

Avatar: Dentist, Target market families

Subject Line: The Time is Now...

Hi John!

I wanted to reach out to you personally, because I couldn't help but notice your ad on 8th Street.

You have a great offer going on right now, but there is one small problem.

Envision this...

You are a 35 year old mother of 2 young kids.

You just finished a long day at work and are driving home after picking up your kids from daycare.

You need a new place that offers high quality, personalized dental care to keep your family's teeth feeling fresh, clean and healthy.

You are driving down 8th street, and see a sign that offers EXACTLY what you are looking for.

However, you just finished a long day at the office, your kids are bouncing around in the back, and you still need to go home and make dinner.

You are stressed, you are trying to focus on the road, while you are trying to pull out your phone, and on top of all that remember the phone number that you just drove by.

A sign on the side of the road will not be nearly as effective as **Facebook Ads**.

My name is Ethan, and I help businesses target the right people, bring in more prospects and make more sales using Facebook Ads.

My promise to myself this year was to help as many entrepreneurs market their business as I can. I came across you when I was driving, and I thought I would reach out.

Talk Soon.

~Ethan.