

FULL Research:

https://docs.google.com/document/d/1UoPEAr_ju_-8NaZ46j3ftlOQlVgwhOcvNerdL7Fu9f8/edit?usp=sharing

4 Questions Before Writing:

1) Who am I talking to? Who is reading this copy?

Young soccer players

Aged 15 - 22.

1) Where is my reader now?

a) Where are they emotionally and mentally?

- scared when the ball is coming towards him,
- **Feel threatened** by competition. Da ga bodo poškodovali
- **Worry** about the injury. Always so scared of getting hurt, especially when I'm playing well.
- Lacks motivation.
- **Nervous** when he sees **others watching him**.
- **tired of getting injured**.

b) What problems are they dealing with? What are the challenges?

- struggled with a lot of injuries
- knee problems that had me out for the whole season.
- My feet can't handle those jumps anymore.
- Badly sprained my ankle
- don't feel right and my knee injury is killing me
- Because of my bad Mobility i have so many injures in Football
- always worried about re-injuring

c) What are their dreams?

- **Become the absolute Greatest Version of myself.**
- protecting yourself from future injuries
- ensure your body stays in peak condition.
- minimize the risk of injuries during your training sessions and competitions.
- push your limits without worrying about setbacks caused by sprains, strains, or overuse injuries.
- just want to be able to play the game I love without getting hurt

- able to do most of the exercises with no problem
- be able to get back to playing the way I used to.
- be so mobile that I can dribble past anyone and create goals for myself and my teammates.

3. What do I want them to do? What actions do I want them to take? What is the objective?

To enter their name and Gmail into the spreadsheet.

4. What must they experience inside of my copy to go from where they are now to taking the action I want them to take?

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

I need to capture their attention. Amplify their pain, pitch their desire, be fascinating, and build significant curiosity. Then, with bullet points, I have to quickly present the NEED and RESULTS. I must amplify pain, pitch desire, be fascinating, and build curiosity so they quickly learn what value they will get by entering their email.

OPT-in Page:

**Little-known Secret
To SAVE your PRO career 📌**



Simple **PROVEN** Mobility drills to...

- ✓ **Become FREE on the field** and, once and for all, say goodbye to sprained ankles, knee pain, and the fear of getting hurt during matches... **Starting TODAY!....**
- ✓ **Effectively stretch** your body using the safest and most incremental approach to stay in the best condition **ENTIRE SEASON!**
- ✓ **Most effective** way to get back on the field As Fast As Humanly Possible if you got injured today or yesterday!

Grab **FREE Access** NOW and
Save yourself from
Injuries that end careers 🙅

Name
Email

SEND ME THE FREE GUIDE!