

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Physiotherapy

Business Objective: Attract new clients

Funnel: Paid Meta ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

Athletes, people affected by traumatic injury. People that workout.

2. Where are they now?

Scrolling through their social media, at a level of pain or discomfort that is manageable and tolerable. Presumably this person has found a way to cope with this pain as they are not urgently searching for a fix.

1. At a point where their current state is nonoptimal,
 - a. Their dream state is something that is easily fathomable and imaginable, albeit potentially difficult, it is easy to think of.
 - b. This dream state can be something that is perhaps a mirror of their current situation: I feel pain now, I do not want to feel pain. I am not able to do x, I want to do x
 - c. "helped me recover from..." "professionalism, expertise, and genuine care for my well-being made a significant difference in my recovery" " he taught

me functional exercises that I have been using in my daily work outs”
“Justin is the best because is really caring and curious....he always gets to the root cause of the issue”

3. What do I want them to do?

Stop scrolling, click the ad, and book an consultation

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. They need to see an easy-to-read or easy-to-watch, nicely coloured advert that is concise and easy to understand.

Based on bigger physiotherapists' ads, the general attempt is to cater towards the belief in the company/seller. The ads that seem to be working for these companies consist of b-roll of a comfortable clinic setting where they are either doing a POV shot or a shot of work being performed with clients and the PT, or a photo of a person being worked on.

2. The viewer/potential client needs to see their dream state realized, whether that be through a person getting active relief or a testimony as to show that relief in writing. A lot of these types of businesses that deal with physical pain really at the end of the day are advertised best through testimony and through friendliness. The last thing you want is a shitty person to be treating you, or for the people to not know what you are doing. Testimonies alleviate those worries by providing the viewer or client with hard proof that this business isn't selling snake oil or scamming people.

3. A big thing that seems to be a pattern is the use of tools or items that are unfamiliar to the average person. The use of these tools by people that look natural and comfortable operating them work to add to the credibility and belief into the PT or the business.

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Don't let injury get you down!
Book your consultation today

THE *physio* LOFT



Body text:

Injury sucks! Our highly experienced PTs at The Physio Loft can help you recover from anywhere between car accident injury to sports injury, making sure you can get back to feeling happy and strong in your own body!

Our clinic is open Monday - Saturday with evenings available, so you can get in whenever you are able to!

Book your consultation now → [“Book Now”](#)