

# SWIPE FILE:

## Of Proven Dentist Offers That Are Currently Working in the Market-Place Today.

|                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>For Dr. xxx and I am doing something CRAZY to promote our Dental Office!</p> <p>We are giving away 50 vouchers for a FREE Teeth Cleaning ✨<br/>We only have 18 out of the 50 spots left! (first come first served)<br/>Claim your free spot here <a href="#">👉</a><br/><a href="http://www.hollywooddentists.com">http://www.hollywooddentists.com</a></p>                                             | <p>For Dr. xxx and I am doing something CRAZY to promote our Dental Office!</p> <p>We are giving away 50 vouchers for a FREE Teeth Cleaning ✨<br/>We only have 18 out of the 50 spots left! (first come first served)<br/>Claim your free spot here <a href="#">👉</a><br/><a href="http://www.hollywooddentists.com">http://www.hollywooddentists.com</a></p>        | <p>For Dr. xxx and I am doing something CRAZY to promote our Dental Office!</p> <p>We are giving away 50 vouchers for a FREE Teeth Whitening ✨<br/>We only have 18 out of the 50 spots left! (first come first served)<br/>Claim your free spot here <a href="#">👉</a><br/><a href="http://www.hollywooddentists.com">http://www.hollywooddentists.com</a></p>                                                       | <p>For Dr. xxx and I am doing something CRAZY to promote our Dental Office!</p> <p>We are giving away 50 vouchers for a FREE Teeth Whitening ✨<br/>We only have 18 out of the 50 spots left! (first come first served)<br/>Claim your free spot here <a href="#">👉</a><br/><a href="http://www.hollywooddentists.com">http://www.hollywooddentists.com</a></p>                                                                         |
| <p>Hey Phoenix! Get Your Teeth Cleaned for FREE! (8999 Value)... SAVE 100%!</p> <p>We are giving away 50 vouchers for a FREE Teeth Cleaning + Exam ✨<br/>We only have 18 out of the 50 spots left! (first come first served)<br/>Claim your free spot here <a href="#">👉</a><br/><a href="http://www.hollywooddentists.com">http://www.hollywooddentists.com</a></p>                                      | <p>Hey Phoenix! Get Your Teeth Cleaned for FREE! (8999 Value)... SAVE 100%!</p> <p>We are giving away 50 vouchers for a FREE Teeth Cleaning + Exam ✨<br/>We only have 18 out of the 50 spots left! (first come first served)<br/>Claim your free spot here <a href="#">👉</a><br/><a href="http://www.hollywooddentists.com">http://www.hollywooddentists.com</a></p> | <p>Hey Phoenix! Get Your Teeth Whitened for FREE! (8999 Value)... SAVE 100%!</p> <p>We are giving away 50 vouchers for a FREE Teeth Whitening + Exam ✨<br/>We only have 18 out of the 50 spots left! (first come first served)<br/>Claim your free spot here <a href="#">👉</a><br/><a href="http://www.hollywooddentists.com">http://www.hollywooddentists.com</a></p>                                               | <p>Hey Phoenix! Get Your Teeth Whitened for FREE! (8999 Value)... SAVE 100%!</p> <p>We are giving away 50 vouchers for a FREE Teeth Whitening + Exam ✨<br/>We only have 18 out of the 50 spots left! (first come first served)<br/>Claim your free spot here <a href="#">👉</a><br/><a href="http://www.hollywooddentists.com">http://www.hollywooddentists.com</a></p>                                                                 |
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## **SWIPE FILE of “Free Offers” You Can Run... (8 Free Offers)**

- [OFFER 1: Free Teeth Cleaning \(BONUS = Free Exam\)](#)
- [OFFER 2: Free Teeth Cleaning \(BONUS = Free X-Rays\)](#)
- [OFFER 3: Free Teeth Whitening \(BONUS = Free Exam\)](#)
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- [OFFER 8: Free Teeth Whitening + Exam \(BONUS = Teeth Whitening Kit\)](#)

## **SWIPE FILE of “Discounted Offers” You Can Run... (12 Discounted Offers)**

- [OFFER 9: Teeth Cleaning \(BONUS = Free Exam\)... Was \\$295, Now Only \\$35](#)
- [OFFER 10: Teeth Cleaning \(BONUS = Free X-Rays\)... Was \\$295, Now Only \\$35](#)
- [OFFER 11: Teeth Whitening \(BONUS = Free Exam\)... Was \\$556, Now Only \\$69](#)
- [OFFER 12: Teeth Whitening \(BONUS = Free X-Rays\)... Was \\$556, Now Only \\$69](#)
- [OFFER 13: Teeth Cleaning + X-Rays \(BONUS = Free Exam\)... Was \\$400, Now Only \\$49](#)
- [OFFER 14: Teeth Cleaning + X-Rays \(BONUS = \\$10 OFF\)... Was \\$400, Now Only \\$49](#)
- [OFFER 15: Teeth Whitening + X-Rays \(BONUS = Free Exam\)... Was \\$593, Now Only \\$53](#)
- [OFFER 16: Teeth Whitening + X-Rays \(BONUS = \\$10 OFF\)... Was \\$593, Now Only \\$53](#)
- [OFFER 17: Teeth Cleaning + X-Rays + Exam \(BONUS = Teeth Whitening\)... \\$556, Now \\$69](#)
- [OFFER 18: Teeth Cleaning + X-Rays + Exam \(BONUS = \\$10 OFF\)... \\$556, Now Only \\$69](#)
- [OFFER 19: Teeth Whitening + X-Rays + Exam \(BONUS = Teeth Cleaning\)...\\$750, Now \\$91](#)
- [OFFER 20: Teeth Whitening + X-Rays + Exam \(BONUS = \\$10 OFF\)... Was \\$750, Now \\$91](#)

## **SWIPE FILE of “Additional Offers” You Can Run... (13 Offers)**

- [OFFER 21 - Dental Implants](#)
- [OFFER 22 - Invisalign](#)
- [OFFER 23 - Cosmetic Dentistry](#)
- [OFFER 24 - Pre-Wedding Smile Consultation](#)
- [OFFER 25 - Orthodontics \(Braces\)](#)
- [OFFER 26 - Six Month Smiles \(Clear Braces\)](#)
- [OFFER 27 - Pediatric Dentistry](#)
- [OFFER 28 - Periodontics \(\*Gum Health & Gum Disease\*\)](#)
- [OFFER 29 - Wisdom Teeth Removal \(\*Oral & Maxillofacial Surgeon\*\)](#)

- OFFER 30 - Meet the Dentist
  - OFFER 31 - Sweepstakes/Contest/Raffle/Competition
  - OFFER 32 - Dentures (Prosthodontist)
  - OFFER 33 - Root Canal (Endodontist)
-

## **WHERE TO FIND WINNING OFFERS**

### **“Special Offers Working For Other Dental Practices”**

The fastest way to see what others are doing is to go to the website Groupon.com, and take a look at the offers being run there.

Another resource is to go to the Facebook Library, and take a look at competitor adverts and see what they are up to.

The great thing about Groupon is that you get to see the exact offer, PLUS you get to see how many people have purchased that offer.

So you can see exactly which offers are popular and which ones are not by the amount of people that purchased.

Then take those offers that are working and duplicate them for your Facebook Advertising campaigns.

By duplicating these offers and presenting them on Facebook, you will get a much better result and return because of the targeting we are able to implement, and the split testing we are able to perform within Facebook.

Another bonus is, you do not have to share the money that comes in with Groupon, you get to keep all of it... you have complete control.

Taking a look at Groupon is a trick many FB Ad Agency's use to come up with those winning offers, and you are also able to search different cities within Groupon to see what's working in your city.

No need to re-invent the wheel here... simply implement offers that are already working for others.

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## **Here Are Some Winning Offers**

(Summary of Offers found in Groupon by City)

### **Chicago – Groupon Offers**

|    | Redemptions | Cost    | Offer                                                                                        |
|----|-------------|---------|----------------------------------------------------------------------------------------------|
| 1  | 880         | \$50.15 | One exam, x-rays, and teeth cleaning                                                         |
| 2  | 790         | \$69    | Professional Cleaning, Digital X-Rays and Exam                                               |
| 3  | 590         | \$42.50 | Dental Exam, X-Ray, And Basic Cleaning or Teeth Whitening Treatment                          |
| 4  | 360         | \$33.15 | Dental Exam, Basic Cleaning, X-rays with In-Office Teeth Whitening                           |
| 5  | 310         | \$39    | One Dental Checkup with Exam and Cleaning with X-Rays for Adult or Child                     |
| 6  | 300         | \$76.50 | Dental Package with Cleaning, X-Rays, Exam, and Take-Home Teeth Whitening for Adult or Child |
| 7  | 180         | \$55.25 | XRays, Exam, Cleaning & Oral Cancer Screening or Take-Home Whitening Kit                     |
| 8  | 180         | \$65.55 | Adult Dental Package with Exam, Cleaning, and X-Rays                                         |
| 9  | 110         | \$50.15 | Comprehensive Dental Exam, Cleaning, and Bitewing X-Rays                                     |
| 10 | 70          | \$67.15 | Dental Exam, Digital X-Rays, Cleaning, and Take-Home Whitening Kit for Adults                |
| 11 | 70          | \$16.99 | Comprehensive Dental Exam with Necessary X-Rays                                              |
| 12 | 80          | \$47.60 | New Patient Exam, X-Ray, and Cleaning                                                        |
| 13 | 20          | \$58.65 | Complete Exam, Dental Cleaning, and Four Bitewing X-Rays                                     |
| 14 | 70          | \$50.15 | Dental Exam, X-Ray with Optional Basic Cleaning or In-Office Whitening                       |

As You Can See There Is a Common “Theme Here” With All Of Them.

The top performing Ads are all very similar.

**Offer 1** – 880 patients took them up on a \$50 package for:  
(Exam, X-Rays + Teeth Cleaning)

**Offer 2** - 790 patients took them up on a \$69 package for:  
(Cleaning, X-Rays + Exam)

**Offer 3** - 590 patients took them up on a \$42 package for:  
(Dental Exam, X-Rays + Basic Cleaning or Teeth Whitening Treatment)

**Offer 4** - 360 patients took them up on a \$33 package for:  
(Dental Exam, Basic Cleaning, X-rays with in-Office Teeth Whitening)

**Offer 5** – 310 patients took them up on a \$39 package for:  
(Check-up with Exam and Cleaning with X-Rays for Adults or Child)

**Offer 6** – 300 patients took them up on a \$76 package for:  
(Dental Package with Cleaning, X-Rays, Exam, and Take-Home Teeth Whitening for Adult or Child.)

## **MARKET RESEARCH: Combinations Used**

So based on this research, I would take this information and create a Facebook Advert offering the same.

- I can use a few different combinations and create different offers.
- Then split test them in Facebook, testing them side by side.
- Until I find the offers that deliver the most amount of patients.
- At the cheapest possible cost per lead.
- Then cancel non performing ads.
- And throw the entire Ad-Budget behind the top performing offers.

**List To Work With** (make combinations from these)

1. Teeth Cleaning
  2. Teeth Whitening
  3. Exam
  4. X-Rays
  5. \$10 OFF the initial Special Offer
  6. Teeth Whitening Kit
  7. Price Range between (\$33 - \$76)... or FREE
- 

## **SALES COPY FORMULA**

**Call out your customer**  
(pain/location/desire)

**Who Am I?**

**What awesome thing do i have?**

**Be attractive**  
(honest/entertaining/human)

**Scarcity**

**Where can you get it?**

Hey Phoenix 📧

I'm Dr Smith and I am doing something CRAZY to promote our Dental Office!

We are giving away 50 vouchers for a Teeth Whitening PLUS X-Rays! For ONLY \$69... (SAVE 87%)... \$556 Value 🤩

We only have 18 spots left out of the 50 available 📅

Get one NOW 📄 <http://www.hollywoodsmilepros.com>



# Summary of Facebook Offers Created

(Based off market research)

| OFFER #                  | Description of Offer                             | Value Amount | Sales Amount | % Disc | BONUS Included on ThankYou Page | C  |
|--------------------------|--------------------------------------------------|--------------|--------------|--------|---------------------------------|----|
| <b>FREE OFFERS</b>       |                                                  |              |              |        |                                 |    |
| Offer 1                  | Free Teeth Cleaning Offer                        | \$299        | \$0          | 100%   | Free Exam                       | Si |
| Offer 2                  | Free Teeth Cleaning Offer                        | \$299        | \$0          | 100%   | Free X-Rays                     | Si |
| Offer 3                  | Free Teeth Whitening Offer                       | \$499        | \$0          | 100%   | Free Exam                       | Si |
| Offer 4                  | Free Teeth Whitening Offer                       | \$499        | \$0          | 100%   | Free X-Rays                     | Si |
| Offer 5                  | Free Teeth Cleaning + Exam Offer                 | \$299        | \$0          | 100%   | Free X-Rays                     | M  |
| Offer 6                  | Free Teeth Cleaning + Exam Offer                 | \$299        | \$0          | 100%   | Teeth Whitening Kit             | M  |
| Offer 7                  | Free Teeth Whitening + Exam Offer                | \$499        | \$0          | 100%   | Free X-Rays                     | M  |
| Offer 8                  | Free Teeth Whitening + Exam Offer                | \$499        | \$0          | 100%   | Teeth Whitening Kit             | M  |
| <b>DISCOUNTED OFFERS</b> |                                                  |              |              |        |                                 |    |
| Offer 9                  | Discounted Teeth Cleaning Offer                  | \$295        | \$35         | 88%    | Free Exam                       | Si |
| Offer 10                 | Discounted Teeth Cleaning Offer                  | \$295        | \$35         | 88%    | Free X-Rays                     | Si |
| Offer 11                 | Discounted Teeth Whitening Offer                 | \$556        | \$69         | 87%    | Free Exam                       | Si |
| Offer 12                 | Discounted Teeth Whitening Offer                 | \$556        | \$69         | 87%    | Free X-Rays                     | Si |
| Offer 13                 | Discounted Teeth Cleaning + X-Rays Offer         | \$400        | \$49         | 87%    | Free Exam                       | M  |
| Offer 14                 | Discounted Teeth Cleaning + X-Rays Offer         | \$400        | \$49         | 87%    | \$10 OFF Special                | M  |
| Offer 15                 | Discounted Teeth Whitening + X-Rays Offer        | \$593        | \$53         | 90%    | Free Exam                       | M  |
| Offer 16                 | Discounted Teeth Whitening + X-Rays Offer        | \$593        | \$53         | 90%    | \$10 OFF Special                | M  |
| Offer 17                 | Discounted Teeth Cleaning + X-Rays + Exam Offer  | \$556        | \$69         | 87%    | Teeth Whitening                 | Fu |
| Offer 18                 | Discounted Teeth Cleaning + X-Rays + Exam Offer  | \$556        | \$69         | 87%    | \$10 OFF Special                | Fu |
| Offer 19                 | Discounted Teeth Whitening + X-Rays + Exam Offer | \$750        | \$91         | 87%    | Teeth Cleaning                  | Fu |
| Offer 20                 | Discounted Teeth Whitening + X-Rays + Exam Offer | \$750        | \$91         | 87%    | \$10 OFF Special                | Fu |

Any one of these Special Offers should work and bring in a flood of new patients into your practice... as per market research.

You can choose to run a discounted offer, or even a free offer.

We then take that offer and create a Facebook Advert, like examples below.

And run that advert to targeted people in your area and flood your practice with new patients.

---

## **COLLECTION OF 20 OFFERS YOU CAN RUN TODAY!**

[illegible]

## FREE SPECIAL OFFER EXAMPLES

### **FREE TEETH CLEANING OFFERS**

BONUS = Free Exam or X-Rays

#### **OFFER 1: Free Teeth Cleaning (BONUS = Free Exam)**

**Main Offer:** Teeth Cleaning.. ~~Was \$299~~, Now FREE (Save 100%)

**Thank You Page Offer:** Free Exam if you schedule with office in next 5 minutes

#### News Feed (PC display)

 **Hollywood Smile Pros**  
Sponsored

Like Page

Hey Phoenix 🚀🚀

I'm Dr xxxx and I am doing something CRAZY to promote our Dental Office!

We are giving away 50 vouchers for a FREE Teeth Cleaning 😊  
We only have 18 out of the 50 spots left 🕒 (first come first serve)  
Claim your free spot here ▶▶▶  
<http://www.hollywoodsmilepros.com>



**Hey Phoenix! Get Your Teeth Cleaned for FREE! (\$299 Value)... SAVE 100%**

We are giving away 50 vouchers for a FREE Teeth Cleaning (\$399 VALUE) Claim your spot and get your voucher by clicking the link (Only 18 spots left) ▶▶▶  
<http://www.hollywoodsmilepros.com>

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 20

562 Comments 311 Shares

 Like  Comment  Share

#### Mobile (display)

 **Hollywood Smile Pros**  
Sponsored

Like Page

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**Hey Phoenix! Get Your Teeth Cleaned for FREE!...**

HOLLYWOODSMILEPROS.COM

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562 Comments 311 Shares

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## OFFER 2: Free Teeth Cleaning (BONUS = Free X-Rays)

**Main Offer:** Teeth Cleaning.. ~~Was \$299~~, Now FREE (Save 100%)

**Thank You Page Offer:** Free Exam if you schedule with office in next 5 minutes

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**Hey Phoenix! Get Your Teeth Cleaned for FREE!...**

[HOLLYWOODSMILEPROS.COM](http://www.hollywoodsmilepros.com)

Learn More

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562 Comments 311 Shares

 Like  Comment  Share

## FREE TEETH WHITENING OFFERS

BONUS = Free Exam or X-Rays

### OFFER 3: Free Teeth Whitening (BONUS = Free Exam)

**Main Offer:** Teeth Whitening.. ~~Was \$499~~, Now FREE (Save 100%)

**Thank You Page Offer:** Free Exam if you schedule with office in next 5 minutes

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I'm Dr xxxx and I am doing something CRAZY to promote our Dental Office!

We are giving away 50 vouchers for a FREE Teeth Whitening 😊  
We only have 18 out of the 50 spots left 🕒 (first come first serve)  
Claim your free spot here ▶▶▶  
<http://www.hollywoodsmilepros.com>



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## FREE TEETH CLEANING + EXAM OFFERS

BONUS = Free X-Rays or Teeth Whitening Kit

### OFFER 5: Free Teeth Cleaning + Exam (BONUS = Free X-Rays)

**Main Offer:** Teeth Cleaning + Exam... ~~Was \$399~~, Now FREE (Save 100%)

**Thank You Page Offer:** Free X-Rays if you schedule with office in next 5 minutes

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We only have 18 out of the 50 spots left 🕒 (first come first serve)  
Claim your free spot here ▶▶▶  
<http://www.hollywoodsmilepros.com>



**Hey Phoenix! Get Your Teeth Cleaned + Exam for FREE! (\$499 Value)... SAVE 100%**  
We are giving away 50 vouchers for a FREE Teeth Cleaning + Exam (\$499 VALUE)  
Claim your spot and get your voucher by clicking the link (Only 18 spots left) ▶▶▶  
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We only have 18 out of the 50 spots left 🕒 (first come first serve)  
Claim your free spot here ▶▶▶  
<http://www.hollywoodsmilepros.com>



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## OFFER 6: Free Teeth Cleaning + Exam (BONUS = Teeth Whitening Kit)

**Main Offer:** Teeth Cleaning + Exam.. ~~Was \$399~~, Now FREE (Save 100%)

**Thank You Page Offer:** Free Teeth Whitening Kit, if you schedule with office in next 5 minutes

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We are giving away 50 vouchers for a FREE Teeth Cleaning + Exam 😊  
We only have 18 out of the 50 spots left 🚫 (first come first serve)  
Claim your free spot here ➡️➡️  
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**Hey Phoenix! Get Your Teeth Cleaned + Exam for FREE! (\$499 Value)... SAVE 100%**  
We are giving away 50 vouchers for a FREE Teeth Cleaning + Exam (\$499 VALUE)  
Claim your spot and get your voucher by clicking the link (Only 18 spots left) ➡️➡️  
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## **FREE TEETH WHITENING + EXAM OFFERS**

BONUS = Free X-Rays or Teeth Whitening Kit

### **OFFER 7: Free Teeth Whitening + Exam** (BONUS = Free X-Rays)

**Main Offer:** Teeth Whitening + Exam.. ~~Was \$499~~, Now FREE (Save 100%)

**Thank You Page Offer:** Free X-Rays if you schedule with office in next 5 Minutes

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We are giving away 50 vouchers for a FREE Teeth Whitening + Exam 😎

We only have 18 out of the 50 spots left 🚫 (first come first serve)

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**Hey Phoenix! Get Your Teeth Whitening + Exam for FREE! (\$499 Value)... SAVE 100%**

We are giving away 50 vouchers for a Teeth Whitening + Exam for FREE... Only 50 vouchers available!... Get One NOW by clicking the link.

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We are giving away 50 vouchers for a FREE Teeth Whitening + Exam 😎

We only have 18 out of the 50 spots left 🚫 (first come first serve)

Claim your free spot here ➡️ ➡️

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## OFFER 8: Free Teeth Whitening + Exam (BONUS = Teeth Whitening Kit)

**Main Offer:** Teeth Whitening + Exam.. Was \$399, Now FREE (Save 100%)

**Thank You Page Offer:** Free Teeth Whitening Kit, if you schedule with office in next 5 minutes

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SCHEDULE YOUR APPOINTMENT WITH OUR OFFICE AND WE WILL ADD **FREE TEETH-WHITENING KIT!**

**Hey Phoenix! Get Your Teeth Whitening + Exam for FREE! (\$499 Value)... SAVE 100%**

We are giving away 50 vouchers for a Teeth Whitening + Exam for FREE... Only 50 vouchers available!... Get One NOW by clicking the link.

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We only have 18 out of the 50 spots left 🚫 (first come first serve)

Claim your free spot here ➡➡

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SCHEDULE YOUR APPOINTMENT WITH OUR OFFICE AND WE WILL ADD **FREE TEETH-WHITENING KIT!**

**Hey Phoenix! Get Your Teeth Whitening + Exam for FREE!...**

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## DISCOUNTED SPECIAL OFFER EXAMPLES

### **DISCOUNTED TEETH CLEANING OFFERS**

BONUS = Free Exam or X-Rays

#### **OFFER 9: Teeth Cleaning (BONUS = Free Exam)**

**Main Offer:** Teeth Cleaning.. ~~Was \$295~~, Now Only \$35 (Save 88%)

**Thank You Page Offer:** Free Exam if you schedule with office in next 5 minutes

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We are giving away 50 vouchers for a Teeth Cleaning for ONLY \$35... (SAVE 88%)... \$295 Value 😊  
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**Hey Phoenix! Get Your Teeth Cleaned For Only \$35 (SAVE 88%)... \$295 Value**

We are giving away 50 vouchers for a Teeth Cleaning for ONLY \$35... Claim your spot and get your voucher by clicking the link (Only 18 spots left) ➡️ ➡️ <http://www.hollywoodsmilepros.com>

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We only have 18 out of the 50 spots left 🚨  
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**Hey Phoenix! Get Your Teeth Cleaned For Only \$35 (SAVE...)**

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## OFFER 10: Teeth Cleaning (BONUS = Free X-Rays)

**Main Offer:** Teeth Cleaning.. ~~Was \$295~~, Now Only \$35 (Save 88%)

**Thank You Page Offer:** Free X-Rays if you schedule with office in next 5 minutes.

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## DISCOUNTED TEETH WHITENING OFFERS

BONUS = Free Exam or X-Rays

### OFFER 11: Teeth Whitening (BONUS = Free Exam)

**Main Offer:** Teeth Whitening.. Was \$556, Now Only \$69 (Save 87%)

**Thank You Page Offer:** Free Exam if you schedule with office in next 5 minutes

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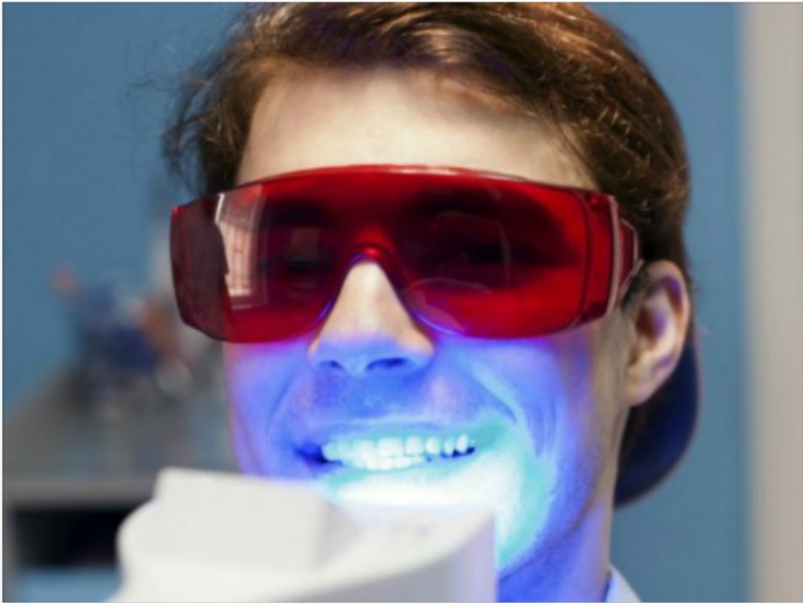
Hey Phoenix 🚀🚀

I'm Dr xxxx and I am doing something CRAZY to promote our Dental Office!

We are giving away 50 vouchers for a Teeth Whitening for ONLY \$69... (SAVE 87%)... \$556 Value 😊

We only have 18 out of the 50 spots left 🚨

Claim your spot here ➡➡ <http://www.hollywoodsmilepros.com>



**Hey Phoenix! Get Your Teeth Whitening For Only \$69 (SAVE 87%)... \$556 Value**

We are giving away 50 vouchers for a Teeth Whitening for ONLY \$69... Claim your spot and get your voucher by clicking the link (Only 18 spots left) ➡➡ <http://www.hollywoodsmilepros.com>

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We are giving away 50 vouchers for a Teeth Whitening for ONLY \$69... (SAVE 87%)... \$556 Value 😊

We only have 18 out of the 50 spots left 🚨

Claim your spot here ➡➡ <http://www.hollywoodsmilepros.com>



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## OFFER 12: Teeth Whitening (BONUS = Free X-Rays)

**Main Offer:** Teeth Whitening.. Was \$556, Now Only \$69 (Save 87%)

**Thank You Page Offer:** Free X-Rays if you schedule with office in next 5 minutes.

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We are giving away 50 vouchers for a Teeth Whitening for ONLY \$69... (SAVE 87%)... \$556 Value 😎  
We only have 18 out of the 50 spots left 🕒  
Claim your spot here ➡➡ <http://www.hollywoodsmilepros.com>



**Hey Phoenix! Get Your Teeth Whitening For Only \$69 (SAVE 87%)... \$556 Value**

We are giving away 50 vouchers for a Teeth Whitening for ONLY \$69... Claim your spot and get your voucher by clicking the link (Only 18 spots left) ➡➡ <http://www.hollywoodsmilepros.com>

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We are giving away 50 vouchers for a Teeth Whitening for ONLY \$69... (SAVE 87%)... \$556 Value 😎  
We only have 18 out of the 50 spots left 🕒  
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## DISCOUNTED TEETH CLEANING + X-RAYS OFFERS

BONUS = Free Exam or \$10 OFF

### OFFER 13: Teeth Cleaning + X-Rays (BONUS = Free Exam)

**Main Offer:** Teeth Cleaning + X-Rays.. .. Was \$400, Now Only \$49 (Save 87%)

**Thank You Page Offer:** Free Exam, if you schedule with office in next 5 minutes

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I'm Dr xxxx and I am doing something CRAZY to promote our Dental Office!

We are giving away 50 vouchers for a Teeth Cleaning, plus X-Rays for ONLY \$49... (SAVE 87%)... \$400 Value 😊  
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## OFFER 14: Teeth Cleaning + X-Rays (BONUS = \$10 OFF)

**Main Offer:** Teeth Cleaning + X-Rays... ~~Was \$400~~, Now Only \$49 (Save 87%)

**Thank You Page Offer:** Get an Addition \$10 off on Special... ~~Was \$49~~, Now Only \$39 if you schedule with office in next 5 minutes.

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We are giving away 50 vouchers for a Teeth Cleaning, plus X-Rays for ONLY \$49... (SAVE 87%)... \$400 Value 😎  
We only have 18 out of the 50 spots left 🚫  
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We are giving away 50 vouchers for a Teeth Cleaning, plus X-Rays for ONLY \$49...  
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We are giving away 50 vouchers for a Teeth Cleaning, plus X-Rays for ONLY \$49... (SAVE 87%)... \$400 Value 😎  
We only have 18 out of the 50 spots left 🚫  
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## DISCOUNTED TEETH WHITENING + X-RAYS OFFERS

BONUS = Free Exam or \$10 OFF

### OFFER 15: Teeth Whitening + X-Rays (BONUS = Free Exam)

**Main Offer:** Teeth Whitening + X-Rays ~~Was \$593~~, Now Only \$53 (90% Discount)

**Thank You Page Offer:** Free Exam, if you schedule with office in next 5 minutes

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I'm Dr xxxx and I am doing something CRAZY to promote our Dental Office!

We are giving away 50 vouchers for a Teeth Whitening + X-Rays for ONLY \$53... (SAVE 90%)... \$593 Value 😎  
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**Hey Phoenix! Get Your Teeth Whitening + X-Rays For Only \$53 (SAVE 90%)... \$593 Value**

We are giving away 50 vouchers for a Teeth Whitening, plus X-Rays for ONLY \$53... Claim your spot and get your voucher by clicking the link (Only 18 spots left)  
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I'm Dr xxxx and I am doing something CRAZY to promote our Dental Office!

We are giving away 50 vouchers for a Teeth Whitening + X-Rays for ONLY \$53... (SAVE 90%)... \$593 Value 😎  
We only have 18 out of the 50 spots left 🚫  
Claim your spot here ➡️ ➡️  
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## OFFER 16: Teeth Whitening + X-Rays (BONUS = \$10 OFF)

**Main Offer:** Teeth Whitening + X-Rays ~~Was \$593~~, Now Only \$53 (90% Discount)

**Thank You Page Offer:** Extra \$10 off on Special... ~~Was \$53~~, Now Only \$43 if you schedule with office in next 5 minutes.

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## DISCOUNTED TEETH

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We are giving away 50 vouchers for a Teeth Whitening + X-Rays for ONLY \$53... (SAVE 90%)... \$593 Value 😎  
We only have 18 out of the 50 spots left 🚨  
Claim your spot here ➡➡ <http://www.hollywoodsmilepros.com>



**Hey Phoenix! Get Your Teeth Whitening + X-Rays For Only \$53 (SAVE 90%)... \$593 Value**

We are giving away 50 vouchers for a Teeth Whitening, plus X-Rays for ONLY \$53... Claim your spot and get your voucher by clicking the link (Only 18 spots left) ➡➡ <http://www.hollywoodsmilepros.com>

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## CLEANING + X-RAYS + EXAM OFFERS

BONUS = Free Teeth Whitening or \$10 OFF

### OFFER 17: Teeth Cleaning + X-Rays + Exam (BONUS = Teeth Whitening)

**Main Offer:** Teeth Cleaning + X-Rays + Exam... ~~Was \$556~~, Now Only \$69, (87 % Discount)

**Thank You Page Offer:** Free Teeth Whitening, if you schedule with office in next 5 minutes

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We are giving away 50 vouchers for a Teeth Cleaning, plus X-Rays, plus Exam for ONLY \$69... (SAVE 87%)... \$556 Value 😊  
We only have 18 out of the 50 spots left 🕒  
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**Hey Phoenix! Get Your Teeth Cleaning + X-Rays + Exam For Only \$69 (SAVE 87%)... \$556 Value**

We are giving away 50 vouchers for a Teeth Cleaning, plus X-Rays, plus Exam for ONLY \$69... Claim your spot and get your voucher by clicking the link (Only 18 spots left) ➡➡ <http://www.hollywoodsmilepros.com>

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## OFFER 18: Teeth Cleaning + X-Rays + Exam (BONUS = \$10 OFF)

**Main Offer:** Teeth Cleaning + X-Rays + Exam... ~~Was \$556~~, Now Only \$69, (87 % Discount)

**Thank You Page Offer:** Extra \$10 off on Special... ~~Was \$69~~, Now Only \$59 if you schedule with office in next 5 minutes.

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We only have 18 out of the 50 spots left 🚫  
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We are giving away 50 vouchers for a Teeth Cleaning, plus X-Rays, plus Exam for ONLY \$69... Claim your spot and get your voucher by clicking the link (Only 18 spots left) ➡➡ <http://www.hollywoodsmilepros.com>

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We only have 18 out of the 50 spots left 🚫  
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## **DISCOUNTED TEETH WHITENING + X-RAYS + EXAM OFFERS**

BONUS = Free Teeth Cleaning or \$10 OFF

### **OFFER 19: Teeth Whitening + X-Rays + Exam (BONUS = Teeth Cleaning)**

**Main Offer:** Teeth Whitening + X-Rays + Exam... ~~Was \$750~~, Now Only \$91  
(87% Discount)

**Thank You Page Offer:** Free Teeth Cleaning, if you schedule with office in next 5 minutes

#### News Feed (PC display)

 **Hollywood Smile Pros**  
Sponsored

Like Page

Hey Phoenix 🚀🚀

I'm Dr xxxx and I am doing something CRAZY to promote our Dental Office!

We are giving away 50 vouchers for a Teeth Whitening + X-Rays + Exam for ONLY \$91... (SAVE 87%)... \$750 Value 😊  
We only have 18 out of the 50 spots left 🚨  
Claim your spot here ➡➡ <http://www.hollywoodsmilepros.com>



**Hey Phoenix! Get Your Teeth Whitening + X-Rays + Exam For Only \$91 (SAVE 97%)... \$750 Value**

e are giving away 50 vouchers for a Teeth Whitening, plus X-Rays, plus Exam for ONLY \$91... Claim your spot and get your voucher by clicking the link (Only 18 spots left) ➡➡ <http://www.hollywoodsmilepros.com>

HOLLYWOODSMILEPROS.COM Sign Up

 20 562 Comments 311 Shares

Like Comment Share

#### Mobile feed (display)

 **Hollywood Smile Pros**  
Sponsored

Like Page

Hey Phoenix 🚀🚀

I'm Dr xxxx and I am doing something CRAZY to promote our Dental Office!

We are giving away 50 vouchers for a Teeth Whitening + X-Rays + Exam for ONLY \$91... (SAVE 87%)... \$750 Value 😊  
We only have 18 out of the 50 spots left 🚨  
Claim your spot here ➡➡ <http://www.hollywoodsmilepros.com>



**Hey Phoenix! Get Your Teeth Whitening + X-Rays + Exam...**

HOLLYWOODSMILEPROS.COM Sign Up

 20 562 Comments 311 Shares

Like Comment Share

## OFFER 20: Teeth Whitening + X-Rays + Exam (BONUS = \$10 OFF)

**Main Offer:** Teeth Whitening + X-Rays + Exam... ~~Was \$750~~, Now Only \$91  
(87% Discount)

**Thank You Page Offer:** Extra \$10 off on Special... ~~Was \$91~~, Now Only \$81 if you  
schedule with office in next 5 minutes.

### News Feed (PC display)

 **Hollywood Smile Pros**  
Sponsored

Hey Phoenix 🚀🚀

I'm Dr xxxx and I am doing something CRAZY to promote our Dental Office!

We are giving away 50 vouchers for a Teeth Whitening + X-Rays + Exam for ONLY \$91... (SAVE 87%)... \$750 Value 😎  
We only have 18 out of the 50 spots left 🕒  
Claim your spot here ➡️ ➡️  
<http://www.hollywoodsmilepros.com>



**Hey Phoenix! Get Your Teeth Whitening + X-Rays + Exam...**  
HOLLYWOODSMILEPROS.COM

Sign Up

   20

562 Comments 311 Shares

 Like  Comment  Share

### Mobile feed (display)

 **Hollywood Smile Pros**  
Sponsored

Like Page

Hey Phoenix 🚀🚀

I'm Dr xxxx and I am doing something CRAZY to promote our Dental Office!

We are giving away 50 vouchers for a Teeth Whitening + X-Rays + Exam for ONLY \$91... (SAVE 87%)... \$750 Value 😎  
We only have 18 out of the 50 spots left 🕒  
Claim your spot here ➡️ ➡️ <http://www.hollywoodsmilepros.com>



**Hey Phoenix! Get Your Teeth Whitening + X-Rays + Exam For Only \$91 (SAVE 97%)... \$750 Value**

we are giving away 50 vouchers for a Teeth Whitening, plus X-Rays, plus Exam for ONLY \$91... Claim your spot and get your voucher by clicking the link (Only 18 spots left) ➡️ ➡️ <http://www.hollywoodsmilepros.com>

HOLLYWOODSMILEPROS.COM

Sign Up

   20

562 Comments 311 Shares

 Like  Comment  Share

## **ADDITIONAL OFFERS YOU CAN RUN**

### **OFFER 21: Dental Implants Consultation**

(BONUS= Free X-Rays or Gift)

**Main Offer:** Dental Implant Consultation, ~~Was \$593~~ (100% Discount)

**Thank You Page Offer:** Free X-Ray/Gift, if you schedule in next 5 minutes.

**Hollywood Smile Pros**  
Sponsored · 🌐

Want to know how our patients are getting rid of their dentures?

Our patients have discovered the secret to feeling great again with dental implants.

Now they can eat, laugh, and smile with confidence.

Dental implants are the most comfortable, permanent and natural looking way to fix missing teeth. Getting dental implants also:

- ➡ Restores your smile
- ➡ Increases self-esteem
- ➡ Functions just like a natural tooth

Click [HERE](#) to schedule a FREE Implant consultation to discuss what's possible. > > >  
👉👉 <http://www.hollywoodsmilepros.com/>

Have questions or want to book a consultation this week? The next step is to give us a call at [PHONE].

We are located in [CITY OR AREA OF TOWN] at [ADDRESS].



[HOLLYWOODSMILEPROS.COM](http://www.hollywoodsmilepros.com)  
**Are Dental Implants A Good Option?... BOOK NOW!**

LEARN MORE

**OFFER 22: Invisalign Exam** (BONUS = Free X-Rays or Gift)

**Main Offer:** Invisalign Free Exam, ~~Was \$593~~ (100% Discount)

**Thank You Page Offer:** Free X-Ray/Gift, if you schedule in next 5 minutes.

**Hollywood Smile Pros**  
Sponsored · 🌐

Hey [Name of City]!

Want to hear how our patients are straightening their teeth and transforming their smiles while avoiding traditional metal braces?

(Name of Practice) offers the latest technology of Invisalign Clear Braces, the ultimate alternative to conventional braces!

Invisalign:

- Clear, natural and attractive
- As if you're not wearing braces
- Removable so much easier to clean
- Minimal Maintenance
- More comfortable than metal braces

Is Invisalign a Good Option? The first step is to schedule a FREE consultation to discuss what's possible. 👍👍 [INSERT LINK]

Have questions or want to book a consultation this week? The next step is to give us a call at [PHONE].

We are located in [CITY OR AREA OF TOWN] at [ADDRESS].



HOLLYWOODSMILEPROS.COM  
**Is Invisalign A Good Option?**  
Schedule a FREE Consultation!

BOOK NOW

**OFFER 23: Cosmetic Dentistry Exam** (BONUS = Free X-Rays or Gift)

**Main Offer:** Cosmetic Dentistry Free Exam, ~~Was \$599~~ (100% Discount)

**Thank You Page Offer:** Free X-Ray/Gift, if you schedule in next 5 minutes.

**Hollywood Smile Pros**  
Sponsored · 🌐

Hey [NAME OF CITY]!

Want to learn how our patients are transforming their smiles with cosmetic dentistry?

Here is what Cosmetic Dentistry can fix:

- Discoloration
- Uneven and chipped teeth
- Crooked or crowded teeth
- Missing or broken teeth

Is Cosmetic Dentistry a Good Option? The first step is to schedule a FREE smile consultation to discuss what's possible. 🙌🙌 [insert link]

Have questions or want to book a consultation this week? The next step is to give us a call at [PHONE].

We are located in [CITY OR AREA OF TOWN] at [ADDRESS].



**Is Cosmetic Dentistry An Option?**

HOLLYWOODSMILEPROS.COM

**Is Cosmetic Dentistry a Good Option?**

BOOK NOW

## **OFFER 24: Pre-Wedding Smile Consultation**

(BONUS: Free X-Rays or Teeth Whitening Kit)

**Main Offer:** FREE Pre-Wedding SMILE Evaluation, ~~Was \$593~~ (100% Discount)

**Thank You Page Offer:** Free X-Rays or Teeth Whitening Kit, if you schedule now.

**Hollywood Smile Pros**  
Sponsored · 

Attention (City) Ladies!

Do you have a big day planned and want to look extra special for it with a big sparkling smile?  


Book a free Pre-Wedding Smile consultation at our dental practice in [NAME OF CITY] today to find out what we can do for you!

Here is what Cosmetic Dentistry can fix:

- ➡ Discoloration
- ➡ Uneven and chipped teeth
- ➡ Crooked or crowded teeth
- ➡ Missing or broken teeth

Have questions or want to book a consultation this week? The next step is to schedule an appointment here. 🙌🙌 [INSERT LINK] or give us a call at [PHONE].

We are located in [CITY OR AREA OF TOWN] at [ADDRESS].



[HTTP://WWW.HOLLYWOODSMILEP...](http://www.hollywoodsmilepros.com)  
**FREE Pre-Wedding SMILE Evaluation★★★★★**

BOOK NOW

## **OFFER 25: Orthodontics (Braces) Consultation**

(BONUS = Free X-Rays or Gift)

**Main Offer:** Orthodontics FREE Evaluation, ~~Was \$593~~ (100% Discount)

**Thank You Page Offer:** Free X-Ray/Gift, if you schedule in next 5 minutes.

**Hollywood Smile Pros**  
Sponsored · 🌐

...

[NAME OF CITY] Want to hear how our patients are straightening their teeth and transforming their smiles?

This week we are offering FREE consultations to discuss what's possible.

We also offer 24 months interest-free financing and affordable long-term payment plans to cover the rest of the treatment costs.

Now you can get Braces for as low as \$[ENTER AMOUNT]/month with zero-interest!

Have questions or want to book a consultation this week? The next step is to schedule an appointment here. 🙌🙌 [INSERT LINK] or give us a call at [PHONE].



[HTTP://WWW.HOLLYWOODSMILEP...](http://www.hollywoodsmilepros.com)  
**Are Braces a Good Option★★★★★**

BOOK NOW

## **OFFER 26: Six Month Smiles Exam (Clear Braces)**

(BONUS = Free X-Rays or Gift)

**Main Offer:** Clear Braces Free Exam, ~~Was \$593~~ (100% Discount)

**Thank You Page Offer:** Free X-Ray/Gift, if you schedule in next 5 minutes.

**Hollywood Smile Pros**  
Sponsored · 🌐

Hey [NAME OF CITY]!

Considering straightening your teeth and transforming your smile but want to avoid wearing traditional metal braces for 1 to 3 years?

(NAME OF PRACTICE) offers the latest technology of Braces, Six Month Smiles®.

They are clear braces with tooth-colored wires and can gently and discreetly straighten teeth in as short as 6 months!

Click the link to learn more and schedule a complimentary consultation [INSERT LINK] or give us a call at [PHONE].

We are located in [CITY OR AREA OF TOWN] at [ADDRESS].

Apply for a  
**FREE**  
6 Month Smiles®  
Consultation



HOLLYWOODSMILEPROS.COM  
**Is Six Month Smiles® a Good Option★★★★★**

BOOK NOW

**OFFER 27: Pediatric Dentistry** (BONUS = Free X-Rays or Gift)

**Main Offer:** Pediatric Free Exam, ~~Was \$593~~ (100% Discount)

**Thank You Page Offer:** Free X-Rays/Toy, if you schedule in next 5 minutes.

**Hollywood Smile Pros**  
Sponsored · 

Hey [NAME OF CITY]!

Looking for a local dentist for the little ones?

We are known as the #1 place for kids due to our fun and relaxing environment.

They even get to go to the TOY BOX first!

We'll make sure our patients have a positive experience at the dentist and get the best and most comfortable treatment to ensure they have healthy teeth as they continue to grow.

Have questions or want to book a consultation this week?

The next step is to schedule an appointment here. 🙌🙌 [INSERT LINK] or give us a call at [PHONE].

We are located in [CITY OR AREA OF TOWN] at [ADDRESS].



The Best Place for Kids

HOLLYWOODSMILEPROS.COM  
[NAME OF PRACTICE]  
★★★★★

BOOK NOW

**OFFER 28: Periodontics Exam (Gum Health & Gum Disease)**  
(BONUS = Free X-Rays or Gift)

**Main Offer:** Periodontics Free Exam, ~~Was \$593~~ (100% Discount)

**Thank You Page Offer:** Free X-Ray/Gift, if you schedule in next 5 minutes.

**Hollywood Smile Pros**  
Sponsored · 🌐

Hey [NAME OF CITY], want to hear how our patients are keeping their gums happy?

47.2% of adults in the U.S. have some kind of gum disease.

Signs include:

- ➡ Easily bleeding gums when brushing or flossing
- ➡ Swollen, bright red gums
- ➡ Unpleasant breath
- ➡ Loose or separating teeth

Hi I'm [DR. NAME], owner of [NAME OF PRACTICE] and I have [ENTER NUMBER] years experience in the prevention, diagnosis, and treatment of gum disease.

If there are concerns about gum disease, contact us or schedule an appointment with our ★★★★★ dental practice today! [PHONE].

We are located in [CITY OR AREA OF TOWN] at [ADDRESS].



[HOLLYWOODSMILEPROS.COM](https://hollywoodsmilepros.com)  
**Is Gum Treatment a Good Option?**

BOOK NOW

**OFFER 29: Oral Surgery Exam** (BONUS = Free X-Rays or Gift)

**Main Offer:** Oral Surgery Free Exam, ~~Was \$599~~ (100% Discount)

**Thank You Page Offer:** Free X-Ray/Gift, if you schedule in next 5 minutes.

**Hollywood Smile Pros**  
Sponsored · 🌐

Hey (City)

Should adult wisdom teeth be removed?

Many adults wait far too long to have their wisdom teeth removed. This can make the process more difficult and the surgery and recovery process harder, especially if there is an infection.

There might also be complications as the wisdom teeth grow in, including shifting and crowding of the rest of the teeth, pain, infection and increased risk for tooth decay and gum disease and tooth loss.

Wisdom teeth are much easier to remove and the recovery is less painful if they are removed BEFORE there's a problem.

Have questions or want to book a consultation this week?

The next step is to schedule an appointment here. 🙌🙌 [INSERT LINK] or give us a call at [PHONE].

We are located in [CITY OR AREA OF TOWN] at [ADDRESS].



**EMERGENCY  
APPOINTMENTS**

HOLLYWOODSMILEPROS.COM  
**Adult Wisdom Teeth Facts**  
Many adults wait far too long to hav...

BOOK NOW

**OFFER 30: Meet the Dentist** (BONUS = Free X-Rays or Gift)

**Main Offer:** Meet the Dentist Free Exam, ~~Was \$593~~ (100% Discount)

**Thank You Page Offer:** Free X-Ray/Gift, if you schedule in next 5 minutes.

**Hollywood Smile Pros**  
Sponsored · 🌐

Hey (City)

Come check out [NAME OF PRACTICE], one of [NAME OF STATE]'s top dental offices and we're right here in [NAME OF CITY]!

Come See why [DR. NAME] is more than a regular dentist...

We focus on long-term relationships and our patients appreciate the time taken to LISTEN and give them PEACE OF MIND.

Have questions or want to book a consultation this week?

The first step is to schedule an appointment to discuss what's possible. 🙌🙌 [INSERT LINK] or give us a call at [PHONE].

We are located in at [ADDRESS].



[HOLLYWOODSMILEPROS.COM](https://hollywoodsmilepros.com)  
**Meet [DR. NAME], one of [NAME OF CITY]'s top Dentists**

BOOK NOW

**OFFER 31: Sweepstakes/Contest/Raffle/Competition**  
(BONUS = Free X-Rays or Gift)

**Main Offer:** Sweepstakes/Contest/Raffle/Competition

**Thank You Page Offer:** Free X-Ray/Gift, if you schedule in next 5 minutes.

**Hollywood Smile Pros**  
Sponsored · 🌐

...

"Hey (City)!

[NAME OF PRACTICE] is running a raffle! Enter to win a FREE Teeth Whitening + X-Rays Package! (\$697 VALUE!)

Enter here to win. 🙌🙌 [INSERT LINK]

We will choose 1 local resident to win! And we'll choose 10 local residents to win 50% off a Teeth Whitening + X-Rays + Exam! 😊

So there's two different prizes you could potentially win!

Why are we doing this? Well for every entrant into our raffle we will be donating \$1 to the xyz charity.

We thought this would be a fun way to give back to the kids and have the community involved.

And if you're curious what kind of work we do, rest assured it's the best.

[NAME OF PRACTICE] has 36 Five star reviews on Yelp, serves 1300 local residents, has been in business since 2006, and offers state of the art equipment to ensure our patients receive the absolute best care.

Enter now to win. 🙌🙌 [INSERT LINK] or give us a call at [PHONE].

We are located at [ADDRESS].



HOLLYWOODSMILEPROS.COM  
**Enter to win a FREE Teeth Whitening + X-Rays Package**

APPLY NOW

## **OFFER 32: Dentures Consultation** (BONUS = Free X-Rays or Gift)

**Main Offer:** Dentures Free Exam, ~~Was \$593~~ (100% Discount)

**Thank You Page Offer:** Free X-Ray/Gift, if you schedule in next 5 minutes

**Hollywood Smile Pros**  
Sponsored · 🌐

Hey (city name)!

Considering dentures to help rebuild your smile?

Cosmetic benefits:  
Dentures supply back missing teeth to prevent further shifting of remaining teeth and support facial structure. Dentures can give your cheek and mouth its original definition, restore back your smile and promote a more youthful appearance.

Functional benefits:  
Dentures allow patients to maximize oral function, as well as better speech and better quality of communication.

Affordable price:  
Dentures remain to be the least costly solution for replacing missing teeth.

Have questions or want to book a consultation this week?

The next step is to schedule an appointment here. 🙌🙌 [INSERT LINK] or give us a call at [PHONE].

We are located in [CITY OR AREA OF TOWN] at [ADDRESS].



[HOLLYWOODSMILEPROS.COM](https://hollywoodsmilepros.com)  
**Are Dentures a Good Option★★★★★**

BOOK NOW

**OFFER 33: Endodontist Exam (Root Canal & Oral Pain)**  
(BONUS = Free X-Rays or Gift)

**Main Offer:** Root Canal Free Exam, ~~Was \$593~~ (100% Discount)

**Thank You Page Offer:** Free X-Ray/Gift, if you schedule in next 5 minutes

**Hollywood Smile Pros**  
Sponsored · 🌐

Hey (city name)!

Want to learn more about root canal treatment?

Signs you may need root canal therapy include:

- ➡ Prolonged tooth pain.
- ➡ Sensitivity to hot or cold temperatures.
- ➡ Discoloration of the tooth.
- ➡ Swelling and tenderness in nearby gums.

A root canal is a procedure to remove the inflamed or infected pulp from the inside of the tooth.

And performed by a specialist dentist known as an endodontist.

It is important to address the root canal as the infection can spread, causing health issues beyond your mouth.

Have questions or want to book a consultation as soon as possible?

The next step is to give us a call at [PHONE].

We are located in [CITY OR AREA OF TOWN] at [ADDRESS].



HOLLYWOODSMILEPROS.COM  
**Is Root Canal Treatment a Good Option?**

LEARN MORE

## **Ivan Notes: On Running FB Campaigns**

These examples are all combinations, very similar to the ads we took a look at and will work. Simply decide on one that you would like to run and let's implement a Facebook Ads Campaign for your practice.

You can also come up with your own combinations and decide on the price point you wish to use. As per the research popular price points are anywhere from \$33 -\$97. These prices are resonating within the market.

You can also decide on a Free Offer as per my examples, if you wish to bring in new patients even faster.

We will run your offer plus create variations of that offer, and run them side by side in Facebook and do a **Split Test** to see which ones convert the best at the lowest price.

Then we find the Winning Offer, we cancel the others and run with that winning advert and put the entire Ad Budget behind the winning offer.

When testing new offers you do not need to have a large budget. You can literally spend \$1,000 to split test adverts and audiences and Facebook will very quickly tell us which ones are going to work.

The adverts I have supplied are all you need to test with.

Once you have the adverts dialled in and running properly, they will deliver as many patients as you need.

We will then know the exact cost to bring in one patient.

And you can then decide how many new patients you want to bring in per month by increasing or decreasing your ad spend.

We can also get creative and test different offers you may have in mind.

We would love to set this up for you... If interested go ahead and schedule a free call with me to discuss how we can help.

---

## **WHAT TO DO NEXT:**

**PICK ONE:** Take a look at the offers and “PICK ONE OFFER” you would like us to implement for you.

**GOAL** – To bring in patients using a \$1,000 Ad Budget & deliver patients at the cheapest possible cost.

**MONEY BACK GUARANTEE** – I guarantee at a bare minimum to bring in patients to the value of what you spend with us... If not I will refund you the difference!

**BOOK A CALL:** Schedule a call with me by visiting my calendar booking page... *(Click the link below)*

[www.DentalLeadConsulting.com/Private-Consultations](http://www.DentalLeadConsulting.com/Private-Consultations)

---

### **Work Involved Running a Proper FB Ads Campaign**

1. Creating The Facebook Adverts.
2. Marketing Video.
3. Building out the Funnel Pages.
4. Setting up Email Reminders.
5. Creating the Re-targeting Facebook Ads.
6. Audience Research & targeting the correct audience
7. Split Testing different Ad-Variations.
8. Finding the winning Offers and running with them.

## **More Research: Groupon Examples**

From different cities... All the same!

### **Las Vegas Offers**

|    | Purchases | Groupon Offer Title                                                                           |
|----|-----------|-----------------------------------------------------------------------------------------------|
| 1  | 1000      | Exam, x-rays, and cleaning                                                                    |
| 2  | 1000      | Dental exam, cleaning, and x-rays                                                             |
| 3  | 920       | Organic Laser Teeth Whitening Session for One                                                 |
| 4  | 570       | Comprehensive Dental Exam, Cleaning, and X-rays                                               |
| 5  | 370       | Dental Checkup with Cleaning, X-Rays and Exam for One Person                                  |
| 6  | 210       | One 60-Minute Organic DaVinci Teeth Whitening Session                                         |
| 7  | 160       | Lucid Smile Teeth Whitening Kit and LED Mouth Tray + Shipping + Free Gel for Life Coupon Code |
| 8  | 130       | Cleaning, X-Ray with Exam                                                                     |
| 9  | 130       | 45-Minute LED Teeth Whitening                                                                 |
| 10 | 120       | One Dental Exam, X-Ray, Cleaning, and Whitening                                               |
| 11 | 110       | Dental Exam, X-Ray, and Cleaning for One                                                      |
| 12 | 70        | Full pediatric dental exam: exam, full-mouth x-rays, and a regular cleaning                   |
| 13 | 30        | \$1500 Value Towards Invisalign                                                               |

### **Houston Offers**

|   | Purchases | Groupon Offer Title                                                                                               |
|---|-----------|-------------------------------------------------------------------------------------------------------------------|
| 1 | 190       | Dental Exam, X-Ray, and Cleaning for One                                                                          |
| 2 | 140       | Dental Exam, Cleaning, and X-Rays                                                                                 |
| 3 | 70        | Dental Exam, Digital X-Rays and Cleaning                                                                          |
| 4 | 70        | Implant Package: \$1,300 towards Dental Implant Work, Two Teeth Cleanings, and One Zoom Teeth Whitening Treatment |
| 5 | 60        | Dental Exam, X-Ray, and Standard Cleaning                                                                         |
| 6 | 50        | Dental Comprehensive Exam with X-Rays and Prophylaxis Cleaning for One                                            |
| 7 | 50        | Cleaning, Exam, and X-Rays                                                                                        |
| 8 | 50        | Dental Cleaning and X-Rays with \$1,500 Value Toward One Dental Implant, Abutment, and Crown                      |

### **Orlando Offers**

|   | Purchases | Groupon Offer Title                                      |
|---|-----------|----------------------------------------------------------|
| 1 | 1000      | Exam, cleaning and X-rays                                |
| 2 | 540       | New patient exam, routine cleaning, and panoramic x-rays |
| 3 | 480       | Cleaning, X-rays, Exam                                   |
| 4 | 260       | One Dental Package                                       |
| 5 | 30        | X-Ray, Exam, and Prophy Cleaning                         |

### **Dallas Offers**

|   | Purchases | Groupon Offer Title                                                             |
|---|-----------|---------------------------------------------------------------------------------|
| 1 | 1000      | Dental Checkup with Cleaning, X-Rays, and Exam for One                          |
| 2 | 640       | Dental Checkup featuring Cleaning, X-Rays, and Exam for One Person              |
| 3 | 610       | New patient dental exam, cleaning, x-rays and 20% off any restorative treatment |
| 4 | 170       | One dental exam, one cleaning, and x-rays                                       |
| 5 | 150       | Dental Exam, X-Ray, Cleaning, and Whitening for One                             |
| 6 | 120       | Dental Exam, X-Ray, Cleaning, and Whitening for One                             |

## San Diego Offers

|    | Purchases | Groupon Offer Title                                                   |
|----|-----------|-----------------------------------------------------------------------|
| 1  | 1000      | Dental exam with x-rays and cleaning                                  |
| 2  | 490       | Teeth-whitening package                                               |
| 3  | 490       | One in-office teeth whitening treatment                               |
| 4  | 440       | One New Patient Dental Exam with Cleaning and X-Rays                  |
| 5  | 340       | Complete Invisalign                                                   |
| 6  | 310       | One dental exam and cleaning with x-rays                              |
| 7  | 290       | 45-Minute In-Office Teeth-Whitening Session with Home Maintenance Kit |
| 8  | 230       | Dental Exam, X-Rays and Cleaning                                      |
| 9  | 180       | One Exam, X-Rays, and Cleaning                                        |
| 10 | 100       | Dental Exam, Cleaning, and X-Rays                                     |
| 11 | 80        | Dental Exam, X-Rays, and Basic Cleaning                               |
| 12 | 70        | Dental exam, x-ray, and cleaning                                      |

## Tampa-Bay Area Offers

|   | Purchases | Groupon Offer Title                                                                      |
|---|-----------|------------------------------------------------------------------------------------------|
| 1 | 1000      | Dental checkup including cleaning, X-Ray and exam                                        |
| 2 | 1000      | New Patient Complete Examination and X-Rays, including Panorex, and a Cleaning           |
| 3 | 1000      | One comprehensive dental exam with X-rays and cleaning or full-mouth debridement         |
| 4 | 360       | One In-Office BleachBright Teeth Whitening Session                                       |
| 5 | 190       | One Exam, Cleaning, and X-Ray with \$100 Off Diagnosed Treatments                        |
| 6 | 190       | One 45-Minute Laser Teeth Whitening Session                                              |
| 7 | 120       | Dental Checkup with Cleaning, Exam, and X-Ray and \$100 Off of Services of \$500 or More |

# **Bonus Swipe File – Ads from other Dentists**

From Facebook Library (34 Examples)

Note: These are Ads currently being run by different dental practices. I wanted to show you real life examples.

They are all spending money on these Ads because they are generating patients and booked appointments.

On many of the Ads I found, they are not following our proven formula.

- Offering a very specific Special Offer
- Using persuasive Sales Copy
- Including a Video in the advert
- Sending them to a Landing Page, to capture contact details
- Then directing them to a Thank-You Page, offering another bonus if they take action in the next 5 minutes by scheduling an appointment.

But have also found examples of dental practices doing it correctly.

## **THIS IS EXCITING!**

- Because it means very few are doing it properly.
- Which equals Huge Opportunity for YOU



Below are a few examples of dentists doing it correctly that understand the value of free or discounted special offers.

That understand the concept of the “Value Ladder”

And importance of filling up their practice with a predictable stream of new patients every month.

Patients they can now help and make money from:

- By delivering Special Offers.
- PLUS delivering “One Time Services” patients need to take care of NOW.
- PLUS upselling specials and continuity programs you offer.
- That understand each patient has a Lifelong Value that equals profits.

Scroll down for collection of 34 Adverts.

Includes examples of free offers & discounted offers being run by dental practices.

## EXAMPLES OF FREE OFFERS BEING RUN

 **A Dental Care**  
Sponsored

Would you like to get a Hollywood smile? Sign up NOW to get a coupon for FREE Teeth Whitening! Hurry up, this offer is limited 🤩🕒



FREE Teeth Whitening  
Top Rated Dental Center

[Sign Up](#)

 **A Dental Care**  
Sponsored

Would you like to get a Hollywood smile? Sign up NOW to get a coupon for FREE Teeth Whitening! Hurry up, this offer is limited 🤩🕒



FREE Teeth Whitening  
Top Rated Dental Center

[Sign Up](#)

 **Chester Road Family Dental**  
about a month ago

Chester 🍷

We have a gift for you this Valentine's Day. We want you to have the brightest smile possible for your big date. So for the entire month of February, we are giving away Free Teeth Whitening for new patients.



SPECIALS.CHESTERROADFAMILYDENTAL.COM

**Valentines Days Teeth Whitening Special**  
after purchase of Exam, X-Rays & Cleaning

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Smile brighter today! Visit us at Union Dental in Houston and leave with an extra vibrant smile. Dr. Lalani is proud to offer a complimentary teeth whitening treatment as our thanks. LIMITED TIME OFFER.



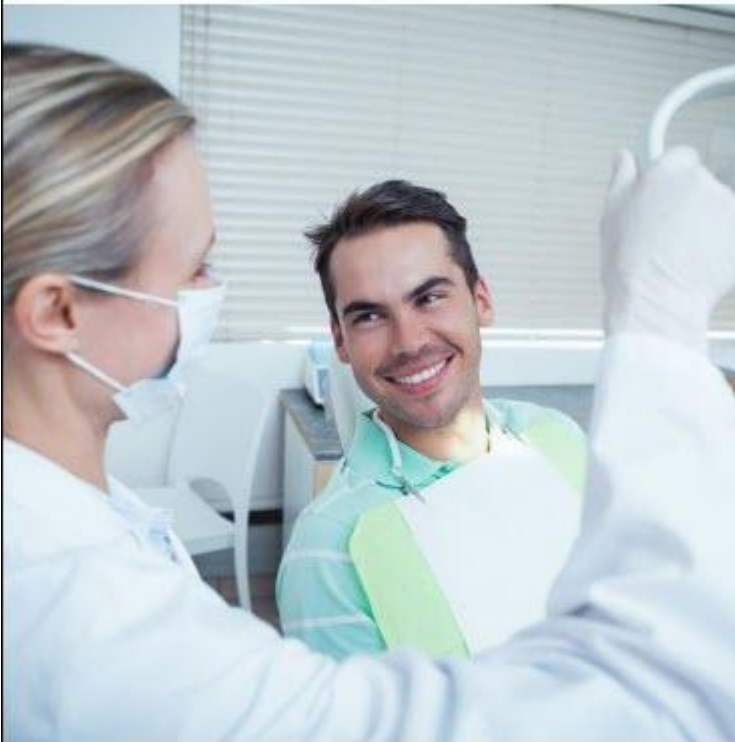
Free Teeth Whitening in Houston  
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Act today and receive **FREE Smile Perfected Whitening** with a new patient cleaning, exam and x-rays!



**FREE Teeth Whitening!**

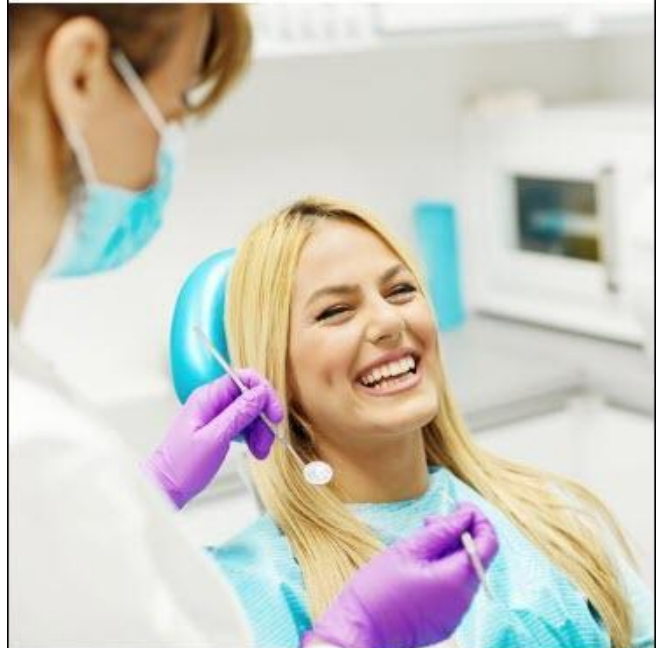
Valid for 90 days. New patients only. Cash paying patients only. Full retail value \$840. Terms & conditions may apply. No cash value; m...  
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**ONE DAY ONLY! Invisalign Savings!**

Valid with same-day full Invisalign treatment start only on February 27, 2020 at BLVD Dentistry & Orthodontics-Heights. Consultation...  
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**Attention Ladies!** Do you have a Big Day planned that you want to look extra special for? All new patients get a **FREE Teeth Whitening Session** at Devine Dentistry!

This is perfect for upcoming weddings, proms or vacations!



**Get Your FREE Teeth Whitening Session**

This offer is valid for New Patients only. Sign up to claim your **FREE** session now!

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**Hey Spring Hill! Get Your Teeth Cleaned for Only \$10!**

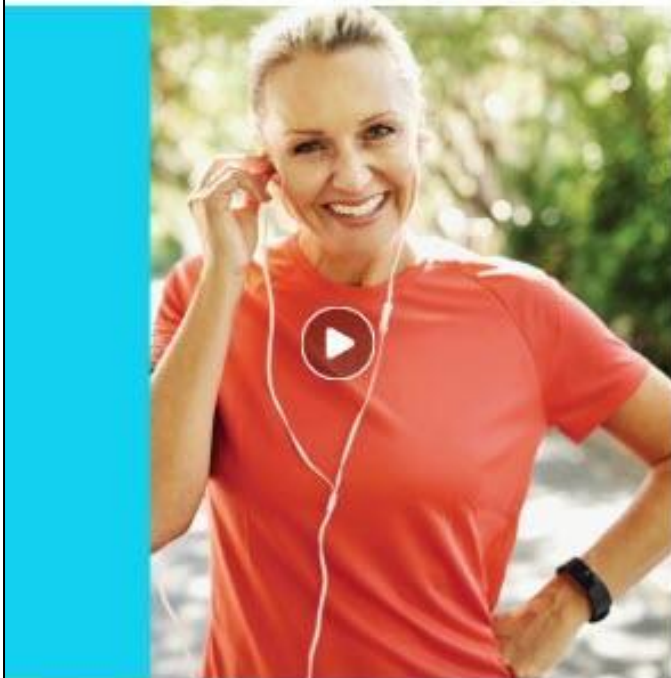
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**Embassy Dental**  
about 2 months ago



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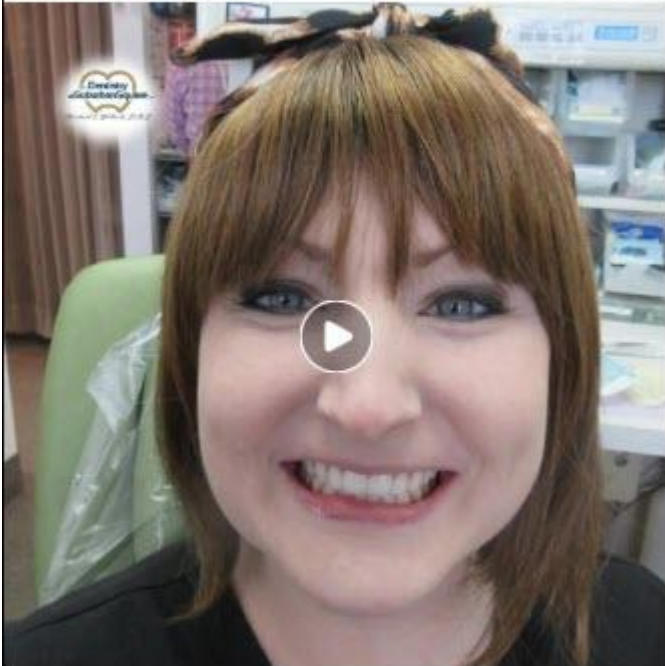
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Financing for Braces... \$99 per month in-house financing makes braces available for more parents and families. - No credit check - No-Cost office visit to get an estimate. - Initial consultation, including x-rays is at no cost... - No hidden fees. - Without Dental Insurance: \$200 down payment. - With Dental Insurance: No Down Payment - No third party financiers We offer: Same-Day Braces Metal Braces Invisalign Adult and Children Orthodontics ...



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**\$99/month Braces**  
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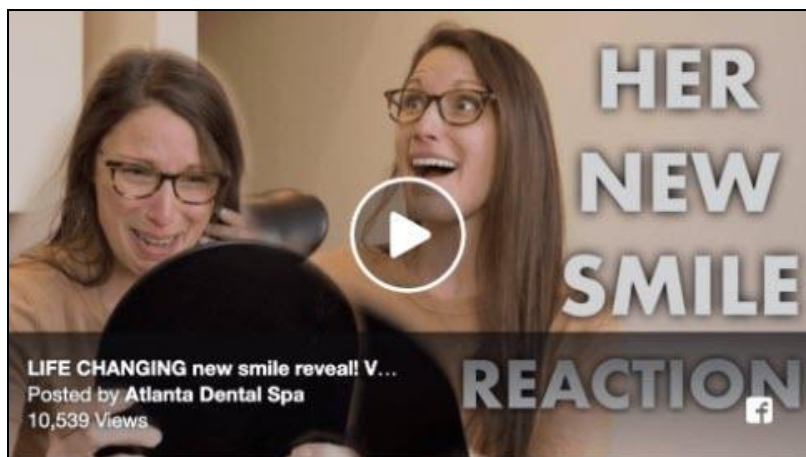
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**HENRY The Dentist**

about a month ago



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