

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Medical Clinic

Business Objective: Get more Patients

Scrolling on IG/FB → See an Interesting Post → Read a Compelling Ad Info → Book a Quote in the Clinic

Funnel: Meta Paid Ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- Men or Women?
 - 2 in 3 women (~68% Women)
- Approximate Age range?
 - 25-40 years
- Occupation?
 - 9-5 Jobs mostl
- Income level?
 - \$4000+ / Month (Family Income)
- Geographic location?
 - Panama Oeste, Arraiján, Nuevo Emperador

2. Where are they now?

Market Awareness → Level 2 - Problem Aware - Catch the problem then offer a solution

Market Sophistication → Stage 2 - Based on my market research and the information my brother's gave me about this specific offer. People also don't know a lot about Megadose of Vitamin C. And only about 50% or less of the Clinics in this State have this Vitamin C offer. Which is why I thought it would be a good strike for the 3-Ads sequence I'm making for him.

Current Levels:

1. Desire/Pain → 3/10 Even if they're not looking actively for a solution. They subconsciously desire the benefits of the service I'm offering and it might be pretty attractive to the biggest chunk of the market here (women).
2. Believe → 2/10 It's a Medical Clinic service which gives people some trust about the idea.
3. Trust → 1/10 Not too many followers (the clinic only has 400).

Current State:

- What are they afraid of?
 - THAT IT TAKES TOO LONG TO ATTEND THEM
 - They take a long time to call patients if they want to die, they better go to insurance, nothing different, paying for a more expensive and poor service.
 - PRICES TOO HIGH
 - Today I received terrible service from the clinic... they give a price of 146 dollars and in another clinic they did it for 90 dollars. I told my husband to tell him that I wouldn't do them there... the receptionist started fighting the prescription that I was going to see if the doctor wanted my husband to have the tests done elsewhere... LACK OF RESPECT FROM THE RECEPTIONIST AND THE STAFF. YOU CANNOT FIGHT A RECIPE FOR A SERVICE ALREADY PAID FOR... First and last time that these people receive my money because they are not going to disrespect me.
 - THAT THEY DO NOT RESPECT THEM AND TREAT THEM AS THEY DESERVE
- What are they angry about? Who are they angry at?
 - They are angry about the service of the other competing clinic across the street from my brother's clinic.
- What are their top daily frustrations?
 - HAVING TO WAIT TOO LONG TO BE ATTENDED
 - The two times I've gone I've needed to go somewhere else because they can't even prescribe me anything. Totally a waste of money to go to that clinic.
 - I wanted to schedule my appointment on the WhatsApp number and

they read the message instantly, however they left you on notice despite the insistence.

- BAD TREATMENT BY THE RECEPTIONIST
- BEING TREATED IN A BAD WAY WHEN THEY FEEL BAD AND GO TO THE CLINIC
- They make you wait for the doctor to change the shift so they can treat you, you have private insurance and it doesn't cover anything in their clinic, the care is useless
- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?
 - THEMSELVES AND THE PEOPLE AROUND THEM FEEL CONCERNED ABOUT THEIR HEALTH CONDITION.
 - THEY WANT TO SOLVE THAT HEALTH CONDITION AS SOON AS POSSIBLE TO FEEL COMFORTABLE AGAIN
 - They don't know what problem they have when they go to the clinic, they feel insecure and scared. That is why the attention they receive is important to provide them with security.
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
 - Hey, I have my son sick and I don't know where to take him. He's been sick for several days and I don't know where to take him.
 - Hey, I've been feeling bad for days and I don't know what I have. I'm going to see which clinic I can get checked at so that I'm not too far away.
- What is keeping them from solving their problems now?
 - They do not know which clinic to go to that provides them with good care and affordable prices.

Dream State:

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?
 - I felt very good in this clinic, everything clean and sterile. They have been very receptive. As soon as I arrived they made me feel comfortable, very professional and friendly.
 - The attention of the reception staff is always very friendly and attentive. I congratulate you for the warmth and professionalism that they have always given me.
 - Very good service, fast and everything clean, kindness is the best
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?

- Feel comfortable free of discomfort and symptoms that do not leave you alone
- Understand why they feel bad, what they have
- GOOD VALUE FOR MONEY
- THEY WANT TO HAVE THE BEST CARE POSSIBLE
- The attention from the staff is excellent. They are super friendly and try to help you in every way possible.
- The truth is that I have no complaints about the care, Dr. Iriam was the kindest and most attentive person I could find. He explained to me the reasons why I felt bad and what I could do while the other special exams were taking place. He spoke to me clearly about what I have, but at the same time assured me that by doing the procedures there is no problem and it can be solved. In my case it was an excellent experience.
- Fast lab results
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
 - Affordable prices
 - Very good care, depending on the state you went to, they call to find out how you feel and if the medications worked
 - I had previously attended this clinic, and I loved the dedication and passion with which the staff cares for people! These last few days I attended again with my grandmother! She was truly delighted with the treatment and excellent quality medical care.

Values & Tribal Affiliation:

- What do they currently believe is true about themselves and the problems they face?
 - They know they are sick, they don't know what they have and they need to go to a clinic that offers them warm care and a quick solution to their health problem.
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 - They have tried self-medicating, it didn't work because they don't know exactly how to treat the symptoms.
 - They have gone to some clinics seeking care and have received poor service
 - Making them want to go somewhere else for better care
- How do they evaluate and decide if a solution is going to work or not?
 - They decide based on the treatment they receive from the doctor on duty and the secretary. When they feel well treated, they naturally assume that the service is good and will work.
- What figures or brands in the industry do they respect and why?
 - VITALMED CLINIC (MEDICAL AND DENTAL)

- The attention is excellent 👍. Everything clean and in order. Delivery of results on time and affordable prices
 - Excellent service from the staff, super fast and everyone was very friendly at all times. Affordable prices
 - They are very kind, professional, and make sure patients feel comfortable and supported.
- They respect them because their service is exceptional, they have one of the highest ratings in Google searches in this province/state.
- What character traits do they value in themselves and others?
 - Warmth, professionalism
 - Excellent service, qualified and friendly staff
 - Staff willing to help you with your questions.
- What character traits do they despise in themselves and others?
 - Rude staff. They don't like being yelled at or despised, because they are also paying for a private clinical service.
- What trends in the market are they aware of? What do they think about these trends?
 - Offers and discounts for Private Medical Services so they can get a better price
- What tribes are they a part of? How do they signal and gain status in those tribes?
 - They are middle income people. They believe in hard work and good service
 - They constantly seek to be served in the place with the best price and attention that they deserve for their income level.
 - Feel comfortable and safe when sick people come to this place.

3. What do I want them to do?

- Stop Scrolling on IG/FB using an Interesting Ad Design
 - Look at the post and read it
 - Good color contrast
 - Short and desirable benefits
 - Interesting headline
- Take Action after reading the Ad
 - Send a message with the button in the Ad if they have a doubt or
 - Go directly to the clinic and take the deal

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 on IG/FB using an Interesting Ad Design
 - Good Color Contrast with related Colors
 - Gimmick with the name of the offer, make it seem something new and interesting

- Price with a good contrast and color
- Specification: “NO APPOINTMENTS” drawing attention with a red color
- Additional information with requirements, specifications and duration of the offer
- Design
- Take the offer I’m giving them using copy that fit their desires and pains
 - Attention grabber first caption line:
 - “Attention girls, we're starting!”
 - Name of the offer + who is it for
 - What the offer includes?
 - Span of time of the offer
 - Requirements to assist
 - Offer price vs. Regular Price
 - Clinic Address
 - Hours
 - Contact Info
 - P.S. Scarcity

DRAFT

Centro Médico María de Jesús
Su salud es su mayor riqueza

NEW **MEGADOSIS DE VITAMINA C**

~~80.00~~
\$65.00

Beneficios:

- ✓ Efecto Anti-envejecimiento
- ✓ Reduce el Estrés y Fatiga
- ✓ Mejora tu Sistema Inmune
- ✓ Potente Anti-oxidante
- ✓ Ayuda a Prevenir el Cáncer

SIN CITAS

📞 6032-9080

📍 Plaza Nuevo Emperador, Frente a Brisas del Golf, Arraján

- Disponible del 1 al 31 de Agosto de 2024
- Administración Intravenosa por personal calificado
- NO requiere estar en ayunas
- Evita consumir azúcares 2 horas antes de la aplicación

Body #1:

Want to show off smooth, glowing skin?

💎 A Megadose of Vitamin C might be your answer! 🍊

Vitamin C boost the collagen synthesis 🧬

Keeping your skin more nourished, hydrated and shiny ✨

Luckily for you, we help you increase your Vitamin C levels ❤️

The Megadose Service Includes:

- 🍊 Warm Nursing Care
- 🍊 Powerful Application of 12.5g of Vitamin C
- 🍊 Deep Hydration with Saline Solution

Available from Monday to Saturday:

📅 Regular hours for your comfort 😎

Easy and Uncomplicated:

- ✅ DOES NOT require fasting
- ✅ Avoid consuming sugars 2 hours before application

Visit us in:

📍 Plaza Nuevo Emperador, in front of Brisas del Golf, Arraiján

Schedules:

- ✅ Monday to Friday (8:00 a.m. - 9:00 p.m.)
- ✅ Saturdays (11:00 a.m. - 5:00 p.m.)
- ❌ Sundays (Closed)

Additional Info:

📱 Text Us → 6032-9080

☎️ Call → 349-7015

📌 OFFER available only for August - take advantage and get yours TODAY! 🎉

Body #2:

Want to look and feel younger? 📌

💎 Discover the NEW Megadose of Vitamin C and improve the health of your skin!

Vitamin C strengthens collagen synthesis 🧬

Keeping your skin more nourished, hydrated and shiny ✨

Luckily for you, we help you increase your Vitamin C levels ❤️

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