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****Business objective: People read the sales page and purchase the program.****

****Which type of funnels they used: logic****

****Who am I talking to?****

-15 - 25 year old men who are interested in improving their football skills and also want a status in their team.

****Where are they now?****

Searching for some football programs on google.

Level - 3 Awareness

Sophistication stage 3

-Current state (pain) - He is stressed about his football skills: he doesn't play well, doesn't score goals properly, can't run faster than his opponents, doesn't know how to take the ball from his opponents, and isn't creating scoring opportunities for his teammates. He isn't a great midfielder.

-Roadblock - They aren't sure which training program will help them become a better footballer because they think they have a lot of problems. They don't run fast and don't know any tactics or tips about improving their skills. They don't have a step-by-step guide or workout plans.

-Dream state - They want their team to see them as a great and valuable member. If their team chooses them as a midfielder, they don't want to disappoint. They aim to score great goals, create scoring opportunities for their teammates, and dominate the game as a midfielder. They want to play like elite players such as Ronaldo and Messi. They wish to get secret tips on how to become a great midfielder, dominate the position, and embarrass the opposition.

Perceived cost is fairly high - Time, Efforts.

Belief in ideas - logic, guarantees and how closely the product/program fit in my personal situation.

Trust - Social proof.

****Where I want them to go?****

Stop them

Read the sales page

Purchase the program

****What do they need to experience/think/feel to do that?****

****Stop them****

- Showing that my program will help you to become a midfielder in just 30 days!
- Provides a value ladder and boosts confidence, emphasizing that everything depends on you.

****Read the sales page****

- What capable you are? How do your teammates see you as a team?
- Also adds value by helping readers picture themselves as an average runner who runs 7 miles, but with this program, they can run more and dominate their opponent team.
- They see themselves as the hero of the team.
- Then, drive the conversation into a commitment, asking if you are willing to pay the price. This program is not for the faint of heart. I share this program with those who are serious about the game and brave enough to take action. If they don't take any action, they feel weak and not serious about crushing their challenges.
- Now use face recognition before pitching the price by mentioning famous footballers like Ronaldo and Messi. They use these tactics so that in this program, you learn drills that will help you have total control of the ball. They again help readers picture themselves playing like their favorite footballers.

****Click/book****

- Now pitch their program properly with price anchoring: from \$49.95 to \$24.95, making the reader feel they are getting a great deal.
- Also creates urgency that the whole program sold out before 2019 at the original price, but now you can get it at half price so, HURRY UP!
- They lower the reader's risk to zero by stating that if you don't see any results, they will refund your money without asking any questions. They use huge fonts to say 'YOU RISK NOTHING!' This definitely lowers the reader's risk, and they offer their program for 30 days for free if no results are seen.