

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Dental Center in Warsaw

Business Objective: Get more clients to fix teeth

Funnel: Search Engine

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. People who have problem with teeth and want to fix them
- b. People who want to whiten their teeth(have money)
- c. People who want to check their teeth

2. Where are they now?

- a. searching for dentist
- b. Current levels
 - Pain and Desire - painful teeth/ desire to have better smile 6/10
 - Belief in idea of dentistry 9/10
 - Trust in Warsaw Dental Centre 8/10
- c. Current State
 - painful teeth
 - yellow teeth
 - bad smile

- bad breath
- crooked teeth
- d. Dream state
 - beautiful smile
 - white teeth
 - straight teeth
 - good breath

3.What do I want them to do?

- a. pick their dentist service from many others on google
- b. book an appointment

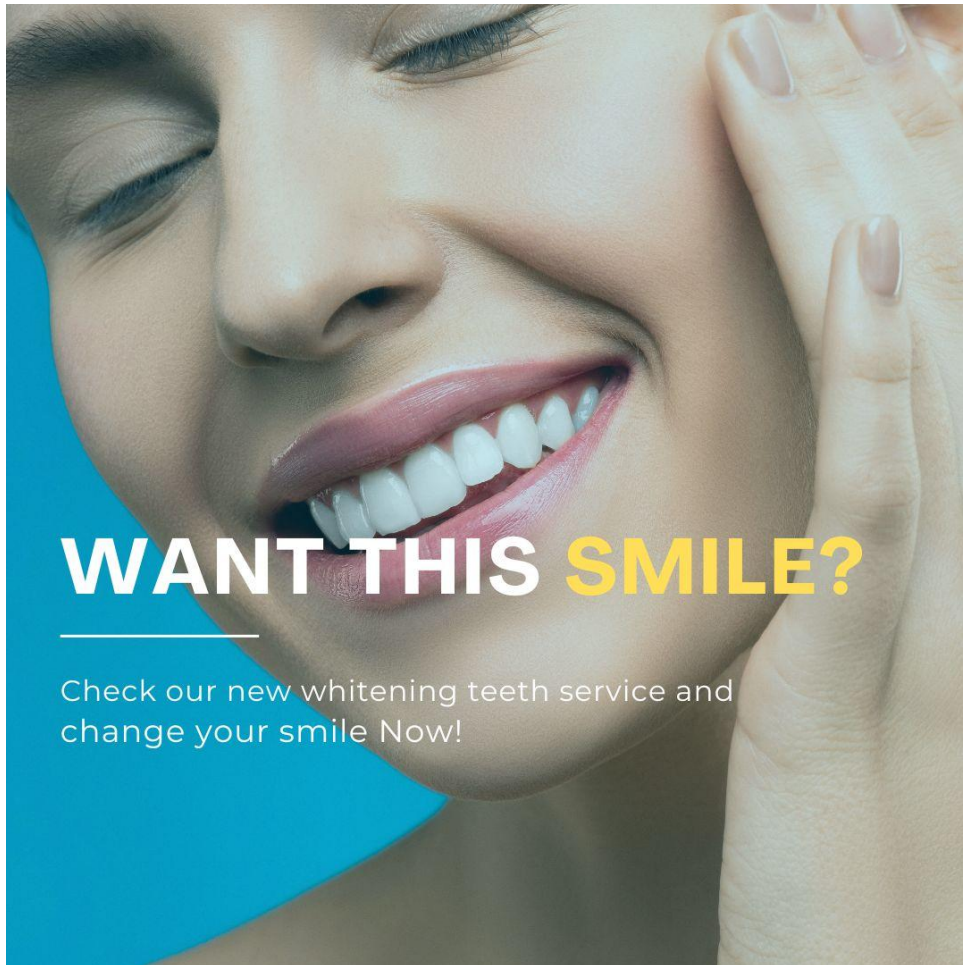
4.What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

a.they need to see results and reviews in order to take action(buy our service)

b. they need to feel/ believe it's the right dental clinic for them.

c. they need to feel that they are coming from current state to dream state

DRAFT



WANT THIS SMILE?

Check our new whitening teeth service and
change your smile Now!