

Who is the avatar?

20-year-old, Emma lives in London. She wants to study event planning at uni because she is passionate about creating beautiful and memorable events for people. But she has always been very self-conscious about her smile due to her crooked teeth and feels as if she will come across more like ugly to people because of this. And it is stopping her from going to University because she feels very socially self-conscious about it.

When she was younger, her parents couldn't afford braces, and Emma was too self-conscious to wear them. This led to her feeling insecure and avoiding smiling in public. The insecurity became worse in high school, where Emma was teased by her classmates and called names like "Bucky Beaver." And the boys never liked her. They loved making fun of her too.

The taunting and teasing left a deep emotional impact on Emma, and she became introverted and reserved. She stopped participating in class discussions and avoided socializing with her classmates. Her self-confidence and self-worth plummeted. And now that she is at Uni she feels she cannot let this go unresolved any longer. She has some money now and wishes there was a less intrusive and obvious way to fix her teeth.

Why is their current situation bad?

She feels as though she will struggle to become successful in any career, such as event planning because people will make judgements about her looks and may not want to work with her. People shouldn't judge but people always do and she has known this for as long as she can remember. It will affect how much business she receives, if people don't want to work with her over someone else, etc.

It also is affecting her dating life and the boys she attracts are so underwhelming it makes her quite upset. All the guys she likes don't even look at her or give her the time of day - because of her appearance she feels. It can't be anything else. She is in good shape, funny, has a lot going for her but people struggle to look at her smile. When she is in photos she is embarrassed to smile. It's a struggle to find a picture of her with people where she is smiling. Even her end of year school photos she smiles but doesn't show her teeth.

What is their dream state?

She wants the confidence to be able to smile in pictures. To smile at people on the street. To allure people with her smile - do all the things she cannot even imagine right now.

She can't wait for guys to notice her when her teeth have been straightened. They will look at her differently. She doesn't want to keep being seen as a friend because she isn't attractive enough to guys. She wants to be able to walk past guys she likes and smile at them, which is something that she cannot do at the moment and it makes her feel very sad, and add to her insecurity that she isn't enough. She'll feel so powerful the fact that she can walk past cute guys in the street and smile at them and just by doing that will flirt with them. She wants to be able to have guys on her fingertips. She'll feel so confident and she'll really feel that she will be deserving of the guy she really wants, because she will have the power to attract them.

Want to get to know her now and they'll appreciate her more. Her confidence will come rushing back (which she can't remember ever being confident about her smile) but she wants to be. The way that her friends will be amazed by her new smile, asking her so many questions about it.

How she won't feel insecure about her appearance and will have full confidence in herself to succeed in her field of event planning after she finishes studying.

How does the product bridge the gap?

The product is a less intrusive more affordable alternative to braces. It is less obvious to people that you are having treatment done and can be achieved in as fast a time as possible. It's a popular new dental technology that has taken off and changed thousands of people's lives with great effect.

The product which is an alternative to braces is going to shape her smile the way it will turn people's heads on the streets, capture men's undivided attention and pull happy-to-work businesses to her like a magnet QUICKLY and AFFORDABLE.

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Fascinations:

1. The secret to a transformational appearance bad
2. What if you never needed braces?
3. The dentistry trick that will have you smiling again
4. This is why your smile has caused so much trauma
5. Why your smile causes emotional damage bad
6. We can heal the past
7. You can't heal the past but you can make the future 10X better
8. This is why guys won't look at you - that way
9. Why your appearance matters so much more after high school
10. Isn't this what worries you?
11. Why your smile is your greatest asset great
12. How your smile can be your greatest feature
13. What they don't tell you about guys
14. Your success will be hindered by this
15. This is why you'll be successful
16. This is why your dating life will transform
17. Why you'll never be insecure about your smile again
18. This is why that insecurity won't last
19. This is why they'll judge you
20. How your smile reflects who you are
21. The no. 1 way to get a guy to look at you - TWICE
22. Think your smile is okay? Think again!
23. 3 Reasons Why Your Looks REALLY Matter
24. This is the hack to lifelong self-confidence - REVEALED
25. Why your self confidence really matters
26. NEW Dentist Trick That Will Have You Smiling Within Months
27. How To Boost Your Self Confidence FOREVER - In Under 1 Year
28. The Secret to Achieving A Model Like Smile In UNDER A YEAR
29. Secret to Model Like Smile - REVEALED
30. "He was dying to go out with me again, and all I did was smile"
31. Why You Don't Need to Become Someone Else to Become Unrecognisable
32. The Secret To Being Stopped On the Street Is HERE
33. Secret To Never Worrying About How You Look In Pictures - REVEALED
34. Dental Secret That is Liberating People From Years Of Insecurity IN UNDER A YEAR
35. The Dental Hack That Is Liberating People Every SINGLE DAY
- 36.

Welcome sequence | DIC

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SL: Why your smile is your greatest asset

*Imagine this;*

you

Another guy that will bore you all night, telling you about himself.

As you pretend you're interested, when you would rather just down the entire bottle of wine.

This is THAT GUY.

The guy that walked right up to you last Thursday night.

The guy that you saw and wished would approach you...

But actually did

The guy that walked right up to you and made you smile.

The one that said; "I love your smile" straight out of the gate.

The one that invoked so much emotion in you, you didn't know how to contain your nerves.

**The date with him.**

What if this could be you?

What if we told you, you already have that smile.

The smile that will attract people into your life like a magnet.

A smile that will be alluring to everyone you meet.

You have it.

You just can't see it yet.

But we do.

We can see the smile that reflects who you truly are.

You just need to be shown where it is.

[Click here to discover the path to your greatest asset for FREE.](#)

SL: Your smile is already your greatest asset

Hey (name),

*Thanks for signing up to the newsletter!*

This is where you'll learn more about your dental health...

Than you ever thought possible.

All for FREE.

Why would we give you all this information?

Because we want to enable everyone to unlock their most powerful asset.

An asset that has the ability to stop people in the street.

Stop them dead in their tracks and make them look twice.

One that nobody can take away from you and your friends will be jealous of.

This isn't about changing who you are.

It's about enhancing who you already are, and unlocking a different kind of confidence in you.

A confidence that cannot **be quantified** or measured.

One that won't come and go.

But one that can **be felt** and seen from everyone around you.

And will last FOREVER.