

# WINNERS WRITING PROCESS

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**Business Type:** Dental Office

**Business Objective:** Get people from the website to book an appointment

**Funnel:** Home page

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## WINNER'S WRITING PROCESS

### 1. Who am I talking to?

- a. People who got on the web page...
- b. Don't really know the company...
- c. Have some starting pains and desire...
- d. Men and women from 30 to 60 years of age live in Croatia.

### 2. Where are they now?

- a. Awareness level: Product aware- level 4
- b. Sophistication level: Stage 5
- c. Will they but levels:
  - i. Desire/Pain: Needs a little push
  - ii. Belief in the mechanism: Already high enough
  - iii. Trust in the company: Not enough, they don't know them
- d. States:
  - i. Current state:

1. I've always had problems with my teeth (both decayed and crooked).
  2. Ashamed of my teeth, feeling the need to hide them.
  3. Fear of the dentist.
  4. Low trust and confidence in the success of treatments.
  5. Services are expensive, but a smile is valuable both functionally and aesthetically, as well as emotionally.
  6. Fear of pain during and after the procedure.
  7. I've had problems with my teeth for years.
- ii. Dream state:
1. A huge thank you to Dr. Ivana and Dr. Snježana for my smile, which I no longer feel the need to hide.
  2. They gave me three beautiful fillings that are incomparable to the ones I got through the HZZO (Croatian Health Insurance Fund)!
  3. The treatments in our center are as pleasant and quick as possible, and the results are top-notch.
  4. Feeling of trust and confidence in success.
  5. Professional, kind, and friendly. After the procedure, I felt happy and satisfied!
  6. The patient doesn't feel anonymous, but instead, they receive maximum attention and all wishes that are possible within the profession are fulfilled.
  7. Painless procedure.
  8. Beautiful smile.
  9. Forget about problems and finally have the smile you've always wanted!
  10. I got my smile back.
  11. My smile has never been better, more beautiful, and brighter!
  12. Getting zygomatic implants means a new smile and a high quality of life for me.
  13. These are zirconia crowns that are simply beautiful and fit perfectly into my new smile.
  14. I no longer have a fear of the dentist.
  15. ...and through her professional work, she gave me a wonderful smile.

### 3. What do I want them to do?

- a. Read the copy
- b. Book the appointment

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

- i. Lead...
  - 1. Hook attention - Headline showing the main desire
  - 2. Resonate with the pains and desires of the reader
  - 3. Position the Dental center as the vehicle to achieve their dream state
  - 4. Headline for the testimonial dump (Increasing the curiosity and amplifying the dream state)
  - 5. Establish trust -> Show testimonial
  - 6. Contact us button
- ii. Body...
  - 1. Headline - Options of treatments
  - 2. What they offer dump
  - 3. Show pain and desire and position the clinic to be the one that will destroy the pain and achieve the dream state
  - 4. Bust trust in the company by doing about us section:
    - a. Increase trust in the main doctor and her team.
    - b. Paint the picture of the peaceful, professional, and comforting sessions the reader will have.
  - 5. Button for reviews
- iii. Close...
  - 1. Destroy all of the objections that the reader might have
  - 2. Headline - Showing the main desire
  - 3. Contact us button

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**DRAFT**

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# Mendident - Smile with Confidence, Professional Dental Care

Experience comfortable, compassionate treatment that will leave you smiling brighter than ever.

Have you ever felt the need to hide your smile because of crooked or stained teeth? Maybe you've experienced fear or anxiety just thinking about sitting in dental chair looking in the dentist's eyes.

Many of our patients once felt the same way. At Mendident, we specialize in transforming your teeth into the smile you can't stop showing.

Our team, led by Dr. Martina Menđušić Ivić, is committed to making your experience as pleasant and stress-free as possible. With us, you're not just a patient; you're part of our dental family, where your comfort and satisfaction are our top priorities.

## See What Our Patients Are Saying About Their New Smiles!

"Yesterday, I had my teeth whitened, and I can say my teeth are beautiful. Dr. Anamaria has golden hands. The procedure was totally painless. The office is very nicely decorated, and the atmosphere is relaxing." - Petra B.

"My visit to the dentist was excellent! The dentist was very professional and attentive, and her ability to explain all the steps of the procedure was amazing. I felt comfortable and relaxed throughout the entire procedure, and the results were outstanding - my teeth looked better than ever before!" - Nikolina J.

"I don't know if anyone can relax in a dentist's chair, but in this office with Dr. Martina, I guarantee you can..."

...So simple, professional, quick, with a well-equipped office and a supportive team of doctors and other medical staff, that at no point do you feel uncertain or think that you're not in the right hands." - Zdenka H.

**Book Your Appointment Today!**

## What we specialize for...

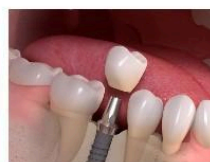
At Mendidnet, we offer a wide range of dental services to meet all your needs, including:



Oralna kirurgija



Parodontologija



Zubni implantati



Endodoncija



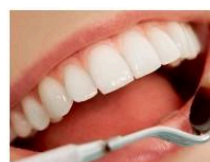
Dermalni fileri



Protetika



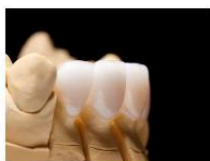
Kompozitni ispuni



Izbjeljivanje zubi



Ortodoncija



Estetska stomatologija

Whether you need a simple filling or a full smile makeover, our expert team is here to help.

We understand the anxiety that can come with dental visits. From fearing the pain to worrying about the cost, it's not easy.

But imagine a place where you feel at ease, your fears melt away, and your dream of a beautiful white smile that is worth showing comes true.

That's what we strive to provide at Mendident. No more hiding your smile or feeling self-conscious. Just the confidence that comes with knowing you're in the best hands.

## About Us:

Meet Dr. Martina Menđušić Ivić, the friendly face behind Mendident. With years of experience and a passion for patient care, Dr. Martina and her team ensure every visit is as comfortable and relaxing as possible.

Our clinic is designed to be a calm space where you can feel at peace. From the moment you walk in, our team is dedicated to making your experience positive, professional, and pain-free.

[Read More Patient Stories](#)



## Ready to smile with Confidence? – Schedule Your Appointment Today!

**Worried about pain during dental procedures?** Our advanced techniques and gentle approach ensure a pain-free experience.

**Concerned about costs?** We offer flexible payment plans to make your treatment affordable.

**Unsure about the results?** Our many satisfied patients speak for themselves – just read our testimonials!

We know choosing a dentist can be daunting, but at Mendident, you're choosing a team that truly cares about you and your smile.

**Get in Touch and Start Smiling Again!**