

WWP:

What specific business objective do I want to achieve with this copy? What is it important?

- a. I want people to buy this service.
- b. This is important because we will profit more if they buy this service.

What part of the online presence is needed to achieve this outcome?

- c. We are writing the service page on the website (sales page).

Who am I talking to/ Where are they now?

Day in the life:

I am talking to Maria; she is a mother of two and lives with a husband a normal life

Maria wakes up and the first thing she does is going to the mirror and she is noticing that she has wrinkles in her face, and she feels a little bit overwhelmed because she wants to look like in her 20s.

Also she thinks that she needs to do something about it with products of herself because she goes to work and she talks with many people there and she doesn't want them to see her wrinkles.

That is what she is thinking, then she goes to her job and there she is not fully concentrated because she thinks that she needs to do something about this situation.

After hours in her job she went home and eat and did all the stuff as a mother, then she started searching on the internet "how I can reduce wrinkles" so she could look younger.

After some hours of searching online she saw some ways but doesn't know if they really work and now she thinks that she is going to try something from these free solutions online.

After that, she goes on the mirror for the last time and thinks how beautiful and younger she can look, if she get rid of the wrinkles.

Then she goes to her bed to sleep

Current state:

- 1. She thinks that she is not even more beautiful
- 2. Her self-confidence is lowering
- 3. She feels anxious of how she is going to communicate with people with those wrinkles in her face
- 4. It feels a little bit embarrassed about herself.
- 5. Anxiety and stress about their aging

Desire state:

1. They want to look young with a smoother skin
2. They want to get rid of the wrinkles
3. They want to look beautiful
4. They want to walk with confidence again
5. They want to feel released from the bad feelings
6. They want to feel fresh and new

If we say that this service page will rank for its topic (service)

1. Let's say the desire is high
2. The belief in idea is middle-high because many people have heard about this service
3. The trust in the brand is low

What the level of awareness is:

1. They are product-aware but they don't know that our dentistry is offering the botox treatment so it is like they are solution-aware

The market sophistication level:

1. The market is tired of everything.

Where do I want them to go?

I want to increase the trust in the brand and then make them click the CTA button

4. What steps need to happen to my copy to make them believe that we are the best for this treatment and make them buy?

1. To grab their attention I need to show something that they care about in the beginning for example (desire, pain)
2. Show how the treatment works (this is mostly a video showing our dentists how they perform this treatment) so we build a little belief in the idea.
3. Then we need to build brand trust.
 - a. By showing that we are empathetic
 - b. Why they can trust our dentists
 - i. Experienced dentists
 - ii. A great experience
4. Then in the end I need to say them how their life can be describe vivid desire to make them take action
5. A P.S. to piss them off in a good way

The copy:

If you're tired of seeing wrinkles on your face every morning, botox for dentistry in Rethymno is here

Do you wake up in the morning and the first thing you do is look in the mirror and see the wrinkles on your face?

Then, you think that maybe it's time to do something to get rid of the wrinkles and you might start searching the internet for different ways.

In the end, you might feel confused and not exactly sure what the best option is, and you might feel desperate.

Don't worry, our dentists understand and will offer you botox for dentistry in Rethymno, which is completely safe.

We understand what it's like to have wrinkles

Wrinkles can be exhausting because they can affect the appearance of your face.

We know that if your facial appearance is affected, you might feel like you've lost your confidence, that you are no longer beautiful, etc., and that is absolutely normal.

After all, when you want to go out in front of people, you want to look beautiful and also admire yourself.

That's why our dentists have made it their goal to help you get rid of wrinkles with dental botox services in Rethymno.

How does botox for dentistry in Rethymno work?

If you're curious about how this treatment works, then what we've written below will interest you:

Diagnosis of the condition:

Before the treatment even begins, the dentist will examine the areas that might need botox.

This is to see if botox is indeed the right treatment for you.

Planning and preparation for the treatment:

If it is determined that botox is the right treatment, the dentist will know exactly where the botox will be applied.

However, in some cases, they may also apply local anesthesia so you won't feel any pain.

Botox application:

The dentist will then inject the botox into the areas that were examined at the beginning, that is, where it is necessary.

Remember that the botox procedure is quick and painless thanks to the fine needle that our dentists use.

Post-treatment care and recovery:

When the treatment is over, the dentist will give you instructions on how to care for the area where the botox was applied.

You will also see that the results will become visible within the first few days, and generally within about two weeks.

Evaluating the results and follow-up:

In the end, the dentist will schedule follow-up visits to evaluate the results of the treatment.

The results you get may need to be maintained every 3-6 months by visiting the dentist again to keep them lasting longer.

Why can you trust our dentists?

If you're wondering why it's a good idea to visit our clinic for botox, take a look below.

It's completely understandable to have these kinds of questions, especially if you've heard various things about botox treatment.

However, the hardest part is when you struggle to find someone you trust to help you get rid of wrinkles.

Experience and understanding:

Our dentists not only have years of experience in the field of dentistry but have also specialized in the use of botox.

The reason they are specialized in the use of botox is that they have helped many people.

These people now look younger and more beautiful thanks to this treatment, which is something you want too.

That's why our dentists will do everything to help you get rid of wrinkles and the negative feelings they cause.

Personalized care and comfort:

Let's not forget that our dentists take the time to listen to your goals.

The reason they do this is because they can provide treatment that is customized just for you and your situation.

Also, you will be sure that the treatment will really work for you.

Moreover, you will be in a quiet and comfortable environment so that you feel at ease from the moment you enter our dental clinic.

Imagine what your life would look like without wrinkles

Imagine waking up tomorrow and seeing in the mirror that the wrinkles on your face have disappeared.

How would you feel?

If you want to get rid of wrinkles quickly, then the botox offered by our dentists is the solution you're looking for.

Think about it—don't you want to regain your confidence and have smoother, more youthful skin that will make you look years younger?

If your answer is yes, then you can easily and quickly book an appointment with just two clicks.

Book an Appointment

P.S. Will you let this situation continue and constantly stress about the appearance of your face?

Or will you take control and feel happy again with yourself for making the right choice and getting rid of wrinkles?

You can think about it. After all, we are here to support you with our dental botox services in Rethymno.

But in the end, the choice is up to you.