

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Business Type:** Chiropractor

**Business Objective:** Attract more attention to receive more bookings

**Funnel:** Search engine funnel

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## WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. People with body pain

2. Where are they now?

- a. Searching their browser for a solution
- b. Current state

- Body aches and pains

- Struggling to complete day to day tasks as normal

- Constant discomfort

- c. "Dream" state

- i. Move freely without any discomfort

- ii. Pain relief

iii. "my back and leg pain was a thing of the past!"

### 3. What do I want them to do?

- a. Click on the website
- b. Read the content on the website
- c. 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?

Click on the website

See reviews and "london's top chiropractor" makes them want to find out more

Read the content on the website

"Personalised care"

"Highly experienced and trained chiropractors"

Appointment structure

"Ask an expert" button

Pictures of clients understanding their appointments and treatment required

Open until 6pm for evening appointments

New patient fees £85 and follow up fee £70 listed on website.

Buy/book appointment

After reading the website content this builds belief and trust leading to the market booking appointments.

## DRAFT

### Ad body text

Is your Back pain causing a lack of sleep?

Our flexible hours will fit around your busy schedule.

Book your appointment now to claim your new client offer of £64.99



Is your back pain causing you a lack of sleep?

**£64.99**

**New client offer**

## Current state

Constant aches and pains

Lack of sleep due to uncomfortable back pain

“Struggling with daily tasks? We’ve got your back”

Everyone's pain is different, we offer personalised care to suit your needs.

Book our services in your time. Evenings or weekends, book in with us around your busy schedule.

## Dream state

We Specialise in diagnosing and relieving back pain, mid-back pain, neck pain and pain radiating into the legs or arms from a problem in your spine.

New patient offer £64.99

Our chiropractors are highly experienced and have training to enable the best care for our customers.

See relief after your first appointment to help you carry out those daily tasks you previously struggled with.