

## 100 BODYWEIGHT SQUATS

**To Prof. Andrew and the Captains - thank you for taking the time to review my copy!**

**I have simplified everything for your convenience.**

k

First, I will explain my thinking behind creating my avatar.

Second, I will answer the 4 questions about my avatar - who, where, what actions do they need to take and what they must experience.

Third, I will list my reader's roadblock and my solution that fixes it.

Fourth, I will leave the copy (the copy is for a Facebook ad) for review. The copy is 5 variants, please make sure to review all of them.

Fifth, instead of typing my analysis at the end of the copy I added comments, let me know if that works better.

The names I have used in the copy aren't real names, they are made up by me.

-----

Before I start, a brief explanation about me and my clients - I write copy for Facebook ads, my clients are dentists and they want to attract new patients. My clients offer a free Invisalign consultation(Invisalign are clear aligners that are almost invisible and fix crooked or misaligned teeth, basically they work like braces but are way more convenient).

My thinking - There are 3 types of problems - external, internal and philosophical.

The external problem is what other people see about my avatar.

The internal problem is how my avatar feels about having the external problem. His emotional reaction he gets when he experiences the external problem.

The philosophical problem is how my avatar reacts/what he does when he

encounters the internal problem.

**Here's a document if you want to see actual things that people have said before and after having Invisalign** -  AVATAR - INVISALIGN

### **Answers for the 4 questions:**

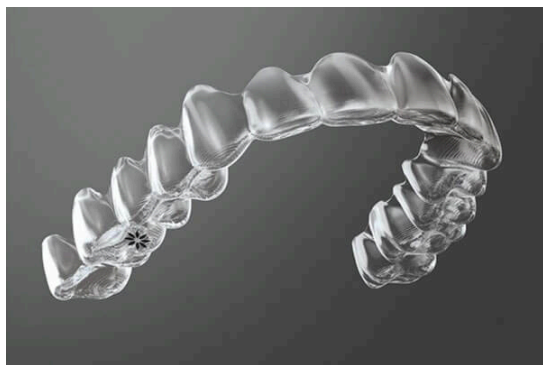
1. Who am I writing to? Who is my avatar? - the **external** problem of my avatar is that they have crooked or misaligned teeth. Everyone can see that my avatar has problems with their teeth.

2 - Where are they now? What are they thinking/feeling? Where are they inside my funnel? Etc - **They may have heard of Invisalign but nothing has caught their attention until now. Their internal problem is that they feel so much anxiety and stress that the internal problem causes the philosophical problem to occur - they may isolate themselves. They are very self-conscious about their teeth. They fear people judging them.**

3 - What actions do I want them to take at the end of my copy? Where do I want them to go? - **I want my avatar to click on the button of the Facebook ad (Learn more or Book now) and give his contact information so he can book a FREE consultation with my dental clients.**

4 - What must they experience inside of my copy to go from where they are now to taking the action I want them to take? What are the steps that I need to guide them through to take them from where they are now to where I want them to go? - **My avatar knows that he has the external problem, but he's not aware of why he has the philosophical problem. I want him to realize why he's experiencing the philosophical problem. He needs to believe that my client (the dentist) is a professional and has lots of experience in doing the Invisalign treatment.**

Here are some photos of how Invisalign aligners look:



The Roadblock and the Solution.

1.Roadblock - The roadblock is their teeth, they are crooked and/or misaligned and all the other problems that come with them.

2.Solution - The solution is the Invisalign consultation. With the consultation, they will get rid of all the **external**, **internal** and **philosophical** problems that they experienced in the past.

**NEXT PAGE!**

**NEXT PAGE!**

**NEXT PAGE!**

---

**Headline: Stop Hiding Your Smile.**

**NewsFeed description: Claim Your Offer Now!**

**Text:**

**Do you keep hiding your smile?**

**Have you been to an expert that can help you?**

**You can visit our orthodontic specialist Jack Mo FREE of charge, no hidden fees.**

**If you want to get a picture-perfect smile, click "Learn More".**

—

**Headline: Why Metal Braces Don't Work**

**NewsFeed description: Claim Your Offer Now!**

**Text:**

**Having metal on your mouth 24/7 might feel restrictive and even painful.**

**If you want to straighten your teeth, without feeling restricted, you can visit our orthodontic specialist Jack Mo who has over 50+ Invisalign cases done!**

**You can get exclusive 1 to 1 consultation with Jack FREE of charge, no hidden fees.**

**If you are serious about perfecting your smile, click 'Learn More'.**

-----

**NEXT PAGE!**

**NEXT PAGE!**

**Headline: Picture-Perfect Smile**

**NewsFeed description:** ★★★★★

**Text:**

**‘This has truly changed my life, I cannot stop smiling! Before I wouldn’t smile in photos, but now I don’t stop smiling.’ - Jessica 23**

**‘The fact that the treatment lasted less than 30 weeks makes me wonder why I ever hesitated.’ - Maria 36**

**Those are just a few of our previous patients who faced problems with their teeth.**

**You can do it for yourself too by visiting our orthodontic expert Jack Mo who has done over 47 Invisalign cases!**

**You can get exclusive 1 to 1 consultation with Jack FREE of charge.**

**If you want to never stop smiling again, click ‘Learn More’.**

—

**Headline: Stop Hesitating About Your Smile**

**NewsFeed description: Claim Your Offer Now!**

**Text:**

**You can perfectly straighten your smile as quick as 24 weeks!**

**Our orthodontic specialist Jack Mo has helped over 200 people straightening their teeth.**

**Jack offers 1 to 1 exclusive consultations FREE of charge!**

**If you are serious about getting a picture-perfect smile, click 'Learn More'.**

**NEXT PAGE!**

**NEXT PAGE!**

—

**Headline: Stop Faking Your Smile.**

**NewsFeed description: Claim Your Offer Now!**

**Text:**

**Have you ever faked your smile, or been afraid to laugh?**

**Try out our new exclusive FREE Invisalign consultation which guarantees you to never stop smiling! 😊**

**If you are serious about transforming your smile, click 'Book Now'.**

—

**What I think about my copy(5 variants) :**

**What bothers me is the length of the ads. The previous captain told me that an ad is not a sales page, but is this too short?**

**I have also tried not to mention the benefits of Invisalign, but create a “dream” in the reader's mind (that’s what one of the captains told me to do, which I agree with).**

**My audience knows what Invisalign is, so I tried to explain why my client's treatment is better than others.**

**Please let me know what I should improve on, thanks in advance!**