

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Dentist

Business Objective: Get people to book a consultation

Funnel: Facebook Ads→Consultation Call→Book Appointment

WINNER'S WRITING PROCESS

1. Who am I talking to?

People with dental issues
Their teeth do not look good

2. Where are they now?

a) Scrolling on Facebook

b) Current levels:

- 1) Pain/Desire: 4/10 They don't like how their teeth look and want to change this but are not currently looking for it.
- 2) Belief in idea: 8/10 People know that it works
- 3) Trust: 2/10 They don't know the company

c) Current state:

Hate the way their teeth look

Lack of confidence because of teeth

Probably have eating problems

d) Dream State:

Wants their teeth to be pretty

Wants to look good

Wants to feel confident

Eat easily

3. What do I want them to do?

Stop scrolling Facebook to read the ad

Book the consultation.

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?

a) Stop scrolling Facebook to read the ad

1) Telling a worrying fact to make people stop and think

2) Offering consultation for free

3) Demonstrating the dream state

b) Open the webpage to book a consultation.

🦷 Did you know missing teeth affects 1 in 4 Manchester adults?

Telling a worrying fact to make people stop and think

To help, Dr Nafees Zakir is offering Free consultations for anyone who wants to explore the life-changing benefits of dental implants.

Offering help for free, Demonstrating dream state

Nafees has helped countless patients restore their confidence and enjoy eating the foods they love again.

Social Proof, Demonstrating Dream State

Here's why you should choose Dr Zakir & Manchester Dental

✓ CQC registered for your peace of mind.

✓ Dr Zakir teaches other dentists

✓ Dr Zakir is an international implant lecturer

✓ Est 17 years

✓ 1000's of happy patients

Credibility

Ready to transform your life? Book a Free implant assessment today!

Demonstrating dream state again in question, CTA.

DRAFT

Did you know that 1 in 5 adults have misaligned teeth?

We are here to help you regain your confidence in yourself. All you have to do is book a consultation call for Free.

We have helped thousands of people get their teeth repaired and they were able to eat properly and look better.

We have the most qualified staff here and our results have proven this!

Want to regain your confidence? Book the free consultation call today – Limited spots are available!