

# PLEASE COMMENT

Hypothesis - They could really start to implement social media advertisements as I've seen none, only ad-like posts on their instagram feed which... they rarely ever post. Make a few changes to their site, testimonials tab is not there and they are all at the very bottom of the page and hard to catch, I almost thought they had none. Results sell, so make them seen! So many words on their site it's unbelievably jammed together, they also suggest going to another chiropractor if nothing is working. Do they not believe in their own work, take that out. Their instagram can do with a whole lot of work, the bio by itself is backwards. They don't even have a facebook, how are they running 3 clinics????

## Open the floodgates for more clients!!

Hey Team of Peakform Wellness,

I hope this message reaches you in good spirit!

There is one thing your competitors are winning at, and this is where I see 8 things holding you back from beating them all!. This thing is social media interaction and presence.

I hate to say it but it's a problem, and this problem needs fixing..(please don't take it to heart, I'm here to make it better not hate 😊)

- There's no intriguing ads/active ads I've seen.
- Little to none interactions on your posts.
- Inconsistent posting. Bio is backwards!
- Lack of funnels on your site.
- Site is a bundle of words.
- + more...

So..

For this specific situation you're in, in a nutshell, you need a complete reincarnation of your presence on social media. I guarantee this will bring in more and more customers through intrigue, desires, and pinpointing pains through words and human psychology.

If you're in any way interested, is anyone from your team free over the next couple of days so we could have a better chat about this?

Best regards,

Simonas.

The outreach can't be improved, you don't need to directly talk about the different problems they have or the opportunities that you can provide to them.

For the outreach it isn't important to talk about the primary subject that is to help in many ways. The outreach is too shortthere.

"There is one thing your competitors are winning at though", This needs to be the first sentence of your outreach. It will intrigue them and the second part is where you talk about what you can provide to be better than their competitors.

I hope it's helping you. 😊