

Questions before writing:

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

Young soccer players, aged 15 to 25 years old.



Example:

Where is my reader now?

Where are they emotionally and mentally?

Worry about the injury.

Feel threatened by competition.

afraid of making mistakes

Lacks motivation.

Nervous when he sees others watching him,

Afraid of being **average**

worried about my future. What if I don't make it?

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

- **Have a bad Football Skills:**

- **Shooting a chip shoot,**

- **can't get a ball as high as he wants,**

- **My shots would not have a lot of power, and it would be easy for the goalie,**

- **doesn't have good stamina**

- **lacks speed.**

- **hate feeling like I'm not fast enough,**

- **lack strength for physical battles,**

- get knocked off the ball so easily,
- always struggled to score free kicks,
- always afraid of taking free kicks. I. wasn't confident in my technique and I was always scared of missing,
- My free kicks were always very weak and unpredictable,
- always struggled to hit the target with my free kicks,
- be nervous when I had to take a free kick,
- terrible at dribbling,
- still can't dribble after playing football for 8 years,
- struggling with my dribbling skills, always losing the ball easily,
- never able to get past defender,

What are their dreams?

- Become the player that changes every game from here on out.
- Sing for a professional club.
- Become the absolute Greatest Version of myself.
- playing in the Champions League.
- make a huge difference and improve a lot,
- scored free kick when it tied,
- curve the ball over a wall and into the top corner,
- much more confident when I step up over the ball,
- I'm now regularly scoring free kicks in games,
- Become one of the best free kicktakers on my team,
- hit the ball with power and accuracy,
- Become a more versatile free kick taker,
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- improve dribbling by 200%,
- improve dribbling abilities, both in regards to your technique and control over the ball, but also in regards to your understanding of how to beat defenders,
- beat defenders with ease when play a match,
- take on more than one player at a time,
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What are they saying about Messi's skills:

DRIBBLING:

- the best dribbler I've ever seen,
- can do things with the ball that no one else can. He's like a magician,
- He has everything - pace, skill, vision. But what makes him truly special is his dribbling. He can go past players like they're not even there.
- has a unique ability to glide past defenders with such ease,
- is the Mozart of football. He composes symphonies with his feet, and his dribbling is like the most beautiful melody,,
- He makes the impossible look easy,
- Messi is a genius on the pitch. His dribbling is just one of his many gifts. He's a joy to watch and a nightmare to play against,

- dribbles like he's got the ball on a string. It's mesmerizing to watch,
- He makes it look effortless, gliding past defenders like they're statues,
- His footwork is like magic, he can change direction on a dime,
- He's miles ahead of any other player when it comes to dribbling,
- Even the best defenders look helpless against his dribbling,

Free Kicks & Shooting:

- Messi's free kicks are like works of art, painted with precision and power,
- he best free-kick taker I've ever seen. His technique is flawless, and he can score from anywhere on the pitch,
- He can score from any angle, and his finishing is world-class,
- can score unbelievable goals from impossible positions,
- He has everything - pace, power, technique, and an incredible eye for goal,
- He's a nightmare for any goalkeeper. He can make you look foolish even when you have the right guess,
- one of the few players who can score from anywhere on the pitch,
- He's a magician with the ball. He can score goals in ways that I can only dream of,
- incredibly difficult to stop, both in front of goal and from set pieces,
- He makes free kicks look easy, curling them into the top corner like it's nothing,
- scores goals from angles that shouldn't be possible,
- goalscoring machine, putting the ball in the net with both feet and his head,

CURRENT STATE (Problems, Pains, How do they FEEL...)	ROADBLOCK: What problem do they have from the Current state to the desired state? What is stopping them from achieving their dreams? SOLUTION: What is the solution that will help them overcome the roadblock? How will it help them? How does it work? PRODUCT: How can the product accelerate the solution and reach the DESIRE STATE faster, more safer, etc? How does the product work?	DESIRE STATE: What kind of life do they live here, What they are like, What dreams they live, What goals they have achieved, How they feel, How other people behave towards them.
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Bad football skills. Because of this, they play poorly on the field, They are not getting any big attention from scouts..., Feeling clumsy and unconfident on the field.	ROADBLOCK: They don't know what to do. How can they improve. They've been training for years, and they're still at the same skill level. SOLUTION: A good specific training, consisting of exercises that 100% focus on improving their skills to make them more agile players... PRODUKT: The product is an individual training session led by a Former England International Futsal Player, with experience in improving skills as he has enhanced them himself and has already assisted many footballers...	Here are better footballers. They have better skills than any other player on the field. They are the next Messi, who glides past defenders with such ease, scores unbelievable goals from impossible positions, etc... And because they have better skills, they also perform better on the field. They attract more attention from scouts and go on to play for better clubs. They become PRO...

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

To write SKILLS in DM.

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 the HEADLINE and IMAGE.

The headline must be fascinating and build curiosity around why Messi has such great skills as he does.

The IMAGE must stand out from other images, It must have high quality, must be well edited..., Colors must stand out...

Then, with the core, I need to build even greater curiosity than they already have about how many of Messi's skills and what his secret is.

It must be fascinating, interesting, and connect with their pain, dreams..., to be intriguing.

Then, with a strong CTA, they must decide whether to remain just average players with average skills or to improve their skills and become like Messi.

FV:

The SECRET why Messi is such a Magician on the field and how YOU can be too 🙌

Do you know why Messi is such a skilled player who can do things with the ball that no one else can? Like...

Easily dribble past players as if they aren't even there...

Score powerful, unbelievable free kicks directly into the top corner from anywhere on the pitch...

And many more amazing things that seem impossible, but when he does them, they look easy.

Is it rare genetics? 🧬

Does he have such a luck from a god? ✨

NO...

Anyone can easily glide past defenders, shoot powerful, unstoppable shots, and have incredible skills.

And that with a simple, little-known thing that helps you become the most skillful player on the pitch.

So if you're tired of having bad skills, feeling clumsy and unconfident on the pitch...

Then DM me SKILLS and discover how to improve all of your skills...

And become an absolute nightmare to play against like Messi.

