

Lead Generation Example

Hook

When I first became an eye doctor, my dad had gone blind. That really helped me realize how precious our eyesight is.

Stimulate Pain

As a doctor, I realized I was helping people see better, but I notice that their vision just keeps getting worse and worse. So, I'm trying to figure out if there's some we can stop that or keep people's vision from getting worse.

Describe Solution

I believe your life revolves around your eyesight. So, we created what called Invisilens, which stabilizes the eyes—like braces for the eyes.

Call to Action

I'm Dr. Mark Page, the founder of Invisilens. I'd like to help you and your children see a better life.

Brand Building Examples

Hook

Isaac: Say "hi," man. Wanna say hi to my friends?

Brody: Hi.

Isaac: So, you got bullied today, huh? What happened? You wanna talk about it?

Stimulate Pain

Brody: So, I was going in line and 2 boys went past me and made fun of me.

Isaac: What did they make fun of you about?

Brody: My hair.

Isaac: Because you have long hair? It's pretty long, dude. It's pretty awesome. Is there a reason you have long hair?

Brody: I want to donate it.

Isaac (summing up the story): So, you have long hair because you want to donate it, and some kids came by and said you look like a girl? How'd that make you feel, man?

Brody: It made me feel sad.

Describe Solution

Isaac: You don't see a lot of kids your age—like boys—with long hair. That's pretty unique. You wanna know a secret? Daddy gets made fun of too.

Brody: Yeah, I know, because of your tattoos.

Isaac: People look at me, like, look at that guy with all the tattoos on his back and his neck and stuff.

Brody: Well, I think it's cool.

Call to Action n/a