

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: CHIROPRACTIC

Business Objective: GENERATE MORE
SALES

Funnel: FB AD-> SALES PAGE

WINNER'S WRITING PROCESS

1. Who am I talking to?

I am targeting both males and females, ranging in age from 15 to 65, who have access to a mobile device or computer. These individuals are likely experiencing musculoskeletal conditions such as back pain, neck pain, joint discomfort, or mobility issues. They may be seeking non-invasive treatments or relief from chronic pain and discomfort. This group includes people who are active on social media, search for health-related solutions online, and may have tried various remedies without achieving lasting relief. They are open to

alternative therapies, including chiropractic care, and are motivated by the desire to improve their quality of life, regain mobility, and alleviate pain.

2. Where are they now?

1.0 They are on facebook scrolling.

1. **Current state**- they are in chronic discomfort, frustration and are stressed out.

2. **Desired state**-

a. They want to live healthier lives, pain free.

b. They want to be able to do activities they love.

3. **Level of awareness**-

a. level 3- solution aware.

B. **level of pain**-5 out of 5

c. **level of desire** - 4 out of 5

D. **level belief**- 3 out of 5(the person is still a stranger.)

3. What do I want them to do?

1. **Stop scrolling**- read/ consume the ad.

2. **Click the link**- with the intent to view the sales page.

3. **Book an appointment**- go onto the sales website. Make a call or send an email to schedule 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?

1. See-

- a. I want the viewers to see very engaging visuals.
- b.. I want them to see positive reviews.

2. Feel-

- a.I want them to feel a desire to make the appointment.
- b.I want them to feel that they will get the treatment they deserve.

3. Experience-

- a. I want the viewer to get value and insight from the ad they will be viewing.

DRAFT

STRUGGLING WITH CHRONIC PAIN? RELIEF IS CLOSER THAN YOU THINK!



DR A ROYCE



Pain Relief



Sport Injuries



Spinal Health



Holistic Approach



BOOK NOW



Say Goodbye to Pain!

Reclaim Your Life with Expert Chiropractic Care.

Book Now and Start Feeling Better Today!



066 417 3293



@VAAL CHIROPRACTIC



www.chiropractorvaal.co.za

Finally, a Solution to Your Chronic Pain! Discover the Benefits of Chiropractic Care Today.

Are you one of the millions who struggle with chronic back, neck, or joint pain? You've tried everything—from over-the-counter medications to home remedies—yet the pain persists? Imagine waking up every day feeling refreshed, pain-free, and ready to enjoy life again! With our expert chiropractic care, you can achieve this reality!

Our proven, **non-invasive** treatments are designed to target the root cause of your discomfort, providing lasting relief and restoring your quality of life. Our patients have experienced life-changing results, from improved mobility to the ability to return to their favourite activities.

Don't let pain hold you back any longer.

Click the link below to schedule your appointment. Your journey to a healthier, pain-free life starts here!