

24-Hour Product Launch Challenge

Start Time: 6.08 am 12.4.2024

Finish Time:

Step 1: Define Success

To Finish the funnel and have it ready to launch by 6 am tomorrow

Step 2: Define Process

Step 3: Pick the market

I'm going to pick the volleyball player niche and will use Matjaž Hafner as the Guru.

I will sell to young volleyball players (15-23 year olds). And older amateur players.

Step 4: Pick Pains/Desires

AVATAR

Background

Day in the life

Values and beliefs

Outside forces

Current state

What is painful or frustrating in the current life of my avatar?

- They are not very athletic and struggle to hit the ball around the block and struggle to block.
- They get picked last for games in practice.
- They sit on the bench during games and maybe get substituted in only to serve.
- They play only in "Garbage time".

- They feel like they're better than their teammates, but the coach doesn't see their potential.
- When someone asks them what position they play, they feel demoralized because they don't play anything in games.

How do other people perceive them?

- Others see them as bench warmers and are condescending to them.
- They get asked to fill water bottles by their teammates.
- Their teammates get scared when they touch the ball in play for fear that they will mess up and lose the point.

What lack (of status) do they feel (Worries)?

- They worry that they'll never get any playing time.
- They worry they will have to quit playing volleyball.

What words do THEY use to describe their pains and frustrations?

Dream State

If they could wave a magic wand at their life and fix everything, what would that look like?

- They would play every full match
- They would be able to jump higher
- They would have a higher "Volleyball IQ" than anyone in the league
- They would be the first picked for a team in practice
- They would move to a pro club or go play in college

What enjoyable new experiences would they have?

- Starting the game on the court instead of behind the bench
- Having other players bring them water.
- Hazing younger players
- Being part of the team and not being left out.

How would others perceive them in a positive light?

- Their teammates would respect them and would love to play with them.
- Their opponents would respect or even fear them when playing against them.
- Their coach would see how good they are and would respect them.

How would they feel about themselves if they made that change?

- They would feel proud of themselves
- They would feel more confident in everyday life

Roadblocks

What is keeping them from living their dream state now?

- Not being able to jump high enough
- Not having the volleyball skills and IQ
- Not having the confidence to prove themselves in the game

What mistakes are they making that are keeping them from getting what they want in life?

- Not practicing more than their teammates
- Not improving their game IQ
- Bad body language

What part of the obstacle does the avatar NOT understand or know about?

- How the coach picks the rotation
- How to improve their skills and IQ
- How to become more athletic.

What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?

- Improving their volleyball skills and IQ

Solution

What does the avatar need to do to overcome their key roadblock?

"If they <Insert solution>, then they will be able to <Insert dream outcome>"

If they improve their volleyball skills and IQ, then they will be able to play in every game and have their teammates glad that they are on the court with them and they will play with the pros

Product/Method

How does the product help the avatar implement the solution?

- It gives them the exact practices to do.

How does the product help the avatar increase their chance of success?

- It gives them a community of like-minded individuals.
- It keeps them accountable.

How does the product help the avatar get the result faster?

- It

How does the product help the avatar with less effort and sacrifice?

- It only takes an extra X minutes a day.
-

What makes the product FUN?

- The Community
-

What does the market like about related/other products?

What DOESN'T the market like about related/other products?

CUSTOMER Language

My coach only keeps people on the team if they have good stats how do I not play for myself when not playing for myself means I can't play

I'm 34 and playing at amatur level and I am another kind of talk-too-much: in every play I argue that I make some mistake, like steping with wrong foot first, should be lower, saved with improper hand form

I've been playing volleyball since a year and a half and really want to be better (if i can play at higher levels that would be great too) i am WAY better than i was when i first entered the club cause i didn't know a thing about volleyball at that moment. I'm planning to move to better clubs now it can be a wise choice to sit in the bench and go hard practice with a growing mindset to reach my goal or is it better to be in a small club until we make the club climb divisions?

So my daughter plays club and we went to a tournament and only played one of the 8 games they played. It seems like she's being targeted because she's always at practice and always willing to learn i really don't care if she starts but at least be a sub and this was a team of 11.

So I don't know If anyone is going to see my comment but I'm in a high school team and our coach recently had an accident and will be unable to coach us. I've been playing volleyball for 2.5 years and I know the basics of practice and the drills we should do. The only thing that worries me is that the new coach the school will assign isn't a volleyball coach and I'll have to make it up for in game subs and practice so I wondered how a pro coach "asserts dominance" within his players. I'd really appreciate if anyone could help me out.

You've done a great job in setting standards that should be followed. I have shared this video with my assistant for club ball next season. With this said, I really like how you break things down. Especially with, cooperation, attendance, and attitudes. KUDOs. Now this video is five years old, can we look to update the video with additional topics that causes coaches to determine playing time? One thing I would add is what I call intangibles. First in, last out. Saying hello to the coach(s). Saying thank you to the coach(s). Keeping eye contact with the coach during feedback or instructions. My intangibles really are having the coach notice the athlete. Outside of individual skills. Some calls it 'kissing butt', but I don't see it that way. If I don't notice an athlete, especially on large team like HS teams, then I will overlook the athlete(s) I don't notice. I tell all my athletes, "I play my favorites". I give them a list of what makes athletes my favorite. Those favorites have my intangibles. My favorite intangible, 'They bust it constantly-their physical effort is never in question.' This is who will always see the court on my teams as they will never give up on the team.

you forgot to mention nepotism, we have player who are noticeably stronger who is bench simply because they are not the coach's daughter. This player serves a 6 point lead and established middle and able to win most sets she is on, but NEVER be put on the start set or as much court time as the coach's daughter.

I basically declined to be on a two club teams (late in to my daughters club career unfortunately) if the coach has a child on the team. They lose their perspective and I feel we are only there for (and paying) the coaches kid to further their abilities. I also would add a club coach that coaches a school team...if the kid will be on the school team also there is favoritism also. As a parent it's all super frustrating...and with volleyball I'd say it's a boarder line unhealthy environment for our kids.

Step 5: Create a Product

Video Course - Contents:

- Strength training
- Vertical jump training
- Volleyball IQ training
- Community
- Drills for every position
- volleyball strategies Strategies
- All areas
 - Defense
 - Offense
 - Fundamentals
- Mindset
- Confidence on the court

Name:

VolleyVault: Unlocking Elite Performance

SetSuccess: Your Journey to Volleyball Greatness

The Power Playbook: Revealing the Ultimate Principles for Volleyball Greatness

AceAdvantage: Gain the Edge in Volleyball

Contents:

- Strength training
- Vertical jump training
- Volleyball IQ training
- Drills for every position
- volleyball strategies Strategies
- All areas
 - Defense
 - Offense
 - Fundamentals
- Mindset
- Confidence on the court

Fascinations:

- **Why and How pros use volleyball fundamentals to play at the top level.**
-
- **How to build volleyball-specific strength that sets you apart from the competition.**
-
- **The proven method to add inches to your vertical jump for unstoppable spikes and monster blocks.**
-
- **The insider knowledge that separates volleyball geniuses from average players.**
-
- **Position-specific drills to sharpen your skills and excel in any role on the court.**
-
- **How to outsmart opponents and execute winning strategies in every match.**
-
- **The mental game of volleyball: unleash your potential with a winning mindset.**
-
- **How to step onto the court with unshakeable confidence and own every moment of the game.**

Step 6: Create bonuses

How to get your coach to put you into the game

Top Player Breakdowns

At Home Drills and strength/jump trainings

Personalized Training Plans: Offer personalized training plans tailored to individual skill levels, goals, and positions, providing players with a roadmap to success that fits their specific needs.

Live Q&A Sessions: Host regular live Q&A sessions where participants can interact directly with coaches, ask questions, and receive personalized advice and feedback on their game.

Exclusive Access to Expert Interviews: Provide access to interviews with top volleyball coaches, players, and experts, offering insights, tips, and strategies to help players elevate their game to the next level.

Bonus Drills and Workouts: Include additional drills, exercises, and workouts focused on specific areas such as agility, speed, endurance, and injury prevention, giving players extra tools to enhance their performance.

Mental Toughness Training: Offer bonus content on developing mental toughness, resilience, and focus on the court, helping players overcome obstacles, stay composed under pressure, and perform at their best when it matters most.

Personal Video Analysis: Provide video analysis sessions where players can submit footage of their gameplay for review by coaches, receiving detailed feedback and recommendations for improvement.

Nutrition and Recovery Guides: Include bonus guides on nutrition, hydration, and recovery strategies tailored to volleyball players, helping them optimize their performance, energy levels, and overall well-being.

Exclusive Community Events: Organize exclusive community events such as virtual tournaments, challenges, and meet-ups where players can connect, compete, and celebrate their progress together.

Discounts on Equipment and Gear: Partner with volleyball equipment brands to offer exclusive discounts and deals on gear, apparel, and accessories, making it easier and more affordable for players to access quality equipment.

Lifetime Access and Updates: Provide lifetime access to the course content and future updates, ensuring that players can continue to learn, grow, and stay ahead of the competition long after they've completed the program.

Step 7: Create a Landing page

WWP:

Who am I talking to?

Young male and female volleyball players, who want to improve and become pros.

Where are they now?

Awareness: level 2-3

Sophistication: Stage 2-3

Their pain/desire: is at a 2 and needs to be at an 8

Belief is at a 3 and needs to be at an 8

Trust is at a 1 and needs to be at an 8

What action do I want them to take?

I want them buy the course

What are the steps they need to experience?

How will I get them to read the sales page with the headline?

- I will write a headline that breaks their brain
- I will make them make a micro commitment to read on with a question or an identity play
- I will "bribe" them to read on. (Model the secret desire sales page for this)

How will I increase the pain/desire?

- By bringing it to their face
- By connecting it to the other desires
- By using vivid imagery and sensory language

How will I lower the cost of the product?

- By playing with the parts of the value equation
- By price anchoring

How will I increase their belief in my method?

- With the guarantee
- By showing testimonials
- By teasing the pros use these techniques

How will I increase the trust in me?

- With the discovery story
- By giving leadership indicators

- By showing past successes and credentials

How will I close them?

- 3 way close

Long Form Sales Letter Basic Outline

Headline

The point of the headline is grab attention, “break their brain”, and compel them to read more

Lead

The point of the lead is to build rapport, amplify desire, and bribe the reader to continue reading

- Connect with the reader’s pain
- Make a big promise
- Tease mechanism
- Tease discovery story
- Establish credibility

Body

The goal of the body is to shift their limiting beliefs, reveal the true nature of their problem and show them the mechanism or law of nature they need to follow to get what they want.

- Introduce Guru/Brand
- Preview height of drama
- Show struggles
- Show failed attempts to solve the problem

- The moment when all seems lost
- Decision and discovery of the law of nature
- Finding the solution/mechanism
- Experiencing the dream state

Close

The point of the close is to present the product, and help them make their purchasing decision by stacking on their new beliefs

- Intro product
- Show how product taps into the mechanism to get dream state
- Tease contents of product
- Testimonials
- Value stack and intro price
- Stack additional value with bonuses
- Guarantee/Risk reversal
- Scarcity/Urgency
- 3 way close
- Additional Testimonial dump

Sales Page

Personal Analysis:

- In my first draft, I noticed that the sales page didn't seem too connected with each part abruptly jumping to the next. I added some copy to ease the transitions and removed what I thought was unnecessary.
- I tried to model the Vert Shock price anchoring strategy, but I feel like I forced it too much. I tried to add some copy to bring the logical part of the reader's brain on board, but I don't know how good of a job I did.

Are You Ready To Dominate On The Volleyball Court?

If the answer is yes, then keep reading.

In the next 90 seconds, I'm going to share with you **why some players can compete at the highest level** while others stay stuck playing amateur leagues or quit altogether.

It's sometimes hard to imagine that...

Even the best players in the world were once where you're at

They were tired of feeling sidelined on the volleyball court, always watching from the bench while everyone else played their hearts out on the volleyball court.

Overlooked by the coach and only being subbed in during "Garbage time".

And then there's the shame of being asked to fetch water for the team.

Imagine if you were not just a benchwarmer, but the MVP leading your team to victory with every spike, block, serve or set.

Picture yourself dominating the court with confidence, outplaying the opposing team with ease, and earning the respect of your teammates and coach.

In over a decade of coaching players just like you, I've seen firsthand the transformation that can happen when you put in the work and follow the game plan.

So get ready, because...

You're about to take your game to the next level

But first, let me introduce myself.

My name is Matjaž Hafner and I'm currently coaching Slovenia's #1 club ACH Volley.

I've won titles with many clubs such as OK Maribor and Aich Dob, as well as played for the Yugoslavian national team.

After finishing my career as a player, I decided to pursue a career in coaching, over which I've won titles in both Slovenia and Austria.

Over my coaching career, I was often tasked to create great players out of young talent.

In my quest to nurture young talent within our club, I decided to **uncover the winning similarities hidden within the best players** I've had the privilege to coach and play alongside.

I observed their every play, analyzed their mindset, and distilled their training into a set of principles that could be taught to the up-and-coming stars of our younger teams.

In teaching these principles, I've witnessed firsthand the transformation of players who started the season on the bench, with their potential overlooked and their talents untapped.

Through dedicated training and the application of these principles, I've seen them rise from obscurity to become the heroes of the finals...

Scoring the winning point and **raising the championship trophy high above their heads**

However, this journey was not without its challenges...

Along the way, I encountered players who struggled with self-doubt and lacked confidence in their abilities.

Others grappled with technical deficiencies, their skills failing to match their ambitions.

Despite our best efforts, traditional methods of coaching and training kept on failing.

There were moments when it seemed like all hope was lost.

When the odds were stacked against us victory seemed impossible. It was in those moments our champions were created.

The realization that success in volleyball is not just about physical prowess, but about mindset, strategy, and the unwavering belief in yourself.

At that moment I made a pivotal decision to uncover the underlying laws of nature that govern success on the volleyball court.

Through relentless study and experimentation, I discovered the key to unlocking the full potential of every player...

The Power Playbook

This isn't just another set of volleyball drills or strategies—it's a comprehensive guide that taps into the fundamental mechanisms of success on the court.

It's the culmination of years of experience, observation, and dedication to understanding what separates the elite players from the rest.

By following the principles outlined in the Power Playbook, you'll not only improve your skills and performance but also cultivate the mindset and strategy needed to achieve your goals on the volleyball court.

In it you will learn:

- How to **build volleyball-specific strength** that sets you apart from the competition
- The proven method to **add inches to your vertical jump** for unstoppable spikes and monster blocks
- **The insider knowledge** that separates volleyball geniuses from average players
- Position-specific drills to **sharpen your skills and excel in any role on the court**
- Why and How the pros use volleyball fundamentals to **play at the highest level**
- How to **outsmart the opposing team** and **execute winning strategies in every match**
- **The mental game of volleyball:** How to unleash your potential with a winning mindset
- How to step onto the court with **unshakeable confidence** and own every moment of the game

But why should I believe you?

With so many coaches on the internet sharing drills that supposedly improve your game, I understand your skepticism.

And to be completely honest... it doesn't work for everyone.

If you're the type of person who doesn't want to do the work necessary and isn't ready to sacrifice for their dreams, you should stop reading.

There's nothing of interest to you further down this page.

But if you ARE **one of the rare individuals**, who is prepared to do the work and enjoy the victories it brings, you'll have no issues with reaching new heights.

Metaphorically and physically.

"I've been playing volleyball for years, but it wasn't until I started using the Power Playbook that I truly unlocked my full potential. The strategies and techniques outlined in the book have transformed my game in ways I never thought possible." - Sarah M.

"As a coach, I'm always looking for ways to help my players improve. The Power Playbook has become an invaluable resource for me, providing me with the tools and insights I need to help my team succeed." - Coach J.

Now, in case you haven't noticed by now...

Access to The Power Playbook isn't free...

I want to warn you that it's quite expensive.

One parent told me his kid learned more from the course than he would in 20 one-on-one practices, which would probably set him back around \$1000.

I'm not going to charge \$1000. That's why I lined up a very special price for you today.

You'll be getting:

The Power Playbook: Revealing The Ultimate Principles For Volleyball Greatness

With all the contents:

- How to **build volleyball-specific strength** that sets you apart from the competition
- The proven method to **add inches to your vertical jump** for unstoppable spikes and monster blocks
- **The insider knowledge** that separates volleyball geniuses from average players

- Position-specific drills to **sharpen your skills and excel in any role on the court**
- Why and How the pros use volleyball fundamentals to **play at the highest level**
- How to **outsmart the opposing team** and **execute winning strategies in every match**
- **The mental game of volleyball:** How to unleash your potential with a winning mindset
- How to step onto the court with **unshakeable confidence** and own every moment of the game

And to make this a no-brainer, you'll also be getting:

Bonus #1:

Masterclass Insights (Value: \$37)

Uncover the secrets of the pros with in-depth breakdowns of top volleyball players' techniques, strategies, and mindsets, allowing you to learn from the best and elevate your game.

Bonus #2:

Home Court Advantage (Value: \$27)

Access a treasure trove of drills and training exercises that you can do from the comfort of your own home, designed to build strength, increase vertical jump, and improve overall performance on the court.

Bonus #3:

Tailored Success Roadmap (Value: \$97)

Unlock your full potential with personalized training plans tailored to your individual skill level, goals, and position on the court. Get a roadmap to success that's customized to your specific needs and watch your game soar to new heights.

Bonus #4:

Performance Booster Pack (Value: \$57)

Supercharge your training regimen with additional drills, exercises, and workouts focused on agility, speed, endurance, and injury prevention. Equip yourself with extra tools to enhance your performance and dominate the competition.

Bonus #5:

Your Game Under the Microscope (Value: \$97)

Receive personalized feedback and guidance with video analysis sessions. Submit footage of your gameplay for review by experienced coaches, who will provide detailed insights and recommendations for improvement, helping you refine your skills and reach your full potential on the court.

That's the Power Playbook + over 300 dollars of free value

All for only ~~\$200~~ \$97

But you'll need to act fast—this offer won't last forever, and once it's gone, it's gone for good.

Don't miss out on this chance to transform your game and achieve volleyball greatness with the Power Playbook.

And here's the cherry on top: I'm so confident that the Power Playbook will help you that I'm offering a risk-free guarantee.

If for any reason you're not completely satisfied with your purchase, simply let me know within 30 days, and I'll refund your money, no questions asked.

That's my promise to you.

Now it's time to decide

The way I see it you have 3 options...

Option 1: Do Nothing

If you choose to do nothing, you'll continue to experience the frustrations and limitations that you've been facing on the volleyball court.

You'll remain sidelined, watching from the bench, while others take the spotlight. Your dreams of becoming a volleyball superstar will remain just that—dreams—without any real progress or fulfillment.

Option 2: Try to Figure It Out Yourself

You could try to figure it out on your own, but let's be honest—it's not going to be easy.

You'll spend countless hours scouring the internet for tips and techniques, experimenting with different strategies, and making little to no progress.

You'll likely encounter setbacks and frustrations along the way, and it could take months or even years to see any meaningful improvement—if you see any at all.

Option 3: Invest in the Power Playbook and Achieve Greatness

Or, you could take the fast track to volleyball greatness by investing in the Power Playbook today.

With this comprehensive guide by your side, you'll have everything you need to transform your game and achieve your dreams on the volleyball court.

You'll unlock insider strategies, personalized training plans, and bonus resources that will propel you toward success faster than you ever thought possible.

Imagine stepping onto the court with confidence, dominating your opponents, and achieving the recognition and respect you deserve as a volleyball superstar.

Biting the gold as you become the MVP of your team, league, or even the best leagues in the world.

That's what awaits you when you decide to invest in the Power Playbook today.

So ORDER NOW and get started today

[Buy now](#)

Just imagine soaring above the net and spiking the winning point to the floor so hard it ends up somewhere in the audience.

Your teammates run on the court yelling victoriously.

The sense of joy overwhelms you as you lift the trophy after being named the MVP.

It's time to decide who you want to be...

If you click [buy now](#) you'll get:

The Power Playbook: Revealing The Ultimate Principles For Volleyball Greatness

Bonus #1:

Masterclass Insights

Bonus #2:

Home Court Advantage

Bonus #3:

Tailored Success Roadmap

Bonus #4:

Performance Booster Pack

Bonus #5:

Your Game Under the Microscope

All for only \$97

For less than a pair of volleyball shoes, you have the chance to achieve volleyball greatness.

Will you take it?

Click buy now and take the first step to volleyball success

[Buy Now](#)

FAQs

Q: Who is "The Power Playbook" for?

A: "The Power Playbook" is designed for volleyball players of all skill levels who are looking to enhance their performance on the court. Whether you're a beginner seeking to improve your fundamentals or an experienced player aiming to take your game to the next level, the playbook offers valuable insights, strategies, and drills tailored to your needs.

Q: Is "The Power Playbook" suitable for both indoor and beach volleyball?

A: Yes, the principles and techniques outlined in "The Power Playbook" are applicable to both indoor and beach volleyball. While there may be slight variations in gameplay and strategy between the two formats, the fundamentals of the game and the training methods provided in the playbook are relevant to players in any setting.

Q: How long will it take to see results with "The Power Playbook"?

A: The timeframe for results with "The Power Playbook" can vary depending on factors such as your current skill level, dedication to training, and adherence to the playbook's principles. While some players may experience noticeable improvements in their game within a few weeks, others may require more time and consistent practice to see significant progress. Remember that success in volleyball, like any sport, requires patience, persistence, and dedication.

Q: Can I access "The Power Playbook" on my mobile device?

A: Yes, "The Power Playbook" is available in digital format, allowing you to access it conveniently on your computer, tablet, or smartphone. Whether you're at home, on the court, or traveling, you can easily reference the playbook's content to enhance your training and performance.

Q: What if I'm not satisfied with "The Power Playbook"?

A: We stand behind the quality and effectiveness of "The Power Playbook," but if for any reason you're not completely satisfied with your purchase, we offer a 30-day money-back guarantee. Simply contact us within 30 days of your purchase, and we'll provide a full refund, no questions asked. Your satisfaction is our priority, and we want you to feel confident in investing in your volleyball journey with us.

Q: Can I share "The Power Playbook" with others?

A: "The Power Playbook" is intended for personal use only and may not be shared or distributed without authorization. Each purchase grants access to a single copy of the playbook, and sharing unauthorized copies infringes on copyright laws and devalues the product. We encourage you to respect intellectual property rights and support the creators behind "The Power Playbook" by directing others to purchase their copy.

Q: Are updates included with "The Power Playbook"?

A: Yes, updates and enhancements to "The Power Playbook" may be provided periodically to ensure that you have access to the latest training methods, strategies, and insights. As a valued customer, you'll receive notifications about any updates and have the opportunity to download the revised version of the playbook at no additional cost.

Q: How do I contact customer support if I have further questions?

A: If you have any additional questions, concerns, or inquiries about "The Power Playbook," our customer support team is here to help. You can reach us via email at support@powerplaybook.com, and we'll strive to provide prompt and helpful assistance to address your needs.

