

Research

Target Market

- The ideal target market would be adults living in Washington Heights or nearby areas who are interested in improving their dental health and appearance. They may be concerned about missing or damaged teeth, gaps in their smile, or other dental issues. They may also be interested in cosmetic dentistry, such as teeth whitening or veneers, to enhance their appearance.
- This target market values quality, expertise, and a comfortable experience. They may be willing to pay for higher quality services and prioritize finding a dentist they trust. They are likely to be active on social media and use online reviews to inform their decisions.
- They may be professionals or have families, and prioritize dental health as an important aspect of overall health and wellness. They may also be interested in convenient scheduling and flexible payment options.

Avatar

- Katie: 31
- Face: She has a nice looking face, but the one major issue is that her teeth are messed up. She's got crooked, yellow teeth with multiple cavities.
- Katie never used to take care of her teeth when she was younger. This is a result of drinking soda every day and not taking proper care of her oral health.
- She likes to eat fast food with lots of calories and sugar.
- Katie now has a busy schedule, she has a family of 2 kids and has little time to herself.

Current State

- Katie has been feeling self-conscious about her smile and is frustrated with her crooked, yellow teeth.

- She is annoyed by her previous experiences with dentists who did not provide her with the level of expertise and comfort she desires.
- Katie fears that her dental issues will affect her professional and personal life, and worries about the potential cost of dental procedures.
- She lies awake at night worrying about the pain and discomfort that may come with dental treatments.
- Other people may perceive her as lacking confidence due to her dental issues.
- Katie feels a lack of status in her professional and personal life because of her dental issues.
- Katie may describe her pains and frustrations as feeling embarrassed about her smile, uncomfortable at the dentist, and concerned about the potential cost of dental procedures.

Dream State

- Kate would have a healthy and beautiful smile, with no missing or damaged teeth and a bright white color.
- Katie would feel confident and proud of her appearance, which positively impacts her personal and professional life.
- Katie would enjoy going to the dentist and feel relaxed during appointments, with no fear or anxiety about dental procedures.
- She would have a strong and positive relationship with her dentist, whom she trusts and respects.
- She would have a convenient and flexible schedule that accommodates her busy lifestyle, with no need to take time off work or sacrifice family time.
- Katie would have affordable payment options and access to financing if needed.
- Katie would be empowered and in control of her dental health, with personalized advice and recommendations from her dentist.

If she achieved this dream state, she would:

- She would enjoy new experiences such as socializing without feeling self-conscious about her smile.
- Others would perceive her as confident, successful, and attractive.
- She would feel proud of her smile and confident in her appearance.
- Words she would use to describe her dream outcome could be "healthy," "beautiful," "confident," "relaxed," "empowered," "respected," and "in control."

Roadblocks

- Financial concerns: Katie may be concerned about the cost of dental procedures, particularly cosmetic dentistry.
- Fear of the unknown: Katie may be unsure about what to expect during a dental procedure, particularly if they have had negative experiences in the past.
- Time constraints: Katie has a busy schedule and finding time for dental appointments may be difficult.
- Lack of information: Katie may not be aware of all the dental services available to them or may not understand the benefits of certain procedures.
- Fear of pain: Katie may have a fear of experiencing pain during dental procedures.
- The one key roadblock that, once fixed, could allow Katie to move forward toward her dream outcome would likely be financial concerns.
- If Katie is able to find affordable dental services that meet her needs and expectations, they may be more likely to pursue the treatments that would help them achieve their desired smile and overall dental health.
- This could involve finding a dental provider that offers flexible payment options or insurance coverage, or researching low-cost options in her area.

Solution

- If Katie wants to overcome the key roadblock of fear and uncertainty around dental procedures, she needs to take action to educate herself and find a dental practice that prioritizes her comfort and trust.
- If she takes the time to research and read reviews of dental practices in her area, she will be able to find a reputable practice that prioritizes her comfort and provides transparent information about procedures and pricing.
- If she schedules a consultation with them, she will be able to meet with a knowledgeable and friendly dentist who can answer their questions and help her feel more comfortable about dental procedures.
- If she follows through with recommended treatments and maintains good oral hygiene, she will be able to improve her dental health and enhance her appearance, leading to increased confidence and satisfaction in her overall well-being.

Service

- The service helps Katie implement the solution by providing high-quality dental care and expertise in addressing their specific dental issues. This includes cosmetic dentistry services such as teeth whitening and veneers, as well as restorative treatments for missing or damaged teeth.
- The service increases Katie's chances of success by providing a comfortable and convenient experience that builds trust and rapport with their dentist. This helps Katie feel more confident in their dental health and appearance, which can positively impact their overall well-being.
- The service helps Katie get the result faster by offering convenient scheduling and flexible payment options that make it easier to prioritize dental care in their busy lives.
- The service helps Katie get the result with less effort or sacrifice by utilizing advanced technology and techniques that minimize discomfort and maximize

efficiency. This includes same-day treatments for certain procedures, as well as sedation options for those with dental anxiety.

- The service is fun because it can enhance Katie's appearance and boost her confidence, leading to a more enjoyable and fulfilling life.
- The target market values high-quality dental care, expertise, and a comfortable experience.
- They appreciate convenient scheduling and flexible payment options. They may also be interested in the latest technology and techniques in dental care.
- The target market may dislike feeling uncomfortable or anxious during dental procedures, as well as inconvenient scheduling and inflexible payment options. They may also be wary of dentists they don't trust or who don't take the time to listen to their concerns.

Instagram caption

Double your confidence and make everyone jealous of your beautiful smile that commands attention! 🦷🦷🦷

Are you tired of having to cover your mouth when you're smiling in front of people?

Do you want to walk around with a dazzling smile on your face and make people break their necks?

Our doctors with years of experience use the newest technology to transform thousands of our patient's teeth into a work of art...

Without pain!

From porcelain veneers to dental implants,

We do it all.

And the best part is...

You don't have to spend a ridiculous amount of money to achieve your dream smile,

Because you'll get the best price using our insurance plans.

You'll finally be able to enjoy going out in public with pride and confidence.

If you've wanted to enjoy all the benefits of a beautiful, straight, bright smile, now's the time to do something about it.

Link in bio. 

Fixed version:

Double your confidence and make everyone jealous of your beautiful smile that commands attention! 

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Do you want people to turn their necks when they see your dazzling smile when you walk out on the street?

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Click the link in our bio and book an appointment now, so you could be a step closer to achieving your dream smile TODAY! 