

AYSC About Page

Review [This](#) or [This](#) Please.

Winners Writing Process

Who are we talking to now?

Women (65%) and men (35%), 30s - 40s dealing with chronic pain in their back, neck, or joints that restrict their ability to live life as they want, enjoy time with their families, or even function normally on a daily basis (cooking, working, playing sports).

These people have at least one child, they're health conscious about the treatments they receive and prefer alternatives to traditional medicine that do not rely on drugs or surgery.

They value family wellness, non-invasive and holistic treatments, and community involvement.

Where are they at now?

Physically: They're on one of the About Us Pages (Meet The Doctors or About The Clinic). They got here after skimming the homepage and decided to learn more about the history of AYSC.

Mentally: They've decided to click off the homepage because they might have not found the information they were looking for or are simply curious about the clinic and want to learn more about who's treating them before they trust them with their health.

Awareness & Sophistication:

- Solution Aware (Level 3) in the general sense, but on this page they're becoming Product Aware (Level 4).
- Sophistication is the highest it can be (Stage 5).

Current Painful State:

- They're still in pain trying to find a reason for why they should trust AYSC with their treatment.
- They might feel that the homepage didn't address all their concerns and are willing to browse a bit more to find out if AYSC can help.
- They want to believe that AYSC will not treat them as another number, but rather a member of the AYSC family in Louisville.
- They're distrustful of solutions that promise quick relief without proof to back up the claim and want to find solutions that do not require medicine, surgery, or endless treatments.
- They're frustrated in themselves for waiting this long to start looking for alternative solutions that fulfill their need for living pain-free.
- They're in a state of extreme stress and discomfort because their pain hinders their ability to socialize so they feel isolated and depressed.

Current Dream State:

- They want a healthcare partner that treats their problem as if it were their own, helps them understand the root cause of their pain, and provides personalized, compassionate care that will ensure a lasting positive difference in their health.
- They want to be able to move their bodies without any restrictions and release the grip of fear holding them back from doing the activities they love.
- They want to feel younger, capable of moving freely, playing with their kids or participating in sports, and they want their sleep to be restful and calming.
- They want a solution that doesn't involve swallowing a bunch of pills or relying on expensive surgeries to return them to a freer and stronger body.

Where do I want them to go?

I want them to consume the information on either the About Us pages to raise their D.B.T thresholds to 11.

I want them to finally trust in AYSC as the only solution for their chronic bodily pain, headaches (migraines or vertigo), and extreme stress and frustration.

I want them to book an appointment using the new patient special which maximizes the perceived value and dignifies the higher price point.

I want them to see that AYSC is different because we treat patients as family, as if their problems are our own, and we refuse to let them give up on themselves.

Full Research:  **AYSC Strategy OLD**

What do they need to see/feel/experience on the about us pages in order to take the action I want them to, based on where they are starting?

Meet Your Doctors Page

What They Need to See

- Professional Credentials: Clear qualifications and certifications to establish your doctors' expertise in chiropractic care.
- Years of Experience: A specific number of years in practice, focusing on treating chronic pain, family care, and complex cases. Highlight how long they've been serving Louisville.
- Specialties & Unique Skills: Highlight any specific techniques or treatments that differentiate your doctors from others (e.g., family chiropractic, child-focused care, neurological-based techniques).
- Approach to Care: Demonstrate how the doctors use a personalized, patient-first philosophy rather than a "one-size-fits-all" approach.

What They Need to Feel

- Empathy: A deep understanding of the patient's struggles with pain. They should feel like your doctors "get" them. Speak to common frustrations they've likely faced (failed surgeries, endless medications).
- Hope: Convey that they're not just another case—you're committed to helping them achieve long-term health and vitality. They should feel that there's a solution that works, and it's with AYSC.
- Trust: Patients should feel like they are in expert hands. Convey warmth and reassurance, but with confidence that this is the right place.

What They Need to Experience

- Personal Stories & Patient Outcomes: Include a mix of patient testimonials, case studies, or anecdotes about families who have seen significant health improvements. Show the transformation from chronic pain to a healthier, fuller life.
- Your Why: Let patients feel the passion and personal reasons that brought your doctors into chiropractic care. Why did they choose to serve Louisville? What motivates them daily? This humanizes the doctors and builds rapport.
- Family-Centered Atmosphere: Make it clear that the clinic isn't just for individuals; it's for families. Highlight the care for all ages, from infants to seniors.

About the Clinic Page

What They Need to See

- **Clinic's History & Philosophy:** A short narrative explaining how and why AYSC was founded. Highlight its connection to the local Louisville community and its ongoing dedication to helping families.
- **Clinic's Specialization:** Mention the specific chronic conditions and patient types you specialize in, emphasizing those that other clinics might overlook.
- **Unique Facilities & Equipment:** If applicable, mention any advanced technology or diagnostic tools that make your clinic a leader in modern chiropractic care (e.g., advanced spinal X-ray, neurological tests).
- **Awards or Recognition:** Any local awards, accolades, or partnerships that build credibility.

What They Need to Feel

- **Belonging:** Prospective patients should feel that this clinic cares about their community and will treat them like family. Use language that reflects a community-oriented, welcoming environment.
- **Confidence in Results:** The clinic should exude reliability and confidence. Patients need to feel reassured that choosing AYSC will deliver results for themselves and family.
- **Empowerment:** Show that you're not just a quick-fix clinic but one committed to long-term health and education. You want patients to feel empowered to take charge of their own health after working with you.

What They Need to Experience

- **Transformation & Results:** Share results-driven content like statistics of success, timelines of recovery, or case studies that show lasting health transformations.
- **Commitment to Education:** Reinforce that you teach patients about their health, so they know how to keep improving between visits. This aligns with a highly sophisticated audience that wants to understand their bodies, not just receive treatments.
- **Personal Touch:** Through storytelling or imagery, allow patients to visualize themselves as part of the AYSC community, from the moment they walk in, through their recovery, to enjoying life pain-free.

For Both Pages

- Visual Imagery: High-quality photos of the clinic, doctors in action, patient interactions, and family-oriented care. Ensure these evoke feelings of calmness, professionalism, and warmth.
- CTAs: End both pages with a clear, friendly CTA to book an appointment. Ensure the process feels easy, and any perceived barriers (cost, time, effort) are minimized.

Meet Your Doctors Page Outline

Intro

- Headline (Identity & Niche-Down Play)
- Two Doctors (Megan & Ryan)
 - Education, Life, & Professional History
 - Certifications & Diplomas
 - Highlight why they became chiropractors to build a personable image of the doctors
 - Two Columns (Text & Image)

Our Care Philosophy

- Doctors understand that no two patients are the same
- Leverage testimonials highlighting personalized care
- Highlight family-oriented approach by connecting it to the doctors' personal lives
- Showcase passion for serving the community via images
- Highlight and emphasize relational-based chirocare
- Images showing doctors helping kids, adults, pregnant moms, and participating in community events

New Patient Special CTA

Carousel Testimonials

- Images that resemble best patients
 - Patient Profile 1: The Struggling Patient
 - dealing with chronic back pain for over a decade. He has visited multiple specialists and tried various treatments, including physical therapy, medication, and even surgery, but nothing has provided lasting relief. Traditional medicine has failed to address his condition effectively.
 - Patient Profile 2: The Health Enthusiast Family
 - The family is already very health-conscious. They follow a balanced diet, exercise regularly, and prioritize mental well-being. They are always on the lookout for ways to enhance their health and vitality.
 - Showcase familial values and beliefs
- Testimonials reinforce core philosophy and mention doctors by name

Meet Your Doctors First Draft

Headline (H1)

Louisville Chiropractors Committed to Your Family's Health

Meet Dr. Megan Socha (H2)

[Image Carousel – Personal Image, Community Involvement, With Patients]

For over a decade, Dr. Megan has helped over 6,000 Louisvillians lead healthier lives and turn their chronic pain into a distant memory—without drugs or surgery.

A standout graduate of Sherman Chiropractic College and certified in FirstLine Therapy Nutrition and FAKTR, she's committed to helping Louisville families experience life on their own terms, free from chronic pain, and all through natural healing.

Outside the clinic, Dr. Megan is deeply embedded in Louisville's community, coaching at Saint Stephen Martyr Church, playing in the Alzheimer's Blondes vs. Brunettes game, and serving on the local golf committee—all with a mission to keep families healthy and strong.

Meet Dr. Ryan Zeronis (H2)

[Image Carousel – Personal Image, Community Involvement, With Patients]

After enduring multiple failed surgeries on his wrist and knee, Dr. Ryan ventured outside of the traditional model and found lasting relief through chiropractic care.

This life-changing experience drives his passion to help others who, like him, felt let down by the countless treatments that promised natural pain-relief.

With a Bachelor's in Natural Sciences and a chiropractic degree from Sherman College, Dr. Ryan helps families to conquer pain through non-invasive care.

Outside the clinic, Dr. Ryan serves as an Ambassador for the Frankfort Chamber of Commerce, and speaks at local health events on sports, performance, and wellness.

Headline (H1)

Discovering Lasting Health from Within

True health isn't about masking pain; it's about restoring balance and nurturing resilience from within.

Everyone's story is unique—from the stresses you carry to the dreams you hold for yourself and your family.

At Align Your Spine, chiropractic care is more than adjustments; it's a partnership to unlock your body's natural ability to heal, grow, and thrive.

Whether you're an expectant mom, caring for your young ones, or an adult seeking relief from daily stresses...

Each visit brings you a step closer to a lasting state of energy, well-being, and vitality.

Together, let's inspire Louisville to live healthier, empowered by the body's true potential and a commitment to wellness from the inside out.

Headline (H1)

Don't Just Take Our Word For It

[Carousel Testimonial Dump – Images with faces, mention doctors by name, showcase family values and beliefs, and emphasize community-oriented care]

Headline (H1)

Align Your Spine's Care Philosophy | Our Care Philosophy

No two patients are the same. Each and every one of you has a unique story that should not be compared to a list or template.

As family-first chiropractors, we don't just treat symptoms—we listen to your body, find the primary disjointed link in your spinal chain, and deliver one-of-one care tailored to your needs for lasting pain-relief.

Understanding your pain takes time, which is why we treat it as if it were our own, guiding you toward a stronger, healthier future without relying on surgery, medications, or endless treatments.

From your first visit, we'll help your body start healing naturally so you can live pain-free for the years to come.

If you want to move through your day with the energy and freedom of someone 10 years younger, go from pain-stricken to pain-free, and live your life to the fullest...

About The Clinic Page Outline

Intro

- Headline (Home Away From Home, Your Second Home, Etc)
 - Emphasize family values and tribal belonging

Clinic History, Mission, and USPS

- We believe your body can heal itself through the right care
- We love to help family-focused patients who want to feel like the clinic is their second home and the staff are their family
- Founded in 2013 to inspire Louisville families to lead lives full of energy, strength, and joy.
- Your nervous system is powerful, capable of helping you heal permanently, and we help you tap into that power
- AYS chiropractors specialize in family wellness, pediatric, and pregnancy care, so whatever your case is, we got you covered.
- If you're a patient struggling to heal after going from office to office and traditional medicine has failed you... Or if you're already leading a healthy, active lifestyle but want to function at 100% instead of 90%, AYS chiropractic is the place for you.
- We don't just treat you, we also educate you about your body so you can leave feeling better in body, mind, and spirit.

Social Proof

- Show two patient profiles (families and patients struggling to find relief)
- Carousel with images showing patient faces and bridging the gap from where they are now and where they want to go.
- Testimonials reinforce core philosophy and mention doctors by name

About The Clinic Page First Draft

Your Family's Chiropractic Home (H1)

Align Your Spine Chiropractic is more than just a clinic—we're Louisville's second home for families seeking lifelong health and wellness.

Since our founding in 2013, our goal has never changed:

"To help Louisville families live full, vibrant lives free from chronic pain without medicine or surgery." (H2)

When you walk into our clinic, you're greeted by name and treated with the kind of care you'd expect from mothers—we know how important it is to have a health partner who cares.

With our whole-body approach, we unlock your natural healing ability so you can wake up refreshed, move freely without pain, and enjoy quality time with your family—feeling stronger, more energized, and happier every day.

Plus, our doctors ensure you understand every step of your treatment, so you'll never leave the clinic without feeling confident in your progress.

We make it a point to treat you at the source of your pain to help you achieve long-term health without surgery or drugs.

Our doctors specialize in:

- Gentle pediatric chiropractic that helps your young ones grow with strong posture, better sleep, and a healthy nervous system.
- Safe pre- and postnatal chiropractic adjustments that eliminate back pain and support a smoother, more comfortable pregnancy.
- Holistic, family-focused chiropractic that keeps every member of your family free from bodily restrictions for a vibrant, active life.
- Effective chiropractic adjustments that target the source of your pain to restore full mobility and give you the freedom to enjoy life again.

If you want to feel like you're 10 years younger, go from pain-riddled to pain-free, and live your life to the fullest...

[Book Your New Patient Special Here!]

Don't Just Take Our Word For It (H1)

[Carousel Testimonial Dump – Images with faces, mention doctors by name, showcase family values and beliefs, and emphasize community-oriented care]