

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Boxing course

Business Objective: Getting more interest

Funnel: Via social media funnel

WINNER'S WRITING PROCESS

1. Who am I talking to?

- A. Working with people who are in need to learn boxing.
- B. Working with people who are interested in learning technical ways of boxing.

2. Where are they now?

- A. Scrolling on YouTube.
- B. Current Levels
 - I. A desperate need to learn boxing-4/10.
 - II. Belief in the idea of being educated-6/10 (because of millions of followers)
 - III. Trust in the guy- 6/10 (an olympian bronze medalist)
- C. Current state
 - I. Poor technique in boxing.
 - II. Not confident.
 - III. Defenceless.
 - IV. Out of shape.
 - V. Disqualified.

- VI. Having poor boxing class
- D.Dream state
 - I. I got jumped by 2 older guys with a weight advantage and what you taught me enabled me to beat both of them for defence.
 - II. I have never boxed before but I've learnt so much.
 - III. Fearless and confident.
 - IV. Qualifying for a tournament .

3.What do I want them to do?

- A. Making them be interested in the content.
- B. Getting them to buy the course.

4.What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- A. Making them be interested in the content;
 - I. A full boxing tutorial.
 - II. Building trust by mentioning an olympian boxer.
 - III. A picture of a nice stance.
 - IV. Nice background of the videos.
- B. Getting them to buy the course;
 - I. Provide content that will help them
 - Building trust.
 - II. Making them to be curious to the other steps which
 - Building value and making the price reasonable.
 - III. Mentioning the course service and the way it works
 - Building a belief in the course.

DRAFT

A YouTube Thumbnail:

The name of the video "PERFECT YOUR JAB FROM AN OLYMPIAN MEDALIST"