

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: chiropractor

Business Objective: gain more recurring customers

Funnel: FB Ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- 2. People with any kind of body pain, examples whip lash, arthritis and back pain
- 3. Typically Older people, but not necessarily an age range
- 4. Men and women from the town of Boston and surrounding areas

5. Where are they now?

- 6. Current state-
- 7. Scrolling on social media- currently unaware of how being treated by a chiropractor would help them reach their dream state
- 8. Haven't seen results from a chiropractor that makes them feel like it would help them achieve a pain free life
- 9. Never actively looked into the market of chiropractic care- unsure where to start

10. In a state of pain and discomfort but right now is not one of their main thoughts
11. Trying to keep their mind away from thinking of their current situation- scrolling on social media
12. Current levels
13. Pain 2/10 they are aware of their pain but it is being suppressed by social media
14. Belief in the idea of a chiropractor 3/10 they can't understand how an adjustment session could help them achieve their dream state of being pain free
15. Trust 2/10 they've seen a few chiropractor ads before but none of them managed to gain their attention enough to book an appointment
16. Dream state-
17. Pain free life
18. Full mobility in all body parts
19. No more stress about their days being unproductive because of the pain
20. Be able to do live and work a normal life without the worry of being in too much pain
21. Wake up in the morning without needing to take medication to numb pain- not rely on medication to allow them to live life normally

22. What do I want them to do?

23. Stop scrolling and read the ad presented to them
24. Click through to the website and ultimately book an appointment

25. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting

- a. See that it is affordable
- b. Prove to them the dream state is possible
- c. Find care that can suit your schedule and situation, weekends, evenings, walk ins available
- d. Their situation is highlighted, living a life with pain is a life lived limited
- e. Offer the dream state, ideal timing,
- f. Show them that it's worked for other people

DRAFT

Do you suffer from back pain?

Appointments
from as little as
£20

Back Pain



Do you suffer from back pain?

Experience immediate relief from back pain with treatments tailored to your needs, available at your convenience. Our services include hot and cold therapy, spinal manipulations, and decompression therapy—even on weekends. Don't just take our word for it, explore the success stories from our satisfied patients

What a wonderful place to attend. The staff were very welcoming and polite. The decor was very inviting and provided a calm setting whilst waiting to be seen. My physiotherapist was very professional and explained everything in detail. She made me feel at ease at all times and engaged in conversation. 5 out of 5 stars Julia Stuart

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