

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Dentist

Business Objective: Get more attention

Funnel: Be best result on search engines

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. People who need an oral checkup
- b. People who would like to boost their appearance (veneers)

2. Where are they now?

- a. On google looking for a good dentist (active intent)
- b. Current levels
 - i. Desire 6/10 - have maybe a cavity or feel like they are in need of a dental checkup (potentially due to pain)
 - ii. Belief in the idea of dental care 6/10
 - iii. Trust in the dentist 3/10
- c. Current state -
 - i. Bad looking teeth
 - ii. Frustration

- iii. Low confidence in oral appearance
- d. Dream state
 - i. Want a nice smile
 - ii. A nice dentist to serve the (someone whos friendly and 'genuine')
 - iii. An all around good experience at the dentist

3. What do I want them to do?

- a. Stop scrolling
- b. Click our website with the intent to book an 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?

- a. Stop scrolling
 - i. 5 star rating on google with a high amount of views (relative to other dentists that pop up)
 - ii. A couple of pictures that grab the persons attention
 - 1. Vibrant pictures that stand out
 - 2. Pictures that show some of the best work done on previous clients (get clients think dream state is achievable)
- b. Click our website with the intent to book an appointment
 - i. Quick and easy to load website
 - ii. Very clear and easy to access portal that allows customers to book an appointment
 - iii. More pictures of best work done on previous clients
 - iv. 'Enquiry bot' that helps customer on website (be on the first page when website is loaded)
 - 1. Asks customer what issue is
 - 2. Customer selects issue
 - 3. Bot asks for details of customer
 - 4. Books appointment

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