

Who am I targeting?: People in need for a chiropractor

Starting emotion: Pain

I'd like you to meet my friend, Mike, he's one of my favorite clients. If you met him, I'd bet you would be friends with him from the start. He's just that guy. However, the 30 long years of working in construction caused him to have permanent discomfort and pain.

The night I met Mike:

One night, I got a call just as I was closing down shop to head home. I didn't know who it was but I just got that very feeling to pick up... Without even saying a word the person on the phone was in tears and said "I need your help now doctor I'm in so much f**king pain" Right Away I knew I had to help this man so I replied, "Come to the office right now!". Then I hung up the phone and started prepping everything for him to just come in and get adjusted. He and his wife rushed in as soon as I got done prepping, He was still in tears I right away told him to lay on the chiropractic table where I was going to be adjusting him. I quickly put my gloves on and went into town as he started relaxing and his pain started to level down we started to talk and got to know each other and man right away I was what heck of a guy... Then he mentioned his 30 years in construction and how he would pick up 5, 50 pound packs of shingles right there and then I told him to describe how he would pick them up and when he started feeling this pain. Of course, his posture was wrong and then he went into detail about how the pain started; *"There where was a pop in my back 28 years ago that hurt for the first couple of days then went away, didn't think much of it until every night he would get aching pain but my wife would just help me by giving me a massage and now 28 years later I couldn't anymore my pain was at a 10/10 I couldn't even stand more than 15 minutes"*.

I couldn't help it I had to give him a scolding for waiting this long and being in so much pain this whole time. I even gave his wife sh*t for not dragging him in 28 years ago.