

COPYWRITING PRACTICE

Chosen product in Swipe-file:

https://drive.google.com/file/d/1s9lvNAfqwVGF-vZPpAVELEULaQEepzuP/view?usp=drive_link I structured this in a way where every action is shown. I.e. Where I get my sources/beliefs based on the avatar from, and why I believe these to be efficient for my Copy, so others can judge my writing properly, and improve.

Do note I have no idea about anything football-related, tried my best with this research which I chose using a random number generator on the swipe file.

DIC, HSO, and PAS Copy are further down, I chose to incorporate the Avatar into this in case I made any mistakes, so they can be pointed out, as Copywriting is 80% research and 20% writing, as others have said.

Avatar Based on Market-Research-Template:

~16-25yr old Football Player,

Amateur Football Player IN THE MIDFIELD POSITION+Still Learning,

Current State

Afraid of:

They're afraid of not being able to perform, the midfield position contributes to both offense and defense; Their Teammates are counting on them. →

→<https://www.quora.com/What-do-you-struggle-with-the-most-when-you-play-as-a-midfielder-in-soccer>

https://www.reddit.com/r/bootroom/comments/10pkqtd/why_do_i_get_so_lost_playing_central_midfield/

Angry at:

They're angry that "Midfielders are often not appreciated as much as the strikers or the wingers with the fancy moves, and the goal-scoring numbers.",

They don't get any appreciation for their extremely hard and physically demanding job.

→<https://www.quora.com/What-is-the-hardest-part-about-playing-as-a-midfielder-in-soccer>

Daily Frustrations:

One mess-up can cost them the trust of their team, they can be made a laughing stock.

They have the hardest job in football.

→<https://www.quora.com/What-are-the-hardest-things-about-being-a-football-player>

How do these problems make them feel about themselves?:

These problems can make them feel unappreciated and like they're not enough.

What do others believe about them as a result of these problems?:

Based on their (probable) amateur performance level, they're still doing a mediocre job and slipping up on a few opportunities. Others will not trust and respect the midfield player much.

What would they say to a friend over dinner about their problems?:

I'm guessing something like:

"I do so much for my team"

"All the eyes are on me, there's so much pressure when I get the ball."

"They don't even see all the work I put in. The others get the goals!"

Dream State:

If they could change their life immediately to get everything they want they would change:

"You have to be good at passing, playmaking, and keep possession. Midfielders need to be able to make tackles, read the play, and intercept passes. They have to contribute with goals and help with defending."

→ They need to improve their general football skills, stamina, and critical thinking.

→ <https://www.progressivesoccertraining.com/how-to-be-a-good-soccer-midfielder/#:~:text=Y ou%20have%20to%20be%20good,the%20heat%20of%20the%20action.>

Who do they want to impress:

They want to impress themselves, their teammates and the people watching.

How would they feel about themselves if they were living in their dream state?

They would feel proud knowing that they won't let down their team.

They can help the most out of every other position as they both attack and defend.

What do they secretly desire most?

They desire to win, have the crowd cheer for them, get the trust and appreciation of their team, and dominate their opponent.

If they were to describe their dreams and desires to a friend over dinner, what would they say?

"If I had more stamina I could do so much more for my team."

"Imagine how much I could help if I was just better..."

Values and Beliefs:

What do they currently believe is true about themselves and the problems they face?

They believe they are not good enough, and that no one appreciates their work and the struggle.

Who do they blame for their current problems and frustrations?

They blame themselves, and the missing appreciation for their work.

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

Maybe they haven't practiced enough or faced an enemy too difficult so they couldn't even see the fruits of their labour.

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

If they see a whole plan constructed that will lead them to their dream state, which they can understand, they will know it works.

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

Other midfield players especially, and famous/good football players.

What character traits do they value in themselves and others? What kind of people are we talking to?

They probably value gratitude and appreciation.

What character traits do they despise in themselves and others?

They despise that people can't understand how hard the job of a midfield player is.

They despise that they cannot do enough.

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

- (No fucking clue)

DIC:

Subject Line: How to become a better Midfield Player FAST

All midfield players have it hard. How is it that other players get so much more appreciation for their work but you don't?

Being a great midfield player simply isn't for everyone. Your hard work stops being appreciated the moment you mess up once.

How will you get better at the hardest position to play in football?

All the eyes are on you the moment you get the ball. You can't just take a break. You can't just stop defending. You can't just stop attacking.

The secret to becoming a good midfield player is simple.

It is hard work and practice. But are you doing the right things?

[Learn more](#)

PAS:

Subject Line: What sets you apart from a good Midfield Player

The score is 2:2.

You have been practicing the past few weeks for this.

All the training and success in previous games.

Everyone loved your work, you were finally enjoying the fruits of your labor.

Scoring goals like a champ, effortlessly stealing the balls away.

But now you've been running for the past hour. Another thirty and probably overtime to go.

How long will your team put up with you if this is what you're going to do?

You've let TWO balls slip past your defense.

How many opportunities have you had to help your team score a goal?

Can you really look into the mirror and say your stamina, and skills are enough for your team?

There's so much more to being a midfield player than you think.

Your team counts on you. It's not JUST more stamina and skill that you need.

If you want to learn how to conquer the midfield NOW,

[Click Here.](#)

HSO:

Subject Line: How Successful Footballers are Created.

There are 86,400 Seconds a day. What you do with them is your decision.

I had finally got into the Premier League.

Finally, all my effort was paying off and I was getting some GOOD money into my pockets.

I've been working towards this goal for YEARS and reaching it felt so good.

People would ask me if I was crazy, running 7 days a week, practicing hours a day.

I never let a second go to waste.

They asked me how I even found the time and motivation for all of that.

How could I muster up all this strength and reach a goal faster than everyone else?

How did I leave behind everyone in the dust, even those who were better than me?

When would I ever stop surpassing people?

Becoming the best version of yourself and working hard isn't for the faint of heart.

Waking up at 6:00 AM for soccer practice out in the cold of winter.

Reinventing every single aspect of your life and becoming one of the best footballers.

If you want to learn what mindset is required for this level of success,

Discover the exact mindset and football program I used for my success.