

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

The objective I am seeking to accomplish is to convert leads to sales through soft and hard sale emails.

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

Welcome email, I want to start building a relationship with them, bringing value.

Reshape their view on the world with key beliefs, important facts and get them excited about taking the first big step in their career.

Who am I talking to?

Mostly kids and teenagers aged 13-23 who want to become pro football players as it's their dream but they think their dreams are unachievable.

A lot of international people

Some parents

Inspiring football players

Where are they now?

On their phone, a notification from their emails pops up

Coming into this world all new

Stage 3 sophistication. Other businesses are using simple mechanisms like "Book your spot in Madrid now!"

"Train in Europe at the highest level and get exclusive access to more than 15 clubs in Spain.

I can make claims like "Australia exclusive club feeder to over 25+ pro clubs with guaranteed development and trial offers".

Dream state,

To go pro

Get real access to pro clubs

Train with pro coaches

Be Respected

International Exposure

Learn from the best

Learn insane skills

Current state

Afraid they won't make it pro

Geographical limitations

Possibly bad past experiences

Worried about other people's opinions on them

Low confidence

Feel like their dreams are out of reach

Lack of guidance

Poor networking

Where do I want them to go?

I want them to be ready to purchase one of our plans.

be excited about the phone call from an agent.

Tease them with what content is going to be in the next email to want to check their next email

Show them no matter how bad their situation is, they can make it pro

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

How will I get attention?

Use NOT statements about limitations and beliefs they have about themselves to show they don't matter.

Future pace the dream result with this

Hit the trigger with Once you get this the next few things are going to happen.

Paint the picture using it, and imagine a reality with it.

images

How will I increase specific levels?

Increase current and dream state with future pacing.

Handle objections and price anchors to lower cost perception.

Get them to agree with objections.

Make a few commitments about their identity.

Play status card

Amplify the dream state at the end again

How will I bring down perceived costs and thresholds?

Make it seem like a conditional recommendation

Amplify how valuable this is in their mind and hold it and then give them the price to seem like a steal and compare it to zero.

D-I-C Format

Disrupt is in yellow

Intrigue is in blue

Click is in Green

SUBJECT LINE: Welcome to Elite Football – where the game changes.

Hey (Name)

You've seen the promises: talent, luck, and connections.

But the reality? None of that guarantees success.

What if you had access to a strategy that cuts through the noise and focuses on what truly works in today's competitive environment?

Imagine this: In just a few months, you're not just another player—you're standing out on a European pitch, wearing the jersey of a top club.

How?

You've found the pathway that's **different from the rest**—one that produces more pros every year than any other academy or tour in Australia.

Ready for your upcoming consultation?

Watch this video to explore the best pathways to a pro career.