

What part of their online presence/funnel is needed to achieve this business objective?

- Email marketing

What specific business objective am I seeking to accomplish with this project?

- Get people excited and keen to purchase an event ticket for an opportunity to make their dreams come true. Last year my Client sold 144 tickets by himself. This year i want to hit 200 minimum 1 week prior to the events.

Who am I talking to?

- Inspiring footballers aged 13-23
- & parents looking to buy event tickets for their child
- Players inside Australia
- 90% male and 10% female
- Pissed off with the current system in Australia, with zero pathways to get scouted by pro clubs in Europe.
- Waiting for opportunities to come their way, as they don't get many
- Parents who want to see their child fulfil their dream on the pro stage.

(I am putting all focus on males and the target is 13-23 year olds, they will show their parents)

Where are they now?

- On their phones, scrolling through Instagram
- At work or school, checking their notifications
- Level 4 product awareness. They know about our events or have only just discovered them.
- Market sophistication is level 4-5; competitors abuse the mechanism of "get scouted by pros" or "the secrets to getting scouted." I will be running with the mechanism i have created "The ONLY pathway for amateurs to go pro".

- Trust = 5/10 because the market is abused by academies and tours with no real pathways.
- Certainty = 5/10, I believe this from reserch and speaking to my client. Theyre worried a little because its an investment with money but they always see alan on instagram promoting his business and sharinf success stories along with exposing scams and frauds.
- Desire = 9/10

Dream State

- Excited and rewarded
- The sheer joy of achieving a lifelong dream
- A deep sense of pride, knowing their hard work, dedication and perseverance paid off.
- Stress and uncertainty of the journey were replaced with relief
- Feeling satisfied with their accomplishments and sacrifices made along the way
- Feeling unreal
- Gratitude towards family, friends and coaches who helped along the way
- Appreciation for the opportunities and experiences that led to this moment.
- Recognition and respect from peers, fans and the football community.
- An agent they can easily talk to

Current state

- They don't know where their career will lead to
- Afraid their dreams won't work out going pro
- "Honestly though overseas was out of reach" - Zach
- They want opportunities to improve, better their skills and get scouted.
- Deep down, they want more confidence in their game
- Afraid they need to be a particular player instead of themselves

- Want support from their family/friends

Desires

- Finally, being recognised by scouts and coaches
- Playing for a big club in Europe, La Liga
- Popular at their school
- Respected by coaches, teammates and their idols
- Being showcased to famous football clubs
- Seek International training to learn from the best
- "I walked into the press conference room and saw the club's director sitting there offering me a contract" - Rico
- "Opportunity to walk down the tunnel of Real Oviedos Stadium and look out and see fans in the stadium" - Rico
- Win championships, cups and accolades
- Leave a legacy
- Sponsored by the us

Where do I want them to go?

- I want them to take action at the end of the email and purchase a ticket to an event.
- I need desire cranked to get that 10/10, as this will be the main push
- Trust and certainty will need to be showcased a tiny bit. Being an event, it doesn't have to be pushed so hard. Zero risk. Last event we sold 144 tickets

Steps to take them from where they are now to where I want them to go

How will I get attention? (active attention)

- Images of famous clubs coming to AUS (**extreme size**)
- Colours throughout the page (**shiny/bold**)
- Showcase a few success stories from previous events (**matches previous experience with importance**)

How will I increase specific levels?

- Show how elite football is the **solution** to take them from their current state to their dream state with **social proof** showcasing recent success stories from previous events who were a part of their **tribe**
- Make the **product closely fit their situation**, as there aren't many opportunities for “amateurs” to go pro in Australia.
- **Niche down** on “amateurs” aged 13-23 seeking to play overseas in Europe.
- Explain how our events are the only opportunities to be scouted this easily for **logic** to buy if they want the chance to go pro.
- **Crank pain/desire** and how they need this opportunity if they ever want to be recognised and potentially sign a contract/scholarship overseas.
- **Urgency** with a countdown timer until the events start
- **Leverage previous commitments & are you serious CTA?** “if you're the type of person who has trained too hard to let an opportunity like this blow by and you're serious about going pro... this is your chance to prove it.”

How will I bring down perceived costs and thresholds?

- Mention price drop in tickets
- Mention success stories

PAS FORMAT

Subject Line:  Elite Football Trials + Don't Miss Out!

Hi [Name]

(Club logos)

For the first time, we're bringing the thrill of:

- La Liga **Real Sociedad** to Australia
- Along with **Real Oviedo**

- And **AD Torrejón**.

In November, we're hosting 3-day trials in **Melbourne, Sydney** and **Adelaide** for talented Male & Female amateurs aged 13-23.

PLUS, we're offering FREE player representation and sponsorships to selected players.

Last month, 4 players who attended our trials secured contracts/scholarships with top Spanish clubs like **Real Oviedo, RC Celta** and **Real Ávila**.

(Photos of success stories)

If you think you've got what it takes to catch the eyes of the best European clubs.

Then claim your spot below...

P.S. Tickets are now **\$549**, down from **\$750!**

[Register here](#)

Warm Regards,
The Elite Team