

Avatar

Josh, 22 years old, lives in an apartment in New York. He recently finished college studying business and is looking for a job in finance.



Current situation

Due to bad dental hygiene from when he was young, Josh has bad teeth. They are yellow and a bit crooked. This makes him feel self conscious and anxious. He is scared of how people will judge him. He is afraid to go on dates as he thinks no one will be attracted to him because of his teeth. When he goes on job interviews, he is afraid of what the person interviewing him will think. He never smiles in photos either.

Dream state

He will be a confident, smiling and charismatic person. His teeth will be pearly white. He will ace job interviews and go on lots of dates with stunning women. He will no longer be anxious about how others will view him.

Roadblocks.

He has tried whitening strips which do work but he learned that using them too often damages his teeth. He has tried low grade whitening kits but they don't work. Dental treatments are too expensive for him.

Solution.

He needs something that works effectively in whitening his teeth but also something he can use often and that doesn't damage his teeth.

Product



- It's all-natural, gentle and completely safe and easy to use
- Contains: One LED whitener — that has 16 Red and 16 Blue LED bulbs
- One Mouthguard - One Charging Cord
- 10x Gel pods (20-treatments) Real White Gel
- Apply gel to teeth and excerpt mouth guard
- Can be used everyday

This is a welcome email sequence that leads to a sales page

Welcome Sequence

Email 1

SL: Your promised 10% discount

Hey, [Name]!

It's amazing to see you taking action towards maintaining white teeth for the rest of your life.

There are many well-kept secrets about teeth whitening that will transform your teeth into the pearly whites you've always wanted.

But before I get into all of that...

Here is the promised discount coupon: **TEETH10**

While you enjoy that, keep an eye on your inbox tomorrow where you will take the next crucial step into maintaining a white smile (and find out the unethical secrets the dental industry is keeping from you).

- Trina, Nurse and Founder of *****

Email 2

SL: The unethical secrets the dental industry doesn't want you to know

Hey [name],

My name is Trina.

After 33+ years working as a nurse, I discovered a lot of what goes on behind closed doors in the medical and dental industry.

During my time I worked with numerous dentists who all share the same dark secret.

If they stop doing this one thing, they would lose you as a customer because you will never have to come back to get your teeth whitened again.

And they know how insecure people are about their teeth...

They know you won't feel confident walking on the street without a shiny smile.

Dentists will NEVER treat the root cause of your yellow teeth...

What they will do is bleach your teeth with harmful chemicals and send you on your way with a \$500 invoice.

And they wait for you to book another appointment when you realize your smile is dulling down and the anxiety is creeping back up.

There is only one way to treat the root cause of your yellow teeth that doesn't require you to spend \$500 multiple times a year.

[Click the link to find out how to whiten your smile WITHOUT needing to step foot into a dentist's office.](#)

- Trina, Nurse and Founder of *****

Email 3

SI: How whitening your teeth is the same as painting

Hi [name],

Even if you haven't painted anything before, you would know that one layer isn't enough.

All it would take is a heavy storm to wash away that one layer to show the brick layer underneath.

The same can be said for the dental industry which only whitens one layer of your teeth.

Do you want to know why they don't treat ALL the layers of your teeth?

Because they want you to return and keep pouring money into their wallets...

There is an easy way to paint all the layers of your brick wall without paying a monthly \$500+ fee.

[Click here to find out how to build ALL the layers of a white smile from home.](#)

- Trina, Nurse and Founder of *****

Email 4

SL: How to ruin your hope of ever having sparkling teeth

Hi [name],

Do you spend hours scouring the internet trying to find out how celebrities are able to maintain white, diamond-like teeth?

How much money have you spent on whitening strips or cheap whitening kits to attain the same brightness that all celebrities have?

There is one thing that no one talks about when it comes to these methods that are detrimental to your health...

All these methods contain hydrogen peroxide.

Hydrogen peroxide penetrates your enamel which breaks down the inside of your tooth over time.

You do not notice it until it is too late...

But, there is a fast and new whitening method that doesn't require you to sacrifice your teeth in the long term for short-term results.

Click the link to find out how you can brighten your teeth WITHOUT hydrogen peroxide.

<https://example.com>

- Trina, Nurse and Founder of *****