

Who am I talking to and where are they now?

I am talking to women who care about their oral health their ages are around 20 to 40 years old

They want a way to solve their bad breath and talk confidently without mumbling their words when talking to their crush or special people.

In their current situation, They can't handle cleaning their teeth and brushing daily but not seeing results. Mumble when talking to people because they don't want them to smell their breath.

Their dream and desire are they want to open up and talk confidently without people noticing their teeth are yellow or their bad breath.

They live mostly in the United States and other countries.

They have high-income levels to mid-income levels.

They tried famous toothpaste brands to solve their bad breath but failed in the end.

They're probably only looking for the best product for their solution like big brands.

The pain of being judged by their crush or significant other because of their bad breath.

For cricket teeth people, the pressure is even greater.

They want to impress their crush or important people

They want to have the identity of that girl or guy who can talk confidently without having trouble mumbling their sentences.

They usually stay quiet or be alone because of their bad breath

Dreaming of life as one of those girls or boys who can talk without consciously thinking about her bad breath.

Where are they currently at now?

They are currently in search of the best solution for their bad breath and whitening teeth because every website says something different about what's best for their teeth and bad breath.

They're scared of getting cavities or gum disease and don't have a perfect oral care health routine and it's hard for them to maintain one.

They are tired of brushing and flossing because they will still have bad breath.

They are frustrated with Deception and misleading marketing

They spend more than 2 min in the bathroom brushing their teeth because they want their breath to smell good.

- **What are they thinking/feeling and where are they in the funnel?**

- They are thinking about how they can find a technique that helps with their brushing and flossing.
- They are feeling worried that they can't hit the right spots in their mouth to make their mouth clean.
- They are currently on the Instagram post and are in the lead funnel.

- **Value ladder:-** They are on Instagram/Facebook (Scrolling through social media) they will see my post and make the first image disrupt so they can look through my slides and I give them free value to their situations.

- **Value equation:** They need to understand that to find their answer they have to go through the slide and sign up for the newsletter to find more valuable answers or follow my account to

find more valuable answers.

- **Dreamstate and current state**

Dreamstate- smiles confidently with their teeth showing and not just smiling with nice breath showing and not mumbling when talking to someone special.

CurrentState- Stand in the bathroom cleaning their teeth and floss for a while because they're scared of embarrassment. Being judged about their teeth and breath especially when talking to someone special.

- **What are the steps/what do they need to experience?**

They need to know that brushing and flossing will still be there but if they don't know how to use them effectively then they will start cleaning their teeth more thus wasting a ton of time.

They need to experience a new way of cleaning their teeth and a method where they can know how to brush their teeth.

List Reader's Roadblocks and solutions/mechanisms

Reader's Roadblocks and Solutions/Mechanisms

Roadblock: Lack of knowledge about their oral health.

Solution: I will give them the information in my IG slides that show them what they are missing in their oral health to prevent bad breath and add claim and proof

Roadblock: Don't know what to do because when they were in their teens they didn't care for their teeth so they were stuck.

Solution: I will talk about my PAS solution to this matter and add other forms of vivid imagery in my slides.

Roadblock: Can't afford dental checkups and other forms of dental professional providers.

Solution: Make an HSO copy and give them the solution to this problem by showing them products that can help them save money like water flossers and certain toothbrushes that can help with gum disease.

What objectives do I want to achieve for them?

- I want to convince them to go through my Instagram slides and find the solution to take away bad breath.
- I will accomplish this through various short-form Ig value posts about my niche
- While reading the DIC IG value post the reader will become curious to know the strategy to find out the solution in the slides

What does the reader need to experience to take that action?

- The reader should be able to imagine a short movie about what they are currently going through in their life and Sick of false information and want to discover the hidden truth.

Reader's roadblocks:

The main problem is that they brush constantly but can't find a way to fix their bad breath.

They live in their roadblock because they don't know this secret truth about what caused their bad breath.

Reader's solution:

Completely change how they talk with other people that are around them.

Because if they go through the slide and pay attention then they will find the truth that big companies don't talk about.

It's a new solution because most people don't know how to do it or they don't know about it.

Personal Analysis:

A member in the TRW said to fix the DIC format in my IG value post because it was 350 long and it has to be under 150 or at 150 so I fixed that matter.

How the question is should I talk about big brands in the oral hygiene niche and make them the victim of their bad breath or Should I pick another pain point

Is this copy-tested?

These copies are Untested.

My Copy's Weaknesses and How I Should Improve:

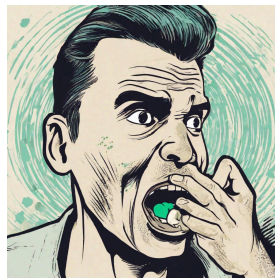
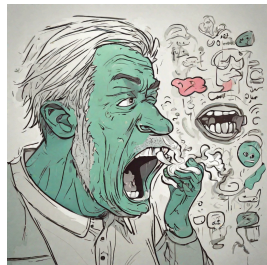
I think my copy is weak because the flow might be off when I switch to another line and I feel like I don't have enough vivid imagery.

I also think I would improve my copy with another copywriter who looks at my copy and tells me the truth and honest opinion.

I also think about what needs to improve in my words is how I use vivid imagery.

Here is the video for the 100 push-ups

<https://rumble.com/v4b7rzu-trw-100-push-ups-for-review-copy.html>



Disrupt

Intrigue-

Finding the courage to speak up without mumbling,...

Can be a bit nerve-wracking

Imagine being around someone you like

and Constantly worrying that they might think differently of you

ALL BECAUSE OF BAD BREATH 🤢

Even if you brush your teeth twice a day and try different toothpaste brands,

You may still experience bad breath

Big names like Colgate, Crest, and Oral-B often use misleading marketing tricks.

They claim things like,

- "TOOTHPASTE CAN ELIMINATE BAD BREATH FOR 24 HOURS OR MORE."
- "Clinically proven to kill 99.9% of germs"

They print these claims boldly on their packages. But let's be real,

It's not as effective as they make it sound

So here is the kicker

If you want to kick bad breath to the curb

Then look at the slides above to figure out what they are hiding from you 🙌🙌

PS: A friendly reminder, this content is for the folks who want to impress their significant other. ❤️

PAS COPY

Pain/ Desire If you want to patch up your bad breath then you have to learn this method

This method is for people who are exhausted from brushing their teeth.

Amplify- The people who are ready to shed their old mouths and embrace a new one.

The ones who can walk freely without consciously thinking about their bad breath.

For the folks who say to themselves

- “Why does morning breath stay noticeable with me throughout the day”?
- “Why do my toothpaste and mouthwash not keep my mouth a minty crispy breath”?

These whys are flat tires on your social interactions

If you don't solve it

Close- Then your relationships are in the gutter along with our stinky breath but...

The answer is pretty simple it's your tonsil stone

The simplest way to get rid of these rubbish bins is by looking at the slides. 🖱️

HSO

Hook- The single step that saved me thousands of dollars in dental appointments

Pre hook- It also shielded me from humiliation from others...

Story- Throughout my 20s my gum recession kept persisting

This led to thousands of dollars wasted on my gums

I didn't realize the cons of picking the wrong toothbrush

So I kept using the wrong toothbrush until it hit me like a brick

I found out later that it was one of the main causes of my gum recession

Entirely I changed my toothbrush...

Now I live a life where I can talk more without people judging my teeth

It felt thrilling that I could talk more confidently

As if my voice had finally found its wings

Close- If you want the same results then look at the slide above or...

You can keep wasting thousands of dollars on appointments that you don't need.

My insights on my Outreach is that I have to DM them but make a video on the DM and in the video I will Talk in a tone where that sounds friendly and professional. The solution is I would need to input the research on the business and what they need help with in that niche talk about it in the video and tell them what I can help them In their success but I will need Capcut To help me cut out the parts where I stutter on and filler sentences then I will also need to keep redoing it if I keep failing on the short video and I will also let the TRW members look at my Outreach script and tell me what I need to fix on to ensure that I will get a client and I will also need to go back and refresh my brain on the courses that talk about outreaching.