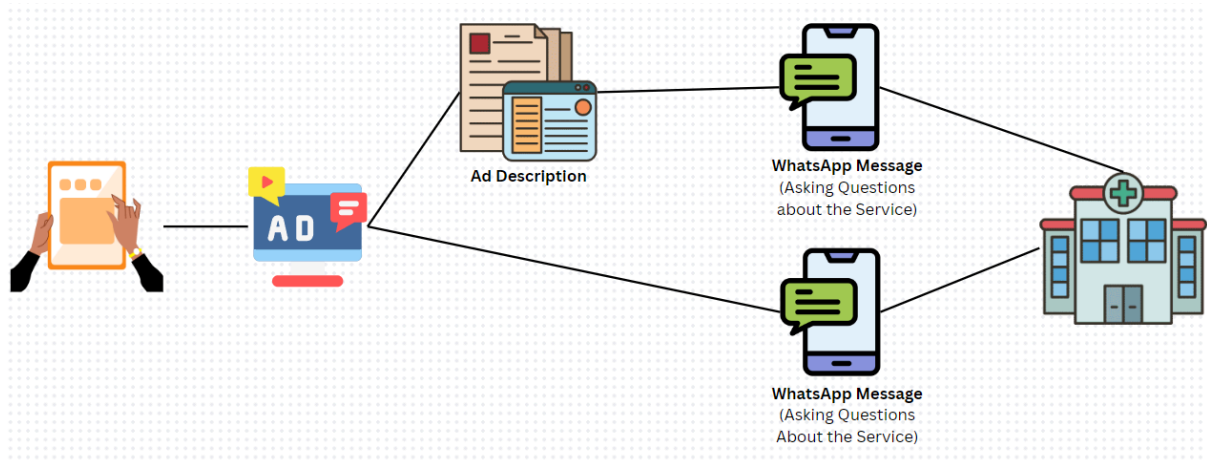


TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Medical Clinic 🏥

Business Objective: Get people to go to the clinic and ask for the service we're offering

Funnel: Paid Meta Ads



WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Man 30% and Women 70%
- b. 25-50 y.o.

- c. This people DON'T know about this specific service I'm going to offer
- d. 3 in 10 clinics have this specific service (Vitamin C Megadose)
- e. 3 in 10 people know about it

2. Where are they now?

- a. They're scrolling on social media
- b. **Problem aware** - Call out their problem and then offer a solution
- c. **Sophistication Level 3 - Mechanism Play:** The market is not super tired of claims, but they've been offered exaggerated solutions for the problems they're facing and I can lead them with this "new" mechanism they don't know about.
- d. Current Levels:
 - i. **Desire 3/10** - They want the outcome I'm offering, but they're not actively looking for solutions to these problems.
 - ii. **Certainty 1/10** - They don't know what a "Megadose of Vitamin C" is, which is what I'm offering. I will have to tell them. What is it? Why is it better than just taking vitamin C pills or powder? And how it will improve their lives to get the dream outcome.
 - iii. **Trust 1/10** - They don't know the Clinic, they only have 400 followers on IG and 5 in the Facebook Page, but they both look pretty well.
- e. Current State:
 - i. They have certain source of stress and fatigue in their lives
 - 1. It might be their work or deficiency of vitamins, like the Vitamin C
 - 2. This cause them to have less energy
 - ii. **Feeling tired and with no energy**
 - iii. Avoid threats as:
 - 1. Money / Influenza
 - 2. Cancer
- f. Roadblocks:
 - i. "They don't have time" to dive deeper into these problems
 - ii. They don't know what is causing them this feeling of not having energy at all
 - iii. They don't know how they can reduce the stress in their lives quickly and avoid them to catch flus
 - iv. They can't afford the price
- g. Solution:
 - i. A Megadose of Vitamin C
 - 1. Explain them why our clinic is their best service to take this megadose
- h. Dream State:
 - i. Reduce the stress and fatigue in their lives
 - ii. Have more energy
 - iii. Not worried anymore about getting sick
 - iv. They wanna look and feel younger
 - a. Reduce the chances of getting cancer

3. What do I want them to do?

- a. Stop scrolling in autopilot
- b. Read the description of the Ad
- c. Click the CTA sending them to WhatsApp. They asking about the Service

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 in autopilot
 - i. By showing up with an interesting Ad with a Headline calling out their problem or dream state (Intravenosa en el subheading)
 - ii. Pattern Disrupter and related colors (Orange)
 - iii. Movement
 - iv. An image that illustrates the Dream State
- b. Read the description of the Ad
 - i. A good hook that builds curiosity to make them open the rest of the description
- c. Click the CTA and ask about the Service
 - i. Increase the certainty
 - 1. Brief Description of what is a "Vitamin C Megadose"
 - 2. Differences of other solution like pills or powders
 - ii. Increase the pain/desire
 - 1. Talk about the dream outcome
 - iii. Increase the trust in the Clinic
 - 1. Empathy
 - 2. Believable claims
 - 3. Scarcity (this is one of the few clinics that offer this service in the state)
 - 4. Familiarity (Local Language)
 - 5. Authority
 - iv. Clear CTA addressing urgency (Limited-Time Offer)

DRAFT

IGNORE THE CREATIVE. I'M GONNA CHANGE IT BECAUSE I'M PRESENTING A PRODUCT TO A PROBLEM-AWARE AUDIENCE, SO IT WAS NOT WORKING AS EXPECTED



Centro Médico María de Jesús

NEW MEGADOSIS DE VITAMINA C INTRAVENOSA

~~80.00~~
\$ 65.00

Beneficios:

- ✓ Efecto Anti-envejecimiento
- ✓ Reduce el Estrés y Fatiga
- ✓ Mejora tu Sistema Inmune
- ✓ Potente Anti-oxidante
- ✓ Ayuda a Prevenir el Cáncer

SIN CITAS

6032-9080

Plaza Nuevo Emperador, Frente a Brisas del Golf, Arraján

• Disponible del 1 al 31 de Agosto de 2024
• Administración Intravenosa por personal Idóneo
• NO requiere estar en ayunas
• Evita consumir azúcares 2 horas antes de la aplicación

[Chat on WhatsApp] Button / CTA

AB Testing → Headlines for the Ad Creative: (The Winner State from the last test was “I’m feeling tired and no energy”. Now I wanna test these headlines as the next part of “Run Ads. Make Money)

1. ‘Even ginseng doesn't help me any more’ The solution to fatigue with Vitamin C
2. If you lead a heavy lifestyle. This will help you to have more energy and less fatigue.
3. ‘30-minute naps in the car just don't do it for me any more’ The Vitamin C Tiredness Solution
4. Combats extreme tiredness and fatigue without ginseng or pills
5. Feeling extremely tired? More energy with Vitamin C Megadose
6. Say goodbye to that awful tiredness with this powerful antioxidant: Vitamin C Megadose.
7. Do you wake up at 3 a.m. feeling terribly tired? Solve it with Vitamin C
8. Do you feel like falling asleep in meetings? How you can have more energy
9. You take 2 ginseng in the morning and it's still not enough? The solution to fatigue with Vitamin C
10. ‘I'm at the end of my rope after 3 o'clock’. The relationship between Vitamin C and your energy

Body #1:

“Sometimes I am so overloaded with things that I end up super stressed during the week”

Does it sound familiar to you? 🙋

When stress and fatigue accumulate, every day seems like an impossible mountain to climb...

...Because that exhaustion drains your energy and weakens your immune system, leaving you vulnerable to illness and premature aging.

Our Megadose of Vitamin C improves your energy level, strengthens your immune system and protects you against the wear and tear of time 🍊

Less than 50% of clinics offer this service, but we have it for you 🙌

Take advantage of this FREE SHIPPING: Only \$65 (regular price: \$80)👁️👁️

📌 Your health is an investment, don't let it pass you by! Write to us on WhatsApp for more information 📱

Body #2:

Did you know that stress and Vitamin C are more related than you think? 🙋

Discover our Megadose of Vitamin C, an injectable application up to 70 times more effective than pills 🍊

This powerful dose helps your body increase energy and reduce stress, so you can free yourself from that exhausting overload.

📌 Write to us on WhatsApp and save 15 Balboas on your Megadose. Exclusive August offer! 🎉📱

Body #3: (This is the Version of the Ad Description that is currently running on FB & IG)

Do you want smoother and brighter skin? 🙋

A Megadose of Vitamin C could be your answer! 🍊

Vitamin C stimulates collagen synthesis.

Which keeps your skin more hydrated, firm and shiny.

✅ DOES NOT require fasting 🙏

📅 Available from Monday to Saturday during Regular Hours for your comfort 😎

Take advantage of this opportunity to look prettier and younger than ever before! ❤️

📌 Write to us TODAY and Save 15 Balboas on your Megadose only for the month of August! 🎉