

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Medical Center/Clinic

Business Objective: Get the Clinic more Patients

Grab their Attention → Show them an interesting Ad → Make them Book a Quote

Funnel: Meta Paid Ads (FB + IG)

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. 2/3 Women (~68% women)
- b. People who have symptoms of illness or have been feeling bad

2. Where are they now?

- a. They're scrolling on FB/IG
- b. **Current levels:**
 - i. Desire 4/10 → They feel bad, they've tried automedication. But they still don't know what the problem is. And are probably looking for a solution for the symptoms.

- ii. Belief 4/10 → They know a clinic could be a perfect solution for their problem. But they don't know which one to go to. And as the pain is not killing them. They're just sitting there thinking about the problem but it's not a priority yet.
- iii. Trust 1/10 → They don't know the clinic. And they don't have a bunch of followers or social proof on social media (Just 350+ followers on IG). *The FB page will be brand new. I'm in charge of creating it*

c. Current State:

- i. What are they afraid of?
 - 1. THAT IT TAKES TOO LONG TO ATTEND THEM
 - a. They take a long time to call patients if they want to die, they better go to insurance, nothing different, paying for a more expensive and poor service.
 - 2. PRICES TOO HIGH
 - a. Today I received terrible service from the clinic... they give a price of 146 dollars and in another clinic they did it for 90 dollars. I told my husband to tell him that I wouldn't do them there... the receptionist started fighting the prescription and I was going to see if the doctor wanted my husband to have the tests done somewhere else... LACK OF RESPECT FROM THE RECEPTIONIST AND THE STAFF. YOU CANNOT FIGHT A RECIPE FOR A SERVICE ALREADY PAID FOR... First and last time that these people receive my money because they are not going to disrespect me.
 - 3. THAT THEY DO NOT RESPECT THEM AND TREAT THEM AS THEY DESERVE
- ii. What are they angry about? Who are they angry at?
 - 1. They are angry about the service of the other competing clinic across the street from my brother's clinic.
- iii. What are their top daily frustrations?
 - 1. HAVING TO WAIT TOO LONG TO BE ATTENDED
 - a. The two times I've gone I've needed to go somewhere else because they can't even prescribe me anything. Totally a waste of money to go to that clinic.
 - b. I wanted to schedule my appointment on the WhatsApp number and they read the message instantly, however they left you on notice despite the insistence.
 - 2. BAD TREATMENT BY THE RECEPTIONIST
 - 3. BEING TREATED IN A BAD WAY WHEN THEY FEEL BAD AND GO TO THE CLINIC
 - 4. They make you wait for the doctor to change the shift so they can treat you, you have private insurance and it doesn't cover anything in their clinic, the care is useless
 - 5. THEY DO NOT WANT TO TAKE YOUR POLICY VALID

- a. You arrive requesting medical attention using private insurance and they mention that the doctor decides if the policy is valid. They force you to pay for care and medications at their cost. Why pay for private insurance if they don't want to serve you with your insurance?
 6. Bad attention. You arrive requesting medical attention using private insurance and they mention that the doctor decides if the policy is valid. They force you to pay for care and medications at their cost. Why pay for private insurance if they don't want to serve you with your insurance?
- iv. How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?
 1. THEY THEMSELVES AND THE PEOPLE AROUND THEIR SURROUNDINGS FEEL CONCERNED ABOUT THEIR HEALTH CONDITION.
 2. THEY WANT TO SOLVE THAT HEALTH CONDITION AS SOON AS POSSIBLE TO FEEL COMFORTABLE AGAIN
 3. They don't know what problem they have when they go to the clinic, they feel insecure and scared. That is why the attention they receive is important to provide them with security.
- v. If they were to describe their problems and frustrations to a friend over dinner, what would they say?
 1. Hey, I have my son sick and I don't know where to take him. He's been sick for several days and I don't know where to take him.
 2. Hey, I've been feeling bad for days and I don't know what I have. I'm going to see which clinic I can get checked at so that I'm not too far away.
- vi. What is keeping them from solving their problems now?
 1. They do not know which clinic to go to that provides them with good care and affordable prices.

d. Dream State:

- i. If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?
 1. I felt very good in this clinic, everything was clean and sterile. They have been very receptive. As soon as I arrived they made me feel comfortable, very professional and friendly.
 2. The attention of the reception staff is always very friendly and attentive. I congratulate you for the warmth and professionalism that they have always given me.
 3. Very good service, fast and everything clean, kindness is the best
- ii. How would they feel about themselves if they were living in their dream state? -

What do they secretly desire most?

1. Feel comfortable, free of discomfort and symptoms that do not leave you calm
 2. Understand why they feel bad, what they have
 3. GOOD VALUE FOR MONEY
 4. THEY WANT TO HAVE THE BEST CARE POSSIBLE
 5. The attention from the staff is excellent. They are super friendly and try to help you in every way possible.
 6. The truth is that I have no complaints about the care, Dr. Iriam was the kindest and most attentive person I could find. He explained to me the reasons why I felt bad and what I could do while the other special exams were taking place. He spoke to me clearly about what I have, but at the same time assured me that by doing the procedures there is no problem and it can be solved. In my case it was an excellent experience.
 7. Fast laboratory results.
- iii. If they were to describe their dreams and desires to a friend over dinner, what would they say?
1. Affordable prices
 2. Very good care, depending on the state you went to, they call to find out how you feel and if the medications worked
 3. I had previously attended this clinic, and I loved the dedication and passion with which the staff cares for people! These last few days I attended again with my grandmother! She was truly delighted with the treatment and excellent quality medical care.

e. Values and Tribe Affiliations:

- i. What do they currently believe is true about themselves and the problems they face?
 1. They know they are sick, they don't know what they have and they need to go to a clinic that offers them warm care and a quick solution to their health problem.
- ii. Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 1. They have tried self-medicating, it didn't work because they don't know exactly how to treat the symptoms.
 2. They have gone to some clinics seeking care and have received poor service
 3. Making them want to go somewhere else for better care
- iii. How do they evaluate and decide if a solution is going to work or not?
 1. They decide based on the treatment they receive from the doctor on duty

and the secretary. When they feel well treated, they naturally assume that the service is good and will work.

- iv. What figures or brands in the industry do they respect and why?
 - 1. VITALMED CLINIC (MEDICAL AND DENTAL)
 - a. The attention is excellent 👍. Everything clean and in order. Delivery of results on time and affordable prices
 - b. Excellent service from the staff, super fast and everyone was very friendly at all times. Affordable prices
 - c. They are very kind, professional, and make sure patients feel comfortable and supported.
- v. What character traits do they value in themselves and others?
 - 1. Warmth, professionalism
 - 2. Excellent service, qualified and friendly staff
 - 3. Staff willing to help you with your questions.
- vi. What character traits do they despise in themselves and others?
 - 1. Rude staff. They don't like being yelled at or despised, because they are also paying for a private clinical service.
- vii. What “tribes” are they a part of? How do they signal and gain status in those tribes?
 - 1. They are middle income people. They believe in hard work and good service
 - 2. They constantly seek to be served in the place with the best price and attention that they deserve for their income level.
 - 3. Feel comfortable and safe when sick people come to this place.

3. What do I want them to do?

- a. Stop Scrolling by:
 - i. Watching an interesting post with an offer that fit with their needs
- b. Take the Deal I’m offering by:
 - i. Creating an attractive copy
 - ii. Make them imagine how the service will be.

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
 - i. Big Image related to the service
 - ii. Big and Direct Headline
 - iii. Bullet points with the service

- iv. “Shy” CTA, not very salesy
- b. Take the Deal I’m offering
 - i. Price List
 - ii. Other Services
 - iii. Contact
 - iv. Address
 - v. Hours
 - vi. Availability for Booking
 - vii. Objection Handle (You pay the same day)

Didn't like too much the outline for the captions from this top-player... And the others felt pretty salesy as well... So I decided to go and try something myself

DRAFT



Centro Médico
María de Jesús
El cuidado de tu salud es nuestra prioridad

Centro Médico
María de Jesús

FREE FROM DISCOMFORT

Complete Medical Service

- ✓ Medical Consultation
- ✓ Injections
- ✓ Nebulisation
- ✓ Medical Certificates

Book your Quote!

📞 6032-9080

[SEND A MESSAGE] Button Below the Post on IG

(Idk if it's the same for FB, would like to know that since the ad will be on both platforms)

Body #1:

Free Yourself from Discomfort 📌

Imagine a clinic where you feel comfortable and well cared for...

A place where you don't have to wait hours to see your doctor

(As in insurance) 😞

With friendly and attentive reception staff...

AND...

Reasonable prices that won't sick your pocket 👍

Schedule your appointment NOW



Text us → 6032-9080



Call → 349-7015



Appointments available from Monday to Saturday

Body #2: (First Version of the Copy)

Tired of waiting hours to see your doctor? 🙋

Get the attention you deserve. At the price you deserve

We explain the reasons why you feel bad. AND...

What should you do to feel better?

¡Consult your doctor general!

Free yourself from discomfort with:



Affordable prices



Excellent service



Warm and friendly staff.



Appointments available from Monday to Saturday

Price list:



Medical Consultation \$10.00



Infections from \$10.00



Nebulization from \$14.00

◆ Medical Certificates from \$10.00

👉 You pay the same day of the appointment. No advance payments required

Schedule your Appointment NOW 📌

📱 Text us → 6032-9080

☎ Call → 349-7015

Hours:

✅ Monday to Friday (8:00 a.m. - 9:00 p.m.)

✅ Saturdays (11:00 a.m. - 5:00 p.m.)

❌ Sundays (Closed)

📍 Plaza Nuevo Emperador, in front of Brisas del Golf, Arraiján

Visit @centromedicomariadejesus and find out about **OFERTAS** and Promos👁👁

Body #3: (Last Version I made of the Copy)

Free Yourself from Discomfort 📌

Imagine a clinic where you feel comfortable and well cared for...

A place where you don't have to wait hours to see your doctor

(As in insurance) 😞

With friendly and attentive reception staff...


AND...

Affordable prices that are not they will get sick your pocket 👍

Schedule your appointment NOW

📱 Text us → 6032-9080

☎ Call → 349-7015

 Appointments available from Monday to Saturday

👉 You pay the same day of the appointment. No advance payments required

Price list:

◆ Medical Consultation \$10.00

- ◆ Infections from \$10.00
- ◆ Nebulization from \$14.00
- ◆ Medical Certificates from \$10.00

Hours:

- ✓ Monday to Friday (8:00 a.m. - 9:00 p.m.)
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Follow us on @centromedicomariadejesus and find out about OFFERS and Promos👁👁

All the versions are translated from Spanish