

To Prof. Andrew and the Captains, thank you for taking the time to review my copy!

I have simplified everything for your convenience.

First, I will explain my thinking behind creating my avatar.

Second, I will answer the 4 questions about my avatar - who, where, what actions do they need to take and what they must experience.

Third, I will list my reader's roadblock and my solution that fixes it.

Fourth, I will leave the copy (the copy is for a Facebook ad) for review.

Fifth, I will give my analysis.

Before I start, a brief explanation about me and my clients - I write copy for Facebook ads, my clients are dentists and they want to attract new patients. My clients offer a free Invisalign consultation(Invisalign are clear aligners that are almost invisible and fix crooked or misaligned teeth, basically they work like braces but are way more convenient).

My thinking - There are 3 types of problems - **external**, **internal** and **philosophical**.

The **external** problem is what other people see about my avatar.

The **internal** problem is how my avatar feels about having the external problem. His emotional reaction he gets when he experiences the external problem.

The **philosophical** problem is how my avatar reacts/what he does when he encounters the internal problem.

Answers for the 4 questions:

1 - Who am I writing to? Who is my avatar? - **the external problem of my avatar is that they have crooked or misaligned teeth. Everyone can see that my avatar**

has problems with their teeth.

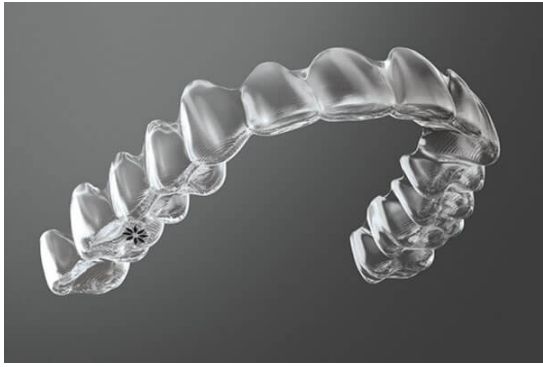
2 - Where are they now? What are they thinking/feeling? Where are they inside my funnel? Etc - **They may have heard of Invisalign but nothing has caught their attention until now. Their internal problem is that they feel so much anxiety and stress that the internal problem causes the philosophical problem to occur - they may isolate themselves. They are very self-conscious about their teeth. They fear people judging them.**

3 - What actions do I want them to take at the end of my copy? Where do I want them to go? - **I want my avatar to click on the button of the Facebook ad (Learn more or Book now) and give his contact information so he can book a FREE consultation with my dental clients.**

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? - **My avatar knows that he has the external problem, but he's not aware of why he has the philosophical problem. I want him to realize why he's experiencing the philosophical problem. He needs to believe that my client (the dentist) is a professional and has lots of experience in doing the Invisalign treatment.**

Here are some photos of how Invisalign aligners look:





The Roadblock and the Solution.

1.Roadblock - **The roadblock is their teeth, they are crooked and/or misaligned and the problems that they are experiencing because of them.**

2.Solution - **The solution is the Invisalign consultation. With the consultation, they will get rid of all the external, internal and philosophical problems that they experienced in the past.**

Copy - 3 variants, every single variant is on the next page.
Every single variant hits a different angle. (The dental practice's name is made up by me, it's not a real client)

1: Angle - Straighten your teeth without any pain whatsoever.

Headline: Pain-Free Straight Teeth

NewsFeed description: Book My FREE Consultation

Text:

Have you ever thought about how people are straightening their teeth without braces, which are usually painful?

They use what's called Invisalign.

Invisalign offers these benefits:

- virtually invisible**
- pain-free**
- zero discomfort**
- zero troubles while speaking**

And a whole lot more.

Over 100+ of our patients trusted us and are smiling with confidence.

Our team at Mint Dental Care Specialists has specialised in Invisalign for the past 4 years, and we are delighted to offer you a FREE, no-obligation consultation.

Click 'Learn More' to get the smile you have always wanted.

NEXT PAGE!!

2: Angle - It's not your fault, Invisalign is the solution.

Headline: Stop Hiding Your Teeth, You're Making It Worse

NewsFeed description: Book My FREE Consultation

Text:

We humans are not meant to be perfect.

Having misaligned or crooked teeth may feel frustrating, and it's not your fault.

Thousands of people worldwide are choosing Invisalign to straighten their teeth, because it's:

- virtually invisible**
- pain-free**
- zero discomfort**
- zero troubles while speaking**

We at Mint Dental Care Specialists have done over 100+ Invisalign cases for the past 6 months, and all of our patients never regretted it.

If you want to live a life, full of confidence and happy moments, don't be scared to book a FREE consultation with us at Mint Dental Care Specialists.

Click 'Learn More' to secure your spot now!

NEXT PAGE!!

3: Angle - fix your teeth without anyone knowing about it, I also mention that braces are not that common nowadays. Invisalign is a modern solution.

Headline: Discreet Solution To Crooked/Misaligned Teeth

NewsFeed description: Book My FREE Consultation

Text:

Aligning your teeth with braces may feel frustrating and restrictive.

Wearing something which everyone can see might make you feel uncomfortable, and many people are staying away from braces.

Instead, they choose Invisalign and see results in as soon as 20 weeks!

Invisalign are clear aligners, which are virtually invisible, and that's why people love them.

We at Mint Dental Care Specialists have done over 50+ Invisalign cases for the past 4 months and all of our patients never regretted it.

And it's why we offer a FREE zero-obligation consultation, in which we will answer any questions or concerns you might have about Invisalign.

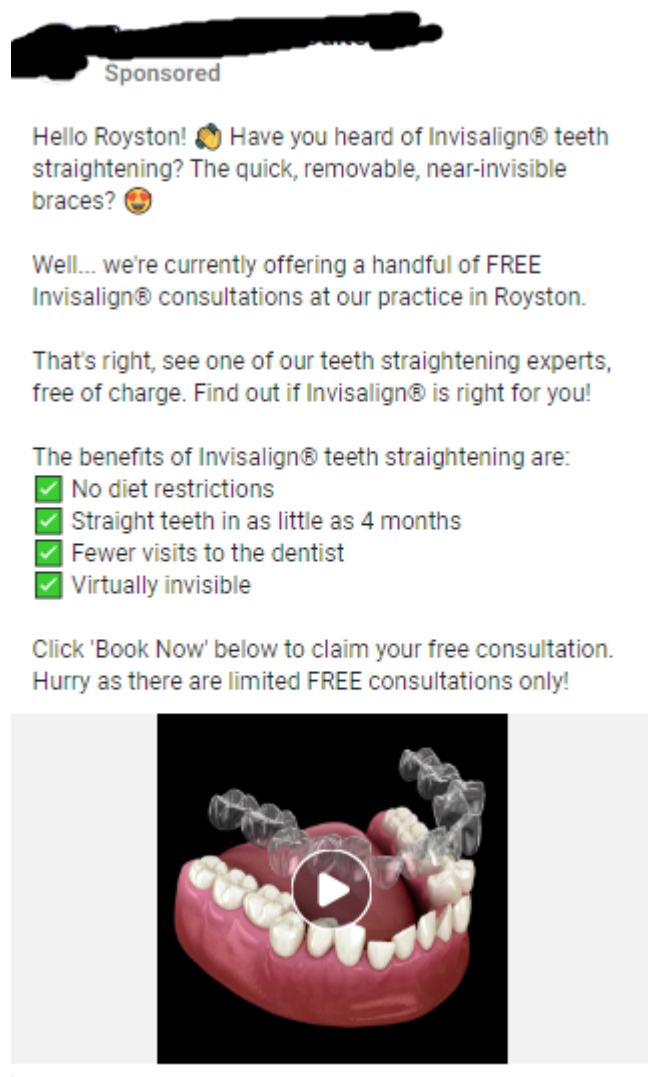
Click 'Learn More' to secure your spot now!

NEXT PAGE!!

My analysis

I was thinking about putting one to two emojis MAXIMUM on the copy..
What has been bothering me is that 99% of dental practices never do those types of ads on Facebook.

I will give you an example of what every single dental practice does:



It's either some variant of this or offering huge discounts and using 4 to 5 emojis. The copy for the ad is obviously made by chatGPT.

The thing that's bothering me is this - No one does this and I think what I'm doing might be new for the industry. I don't know if it'll work. I know this isn't an excuse but I really need help and guidance - will the copy work?

Thanks in advance!