



# AD COPY SWIPE FILE

The Dental Direct Booking Ad Library

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The exact headlines, hooks, and offers we use to generate thousands of confirmed dental appointments every month. Production-tested. Passes Google and Meta policy review. Steal freely.

Million Dollar Office — [milliondollaroffice.ai](https://milliondollaroffice.ai)  
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## Before You Swipe

This file contains real production copy running across active client campaigns right now. Not templates. Not examples. Actual ads generating confirmed appointments.

### Three Things to Know

#### 1. Specificity Wins

"\$149 extraction" outperforms "affordable extractions" every time. "\$0 down implants" outperforms "flexible financing." Put real numbers in your copy.

#### 2. Google and Meta Have Rules for Dental

Section 6 covers what NOT to write. These are the phrases that get dental ads disapproved. Every headline in this file passes policy review — if you change the copy, watch for triggers.

#### 3. The Copy Is Not the Whole System

This copy works because of what it connects to — a booking web app with a direct scheduling widget, not a homepage. Ad copy sending traffic to a homepage or a contact form will underperform regardless of how good the headline is.

# Section 1 — Google Ads Headlines

30 production-tested headlines organized by campaign type and intent.

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## Extraction Campaign

### PRICE-LED

- ' Extractions Starting at \$149
- ' \$149 Tooth Removal — No Referral
- ' Simple Extractions From \$149
- ' Tooth Removal From \$99 — Book Today
- ' Affordable Extraction — Same Day

### URGENCY / AVAILABILITY

- ' Same-Day Extraction Available
- ' Emergency Tooth Removal Today
- ' Book Online — Same-Day Times Open
- ' Next-Day Extraction Appointments
- ' Openings This Week — Book Now

### OUTCOME / CONVENIENCE

- ' Tooth Out. Pain Gone. Book Online.
  - ' No Referral Needed — Book Direct
  - ' Online Booking — No Phone Call Needed
  - ' Book Your Appointment in 60 Seconds
  - ' Skip the Waiting Room — Book Online
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## Implant Campaign

### VALUE / CONSULTATION

- ' Free Implant Consultation — Book Now
- ' See Your Implant Options — No Cost
- ' Free Consult: Dental Implants [City]
- ' No-Pressure Implant Consultation
- ' Find Out If Implants Are Right for You

### CREDIBILITY

- ' 450+ Implants Placed — [City]
- ' [City]'s Trusted Implant Specialists
- ' 16 Years Placing Dental Implants
- ' Board-Certified Implant Dentist
- ' 5-Star Implant Team in [City]

## FINANCING / ACCESS

- ' Implants From \$150/Month
  - ' Flexible Financing — Implants [City]
  - ' Most Insurance Reviewed — Free Consult
  - ' 0% Financing Available — Book Today
  - ' Affordable Implants — See Your Options
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## General New Patient Campaign

### AVAILABILITY

- ' Now Accepting New Patients — [City]
- ' New Patient Appointments This Week
- ' Same-Week New Patient Exams
- ' Evenings and Saturdays Available
- ' Book Online — New Patients Welcome

### TRUST / RATING

- ' [City]'s Highest-Rated Family Dentist
- ' 4.9 Stars — 500+ Reviews in [City]
- ' Top-Rated Dentist in [City]
- ' Trusted by [X]+ [City] Families
- ' Award-Winning Family Dental Care

### CONVENIENCE

- ' Book a Dentist in 60 Seconds
- ' Online Booking — No Phone Required
- ' New Patient Exam + Cleaning — Book Now
- ' [City] Dentist — Easy Online Booking
- ' Skip the Hold Music — Book Online

## Section 2 — Google Ads Descriptions

15 descriptions with the reasoning behind each approach.

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### Extraction

Book your extraction appointment online — no referral, no waiting room. Confirmed directly into our schedule in under 60 seconds.

Tooth pain doesn't wait for business hours. Same-day appointments available. Book online now — we'll handle the rest.

Simple extractions starting at \$149. No insurance needed. Online booking available now — see available times and confirm in minutes.

We've helped hundreds of patients in [City] get same-day relief. Book directly online — your appointment writes to our schedule automatically.

No referral needed. No phone call required. Click the button, pick a time, done.

### Implant

Free consultation — no pressure, no commitment. Our doctor will give you a clear picture of your options and costs in 30 minutes.

Flexible financing available. Many patients pay under \$150/month. See your options at a free consultation — book online in 60 seconds.

Over 450 implants placed in [City]. Free consultations available this week. Book online and see your options without picking up the phone.

Your consultation is free and takes 30 minutes. You'll leave knowing exactly what's involved, what it costs, and whether implants are right for you.

### General New Patient

New patients welcome. Evening and Saturday appointments available. Book your exam and cleaning online — confirmed in your schedule instantly.

4.9 stars, [X]+ reviews. Now accepting new patients in [City]. Online booking — skip the phone call and pick your time now.

No insurance? No problem. We'll go over costs at your appointment. New patient exam and cleaning — book online in under a minute.

## Section 3 — Meta Ad Opening Hooks

12 primary text variations for Facebook and Instagram ads.

### Extraction Hooks

If you've been putting off a tooth extraction because of the cost or the hassle of scheduling — we made it easier.  
Book online. Same-day times available. Starting at \$149.

Most dental offices: call during business hours, get put on hold, wait 3 weeks.  
Us: book online in 60 seconds, confirmed appointment in your calendar.  
Same-day extraction available.

Tooth extraction starting at \$149.  
No referral. No phone call. Book directly online.  
Same-day appointments available this week in [City].

### Implant Hooks

If you've been curious about dental implants but haven't taken the first step because you're not sure about the cost or whether you're a candidate —  
our free consultation answers both questions. No pressure. 30 minutes.

Free dental implant consultation in [City].  
See your options. Get real pricing. No commitment.

Dental implants for under \$150/month with financing.  
Find out if you qualify — free consultation, this week.

### General New Patient Hooks

Looking for a new dentist in [City]?  
Book your new patient exam and cleaning online — evenings and Saturdays available.  
4.9 stars, [X]+ reviews.

We're accepting new patients in [City] right now.  
Book online in 60 seconds — no phone call, no hold music, no waiting.  
Evenings and Saturday appointments available.

Let's be honest — most people in [City] are overdue for a dental visit.  
No judgment. Life gets busy.  
[Practice Name] is accepting new patients, and we make it easy.

## Section 4 — Landing Page Headlines + Urgency Bars

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### Landing Page Headlines

#### EXTRACTION

- ' Tooth Extraction Starting at \$149 — Same-Day Appointments Available
- ' Same-Day Tooth Removal in [City] — Book Online in 60 Seconds
- ' Emergency Tooth Extraction — [City]'s Trusted Dental Team

#### IMPLANT

- ' Dental Implants That Look and Feel Like Real Teeth — Free Consultation
- ' Free Implant Consultations in [City] — See Your Options Before You Commit
- ' Missing a Tooth? See Your Implant Options — Free Consultation, No Pressure

#### GENERAL

- ' [City]'s Highest-Rated Family Dentist — Now Accepting New Patients
  - ' Accepting New Patients in [City] — Book Online Today
  - ' The [City] Dentist That Books While You Sleep
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### Urgency Bars

#### HIGH-URGENCY

- ' Limited Same-Day Slots — Book Now Before They're Gone
- ' Only [X] Appointments Left This Week
- ' Booking Fast — Secure Your Time Now

#### SEASONAL

- ' Use Your Dental Benefits Before Dec 31 — Limited Availability
- ' Back to School Checkups — Book Before the Rush
- ' New Year, New Smile — New Patient Openings Available Now

#### AVAILABILITY

- ' Accepting New Patients — Appointments Available This Week
- ' Skip the Phone Call — Book Your Appointment Online Right Now
- ' Now Accepting New Patients in [City]

## Section 5 — Messenger Opening Lines

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### Extraction (Direct, Minimal Qualification)

Hi! I'm [Name] from [Practice Name]. I can get you scheduled for a tooth extraction right now — should only take a minute. Are you a new patient with us, or have you been in before?

### Implant (Warm, Thorough Qualification)

Hi! I'm [Name] from [Practice Name]. We offer free consultations so you can see exactly what's possible before committing to anything. Mind if I ask you a couple of quick questions first?

### General (Friendly, Multi-Type Routing)

Hi! I'm [Name] from [Practice Name]. Happy to help you get scheduled — what brings you in? Looking for a routine checkup and cleaning, or is there something specific you'd like us to take a look at?

### Emergency Fast-Track

It sounds like you're dealing with some discomfort — let me check our earliest available slot for you right now.

### Fallback (When Booking Unavailable)

It looks like our online slots are full right now. You can call us directly at [phone] and we'll get you in as soon as possible.

## Section 6 — What NOT to Write

These phrases get dental ads disapproved or underperform consistently.

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### Google Healthcare Policy — Remove These

- "tooth pain relief" — use "same-day appointments"
  - "suffering from tooth pain" — use "need a tooth removed?"
  - "chronic pain" — use "tooth bothering you?"
  - "pain-free extraction" — use "gentle extraction"
  - "treatment for [condition]" — use "[service] available now"
  - "cure" or "heal" — remove entirely
  - "guaranteed results" — remove entirely
  - "#1 dentist" (unverified) — use "[City]'s top-rated" with reviews
  - "best dentist in [City]" — use "[X]-star rated" with count
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### Meta Healthcare Policy — Remove These

- Before/after photos — use team photos, practice exterior, branded graphics
  - "Click here if you have..." — remove personal health targeting
  - Any implied health condition targeting
  - "Suffering from..." — use benefit/offer language instead
  - "Do you have missing teeth?" — use "Thinking about dental implants?"
  - "Are you in pain?" — use "Same-day appointments available"
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### Copy That Underperforms (Legal But Weak)

- "We care about your smile" — everyone says this, no one believes it
- "State-of-the-art equipment" — meaningless to patients
- "Experienced team" — give the years, not the adjective
- "Affordable dental care" — give the price, not the adjective
- "Contact us today" — use "Book online in 60 seconds"
- "We accept most insurance" — be specific or remove it
- Any CTA that isn't booking — "Learn More" = dead clicks

## Bonus — Negative Keyword Master List

47 terms to exclude from your Google Ads campaigns. These burn budget on clicks that will never book.

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### Intent Negatives (Not Looking to Book)

- dental school
- free dental clinic
- dental assistant
- dental hygienist
- dental school near me
- free dental care
- dental assistant program
- dental hygiene school
- become a dentist
- dental school cost

### Job Seekers

- dental jobs
- dental receptionist
- dental office manager
- dental assistant jobs
- dental hygienist salary
- dental office jobs near me

### DIY / Non-Patient

- how to pull a tooth
- home remedy tooth pain
- tooth extraction at home
- how to extract a tooth yourself
- tooth pain home remedy

### Wrong Service

- veterinary dental
- dog teeth cleaning
- pet dental
- animal dental
- dental supplies
- dental equipment
- dental lab

### Product / Retail

- toothbrush
- toothpaste
- whitening strips
- dental floss
- mouthwash
- teeth whitening kit
- walmart dental
- cvs dental

### Insurance Research (Not Booking)

- dental insurance plans
- dental insurance comparison
- best dental insurance
- medicaid dental
- dental coverage

- cheapest dental insurance

## **Low Intent**

- dental reviews
- dentist reviews
- yelp dentist
- dentist complaints
- dental malpractice
- sue dentist



## Want the full system, not just the copy?

The copy in this file works because of what it connects to — a booking web app with a direct scheduling widget that writes appointments into your schedule automatically.

If you're running ads and sending traffic to your homepage or a contact form, you're leaving most of your budget on the table.

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[milliondollaroffice.ai/audit](https://milliondollaroffice.ai/audit)

Free practice audit — see what your ads should be producing

[milliondollaroffice.ai/book](https://milliondollaroffice.ai/book)

Book a free 15-minute consultation