

1 - Who am I writing to? Who is my avatar?

I'm writing to people who are problem-aware but have never done anything to fix it.

2 - Where are they now? What are they thinking and feeling? Where are they inside my funnel?

They are scrolling on social media and saw an email. They know this dental clinic, and they left their email, so they are getting weekly updates. As I said, problem awareness, and they know they need to act and fix it, but always delay it.

3 - What actions do I want them to take at the end of my copy? Where do I want them to go?

I want them to click the link and schedule a teeth whitening appointment.

4 - What must they experience inside of my copy to go from where they are now to taking the action I want them to take? What are the steps that I need to guide them through to take them from where they are now to where I want them to go?

I want them to experience that I'm sending that copy just for them, and that is time to do something about it, promoting a special offer if they act fast.

5- Roadblocks?

They are at that point in life knowing they have to schedule and do something to fix their problem, but they focus on other things thinking they can't afford it or they don't have the time.

6- Solution?

I want to show them the solution, in this case getting their teeth white. If they do that now, then they will have a beautiful smile.

Avatar name: Sarah

Age: 30

Occupation: Marketing Manager

Background: Sarah leads a busy life juggling her career, social life, and personal responsibilities. She's always been conscious of her appearance and takes pride in maintaining a polished image. However, lately, she's been feeling insecure about her smile due to noticeable teeth staining from her daily coffee habit and occasional wine indulgence.

Current Mindset: Sarah is aware of her teeth whitening issue and knows she needs to take action to address it. She's considered teeth whitening before but has always pushed it to the bottom of her priority list, thinking she doesn't have the time or that it's too expensive. Despite her hesitations, she longs for the confidence that comes with a brighter smile, especially in her professional life where appearances matter.

Motivation: Sarah is motivated by the desire to regain her confidence and feel proud of her smile again. She understands the importance of investing in herself and is willing to take action if presented with a convenient solution that fits into her busy schedule and offers value for her money.

Subject line: Yellow Teeth Start To Affect Your Social Life? Get Your Teeth Fixed In One Session!

Picture this! It's Friday night, and you are going out! You go to the bathroom, and as you walk in... All you can see are your teeth, yellow like you ate a bunch of yellow M&M's.

Are you okay with walking out in public like that?

Prioritize your hygiene! Regain your confidence with our professional teeth whitening services.

Just look at our satisfied patients who decided to trust us.





You can schedule an appointment by the end of the week and get **25% off!**

To have a smile that people will remember and wonder what is your secret, all you have to do is,

[Click here](#) to visit our website and schedule your appointment today!

😞 Quit the game ➡️ Tired of our emails? Just click the link below 📧 and break free from angry dentists trying to get you!

 [Web site](#) ➡️ Get to know our team, work hours, and stores.

 [Send mail](#) ➡️ You have questions for us? We will get back to you as soon as we can.

 [Social media](#) ➡️ Check out our Instagram page!