

DIC Example

Subject Line: Become the Midfielder that Football teams beg for

There is **one turning point to** dominate the Midfield Position, and you will kick yourself instead of the ball once you find out.

It's not drugging yourself with steroids, it's not splashing cash on better gear and it's not luck.

It's giving players a significant, yet completely legal advantage that turns them into the midfielders that managers move mountains to bring onto their team.

[Click Here to discover how to be one of them.](#)

Who am I talking to?

14-20 years old football players

Where are they now?

Scrolling on instagram/facebook

Current State:

They're frustrated because they keep losing.
They know they can do better but don't know how

Dream State:

Win every match they play
Dominate the whole match
Win the championship

What do I want them to do?

Stop the scroll
Click on the link
Buy the product/course

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

