

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: local chiropractor

Business Objective: get more attention

Funnel: paid FB/Meta ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Working people in pain. Mostly seems to be back and/or neck pain

2. Where are they now?

- a. Mindlessly scrolling on FB
- b. Current levels
 - i. Pain/desire - 3/10, have some pain & discomfort but it's not severe or intense right now.
 - ii. Belief in the idea of chiropractic care- 5/10
 - iii. Trust in Chiro One- 2/10 Low. They've likely never heard of them so they don't trust them.
- c. Current state

- i. I have scoliosis and would suffer from mild back pain when sitting or standing for long periods of time.
 - ii. Lower levels of mobility
- d. Dream state
 - i. I went from barely being able to walk to hiking and biking with no pain!
 - ii. I was also shocked at how much care I've received for the cost – I really didn't think this would be affordable and believe me it is.
 - iii. staff is friendly, likable, happy, positive
 - iv. He does a lot of sports and this has definitely helped with his posture and shoulder issues he was having.
 - V. relief

3. What do I want them to do?

- a. Stop scrolling and read the ad
- b. Click the link with the intention of booking 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?

- a. Stop scrolling and read the ad
 - i. Low price
 - ii. Clear demonstration of the dream state in short vid form
 - lii. noticeable color contrast, font, text size, colors that pop. Positive review of the establishment
 - iv. Watching something that's related to a thing they care about
- b. Click the link with the intention of booking an appointment
 - i. \$20 new patient evaluation (offer)

- 1. Making a direct offer, lowering the cost to entice newcomers

- ii. "Every time I leave this place, I feel a whole lot better.

Describing the relief they feel afterwards, the dream state

I can totally feel a change in my body since getting adjustments." - Keri O. ★★★★★

The dream state. Noticeable difference They're using an actual customer testimonial

iii. \$20 chiropractic evaluation— Get Offer CTA

DRAFT

"Started coming here over a year ago to treat 3 herniated discs. I love my adjustments and value their treatment plans for me. I went from barely being able to walk to hiking and biking with no pain! The staff is professional, courteous, and always smiling. Everyone makes you feel like family here! Highly recommend!!!"

\$20 **NEW Patient
Consultation**



Body Text: Less Pain, More Joy

Our high-quality chiropractic care can help you find relief from pain, reach your wellness goals, and get back to doing what you love.

New patient special Includes exam and adjustment.

Claim your \$20 offer—> [Get offer](#)

