

Winner's Writing Process Example - [Dental Website](#)

1. What is the business objective I want to achieve?

- Book an appointment after clicking on the website / content page.

2. Who am I talking to?

- Consumers that are looking for dental treatment / care.

3. Where are they now?

- Searching for dental places
- Current level:
 - Desire: 1-10/10, depends on the reason for needing dental care (Can be urgent, or less urgent).
 - Belief: 5/10, if other consumers are believing what the website claims and are getting good quality service, it has to be good?
 - Trust: 7/10, high amount of positive reviews
- Current state:
 - Toothaches
 - Wisdom teeth pain
 - Pain in gums
 - Cleaning
 - Trouble Chewing
 - Etc.
- Dream state:
 - Affordable dental plan
 - Cheap of cost
 - Nice doctors that provide comfortability.
 - Free of any pain.

4. What do I want them to do?

- Read the content page and be convinced to book an appointment instead of trying to look for other options.
- Book the appointment with confidence and comfort

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

- Read the content page and be convinced to book an appointment instead of trying to look for other options.
 - Gives description of the dream state that the consumer can be in if they book an appointment.

- Provide specific details for each type of dental service they provide.
 - Pictures that they have taken of people that have booked an appointment and have enjoyed the experience.
 - Open all week from 6am-9pm which can help with consumer's flexibility in schedule.
- Book the appointment with confidence and comfort
 - Price is at the bottom, so after reading all of it and being convinced by the services and experience, they are more likely to buy without thinking much of price.
 - Many reviews and testimonials are provided on the website.
 - Description of each doctor or staff establishing trust.
 - Provides affordable prices and options.