

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Chiropractor

Business Objective: Get more people to sales/landing page

Funnel: FB Ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- People who are in pain
 - Back pain
 - Nerve issues
 - Stiffness

2. Where are they now?

- They are scrolling on Facebook
- Pain/Desire is at a 5 out of 10. They are in pain but not enough to act on it immediately
- Belief in chiropractors and adjustments is probably a 7 out of 10. With all the new vids and content around chiropractors, people have a solid understanding and trust in it
- Trust in Braham Chiropractors is probably a 5 out of 10 in the local market

- Current State
 - In pain
 - Frustrated because can't enjoy simple things in life
 - Doesn't have money for surgery or PT
- DreamState
 - Pain Free
 - Happy to be able to experience life at its fullest
 - Very low cost compared to surgery or PT

3.What do I want them to do?

- I want them to stop scrolling
- click on the Ad to book an appointment

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?

- Stop Scrolling:
 - Captivating Ad cover: Colorful, Bold, Animated
 - Offer Stands out in Bold Letters
 - Demonstrates Dream State
- Click on Ad to Book Appointment
 - Make it easy for them by having a direct button that leads to website or landing page
 - Create urgency by having a offer deadline or capacity for new clients
 - Reassure what you can do for them

Draft

\$47-New Patient Special

It's Time To Live Pain Free!



Back pain is demobilizing, relentless, and frustrating. But that doesn't mean it has to be permanent!

Get Immediate Pain Relief and get back to living a painless, normal life.

Claim your Offer Now and let us do the Healing!

New Patients? ONLY \$47 —> Claim Offer