

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Private Dentist

Business Objective: Get More Attention/Sales

Funnel: FB/Meta Ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

People in a lot of pain who have a fear of dentist's & are self-conscious about their teeth

UPDATED: people who have a fear of dentists so don't go often, minor teeth/mouth issues.

2. Where are they now?

- Scrolling on FB/Instagram

- pain/desire perceived cost = 2/10 In discomfort but easier to carry on than to see a dentist.
- certainty threshold = 5/10 Fairly sure dental help will sort their problem.
- trust threshold = 3/10 low trust in unknown dentists.

Current state- in discomfort & on/off pain, nervous of going to dentist, fear of being judged for poor hygiene, problem way over due getting sorted, fear of being talked down too, fear of long costly process.

-‘I’ve had a huge fear of the dentist for a very long time which has stopped me from seeking treatment when I’ve needed to.’

-Emergency Treatment & relieving my excruciating toothache AND on the same day !

-I have a fear of the dentist,

-I had the most horrendous experience which saw my mum faint and me getting a crushed tooth and basically felt like a chainsaw massacre in my mouth!

Roll on 20+ years and I’m terrified of dentists.

Dream state- Having a dentist they feel comfortable in/with, who wants to help and won’t judge them, pain free, nice teeth/smile, no hidden problems in mouth, peace of mind that they won’t have any more ‘random’ pain.

-‘They made the boy feel comfortable and that was a massive help.’

-‘but the reassurance and support they give has really helped me to start to overcome my fears.’

- it has already helped improve my quality of life so much but also my confidence and how I feel about myself too.

- Sara found me an appointment straight away, and Mika was able to diagnose what was wrong and take the appropriate action immediately...

A week later and I’m fully recovered, I just want to express my gratitude

- The dentist was really kind and considerate made me feel at ease as I am very nervous of dentists.
- For the first time in years I can smile with confidence.

- The staff are fantastic and the dentist was so incredibly patience and calming with someone who is beyond terrified.

3.What do I want them to do?

- a. Stop scrolling and watch/read add
- b. Get them to click link with intention to book appointment

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. Huge Offer- reason to stop scrolling and worth reading
- b. Feel they're problems are understood
- c. Put at ease, "tailored for nervous, new patients"
- d. Dream state highlighted, "instant relief, emergency care, healthy mouth, confidence in their smile.
- e. They need to feel trust that service will instantly fix their problem and it's as easy as possible to talk with staff to get help/advice at a low initial cost. On your schedule, open evenings and weekends, no obligation call we want to help, we understand how it can feel.

DRAFT

Body Text-

We know how painful & sudden tooth problems can be, which is why we have emergency appointments available for **instant relief**...

Our warm & friendly **hand picked** team is here to assist you back to optimum oral health!

CLAIM YOUR £25 OFFER —> [Click Here.](#)

£25 New Client Special!

Emergency Appointments Available!
Open Evenings & Weekends!
Expert Team Tailored For Nervous Patients!



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-Michelle Porteus-



BEFORE



AFTER

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BEFORE



AFTER