

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Invisalign Dentist

Business Objective: Get more attention

Funnel: Via Facebook/Meta ads

WINNER'S WRITING PROCESS

Who am I talking to?

People who want to fix their teeth.

Where are they now?

Scrolling on Facebook

Bad teeth/desire- teeth are currently around 4.5/10 but they haven't got the teeth that they wished they have/the teeth they dream of.

Their belief in invisalign treatment is pretty high due to it being quite viral on social media as a much more affordable and sustainable of achieving great teeth, and a great substitute to the classic metal braces treatment.

Trust is pretty low- Mainly down to the fact that invisalign is quite new in the dental industry.

Current State- Bad teeth

Yellow teeth

Teeth may be wonky and bent.
Gaps in between teeth.

Dream state

doing **Invisalign** and now having straight teeth and a big smile on my face.

I had a fantastic experience with my **Invisalign** treatment. Would definitely recommend to friends and family

What do I want them to do?

Stop Scrolling and read the Ad.

Click the link with the intention of booking an appointment.

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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.

Showing how easy it is to install invisaligner.

The dream state i.e the dream of having straight teeth.

Main focus is on the teeth and nothing else.

Here is something that is helpful and relevant to me.

Maybe it looks satisfying seeing the invisalign going perfectly on the teeth which may increase the chance of someone to stop scrolling.

Movement to Animation.

6.Click the link with the intention of booking an appointment.

In the caption it highlights 30% off plus £1250 worth of contributions.

Making a direct offer to the patient by offering a discount to make it more appealing to the patient.

Also they are offering **a lot** free bonuses and rewards to try boost their chances of gaining a customer.

Turn a sheepish smirk 😐 into a BEAMING SMILE 😁. THIS WEEK we are offering 30% OFF Invisalign Treatment PLUS we will give you £1,250 worth of Treatment Contributions!

Highlighting the problem and then highlighting the dream state.

Offer dream state, offer a discount and add free gifts to attract new patients/customers.

Click 'Learn More' and take the first step towards your dream smile 📌 - [30% OFF Invisalign + £1,250 Treatment Contribution](#)

New Invisalign treatment offer- Straight teeth and beaming smile, 6 month treatment, 35% treatment offer plus extra.

Turn a sheepish smirk 😬 into a BEAMING SMILE 😁. THIS WEEK we are offering 30% OFF Invisalign Treatment PLUS we will give you £1,250 worth of Treatment Contributions!

What's included in your Treatment Contribution?

📌 Free Smile Assessment ...



DRAFT

Body text.

Sick and tired of having sh`'t teeth, get your teeth the treatment it deserves with us.

See results immediately using our personalized invisalign plan, to give your teeth the gleam and shine it deserves!

Click the link below to receive **35%** off and **FREE £1300** worth of contributions.