

TOP Player Analysis And And Winner Writing Process

Business type: Dentist

Business objective: Get more attention

Funnel type: paid ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

a..people in pain(because of dental reas

2. Where are they now?

Current levelsa

.Scrolling on FB

a.desire /pain. 5/10 have some pain

b.belief 7/10 they belief in the idea

c.trust:4/10

Current state

a. Excruciating pain

- b. Discomfort
- c. Frustration

Dream state

- 1. Relief
- 2. Comfort
- 3. All the stuff was nice and generous

3. What do I want them to do?

- 1. Stop scrolling and read the ad
- 2. Click the link with a intention to book a 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?

- 1. Stop scrolling and read the ad
 - i. big words
 - li. affordable price
 - lii demonstrating the process
 - liii color contrast between the visual, text and everything else they see on the ad
- 2. Click the link with a intention to book a appointment
- 3.

i. New Patient Special 49\$

- 1. ii . making a direct offer by an affordable price

2. Looking for an affordable way to get the smile you always wanted?
 - I. highlighting the current state by offering help
 - li highlighting the price
- 3.offers exceptional care tailored to fit your unique needs
 - I.offering service with no pain,affordable cost and convenience
 - li CTA- claim your 49\$offer—> claim offer

Draft

New Patient Special —> instant relief in just 45 minutes for only 49\$

Instant Pain Relief

49\$ NEW PATIENT SPECIAL



Body text:

Frustrated because of pain and yellow teeth!

No need to worry. We are here to help

Our exceptional care tailored services provides a pain

free experience.

Don't miss this amazing opportunity!

The staff is very professional and very knowledgeable. The service is excellent and the services are great and affordable!-Ben Richardson

Claim your 49\$ offer —> [Get offer](#)

I. highlighting the current state by offering help
Frustrated because of pain?.We are here to help

li highlighting the price

3.offers exceptional care tailored to fit your unique
needs

Get instant relief

I.offering service with no pain,affordable cost and
convenience