

What specific business objective am I seeking to accomplish with this project? Why is it important?

- I am looking to convert more leads from players who appear on the website.

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

- Website landing

Who am I talking to?

- Players aged 13-23 and also parents
 - a. Amateur footballers who are passionate
 - b. Seeking opportunities to get scouted or develop their skills
- Parents who are invested in their children's career
 - a. Who are looking for credible and trustworthy programs
 - b. They need assurance of safety
 - c. Clear communications about the pathways available

Where are they now?

- Active searching and appearing on our website
- Or finding us through social media like instagram, tiktok, fb and youtube.
- They're level 3 solution aware
 - a. Call out the solution then offer product as best form of solution.
- Stage 4 sophistication (market
 - a. Position our version of the mechanism as unique, better and bigger

Where do I want them to go?

- To level 4 product aware
 - a. Crank social proof, need/desire/want
 - b. Show how our solution solves their problem
- To sign up for the free consultation
- Schedule a call with one of the sales team.

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

How will I get attention?

- Niche down and target amateur players. with **BOLD**
 - a. 1 or 3 month guaranteed trial for amateur players in Europe
- Identity play
- Extreme size
- Movement
- shiny/bold
- food/resource (opportunity)

How will I increase specific levels?

- Demonstration of results with testimonial videos
- Make the product/service fit with audiences personal situation
- Guarantees
- Showcase players and clubs they know who they trust that vouch for us
- Showcase alan and maurices strong background in football and history of developing pro footballers
- Success rates compared to industry standards
- Parental involvement and informed on their childs progress

HERO SECTION

The ONLY Pathway For “Amateur” Footballers with direct access to 25+ Pro Clubs In Europe

(IMAGE/VIDEO)

CTA

“Get your free consultation”

TRUST

Mikel Merino, Andrés Iniesta, Iago Aspas, and Santi Cazorla believe Elite Football is the major step for “amateurs” and pro footballers globally to fulfil their dream of playing for the first team in La Liga.

Testimonials

SUB-HEAD

Better than “academies” and “tours”, at Elite Football, we provide you with direct opportunities and exposure to the best 25+ pro clubs in Europe, like Real Oviedo, RC Celta, and Real Madrid.

VALUE

The secret to how founders Alan and Maurice have put pen to paper and signed over 100+ footballers to clubs like Real Sociedad, Real Ávila CF and more isn't just because of their 25 years combined experience.

It's because their network and contacts in Europe are unmatched, and they have exclusive access to deep-rooted relationships within the European football community.

ADDITIONAL INFO

- INDUSTRY-STANDARD VS ELITE FOOTBALL SUCCESS RATES GRAPH

- We offer a risk-free guaranteed trial or receive a full refund
- Access to top European clubs
- Tailored programs to enhance individual skills
- And real opportunities for scholarships and professional contracts

VIDEO

Descriptive video from Alan on how elite football works

REPEAT CTA

It doesn't matter if you're 13 years old or 23... male or female... goalkeeper, striker or midfield.

It doesn't matter if you think overseas is out of reach or don't have an EU passport.

There's a reason why Elite Football is the easiest, most guaranteed, and safest method you'll ever try.

Get your FREE consultation here and find out why for yourself.

[FREE Consultation](#)

A wise man once said “when people succeed, it's because of hard work. Luck has nothing to do with success” Diego Maradona

Pen to paper

A major step to fulfilling your dream of playing for the first team

Its not just a game, its a way of life

Imagine feeling when you play football, you have the best job in the world

PE Teachers saying you wont make it

It can be hard to see your friends playing in their age group and you're sitting on the bench.

A setback is always an opportunity for a comeback

Clubs sometimes stop looking so much at a certain age around 13-14 and by 18 you're expected to be a first team player.