

Avatar:

Tim, 25, is a hockey player who plays the forward, an offensive role in the sport. He is seeking to improve his shooting accuracy and become better in shooting it at the net. He is already a quick skater but his problem is his shooting so he definitely needs to get better here. He works at his family's business so he has time to work on his passion and become a great hockey player at tournaments.

Current State:

His shooting accuracy is below average and he keeps missing his attempts to shoot it inside the net and past the goalie. He wants to practice and get better at this so he can gain a fearsome reputation as a hockey player. This means a lot to him because he loves hockey and it's his passion to become the best possible version of him as a hockey player.

Dream State:

He has great shooting accuracy and he is scoring a lot of points for his team as an offensive player. He has become a very respected hockey player and has become a star for his team. The defense finds it hard to contain his skillset and he is very great at shooting it now past the goalie or at the right direction.

Roadblock:

His roadblock is that he is not doing drills that are mimicking game-like situations. So, he just does drills that doesn't correlate to real-time shooting during the game. He needs to change this immediately so that he can shoot more with precision because it is definitely different when there's a defender trying to block your path.

Solution:

He gets sent drills that mimics game-like situations. He practices now with more purpose and is imagining shooting the puck with the defensive pressure given to him. So, he is able to become a maestro at shooting the ball with different kinds of scenarios that the defense gives him.

Product:

The USP is a 4 day Free workout program then once that is done they start charging you after.

Purpose of Copy:

He has no social media platforms besides Youtube so I decided to create something for his newsletter because I believe he can use better vivid imagery and write better cuz his stuff is confusing sometimes...

Email

Subject Line: The Path to Elite Marksmanship in The Hockey Arena

Hi Tim,

Eager to hit that amazing slapshot that the goalie can't block?

Imagine holding such power as an offensive player that the defense won't be able to know what to do...

You will become unguardable and everyone will respect your presence when you enter the ice.

The opposition thinks to themselves, "How can we stop such powerful precision from this forward?"

This makes your team chuckle as they know the answer is clear...

THEY CAN'T STOP YOU!

But becoming a hockey sniper goes beyond basic drills that you can't wing it.

Gaining this skill takes intelligent work like adapting in-game situations. It is way different than just practicing accuracy at a standstill position where there's no defensive pressure!

So apply this knowledge with great accordance and click the link below to start becoming a better scorer.

[Become an elite marksman on the icy field with this 4 Day Strategic Plan of beating defenders](#)

P.S. This is the main one I edited it after CHAT GPT review and reading it out loud with a voice recorder

CHAT GPT Suggestion:

Subject Line: Unleash Elite Marksmanship in the Hockey Arena

Hi Tim,

Are you itching to unleash an unstoppable slapshot that leaves the goalie bewildered?

Picture wielding offensive power so immense that defenders are left grappling with uncertainty...

Imagine being an unguardable force on the ice, commanding respect with every stride. Opponents ask themselves, "How can we thwart this relentless precision?"

And the answer is clear as day... they can't.

But honing your shooting prowess goes beyond mere drills. It demands strategic refinement, adapting in-game techniques that surpass stationary accuracy training.

Ready to immerse yourself in the world of elite marksmanship? Click the link below to embark on a journey to become an unrivaled scorer.

Master Your Craft: 4-Day Strategic Plan to Outplay Defenders on the Ice

Best Regards,

[Your Name]