

INSTA POST



This could be YOU 🏆 next season.

The top goal scorer with the *Nike Phantom Elite's*

Dominating your league with 30+ goals to your name.

Heck you might even be in the premier league.

The opportunities with these boots are endless.

The opposition will KNOW the sheer skill and ability you possess before you even step onto the pitch.

Their throats will thicken with doubts and fears as you approach their defence.

HOWEVER,

Only consider acquiring these weapons to your arsenal if you're a tremendously ambitious player.

If that sounds like you,

The feeling of goosebumps rippling through your skin as the crowd roars your name will be your new norm,

as you score your 5th hattrick of the season.

The very feeling we all dream about,

but very rarely get to live.

Become this season's top goal scorer NOW

[>>>Link](#)

Market Research

1. Who exactly are we talking to?

Aspiring footballer who is looking to go pro. I want the comfiest, but also the best performing and best looking boots I can get.

2. Where are they now?

I play semi-pro football, train 5 times per week so I want comfortable boots that will last a long time. I am scrolling through social media not actively looking for new boots, BUT I need a new pair for the upcoming season so it is on my mind.

3. What actions do I want them to take?

I need to see a post / ad which will grab my attention and take me to the website. Then purchase a pair of boots from there.

4. What are the steps they need to experience? Think? Hear?

Imagine? Believe? - To take this defined action.

I need to be enticed with intrigue and curiosity, plus be influenced by my dreamstate or my roadblocks. I need to feel as though a specific pair of boots will give me more status and believe they will make me play better which is why the pro's wear them. Plus they're comfier than other boots.

What kind of people are we talking to?

- Men or Women?

Young Men

- Approximate Age range?

16-25

- Occupation?

Normal 9-5

- Income level?

Low

- Geographical location?

Near London

Painful Current State

- What are they afraid of?

Buying boots that hurt when worn. Not going pro. This is a fake website. They won't last long.

- What are they angry about? Who are they angry at?

Angry at myself for not playing to my full potential. Angry at past websites which claim to sell real boots but they are fakes. It frustrates and angers them EVERYTIME they buy a new pair of boots they get painful blisters

- What are their top daily frustrations?

Heel pain from the rubbing of the boots. Not being a pro footballer. Not staying consistent with their training.

- What are they embarrassed about?

Embarrassed by the fact they aren't yet pro and they have family and friends relying on them. They get embarrassed by the fact they have to stop playing when their boots hurt or they don't play as well because of them.

- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?

He finds it embarrassing that he isn't yet being paid for football. This makes him anxious as he then starts to doubt himself. Other people then lose belief in him which does not help the cause.

- If they were to describe their problems and frustrations to a friend over dinner, what would they say?

They would say they are starting to doubt themselves as they aren't seeing any progress and they still are not getting paid to play football so they're losing hope. It angers them because they want it so bad but can't seem to get there. Their boots have really been rubbing over the last week, now he can't even wear them. It makes him want to throw the boots away and never buy that brand again.

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?

I would have a pro contract, playing football 6 days a week and getting paid to do what I love. I would be in the best health possible with the best trainers. I'd have a high status as I would be a professional baller.

- Who do they want to impress?

Family, friends, peers and girlfriend

- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?

They'd be ecstatic they've achieved their dream by putting in hard work. I would also be grateful and proud of myself.

- If they were to describe their dreams and desires to a friend over dinner, what would they say?
My dream is to play football full time in the premier league and be a professional athlete getting

paid to do what I love. Maybe one day own a company that sells the world's most comfortable football boots.

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face? I do believe I could be putting in more work than I am, however I know I am more than capable of doing so. The problems I face are minor and can be easily overcome if I put my mind to it.
- Who do they blame for their current problems and frustrations?

Myself

- Have they tried to solve the problem before and failed? Why do they think they failed in the past?

Yes I have tried to solve the problem in the past, but my old mindset of procrastination keeps creeping in, therefore I go back to my old ways of thinking, feeling and acting. Putting it off until tomorrow, then having the overwhelming sense of regret and anxiety, realizing this is why I don't get anywhere. I have failed because I am weak minded. I have to strengthen my mindset. I don't sometimes perform well on the pitch because I let my mind get in the way.

- How do they evaluate and decide if a solution is going to work or not?

By testing it out, seeing if others have done it and get their results.

- What figures or brands in the space do they respect and why?

Nike. Always used their products as they are a well renowned brand. Ronaldo is my favorite footballer and is sponsored by them also. The brand sponsors many famous people, allowing it to build trust with its readers / users.

- What character traits do they value in themselves and others?

I value my mindset (even though there are improvements to be made), my work ethic. My body is an example of what I can do for myself. I can achieve anything I put my mind to. I do value other people's mindsets, as some people don't care at all about other people and what they think, allowing them to perform to their maximum. Traditional masculinity is the way forward. Holding myself to the highest of standards.

- What character traits do they despise in themselves and others?

Procrastination. Caring too much of what others think. Arrogance. Laziness.

- What trends in the market are they aware of? What do they think about these trends?

I am aware that Puma is becoming more popular for their football boots. I see more footballers wearing their boots, including a friend of mine who says their boots are much more comfier than Nike. This is key. This is good as it shows that other brands can overtake the number 1 brands, depending on the quality / comfort of their product and also social awareness and proof.