

What Specific business objective am I seeking to accomplish with this project. Why is it important?

Convert his Instagram attention into paying customers

What part of their funnel is needed to achieve this business objective?

Landing page

Who am i talking to?

<https://docs.google.com/document/d/14g4yk52wauae4E-3yiAJM0RrN0w0Ob9D8C91lb-HnRk/edit?usp=sharing>

Where are they at now?

Current State (Physically, Mentally, Emotionally):

- Physically: Seeking to improve speed, strength, stamina, injury prevention, and recover
- Mentally: Driven but facing self-doubt, frustration, or confusion about how to improve performance and compete at a higher level
- Emotionally: Eager to succeed but overwhelmed by the amount of information and conflicting advice available
- Short-term goals: Gain an edge in upcoming games/trials
- Mid-term goals: Secure a scholarship, place in a professional or semi-professional team
- Long-term goals: Achieve a successful professional football career

Vivid Current State (Pain, Desires, Beliefs, Trust):

- Pain: Injuries, inconsistency in performance, lack of a clear training path, poor results despite hard work
- Desires: Better performance, increased visibility in front of scouts, injury-free seasons
- Beliefs: “I’m doing everything right, but I’m not seeing results,” “I need personalized, science-backed coaching to get ahead”
- Trust: Mixed—distrust of general fitness programs; more trust in specialized, football-focused training programs and proven experts

Trust in Business and Proposed Mechanism:

- Trust in business: Low to moderate if not yet known in the industry; high potential for trust if proven results/testimonials are provided
- Trust in mechanism: High if positioned as a customized, football-specific solution backed by sports science, psychology, and real-world success stories

Level of Awareness:

- Problem-aware: They know they need to improve performance and avoid injuries, but may not know how to solve it effectively
- Solution-aware: Many are aware of different training programs but not all are convinced about the best method or who to trust
- Product-aware: Some awareness of competing services, though often confused or skeptical about which to choose

Here’s a revised breakdown:

- **Unaware (0-5%):**
 - Almost no followers will be unaware, as they’ve opted to follow the account for performance tips. A small percentage may be casual followers not yet actively seeking solutions.
- **Problem-Aware (25-35%):**
 - These followers recognize that they need to improve their speed, strength, or performance, and they resonate with the general advice the coach shares. However, they may still not realize the depth of their problem or how personalized coaching can help.
- **Solution-Aware (40-50%):**
 - A large portion of Instagram followers likely falls into this category. They know they have specific performance goals (e.g., faster sprint times, improved stamina), and they are aware that expert coaching could be the solution. They

may have already engaged with some of the free content but are unsure about investing in 1-on-1 coaching.

- **Product-Aware (15-20%):**
 - A smaller but significant group is already aware of the coach's paid services (e.g., 1-on-1 coaching) through his Instagram. These individuals are considering investing but need more information on the exact benefits, results, and cost before converting into paying clients.

Market Sophistication Level:

- Market tired of claims: Athletes and parents have heard it all—promises of results, training plans, etc.
- Market looking for specific, proven mechanisms (e.g., science-backed, football-focused, personalized coaching)
- Positioning needs to focus on unique methodology, real success stories, and specific football expertise

Where i want them to go?

Vivid Dream State:

- Playing at the professional or semi-professional level, injury-free and consistently performing at peak
- Gaining recognition from scouts, teams, and peers
- Having a clear, personalized roadmap for athletic success and self-confidence in achieving goals

Desire for a Solution and Perceived Cost Impact:

- Desire for solution: Very high, especially for younger athletes with limited time to prove themselves
- Perceived cost impact: Cost-sensitive but willing to invest in programs that guarantee results; value performance-based pricing or clear success metrics (e.g., injury reduction, performance increase)

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What are the steps I need to take them through to get them from where they are to where I want them to go?

1. Hero Section (Top of Page)

- **Headline:** *"You're Just One Step Away from Becoming the Pro Athlete You Were Meant to Be."*
 - This speaks directly to their belief that they are **on the verge** of breaking through but need that one key piece (your coaching).
- **Subheadline:** *"Discover how personalized, science-backed coaching can transform your speed, strength, and career—get faster, injury-free, and dominate the game."*
- **Dynamic Video Testimonial:** Place the video testimonial front and center, showing how your coaching delivered results. Highlight speed, strength, and recovery gains (their pain points).
- **CTA Button:** *"Book Your FREE 1-on-1 Consultation Today—Limited Spots Available!"*
 - Create urgency by emphasizing limited availability. Bright, attention-grabbing colors for the CTA.

2. Pain Points & Urgency (Create the Pain and Show the Need for Change)

- **Headline:** *"Frustrated with Your Performance? Here's Why."*
 - Acknowledge their pain directly—underperformance, injuries, or stagnation in their career.
- **Subheadline:** *"Are you tired of working hard but not seeing the results you deserve?"*
 - Touch on their frustrations with **past failures** (genetics, bad coaching, injuries) and how they feel held back despite effort.
- **Key Points** (Short and punchy):
 - *"Constant injuries keeping you sidelined?"*
 - *"Not seeing speed or strength improvements, no matter what you try?"*
 - *"Stuck in mediocrity, despite working harder than everyone else?"*
- **Small CTA:** *"Find Out How to Fix It—Book Your Free Call Now!"*
 - A smaller, subtle CTA driving toward the main action.

3. Dream State (Build the Desire)

- **Headline:** *"Imagine Performing Like the Athlete You Know You Can Be."*

- **Subheadline:** *“Fast. Injury-free. Confident. Respected. What if you could reach your peak performance and finally go pro?”*
- Vividly paint their dream state:
 - *“Picture yourself on the field, the fastest and strongest—dominating every play.”*
 - *“Imagine playing injury-free, earning the recognition of scouts and teammates.”*
 - *“Finally, reach your full potential and live the dream you’ve been working toward for years.”*
- **Small CTA:** *“Let’s Make It Happen—Get Your Free Consultation Now!”*

4. Program Overview (Position Yourself as the Solution)

- **Headline:** *“A Personalized, Science-Backed Program Built for You.”*
- Briefly introduce your offer:
 - *“Our 1-on-1 coaching covers everything: nutrition, injury prevention, mental resilience, and athletic training—all customized for aspiring pros like you.”*
- **Key Selling Points:**
 - **Science-Backed:** *“Our coaching is rooted in sports science, ensuring measurable, real results.”*
 - **Holistic Approach:** *“We cover every aspect of your journey—physical, mental, and tactical—so nothing holds you back.”*
- **CTA:** *“Ready to Start? Book Your Free Consultation Now!”*

5. Build Trust (Testimonials, Experience, and Proven Results)

- **Headline:** *“Why Athletes Trust Us to Take Their Game to the Next Level.”*
- Showcase your credibility with testimonials and results:
 - Include **real-world case studies** of athletes who improved their speed, agility, and recovery with your coaching.
- Mention your **pro team training experience**, and emphasize the **50+ success stories** you have.
- Include **trust symbols** (if applicable): logos, partnerships, or certifications. If none, highlight the **number of athletes you’ve helped**.
- **Testimonial Section:** Add 3-5 testimonials from athletes who experienced breakthroughs, improving performance or overcoming injuries.
- **Re-emphasize your video testimonial** (this is key for realism).

6. Personal Touch (You’ll Be With Them Every Step of the Way)

- **Headline:** *“We’re With You from Day One Until You Achieve Your Goals.”*
- Emphasize the **one-on-one coaching**:
 - *“No cookie-cutter programs—just a personalized plan built for your unique needs.”*
 - *“You’ll have a dedicated coach with you through every stage of your journey, providing support, feedback, and accountability.”*
- **Small CTA:** *“Start Your Journey Today—Book Your Free Consultation.”*

7. Final CTA with Urgency (The Last Push)

- **Headline:** *“The Time Is Now—Take the First Step Toward Your Pro Career.”*
- Reiterate the **benefit** of the free 1-on-1 consultation: personalized feedback and a clear plan for their next steps.
- **Urgency-driven CTA Button:** *“Claim Your Spot Now—Only a Few Consultations Left This Month!”*
- Add text like, *“Limited spots available. Don’t miss out on fast-tracking your athletic career.”*
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Top competitors to analyze:

EXOS: A well-known leader in athlete performance with a focus on training, recovery, and mindset

IMG Academy: A training academy offering elite coaching and personalized performance programs for athletes

Faster Performance: Football-specific training aimed at increasing speed, agility, and injury prevention for football players

TrainHeroic: A customizable performance training app that connects athletes with expert coaches

SportsLab NYC: A high-performance center offering personalized training and recovery services, focused on athlete health and performance