



Joe Cole

Summer 2011



A photograph of a man in a red soccer jersey crawling on a green lawn. He is looking down with a pained or frustrated expression, his mouth open as if shouting or crying. The jersey has a crest on the sleeve. The background is a solid green color.

THE OPPORTUNITY OF A LIFETIME

Joe Cole is a tour de force in the midfield. He's been England's Next Big Thing for a decade, and he shows no signs of relinquishing that distinction even as he approaches the age of 30.

Joe Cole floats like a butterfly and stings like a friendlier, more docile butterfly.



A soccer match scene on a green field. In the center, a player in a red kit (Joe Cole) is in mid-air, having just kicked the ball. To his left, a defender in a white kit is running. To his right, another defender in a white kit with 'BOATENG' and the number '20' on his back is also running. A soccer ball is on the ground in the foreground. The background is a blurred green field.

Joe Cole has scored some memorable goals, but is known mostly for his dribbling skills. Look at him dribble! Past one defender, past two--hang about, he's surrounded by defenders now. Should have passed five seconds ag---ah, look at that. He's lost the ball now, but weren't you emotionally invested in his moves? They were positively thrilling.

**A
UNIQUE
ASSET**





When teams want width, they want Joe Cole.

When they realize that he'll always take the ball infield so as to shoot hopefully from long range, they still want Joe Cole.

In this era of inverted wingers, reverse liberos, strikers that don't score, and defenders that play high up the pitch, Joe Cole is the ultimate must-have enigma to complete your failing, counter-intuitive tactical set-up.





OVERVIEW

WEST HAM UNITED 1998-2003
126 appearances, 10 goals

CHELSEA 2003-2010
183 appearances, 28 goals

WORLD CUP 2010
2 substitute appearance, 44 minutes.

LIVERPOOL 2010-
20 appearances, 2 goals

ENGLAND (2001-present)
56 appearances, 10 goals

Joe Cole's strike rate of 1 every 8.5 games is better than John Arne Riise's 1-in-9.5 games!

That's right, you get a dynamic attacking midfielder who's a slightly bigger scoring threat than an average defender!



JOE COLE BRAND VALUES

filled with potential
hard-working
contagious
bittersweet
nostalgic
savoury
deep-fried
Joe Colicious
fiveheaded
forward-thinking
headstrong
prideful
lactose-tolerant
tangible
not that cunt Ashley
Ingerlandish
precocious
dribbly
mostly-literate
spearmint
looks good in training
energy-conscious





VERSATILITY

👁 An image search for 'Joe Cole' produced this picture.
It kinda makes sense when you recall that Joe Cole played for West Ham and might be delicious when smoked.





The Myth:
'Joe Cole is often injured.'

The Reality:
Joe Cole is injured less than Owen Hargreaves

Joe Cole is familiar



**with the work of the
Village People.**



SUMMARY

Joe Cole is brimming with untapped potential that he's just waiting to spill on your club as soon as you sign him.

In fact, you'd be hard pressed to find a player with more experience in 'having potential'.

Previous career disappointments were everyone else's fault.

Joe Cole has a lovely family.

Joe Cole is from Essex.

Joe Cole respects his elders.

Joe Cole has total and complete commitment to his rehab regimens.

Joe Cole enjoys pudding.





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