

Avatar Description/Story: Mark, 26 years old is your everyday guy. He wears his white tee, goes to his regular 9-5, and spends all day dreaming about the type of person he could be. He wonders and wonders about the different things he would want to become. Within his daydream, the thought comes up “What if I learn how to fight? That way, I won’t get picked on and I’ll be like one of those guys in the movies!”

He gets motivated and searches up a couple of videos on how to begin boxing for beginners. He watches, does a couple of poorly done jabs and footwork, and calls it a day 15 minutes after.

The next day, he’s scrolling and comes across a boxing video. He continues watching and gets curious about how this guy can teach him through his videos. Naturally, he clicks on the profile and sees the link tree of the content creator. Mark being the curious guy he is, clicks, and gets to see his boxing programs, social media, testimonials, etc...

Mark sees the website and is interested in what the gym has to offer. But, Mark isn’t in Florida at the moment so he’ll have to go into online coaching. Before that, he wants to make sure this guy is the real deal so he joins our prospect’s website.

#### Marketing:

What kind of people are we talking to?

- Men, for the most part
- 21-35 years of age
- Backbone workers (People who work in jobs that are necessary, but the pay isn’t the greatest)
- Middle-class people
- Florida for the most part, but we are trying to expand that

#### Painful Current State

- They are afraid of being a simple pushover
- They are angry at themselves for not being in shape, not having discipline, and not being able to defend themselves or other people
- On a daily, they deal with having to go to work, general laziness, and not finding a medium for their pent-up energy due to being pissed off (see previous bullet point)
- They would be embarrassed about their boxing skills and their physique
- They’d feel fantastic, but tired also due to the workouts
- The people around them think they shouldn’t focus on things like exercise that much and aren’t into the whole fitness thing
- They would say “Clarence, honesty man I should learn how to box. I’ve been out of shape for too long and it’s time I do something about it. I also learn how to fit too so that’s nice.”

#### Desirable Dream State

- If they could change their lives in an instant they would have a six-pack, have muscle with definition, and they'd feel like they could conquer the world.
- They want to impress themselves and people who have a negative opinion of them
- They would feel like a man. They'd feel great and they would like to continue training
- They secretly desire to be respected, loved, and to have dominance over other people
- They would describe it as "It'll be like I was a natural born athlete, I'd have muscle but also have the flexibility, strength, and power to match. I'll be able to knock anyone in my way while looking like a beast."

#### Values and Beliefs

- They think that they aren't in the best shape in the world, but with enough work, they can change that. They just need someone to guide them. The problem of getting into shape is a lingering thought that they have. They know they should be working, but they don't do anything about it.
- They blame themselves, but also the people/things around them a TINY bit
- In the past, they tried running and going to the gym but they aren't consistent with it.
- They know a solution will work if it's easy and maintainable, and if other people have succeeded using the same method/solution
- They respect boxers like Muhammad Ali, Mike Tyson, and Sugar Ray Robinson because of their hard work and dedication.
- They value respect, honor, genuineness, discipline, and being human

#### Avatar

##### Target Market

- People who don't have enough time to go to a gym get the best use out of this product
- The best current customers would be current gym-goers going on vacation
- They aren't able to access the gym

#### Avatar

- Jacob, age 24, tan, brown eyes, straight hair
- Jacob is a young man trying to get his life together. He has always been working past life. He hasn't focused on anything and is only focused on staying alive.
- Every day, he wakes up, goes to his job, leaves his job, gets home and watches tv, he looks in the mirror and sees how unconditioned he is. "But it's late and I don't have any gyms in my area so I'll handle it tomorrow."
- They think the most important value is being genuine. The value they hate is harming others for its very own sake.

- Jacob feels like everyone else. He feels he isn't unique at all and needs to find a way to escape his boring lifestyle. He believes fitness is the way to this, but it's boring and it's an overall pain for him.

#### Current State

- The avatar hates seeing how lazy they are in the mirror, but not enough to do something
- The thought of not being able to defend themselves, how lazy they are, and how they are just like everybody else gets them angry.
- They fear living an unfilling life, a life where they go to work, go home, and waste their time watching tv."
- They lie awake at night thinking, "What am I doing with my life? I could be so much more. If I could get myself into shape, I'll be able to do anything my heart desires. But it's just a dream so there isn't any point in doing so."
- Other people look at Jacob like he is just another person. He isn't a bad person but he isn't unique enough to be considered a "good" person
- They feel they aren't strong or dangerous in any way. They are weak but they don't want to do the work to become physically strong. They have the dream but not enough emotion.
- "I really need to get this fat off me" "I've been letting myself go" "What am I doing with my life?" "Working out is difficult and I don't want to do it. But I have to get the body of my dreams."

#### Roadblocks

- Jacob's mindset is the main thing that prevents him from achieving any change in his life
- They are lazy, unmotivated, and don't have any more reason to go to the gym. They also find it boring. Moving a bunch of weights for an hour and leaving... Its "repetitive"
- The avatar doesn't know that there must be another deep reason why they are doing this. Besides discipline. There must be something that connects them to their core values shake them and allows them to see the reality of their situation
- One key road block is making workouts fun for them. If they can feel a level of excitement during their workouts then they will feel way more motivated to work and to go to the gym

## Solution

- The avatar needs to get up and live online training a chance
- “If they have fun while working out, then they will be able to have a healthier lifestyle”

## Product

- The product will help the avatar workout in an engaging way while NOT having to move out of their homes
- The product (coaching) guides them step by step on how to become a better boxers while getting their work in
- The product eliminates the “self-guessing” part of the equation and adds an accountability partner to help them out
- All Jacob has to do is get up, change into some workout clothes, turn on his phone/computer, get on the call, and get ready for a great workout
- The fact that they feel a sense of thrill from fighting. They get into the zone and their brain does the rest of their work. It’s also different from constantly pushing weights up and down

As long as the product is useful for his growth, he won’t mind buying it.

Email 1: Welcoming Email

Subject Line: Your Gateway to Fitness With a Hint of Excitement

Hey (name),

You've made a great decision deciding to take up boxing. As a coach and a human being, I completely understand why you would like to take up boxing.

The thrill of the fight, the weight loss, and the things you'll learn about yourself and the world around you.

It's a fantastic way to whip yourself back into shape, but this won't be like any other boring boxing course...

***You'll come out as a full-fledged boxer while having a blast the whole way through!***

And I'll be right here, guiding you step-by-step as you ascend the ranks of boxing newbie to a known seasoned boxing veteran.

I'll show you:

- ★ Boxing basics that are the core of every boxing legend ★
- ★ Workouts that'll make 2 hours seem like 5 minutes ★
- ★ Secrets I've learned during my 20+ years of boxing ★
- ★ Exclusive information I won't share anywhere else ★

But first I'd like to know about YOU. I could tell you all the deadly techniques I know, but it'll be a waste of time if you can't even throw a proper jab.

So reply to this email and tell me, what do you think boxing is all about?

Looking forward to seeing your thoughts,  
-Billy Lyell

Email 2:

Subject Line: Do You Really Have To Be Motivated?

It's great to see you again (name),

I've seen so many people come into the gym and tell me the huge amount of things they'll accomplish today. They're pumped up, have their earbuds in, and are ready to conquer their workouts.

I'm sure you've experienced it too: scrolling through your phone, searching for that motivational piece that hits you like a truck.

But here's the thing...

***Motivation will only last so long. It's as fleeting as a box of doughnuts vanishing in an office filled with ravenous businessmen.***

Once the earbuds come off, it's only you and your mind out there.

***That's why you must have a higher sense of purpose.***

When Muhammed Ali fought George Foreman in Africa, he was expected to lose due to the significant age difference between them.

YET he dominated the fight because he believed the whole nation of Africa was depending on him to win.

Once you find that purpose deep inside of you, the purpose that pushes you to the extreme, you'll forget all about motivation and boost your progress 10-fold.

***That purpose is the infinite energy source that will never run out and be the key to your success in life as a whole.***

That's why in my gym, I train my students with values and beliefs that they'll be able to transfer in all aspects of their lives.

***So instead of watching hours' worth of motivational videos and songs, train with us and see the relentless boxer you'll become.***

So lay off the headphones, and connect to your inner sense of purpose. You'll end up getting much farther in the future.

Talk to you soon,  
Billy Lyell

Email 3:

Subject Line: Reap the Benefits of Boxing Without Stepping Foot in a Gym

Hi (name),

I know just how much you want to keep up and decimate your fitness goals. But there are some days when you can't muster up the energy to get up and go to the gym.

Long hours at work, personal issues, constant work-related problems...

It's no wonder why you have no energy left to go to the gym, anyone would feel drained after that amount of stress.

So for those slow and sluggish days, I've got just the program to make your goals a little easier to attain.

***And you won't even have to put your socks on.***

Our online training makes sure you get the premium boxing experience, while in the comfort of your own home.

You'll get:

 ***Boxing combinations used by world champions and title challengers***

 ***Workouts that condition your body to be combat ready***

 ***Quick 40-minute workouts designed to energize and make you feel like a champion***

 ***Daily videos to guide you step-by-step***

 ***The secret that made Kelly "The Ghost" Pavlik into the 3x Middleweight World Champion***

 ***And more to help you out on your boxing journey!***

See for yourself how you can receive champion-level training without setting foot in a gym.

[\*\*\*So gain the abilities of a successful professional boxer without the stress of driving to the gym.\*\*\*](#)

Hope to see you soon,  
-Billy Lyell

