

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Teeth whitening

Business Objective: Grab attention

Funnel: INSTAGRAM/Meta ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

a. People without white teeth and beautiful smiles.

2. Where are they now?

a. Scrolling on Fb

b. Current levels:

1. pain/desire: 4/10, people have some pain now, because they cannot smile comfortably in front of people. They have to hide

their teeth when they smile. they don't have confidence in themselves.

2. current belief the whitening will work: 7/10.

3. Trust in joining the clinic My Smile:3/10.

c.Current state:

1. my teeth are yellow.

2. can't smile or show my teeth.

3. can't talk to people.

4. looking ugly.

5. Frustration.

6. Under discomfort.

d.Dream state:

1. Now I can attract people with my smile.

2. There is no need to hide my teeth, they are white now.

3. I returned my confidence especially when talking to people.

4. Affordable.

5. Relief.

3.What do I want them to do?

A. stop scrolling and reading the ad.

B. Click on the link to contact them via WhatsApp & follow them on FB/Instagram.

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?

01. Stop Scrolling :

a.The before & after picture(Dream state).

b.The blue color with the logo of the company.

02. Click on the link with an intention to contact them to get more details :

a. highlight the current state + the outcome that you will reach it.

b. find relief and affordable care.

للإبتسامة عنوان واحد

The current active ad :

Sponsorisé

@dr.bensaria.driss ✨❤

للإستفسار عن خدماتنا المرجو الإتصال على الرقم التالي =>

☎ 05.36.33.20.22

☎ 06.33.66.12.10


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المركز الطبي لجمال الابتسامة
+212 5 36 33 20 22

Clinique My Smile
مركز ابتساماتي

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INSTAGRAM | Visit Instagram

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DRAFT

A promotional graphic for teeth whitening. At the top left is a logo for 'Clinic My Smile' featuring a stylized tooth. The background is a close-up of white teeth with a teal overlay. The text 'BRIGHTER SMILES BRIGHTER DAYS' is written in large, bold, white letters. Below this, there are three circular images: a close-up of a bright smile, a photo of a man in a dental uniform, and another close-up of a smile. At the bottom, there is contact information and a social media handle.

BRIGHTER SMILES BRIGHTER DAYS

Get a radiant smile with our teeth whitening!

CONTACT US
+212 5 36 33 20 22

FOLLOW US
@Dr.bensaria.driss

BODY TEXT :

"**🌟 Unlock a dazzling smile at Clinic My Smile! 🌟**

☀ Experience the magic of professional teeth whitening

😊 See instant results

📅 Book now for a brighter smile

💬 Contact us today for more info!

☎ +212 5 36 33 20 22

📷 @Dr.bensaria.driss"

CTA ⇒ Schedule an Appointment.

