

# The 4 Questions

## Who am I talking to?

Generally people from ages 25-55 or sometimes even older. People of mixed backgrounds, male and female but slightly more females. Generally people of upper-middle class income brackets, sometimes higher, sometimes lower. People that need a solution that will actually work for them to overcome their pain all around their body.

## Where are they at right now?

In physical pain almost daily, everyday tasks are much more difficult due to constant pain afflicting them. Pain often in their necks and backs, and they also often deal with constant headaches and migraines. Overall, they are extremely limited in life and wish they could do more with their bodies and leave peacefully without pain.

## Where do I want them to go?

Book an appointment with the doctor, so they can begin on their path to becoming pain-free and living their best life.

## What are the steps they need to take? Think, hear, imagine.

Have enough trust in the chiropractor that he can do a good job helping the patient overcome their pain safely.

Shift their beliefs to make them realize how chiropractic care could be exactly what they need.

Make them feel their pain more through the homepage, but showing how they can resolve their pain by booking an appointment as well.

Build enough curiosity that they are still interested and feel the need to book.

# Reader's Roadblocks and Solution/Mechanism:

The readers' roadblocks are that they are stuck in physical pain, and many of them have tried different solutions such as taking painkillers or even having surgeries done to help with their pain. However, no matter what they do it seems, they feel jailed and still stuck with the pain. They feel that they cannot do anything about it.

However, the solution is that if you book an appointment with the doctor, he will give you a great chiropractic adjustment and you will notice the improvement very quickly. The reader will then notice how effective this solution was for them, and they will become incredibly satisfied with the chiropractor and be willing to come very often to get readjusted. This is the mechanism that will solve the reader's roadblocks.

## Personal Analysis

I think this homepage is simple and it would work well for what it is. I do have a few worries though as to why it might not perform the best it possibly can. For example, I feel that I did not build much curiosity in the homepage, but I feel that for a homepage like this, it is not necessary to build an insane amount of curiosity, but I could be wrong. I could improve this however by either showing other patient's stories in greater depth or get on a deeper level about chiropractic and what it really does.

CTA early is stupid, I should probably move it to the bottom after the text "Book your first appointment TODAY and watch your life skyrocket on a path to freedom!"

Towards the end of the page, "Ready to feel the tingling sensation" felt a little weird when I read it over again. Feels like it does not fit what this piece of copy is supposed to be. Feels a little out of touch, if you know what I mean. Keeping it simpler like "Ready to get back to feeling good" or something like that might be better.

I wrote this about 2 months ago and it's one of the best pieces of copy I have written, but there are these potential divot spots that could cause problems.

# Market Research:

## Market Research Template

Who exactly are we talking to?

### What kind of people are we talking to?

- Diverse backgrounds, ages 25-55.
- Office workers, professionals, to laborers and athletes
- Middle-upper middle income bracket
- People that seek quality care for their well-being.

### Painful Current State

- Afraid of enduring chronic discomfort and limited mobility
- Possibly angry about the lack of relief they have found in traditional healthcare approaches, but their frustration isn't directly towards anybody in particular
- Daily frustrations contain: Persistent pain, restricted activities, and a sense of imbalance in their lives.
- Possibly, they may feel EMBARRASSED about their physical limitations and fear of being judged by others, which may diminish their self-confidence, causing them to doubt their capabilities.
- Other people might view them as restricted or limited due to their physical challenges.
- Potential customers often suffer from headaches

### Desirable Dream State

- Yearning for a life free from pain and discomfort
- These people envision a world where they can move with ease, engage in activities they love and experience vitality.
- They want to impress themselves and others, mainly loved ones, by showcasing their newfound physical prowess.
- Feel empowered, confident, and liberated from the constraints that once held them back.
- In secret, their deepest desire is to re-achieve their full range of motion and live a life of physical freedom, unburdened by chronic pain.

### Values and Beliefs

- They may currently believe that their pain is a result of underlying structural issues or imbalances within their bodies.
- They may blame a combination of lifestyle choices, previous injuries, or aging for their current problems and frustrations
- If they have tried to solve the problem in the past before and failed, they may attribute it to temporary relief or superficial treatment approaches.

- They value evidence-based practices in order to evaluate potential solutions: Testimonials from trusted sources and personal recommendations will be strong to convince them.
- They respect figures or brands in the chiropractic space who demonstrate expertise, empathy, and a track record of successful outcomes.
- Traits they value include: resilience, determination, and authenticity
- Traits they despise in themselves and others include: complacency, deception, and indifference.
- They may be aware of emerging trends in the market, such as integrative approaches to healthcare, and view them with a mix of curiosity and hope.

# Helping people love their life again.

For over 25 years, Dr. (name) has been committed to helping his patients overcome their debilitating, achy pains and live their best life.

[Book an Appointment](#)

## OUR MISSION

Help you defeat chronic pain naturally through gentle and noninvasive treatments.

Dr. (name) has helped people like you get back to living pain free for over 25 years. We don't want you to feel left out from the world because of persistent pain interrupting your day, making everyday tasks a treachery. Through our gentle and precise care, we'll help you feel more empowered than ever, free from all past constraints holding you back. Our goal is to get you back healthy so you can do the activities you love to do and ultimately enjoy your life!

## OUR SERVICES

 Chiropractic Treatment

 Acupuncture

 Orthopedics

 MRI Scans

 X-Ray Scans

# Live your life to the fullest

We'll help you regain your mobility so you can take full-on control of your life and do what you love once again!

(BUTTON - "Health Benefits of Chiropractic")

# Cherish a life free from pain

Countless happy patients have already experienced what it's like to have full control

of their life with no restrictions. Whether it's from an achy back that won't go away, a strained neck, a throbbing headache, or something else, Dr. (name) was able to help his patients win their battle!

You could be next!

“Headaches are a thing of the past! So lucky to have Dr. (name)”

- Amy B.

1 of 3 (arrows will be on the website to view two more strong testimonials)

Ready to feel the tingling sensation of what it's like to truly

have 100% control over  
your life?



Book your first appointment  
TODAY and watch your life  
skyrocket on a path to freedom!



#### Opening Hours

Monday 7:30 am - 5:00 pm  
Tuesday 7:30 am - 11:00 am  
Wednesday 7:30 am - 5:00 pm  
Thursday Closed  
Friday 7:30 am - 5:00 pm  
Saturday Closed  
Sunday Closed

#### Contact Us

(phone #)

(email)

(address)



