

4 Questions Before Writing:

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

Young footballers. Aged between 16 and 25 years.

2) Where is my reader now?

a) Where are they emotionally and mentally?

- **Worry** about the injury.
- scared on the field
- **Feel threatened** by competition.
- **Nervous** before the game

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

- lack strength for **physical battles**.
- has the **weakest core in the world**.
- Get through around each time he gets in the physical battles
- Sometimes defenders just shoulder me where I lose all the time.
- getting pushed and bodied
- **get knocked off the ball so easily.**
- **tired** of being pushed around on the pitch.
- not able to hold off defenders or win headers.
- tired of being the weakest player on the team.
- working my ass off in the gym, but I'm not seeing any results on the pitch.
- struggling to gain muscle.
- lifting heavy weights and eating a lot of protein, but I'm not making any progress.
- I need to build a better physique, but I don't know where to start.
- keep getting injured and it's setting me back in my gym progress.
- staying motivated in the gym. it's so hard to see results when you're not getting stronger.
- can't seem to get my form right and I'm afraid I'm going to hurt myself.

c) What are their dreams?

- become the best athlete I can become!
- Become the player that changes every game from here on out.
- The beast player in physical side of the game.

- Become the absolute Greatest Version of myself.
- playing in the Champions League.
- reaching the professional level
- They don't want to be good; they want to be the BEAST.
- Want to take their gameplay to the next level,
- Feeling much stronger and fitter.
- Increase physicality.
- Stronger, faster, quicker than the opponent, more Explosive
- be the strongest player on the pitch.
- compete with the bigger and stronger players on the other team.
- be able to hold off defenders, win headers, and make more powerful runs.
- bulldoze through defenders like Haaland,
- Get fit in the absolute best shape of my life and ready for the Game.
- build a good physique
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3. What do I want them to do? What actions do I want them to take? What is the objective?

To click on the link in the bio.

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?

First, I need to capture their attention with an eye-catching image and an eye-catching headline that will be so captivating and resonate with their pain or desire that they become curious and start reading the text.

Then, in the text, I need to build significant curiosity about why Ramos is so strong and powerful as he is and how readers can achieve such strength and physique as his.

Finally, with a strong CTA, they must decide whether to become the strongest on the field with the best physique or not.

DIG Post:

SECRET why Ramos is so powerful player and how you can be too 🙌

Have you ever wondered how Ramos is such a strong beast on the field...

That bullies attackers out of the way, and no matter how hard other players challenge him, he barely budes.

And how did he build such an amazing physique that's perfect for football?

Was the golden genetics or a stroke of divine luck?

No...

Neither genetics nor luck has anything to do with Ramos's exceptional strength and physique... And here's why 🙌 ...

One of the main reasons Ramos is such a powerful player is his training exercises, which focus on two main simple things...

To become a stronger athlete and, at the same time, to build a good physique.

So if you're tired of always getting easily pushed and knocked down by opponents...

Then click on the link in the bio to discover how to become the strongest player on the field...

And get in the best shape of your life.