

Who are they:

- Men and Women: All genders
- Approximate Age Range: 18-65 (This could be adjusted depending on your specific dental service)
- Occupation: All occupations, though professionals with busy schedules may be more likely to express frustrations with appointment scheduling.
- Income Level: Middle-class and above (Dental care can be expensive, even with insurance)
- Geographical Location: Very locally based - in my case, it's a town in Mumbai

Where are they now? (Roadblocks)

- What are they afraid of? Painful procedures, needles, dentists themselves.
- What are they angry about? High costs, difficulty finding appointments, long wait times, unexpected bills. They might be angry at dentists, insurance companies, or themselves for neglecting their dental health.
- Top Daily Frustrations: Scheduling appointments, remembering to floss and brush, dealing with bad breath, toothaches, or other dental issues.
- Embarrassment: Having bad breath, yellow teeth, missing teeth, or needing dentures.
- Emotional Impact: Feeling anxious, self-conscious, ashamed, or frustrated. They might worry about what others think of their smile or dental hygiene.
- Friend Conversation: "I just can't seem to get a dentist appointment! And even with insurance, it's so expensive. I'm so worried about the cost and the pain of going to the dentist, but I know I need to take care of my teeth."

Where do they want to go? (Desirable Dream State)

- Magic Wand: Having healthy, white teeth, fresh breath, and a confident smile.
- Impressing Others: Feeling attractive and confident in social situations.
- Dream State Feelings: Confident, healthy, and happy.
- Secret Desire: A smile they can be proud of without any pain or hassle.
- Friend Conversation: "Imagine having a healthy, beautiful smile without any pain or crazy costs. I'd feel so much more confident!"
- Gentle and patient and explains the problems the patient is facing very calmly.
- A dentist that addresses all their concerns and doesn't ignore them.
- Professional doctors.
- Attention to the details
- Painless procedures
- Being cared for and having comfortable procedures
- Know what to expect
- Have a very good experience: laughing, having a good time, being very calm.
- Gleaming teeth
- Hassle-free appointments

Values and Beliefs

- **Current Beliefs:** Dental care is important for overall health and appearance.
- **Blame:** They might blame themselves for neglecting their teeth, dentists for being expensive, or insurance companies for not covering enough.
- **Past Attempts:** They may have tried brushing more, flossing regularly, or visiting different dentists but haven't achieved the desired results or found a solution that fits their needs.
- **Solution Evaluation:** They value affordability, convenience, pain-free procedures, and clear communication about costs. They might trust recommendations from friends, family, or dentists they respect.
- **Respected Figures:** They might respect dentists with good reputations, dental brands known for quality, or influencers promoting good oral health practices.
- **Valued Traits:** They value good health, confidence, and a sense of well-being. They might despite feeling anxious, embarrassed, or unhealthy.

What steps do they need to take to get there?

First, they need to have a tooth problem, anything could work even a small toothache. When this happens they would search for dentists in their area. We need to show up on the first page to attract these customers. Do this by using keywords they would search for placed well on the website and optimizing it well for a phone. Once they click on our website, we need to show them an option to book their first appointment, and once they click it and enter all their details, they will show up at our clinic where the dentists can upsell them on more services and create a lifetime customer and help them achieve their dream smile.

Market awareness and sophistication:

They are at level 3 of the market awareness table because the only time people search for dentists is when they know they have a problem they need fixing with their teeth.

In this era, everyone knows what dentists are which makes them solution-aware. They are not product-aware because my client's clinic is not famous enough to be known yet.

The market is level 5 because every top player I analyzed has used the identity play, concierge approach, or niche down to pediatric dentistry or dental implants.

Personal analysis with AI:

I felt my first draft was pretty strong, but I got it reviewed by AI using the prompt Henri gives us and it told me I could make the CTA stand out more by bolding it or using a different color. Does it fit with the copy?

It also told me that my first draft focused a lot on urgency, but didn't target any pain points and gave me a suggestion to add an entire paragraph to the hook.

I thought that would be too long, so I added pain points to the second reason. Is that enough or should I add an entire sentence to it?

Free Teeth cleaning offer:



Why You Should Claim Your Free Teeth Cleaning Now:

1. **First Impressions Matter:** Experience our pain-free dental care firsthand without any hidden costs. It's your opportunity to see why our patients trust us for their dental health
2. **Boost Your Oral Health Today:** A professional cleaning removes plaque and tartar. It improves your dental health instantly, helping you take the first step towards your dream smile..
3. **Limited-Time Offer:** This exclusive deal is available only for this month. Don't miss out on a chance to start your dental journey with a free professional cleaning.

Act Now! **DM us the word CLEAN** to secure your free teeth cleaning as a first-time customer. Don't wait—spots are filling up fast!