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. Affordoable.
- 5. Relief.

3. What do I want them to do?

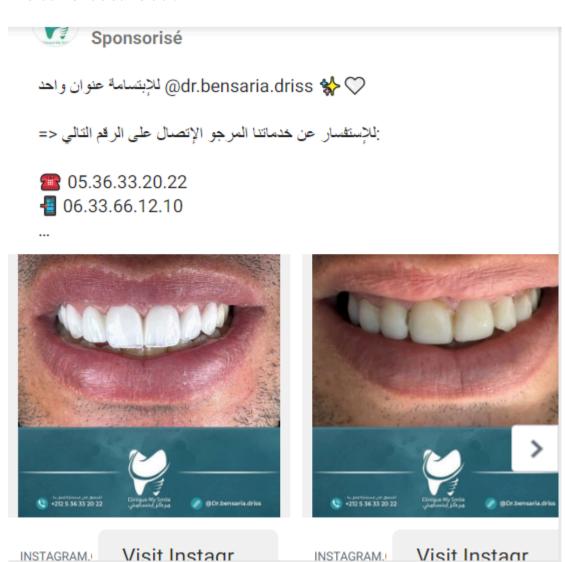
- A. stop scrolling and reading the ad.
- B. Click on the link to contact them via WhatsApp & follow them on FB/Instagram.

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.

The current active ad:



INSTAGRAM. Visit Instagr

DRAFT



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.