

Top Player Analysis

Business Type: Dentist

Business Objective: Get more attention

Funnel: Facebook ad

WINNER'S WRITING PROCESS

Who am I talking to?

people in pain

Where are they now?

1. scrolling Facebook
2. Current level
 1. pain/desire: 3/10
 1. Try to reduce the cost (money, time, commute, side effects, long recovery time) for them in some way, crank up the pain, and increase trust.
 2. belief it will work: 6/10
 3. trust: 1.5k + reviews on Google, 4.9 reviews, based in a rich area of Atlanta so high perceived value, people in Ga most likely know of them or will trust them for these reasons. 4/10
3. Current state:
4. Pain state(look at reviews and the language used in it): Pain no relief, can't speak, bad breath, can't eat, frustration, discomfort. - before service, pain state caused by bad service - concerns not being heard, lack of patient care, bad staff, long and painful recovery.
5. Dream State (look at reviews and the language used in it): Stress-free, relief, pain-free, low cost to get there, nice and friendly staff

(figure out what internal conversation they are already having about their pain where they are at and where they want to be.)

What do I want them to do?

1. STOP scrolling
2. click the link with the attention to book a session

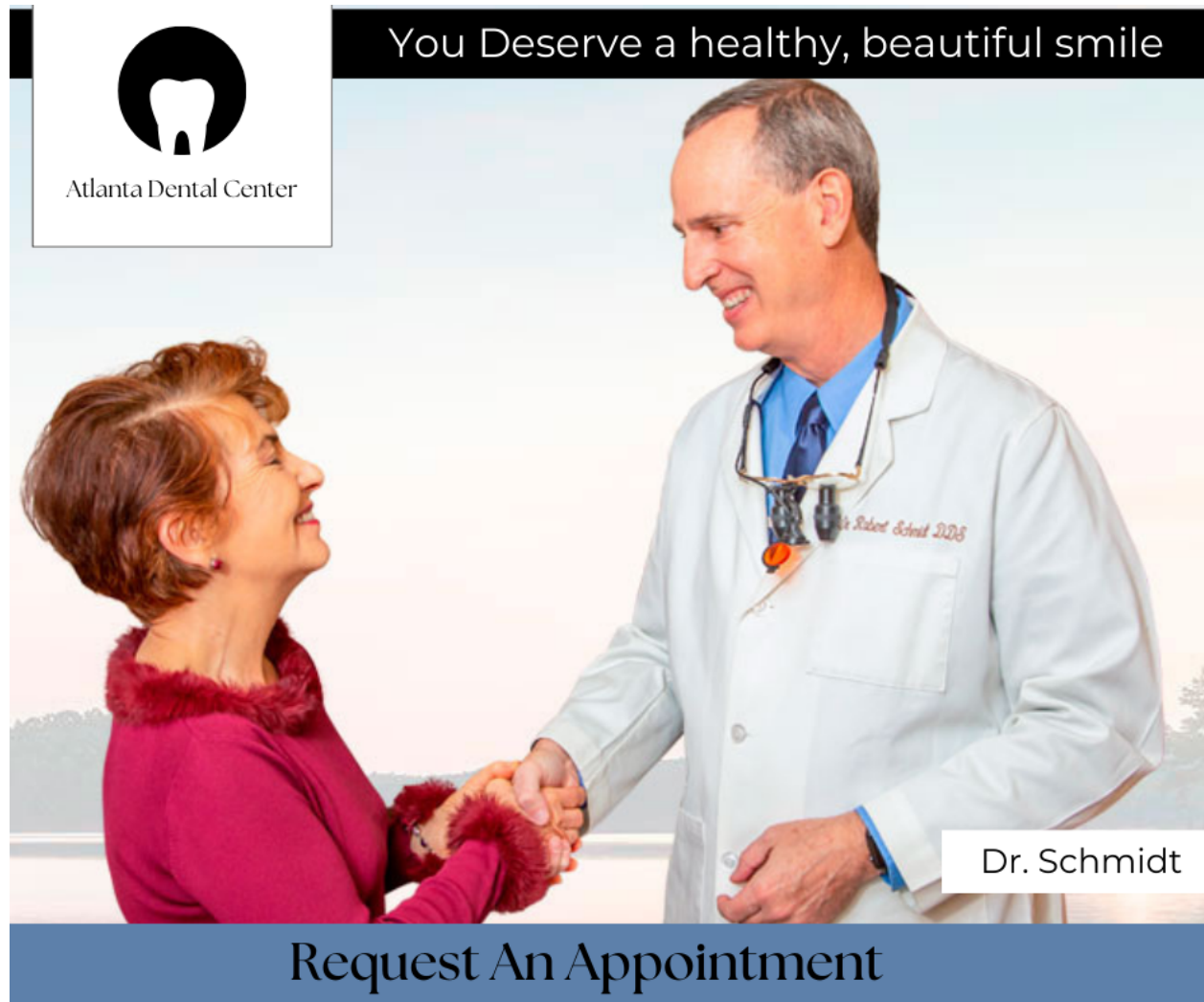
What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

(look at top players ad and see what they are doing to solve the below problems)

1. STOP scrolling
 1. Black, white, and gold. Color scheme of value and wealth (desire).
 2. showing a clear and clean image of the actual Dr at the practice smiling makes you & stating their prestige/credential by saying it is in Buckhead a very wealthy city. This could make a person want to trust
 3. these two things together could increase the belief in results
 4. conclusion: A dentist that they believe will solve the problem with quality results.
2. click the link with the attention to book a session
 1. positioned themselves as a highly trusted practice
 2. directly letting you know this trusted practice is accepting new patients
 1. direct offer to book a call, stating the quality or value you are getting (not reducing cost)
 3. copy: Unlock Your Brightest Smile With Atlanta's Trusted Dentist! 🌟 Accepting New Patients—Schedule Your Appointment Today. 😊
 4. image copy: business name
 5. image copy: You deserve a beautiful, healthy smile
 1. showing the discomfort you feel with a bad smile or making you doubt your current smile quality
 2. making you feel you should trust them like they have high-quality results
 3. because they made you feel it is a prestigious place you would think that they are booked but they state they have open spots making you want to capitalize on it before it is to late (maybe im reaching lol)
 4. plays on a person's desire to be beautiful or happy with their looks, and shows a woman smiling.
 5. button request an appointment/learn more (seems like there not pushing anyone to click which makes them seem of higher status, again maybe reaching)

Writing process diagram Draft

(Pretend you are working with a company and use the above to create the same funnel type)



The advertisement features a central photograph of a male dentist, Dr. Schmidt, in a white lab coat with a stethoscope, shaking hands with a smiling female patient. The background is a soft-focus outdoor scene. In the top left corner, there is a logo for Atlanta Dental Center, which consists of a black circle containing a white tooth silhouette, with the text "Atlanta Dental Center" below it. A black banner at the top right contains the text "You Deserve a healthy, beautiful smile". A white box in the bottom right of the photo identifies the dentist as "Dr. Schmidt". A blue banner at the bottom of the ad contains the text "Request An Appointment".

Atlanta Dental Center

You Deserve a healthy, beautiful smile

Dr. Schmidt

Request An Appointment

Craft The Perfect Smile With Atlanta's Most Trusted & Respected Dentist! ☀️ Now Accepting New Patients—Schedule Your Life Changing Appointment Today. 😊