

Mission - Short Form Copy (DIC, PAS and SHO emails: Midfielders)

Context for those who check it: the article I picked from the Swipe File was a midfielders' mentoring. Be harsh about everything you don't like, so I can improve that specific part of my writing.

Notice that I'm Spanish, so if you see that any sentence is not well formulated, or you'd choose to change any word or expression, make a comment about it. Comment everything you don't like, and also the things you like a lot, so I can use them in other copies. Thank you for your help btw :)

D-I-C FRAMEWORK

Subject Line: **the foundation of every WORLD-CLASS midfielder**

You may wonder how some of the best midfielders of all time reached the success they have got.

And yes, I am talking about some footballers you wouldn't hesitate to become, such as Ronaldo, Iniesta or Modric.

Every single one of them shared one UNIQUE trait.

This unmatched feature already predicted the greatness they would achieve...

And no, I'm not talking about genetics, talent or some kind of God's blessing.

With this trick applied in some of the most legendary teams in Europe, such as FC Barcelona or Manchester City...

These prodigies ended up reaching their fans' hearts.

With the grace and ease they gave off, with every touch, every dribbling and every goal...

They were settling among the world elite, while listening to the whole stadium chant their name, over and over again.

If you are interested in becoming one of these children's success stories, click [here](#).

P-A-S FRAMEWORK

Subject line: how to be one of the best midfielders of your generation

Picture the following scenario: It's the World Cup final. You step onto the field and hear the entire stadium chanting your name.

Like Sergio Ramos, you reach any striker, never giving a single opportunity.

With Messi's magic, you move flawlessly between each bulky defender, making them bite the dust (or the grass).

You lead your team to lift the trophy and make history.

"How did he make it?" Your friends would ask.

Now, remember one recent match you have played.

Did you drop back to defend and quickly counter-attack?

Would you say that the team depends on you, or vice versa?

Regardless of your skillset, there's always room for improvement.

I've got what you need to improve as a midfielder and if you wait too long, you will miss a special gift that will certainly help you a lot. Click [here](#) to find out more.

H-S-O FRAMEWORK

Subject line: how he became the BEST MIDFIELDER of his generation.

Here goes Luka from the right wing, evading every defender in his way...

He's reaching the penalty area, but he's in a precarious position...

He dribbles past one more defender, he shoots from outside the box...

GOOOOOAL!!! GOAL FROM THE CROATIAN GENIUS!!!

"You aren't good at passing".

"You are too short".

"They've rejected our son again, what should we do, honey?"

"Maybe he should pursue something else... Luka... No, wait! Don't run!"

Little Luka ran towards the trees and started crying.

His dream was to play for a competitive club in Croatia, but no one wanted him.

Desperate and lost, he closed his eyes...

"And the winner of the Ballon d'Or 2018 is...LUKA MODRIĆ!!!! Congratulations!"

Little Luka couldn't let himself sink into failure.

Even at his age, he knew he needed one titanic impulse.

He came up with a series of strategies and tricks that he managed to adapt exceptionally well to his playing style.

If you want to learn about these tactics that you can apply to enhance your game on the field and astonish everyone, click [here](#).