

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Dentists

Business Objective: Get People to book

Funnel: Paid Ads (Facebook)

WINNER'S WRITING PROCESS

1)Who am I talking to?

People with Yellow teeth/ bad breath / crooked teeth and bad teeth in general.

2)Where are they now?

- i. Scrolling through FB or Instagram.
- ii. Current Levels:
 - Pain/Desire**: 3/10 A bit of anxiety about the color or the look of their teeth.
 - Belief** that the dentist can fix their teeth. 5/10
 - Trust** in the dentist: 2/10
- iii. **Current State**:
 - Anxious about the look of their teeth. (Embarrassed to smile)
 - Tooth Pain.
 - Stress over the color of their teeth and the smell of their mouths. (Refrain from talking and expressing themselves)

iv. **Dream State:**

- Clean, elegant and relaxing office. (SPA like)
- Friendly, caring, informative and trustworthy staff.
- painless experience.
- White teeth.
- Beautiful Smile.
- Relief from anxiety.

3)What do I want them to do?

- Stop scrolling and read the ad.
- Click the link with the intention to 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?

- Stop scrolling:
 - Mentioning an insecurity.
 - Relaxing and stress-free setting (one on one to help build confidence)
 - Get a solution to a problem I am having with out being anxious.
 - They use modern technologies to solve my problem.

The Copy From the AD:

☀️ Smile brighter with Paragon Dental! ☀️

Experience the best in cosmetic dentistry. From teeth whitening to veneers, our expert team is here to transform your smile.

(-Highlight the dream state of having perfect white teeth, assure the client that he is in good hands (“Expert team”) + offer a solution (“Transform your smile”))

Book your appointment today and let us help you achieve the smile you've always dreamed of!

(-Call to action + mention dream state.)

DRAFT:

Body Text:

Highlight painful current state:

-Have you ever wanted to take a photo with your friends and they are all smiling except you?

-Do you dream of having that perfect Hollywood smile but just can't seem to find the right time or place to finally transform your smile FOREVER?

- Book your appointment today and get an immediate relief from your anxieties, our expert team is here to help you achieve the smile you've always dreamed of!



LINKS:

Website: paragondentalnj.com

Fb ad: shorturl.at/GPCeM

-Acil

