

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Dentist

Business Objective: Get As Many Patient through
FB AD

Funnel: Ad Funnel : Ad Funnel

WINNER'S WRITING PROCESS

1. Who am I talking to?

People in Pain
People who need professional dental service at cheap cost
People with Dental Problem
People With nonlinear teeth form

2. Where are they now?

Scrolling on FB, insta.....

Current Level

Pain/Desire - 4.5/10 (How Pain and Lil Shame about their nonlinear teeth form)

Belief In Dental Service to fix their problem is - 7/10

Trust - 3/10

Current State

Anxiety

Discomfort

Bleeding Gums and Pain

Dental Pain

stains and deposits

Teeth Feeling

Teeth Aligners

Root Canal

Teeth Ache

Price/Costly

painful dental procedure

Dream State

Professional Service

Fresh And Clean

Forget About The Pain

Advice

Communicative Doctor

Hygienic Clinic

Relief

3. What do I want them to do?

Stop Scrolling and read the AD

Click The Link with an intention to CTA

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?

Stop Scrolling and read the AD

Visual teeth Problem with Solution

Contrast text with Price

Low Price

Demonstration Of Dream State

Opportunity To get something useful at lower price

Video of Dentist Treatment

Click The Link with an intention to CTA

Teeth Clean Can Cause Serious Dental Health Issue \

Geeth Bright White Teeth with Teeth Cleaning and Polishing at just Rs-300

Alert- Limited Time Offer (Tag At The End)

Huge Discount Alert!

Grabbing The Attention With This Text

₹300 for Teeth Cleaning & Polishing

Lowering the price to grab potential customers attention

Offer Available for a limited time only

"Time Offer" creates an urgency in taking action

₹300 for Cleaning & Polishing. Offer Ends Soon – Get Offer

DRAFT (Its a video ad, which i have created as a mission given by prof
andrew, link is share in chat)

Alert! Great Discount

Rs.297 for Teeth Cleaning & Polishing

Limited Time Offer

1st page



2nd page

300 Rs Offer Ends Soon – Click Here