

Avatar: Rachel is a 35-year-old mother of 2 young children, she has dark hair, and freckles and is staying at home until her young kids start school.

Current State: She is currently a stay at home to her 2 younger children and cares a lot about her own general health & the general health of her family including their teeth.

Dream State: Rachels's dream state is a world where she and her family are happy and healthy, especially her kids.

Roadblock: Without proper dental information and checkups she's not sure how her family is doing in the teeth department. She would love to book her family in for a checkup but she has a fear of dentists and they give her anxiety.

Solution: By showing Rachel the dentist isn't nearly as scary as she thinks it is like how it's portrayed in tv and movies. She will feel motivated to get her family in for a visit.

Product: (Product is obviously a dental checkup but wrote the rest here for me) Educational Facebook posts highlighting the importance of dental hygiene that also tie into the positives of the clinic, as well as mentioning the roadblock of Rachel showing that the dentist is not a scary place.

How Will Product Help Cross Over to Dream State?: By visiting the dentist she'll ensure her and her family's teeth are in check, and if not gives her the opportunity to change that before it gets worse.

FV Idea - D.I.C facebook ad highlighting why going to the dentist isn't scary.

Image:



Visiting the dentist can be **DAUNTING** to think about...

You imagine being helplessly confined to a chair with your mouth wide open, surrounded by an arsenal of sharp and unfamiliar tools...

And honestly this mental image would send shivers down anyone's spine (even mine!)

Thankfully, here at [Dental Clinic] we understand the fears and concerns that come with a dental visit.

That's why our top priority is making you feel 100% at ease during your appointment.

Our team takes the time to listen, understand your concerns, and answer any of your questions.

Not to mention we're parents too, so we know how to create a comforting experience for the whole family. 😊

So, let go of those daunting thoughts and take a step forward toward a healthier, brighter smile!

Schedule an appointment with us at [Phone Number] and experience a different kind of dental visit - one where your comfort and peace of mind are our top priorities.