

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Random Clinic Just for the Mission

Business Objective: Get more Clients to the Clinic

Funnel: Via Meta Ads or Google Ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

People who are in pain, dental pain.

2. Where are they now?

- a. Scrolling on FB to get free dopamine and they might find the Dental AD because of the cookies if they search for dentist before
- b. Searching actively on Google (High Intent) for Dentist
- c. The market awareness and sophistication levels of this niche is high I would say. When you have a toothache you probably know why and where it hurts and you know exactly where to go

d. Current Levels:

1. Pain/Desire:

- a. They are in a lot of pain; their jaw hurts because of some molars that need to be extracted and they need attention.

2. Belief: They believe on going to dentist it's proven science

3. Trust:

Their Google reviews are quite good; they have a solid reputation with a 4.7 star rating. Many people mention that they have earned their trust.

e. Current State:

- 1. Pain on their teeth and Jaw
- 2. Fear to go to the dentist
- 3. They don't know the staff personally so that scares them
- 4. They do not want the clinic to be so expensive because usually the dentist are very expensive.

f. Dream State

- 1. No Pain on their teeth and Jaw
- 2. Perfect beautiful smile
- 3. No fear to go to the dentist:
"I have a special aversion to going to the dentist, and here I found the perfect place to overcome my fear. I can only thank the care of the team, especially Soraya." – Maria
- 4. Very professional job
- 5. Very kind personal working there
- 6. Clean service

3. What do I want them to do?

1. Stop Scrolling on Social Media
2. Pause and read my AD
3. Click on the CTA so they book a session

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?

1. Stop Scrolling and read the ad

- i. It has a nice photo It has a photo of the dream outcome possibly showing how they do not have toothache anymore and they can eat whatever they want

- ii. Big Price

- iii. Contrast between the text and the background



The price is 1.8K 1800€ here in Spain for the brackets invisible treatment

2. Click the link and book a session

- i. Nice offer with a good prize on it

- ii. Clean and friendly place to get operated

So here some picture of the clean and friendly place and people working on the clinic I choose as an example.



Some reviews from clients talking about the experience:

“Great team of professionals. Involved and trained in recent developments in the sector. They transmit serenity and confidence. It is obvious that they like their work.”

“It is my trusted clinic, I am very happy with Dr. Susana Santeiro and the staff is super friendly. And in terms of unbeatable cleanliness. It has impressive machinery. Good technology.”

“Very good professionals, personalized attention, punctuality and cleanliness and very adequate prices.”

Example of a TOP Players AD

*Have you dreamt of having a perfect smile without anyone noticing that you're undergoing treatment? **braces or other visible treatment***

- i. They show the dream state the person would want on this specific AD (the perfect smile)
- j.

Let's make that dream come true!

- i. (They confirm they can get it done)

At Clinica Albaladejo, we offer Invisible Orthodontics for just €1800 this October, and that includes EVERYTHING!

✓ *Free First Visit*

✓ *X-rays Included*

✓ *Detailed Study at No Cost. With the LATEST TECHNOLOGIES, we offer the BEST PRICES and have the BEST PROFESSIONALS. Your smile deserves the best.*

- i. Now they make the irresistible offer with a good and cheaper price than the competition and including stuff that you would have to pay for in other places

DRAFT for Halloween



Possible Options:

1. Want to enjoy your Halloween with peace of mind?

Dental emergencies can strike at the worst times.

At Clinica ...X..., we've got you covered. Let our dentist with 10+ years of experience heal your tooth pain for good.

Real Review: Great team of professionals. Involved and trained in recent developments in the sector. They transmit serenity and confidence. It is obvious that they like their work

Enjoy life jaw pain free, with 15% off till 20th October.

Book now because the agenda is getting filled fast.

Thanks for feedback