

LYONS  ORTHODONTICS

**BrandScript**

## Our hero wants

To give their child every opportunity to live their best life... starting with a stunning smile

- They want their child to be confident, self-assured, and full of vitality.
- They want to help their child to have the advantages that straight white teeth and a winning smile can bring.
- They want the team to help their child feel confident during this critical transition from childhood to adulthood.
- They want to feel good about themselves as moms and dads, feeling that they made the right choice.
- They want an expert who can shape their child's smile to look great as their child grows into an adult mouth and face.
- They want an expert who knows and follows the 10 commandments of beautiful smiles
- They want the team to have a good relationship with them and their child.
- They want to walk into the office and feel better, more enthusiastic and positive.
- They want someone who is responsive to their needs and specific goals.

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## But has a problem (villain)

Crooked teeth that could negatively affect their child's appearance and self esteem both now and in the future

## But has a problem (external)

### Their child needs orthodontics

- They're afraid their child will suffer from low self esteem
- Think orthodontics is a commodity item
- Don't realize the expertise needed to shape the child's smile to fit their adult mouth
- They're busy and want to find someone to get the job done quickly
- They lack education about the different product options available
- They don't know the quality difference between brands/products
- They worry their child will not commit to the process and be successful
- They worry the process could go on for years and years
- They worry the process will be a burden on their finances and their time
- They're not sure if we can help their child
- They love their child and want to find the very best and don't know who that is

## But has a problem (internal)

### Worried about their child

- Stressed
- Protective
- Indifferent
- Lack motivation
- Indecisive
- Uneducated

### Child's internal problems

- Confused
- Lacking in confidence
- Afraid of the process
- Afraid of their changing appearance and identity
- Worried they won't be beautiful or handsome as adults

## But has a problem (philosophical)

### Parents

You deserve to give your child the very best opportunity to have a winning smile so they will look and feel their best

### Child

You deserve to be treated like the beautiful, unique person that you are and have experts who care about you shape your crooked teeth into a life-transforming smile



## And meets a guide

### Empathy

**You want your child to have a winning smile that will help them live their best possible life. We do too.**

### Authority

**At Lyons Orthodontics, our motto is: Life is better when you smile!**

We've had the joy of helping over 10,000 kids grow into beautiful smiles that have increased their confidence and improved their lives. And straight teeth is just the beginning. We see your child's unique facial structure and we're experts at envisioning your child's "adult face." We're passionate about shaping their smile to be a perfect fit for their adult face... boosting their confidence and improving their lives.

## Who has a plan

### Give Your Child a Stunning Smile in 5 Steps

1. Your child gets treated like the superstar they are
2. You get a personalized plan that meets goals & budget
3. Your child starts treatment
4. We guide your child through the process
5. Your child's smile lights up a room



## And calls them to action

Direct CTA: Schedule a Call

Transitional CTA: Download PDF: "Shaping Stunning Smiles"

## So they avoid failure

- They failed to help their child in a timely fashion, which negatively impacted the child's life.
- Their child feels ugly and awkward.
- Their child feels unacceptable and unloved as they are.
- Their child failed to complete their treatment.
- They went somewhere that treated them more like a number than a person.
- They feel terrible about themselves, feeling that they failed their child.
- As their child grows older, their smile no longer fits or looks right because the orthodontist failed to shape their smile for their adult mouth.
- The orthodontist isn't available to help them with adjustments after the treatment ends.
- They dreaded the process and the appointments.
- The treatment took forever and was too expensive.
- They didn't achieve their specific goals.

## And achieve success

- Their child has a radiant smile and all the advantages that can bring.
- Their child is confident, self-assured, and full of vitality.
- Their child is happy and healthy.
- Their child successfully completed their treatment.
- The team helped their child feel confident during this critical transition from childhood to adulthood.
- They feel good about themselves, feeling that they made the right choice for their child.
- Their child's smile looks fantastic even as their child grows into an adult.
- The orthodontist and team treated them and their child like important people and developed good relationships with them.
- They have a place that feels like family to go to for all dental needs.
- Every time they walked into the office, both parents and children felt better, more enthusiastic and positive.
- They enjoyed the process.
- They are crazy, raving fans who love Lyons Orthodontics

## One Liner

**Problem:** When **a child needs orthodontics**, **parents worry** about finding expert care.

**Solution:** At Lyons Orthodontics, we've helped **shape stunning smiles** for over 10,000 kids while also **building their confidence and esteem**.

**Results:** So the **kids feel amazing** about their appearance and their potential... and the **parents know they made the right choice**.