

Mission – Outreach

1. Write out 20 fascinations for Hockeytraining.com
2. Write 1 DIC/ 1 PAS/ 1 HSO email
3. Come up with a hypothesis of something that could help them achieve their goals (What are their goals?)
4. Write a personalized outreach message to them following the principles in the lessons (Aim for maximum impact)
5. Send your message via email

(1) Fascinations

- How to become the fastest skater on your line up in 4 weeks
- The secret to re-igniting your drive and determination
- Why most hockey players never reach their highest playing level
- What to do if you want to score your first ever breakaway goal in less than 4 weeks
- What never to do if you want to reach your full fitness potential
- Plus, the specific training programs to take you from zero to top performer on your team
- 12 steps to ensure you never lose the love you have for the game
- Aimlessly following A Men's Health workout is what is going to elevate your intensity on the ice right? WRONG!! Why flashy magazine workouts will never elevate you to your highest on ice ability!

- WARNING! Do not take another shot until you learn these 3 sneaky shooting drills that guarantee your name on the scorboarde
- Are you afraid of always feeling nervous about what you are doing in the gym and on the court if you do not start training like a professional?
- The dryland training drills that will force your coach to pay attention to you on ICE.
- The secret nutrition plan that'll trick your body into recovering faster
- BECOME THE MOST SKILLED PLAYER ON YOUR TEAM IN 6 WEEKS OR LESS
- Get your hands on the program that 90% of the top hockey players use to bounce back to health after an injury
- If you are tired of slow progressing strength training, then you need to learn these 8 crucial workouts that will boost your strength size and confidence.
- When ending the season as the top scorer becomes reality
- The fastest way to elevate your game to the highest level!
- The truth about dryland training that ensures on Ice excellence
- Better than feeling nervous every time you are on a breakaway. Unlock the skills to boost your self-confidence in front of goal
- The single step you must take before getting called to play for your national team

(2) DIC/ PAS/ HSO emails

DIC email

SL: You miss a 100% of the shots you don't take

I could never have predicted the results

And I would never have believed the dramatic improvement

Had I not experienced it myself

As Wayne Gretzky said

"You miss a 100% of the shots you don't take"

This is your shot, click here to take it

PAS email

SL: Why you'll probably never reach your highest playing level

Hitting the gym everyday

Giving it your all and still...

Nothing....

I lost my determination to go to practice and put the hours in

It's all a waste anyway, right?

IF, and that's a massive IF, I had decided that's it

And left the sport I loved for so long

That my identity was tied to

I would never have had the opportunity to travel overseas

And play in Sweden, Germany and even all the way in Australia!

The only reason my drive was re-ignited was because of Dan

His hockey specific training took me to my highest level

And then some!!

[Click here if youre ready for results that youll notice sooner than you know](#)

HSO email

SL: [Am I ever going to reach my full potential??](#)

Hockey is in my blood

My father would take me and my brother to the frozen over pond

And spend endless hours creating magical moments with only a puck, stick and skates

As I grew up my brother lost his passion for the game but all I could think about was hockey

Being the best

Making my father proud as I scored the winning shot in overtime

Visions of major success never left my mind the closer I got to making it to the big league's

Every practice I was the first to arrive

And the last to leave

(Only because mom dragged me out of the rink, I could've slept there. I loved it that much!)

Fast forward a few years and dreams of my childhood began to unfold into the reality I was living.

I'm so close I kept telling myself

So close

But what came next my brain just couldn't handle

I kept asking the doc "I can still play this weekend right?"

Silence

My voice breaks, I look over at my mom and dad and I see them staring at the MRI, I manage to get a few words out...

"Dad, I'm still going to play this weekend right...?"

Silence.....

Months and months on end of physiotherapy and endless consults with bio kineticists

All telling me I can never play again

As the months went by

So did my drive and determination to even try to search for a way back on the ice

My love for the game I grew up on was fading

Another aimless gym session turned into meeting Dan, for some reason he came over and we started chatting

I spoke to him about hockey and my injury and that's when he brought it up

With nowhere else to turn I took his advice

I signed up and didn't expect anything to be honest

HOW WRONG I WAS!!

I gained back everything I lost post surgery and in addition to improving my overall strength, explosive power and so much more!!

I used Dans program and had never felt better going into training camp

The best part was that come playoff time,

I was leading my team in points!!

So the question is, are you ready to reach your full potential?

[Click here if you're ready to reach your full potential](#)

(3) Outreach email

SL: Makes me want to put my blades back on

Based on what I've read about you on your website, and how you talk about not only your love for the game but of your passion to extend your hand to raise any hockey player who wants it bad enough to their highest playing level, I had to reach out and let you know I can do the same for you.

Not with hockey, (I used to play though, not on your level but the testimonials I've been reading, I might just have to lace up again),

rather with boosting your engagement and broadening the reach you would have with the hockey players that need to be exposed to what you offer.

Lets bridge the gap and schedule a quick introduction call next week and see how well our potential to partner up could be.

Stay re-igniting the love for the beautiful game.

Stay Tremendous,

Araya Berhe| Digital Growth Consultant