confident than ever
 - 4. More able than ever
 - 5. No pain

d. **Digital Proficiency:**

- i. Proficient with phones laptops etc
- ii. Phone
- iii. Social media, Reddit, Google

e. **Trust issues?:**

- i. Sceptical

2. **Where are they at now? (Current State)**

a. **Stage in the Funnel:**

- i. **Awareness:** Level 3 Solution Aware
- ii. **Consideration:**
 - 1. They don't want long term pain.
 - 2. They don't know us
 - 3. Cost
- iii. **Decision:**
 - 1. Far from paying for an appointment
 - 2. Click link to find out more
- iv. **Action:**
 - 1. Stop scrolling
 - 2. Read copy
 - 3. Follow Link
- v. **Loyalty:**
 - 1. Physiotherapy?
 - 2. Existing chiropractor?
- vi. **Advocacy** (Likelihood to recommend to a friend):
 - 1. Low

b. **Market Awareness:**

- i. Level of awareness of problem/solution/industry:
 - 1. Level 3 Solution Aware

c. **Problem Awareness:**

- i. Understanding of the specific challenges they face:
 - 1. They know they're in pain
 - 2. They don't know why

d. **Solution Awareness:**

- i. Knowledge of potential solutions available:
 - 1. Chiropractors
 - 2. Physiotherapy
 - 3. Stretching
 - 4. Yoga etc

e. **Stage of Sophistication:**

- i. How advanced are they in their research and evaluation of solutions?
 - 1. Some research.
 - 2. Not extensive

- f. **Current Pains:**
 - i. **Struggling with pains in**
 - 1. Hips
 - 2. Shoulders
 - 3. Neck
 - 4. Joints
 - 5. Knees
 - 6. Wrists
 - 7. Back
 - 8. Etc.
 - ii. **Facing inefficiencies in**
 - 1. Performance in the gym
 - 2. Quality of life
 - 3. Basic tasks are harder
 - iii. **Experiencing**
 - 1. No progress with stretching (not doing it)
 - 2. Pains
 - 3. Identity crisis
 - 4. Loss of mobility
- g. **Current Actions: What can they do now?**
 - i. **Research Potential:**
 - 1. Chiropractors
 - 2. Physiotherapists
 - 3. Tips online
 - ii. Conducting research on Google to explore different solutions and industry trends.
- h. **Dream State Desires:**
 - i. A pain free life with more mobility, with a firm sense that they are strong, making progress in the gym.
 - ii. More seamless integration of new chiropractic care with prior commitments.
- i. **What are they doing to make the current state less painful?**
 - i. They are fat
 - 1. Going to the gym
 - ii. Don't get girls
 - 1. Trying to use online tips
 - iii. Plays video games to escape the painful reality.
- 3. **What do I want them to do? (Desired Action)**
 - a. **Specific Actions:**
 - i. Like post
 - ii. Click link
 - iii. Book appointment
 - b. **Micro-Conversions:**
 - i. Stop scrolling
 - ii. Read copy
 - iii. Sign up for newsletter
- 4. **What do they need to experience/think/feel to do that? (Emotional Triggers)**

a. Objective:

- i. Guide the target audience through the customer journey.
- ii. Influence their decision-making process.
- iii. Change their world views

b. Emotions to Trigger:

- i. Curiosity: Spark interest and intrigue to learn more.
- ii. Interest: Hold their attention and encourage further engagement.
- iii. Excitement: Generate anticipation and positive associations.
- iv. Hope: Offer a vision of a better future or desired outcome.
- v. Trust: Establish credibility and reliability through social proof and transparency.
- vi. Confidence: Assure them that your product or service is the right solution.
- vii. Urgency (IF Applicable): Create a sense of timeliness to encourage immediate action.
- viii. Fear of Missing Out (FOMO): Highlight the benefits they could miss out on by not acting.
- ix. [Add any other relevant emotions to your specific context]

c. Thoughts to Generate:

- i. "This solution can solve my problem."
- ii. "This company understands my needs."
- iii. "This product is good value."
- iv. "I trust this company/brand."
- v. "I need to act now before it's too late."
- vi. [Add other thoughts that align with your desired action]

d. Experiences to Provide:

- i. Personalised interactions: Tailor messages and offers to individual needs.
- ii. Social proof: Showcase testimonials, case studies, and reviews.
- iii. Free trials or demos: Allow the audience to experience the product/service firsthand.
- iv. Valuable content: Offer informative and engaging content that educates and entertains.
- v. [Add other experiences that align with your brand and target audience]

5. How do I create that experience? (Tactics & Channels)

a. Tactics:

- i. Content marketing (blog posts, articles, videos)
- ii. Social media marketing
- iii. Email marketing
- iv. Paid advertising
- v. Webinars
- vi. Events
- vii. Public relations
- viii. Etc.

b. Channels:

- i. Website
- ii. Social media platforms
- iii. Email
- iv. Search engines
- v. Industry publications
- vi. Etc.

6. Additional Considerations:

a. Competitor Analysis:

- i. What are your competitors doing to attract and engage this audience?
 - 1. The Drs are building following on social media
 - a. Attractive women usually with big tits or ass in video
 - 2. Using google ads
 - 3. Meta ads
 - 4. Email list & newsletter
- ii. How can you differentiate yourself?
 - 1.

Copy:

Don't let pain be your personal trainer.

Free yourself from those agonising restrictions with expert chiropractic care.

Schedule your FREE consultation today!

Ok G, so just let me know if this copy is for the ad? Post?

It's an ad right?

It's an instagram post so we can gauge what gets the best interaction/views etc for when we do start paying for ads

Okay I have few ideas for this

What you think about this hook:

Don't let those pains stop your gains.

Free yourself from the neverending pain stealing your potential and leaving you behind.

CTA:

Free yourself from the neverending pain stopping you from hitting those new PRs

Free yourself from the endless nagging pain stopping you from hitting those new PRs

I have one more idea

Free yourself from the neverending pain stealing your potential and leaving you behind.

I like where this is going

Leaving you behind is good

Im not sure about holding your progress back

Could be phrased differently

You said they go to they gym everyday and want to progress

Yeah sure, let's think of other ways to say this

FREE FLOWING WORD ASSOCIATION

Starter Phrase: holding your progress back.

Denying your dreams

- Dragging you down
- Draining your energy
- Draining your potential
- Impeding on your potential

Taking your gains away maybe? I'm not sure, the idea is to show them that it can be even worse if they don't act. Yeah agreed

- Impeding your progress
- Slowing you down, leading to further missed opportunities.
- Stealing your progress

- Stealing your gains
- Suppressing your efforts
- Delaying your big PR goals
- Chaining you and keeping you away from your potential. I remember writing something with a chain metaphor and he didn't really feel it - doesn't match the tone of a chiro
-

Let's do something like

I like using the word potential - kinda an identity play because we're saying like you could be so much better. - true

Okay so we'll use the word potential

What are the best words to use to get people to want to achieve their potential?

- Empower
 - Enable
 - Allow
- Restore your potential ?

Future body/physique

I thought you were gonna say future pacing

They could make more gains quicker with us

We also have a muscle sculpt treatment that could be a huge move up the value ladder

I'll get a link quick

<https://meridianmassage.co.uk/muscle-sculpt/>

I think more important than showing them new ways of making muscles is showing them solution to not losing it due to constant pain and not being able to exercise

Yeah agreed, the muscle sculpt is exactly that but I think it would only work via email marketing not social media because it's so expensive.

ruining your muscle growth ?

We should describe the pain better, what words do they use?

Yeah it is better

I would go with something like

Sounds good for me

Alright, now we need a body to get them interested in chiropractic specifically

Crush your PRs, not your joints.

Don't let pain be your personal trainer.

Schedule a FREE chiropractic consultation today and get back to peak performance.

Okay G, so I just want to get a little more clarity on who's your target
Are they fat right now? I'm not sure after reading your avatar description - they're not fat but they're not super fit
How long have they been going to the gym?
Intermediate and onwards - 1 year plus
What exactly is your product/how does it help them?
Chiropractic care - pain relief from

Try to write their typical day in the life, how they feel, how often they go to the gym, are they motivated when doing so. How often they scroll, what do they think about themselves. I have an avatar profile in another doc 2 secs.

Ok G, so just let me know if this copy is for the ad? post?

My name's Dan. I'm 25, and I work construction in Southampton.

I've always been active—played football in high school, and now I'm addicted to hitting the gym.

I love the pump, the sweat, pushing myself to lift heavier, run further. But lately, it's been a struggle.

My shoulders ache, my knees creak, and my back's always tight. It's slowing me down at work, and I can't seem to hit my PRs anymore.

It's frustrating, and it's starting to mess with my head. I value hard work and pushing limits, but this pain is making me question my strength.

I see guys younger than me lifting more, running faster, with none of the aches and pains I'm dealing with. It's hard not to feel like I'm falling behind.

I try to stretch, follow those YouTube mobility routines, but nothing seems to stick. It's like my body's betraying me.

And I hate to admit it, but I'm scared. Scared of long-term injuries, scared of not being able to do the things I love.

I scroll through Reddit, see posts about chiropractors helping guys with similar issues. I've looked into it before, but it always felt like something for older folks, or people with serious injuries. But now, I'm not so sure.

I'm not one to give up easily. I want to be pain-free, move freely, hit those PRs I know I'm capable of.

I want to wake up feeling strong, not stiff and sore.

I want to feel confident in my body again, not like it's holding me back.

So maybe it's time to look into this chiropractic thing seriously.

Maybe it's the missing piece.

I'm ready to explore any option that could help me get back to feeling like my best self.