

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Ecommerce

Business Objective: Generate \$1,000 in Sales
from New Customers

Funnel: TikTok Paid Ads (DIC)

WINNER'S WRITING PROCESS

1. Who am I talking to?

Avatar: Boxers (Beginners - Advanced)

Age: 18-35 years old

Gender: Primarily male, but open to females involved in combat sports

Income Level: Middle-income earners with disposable income for fitness gear (annual income \$40k–\$80k)

Occupation: Fitness enthusiasts, amateur boxers, aspiring professional fighters, MMA athletes

Location:

United States: Major cities like New York, Los Angeles, Miami, Chicago, and Las Vegas, known for their strong boxing and MMA culture.

United Kingdom: Cities like London, Manchester, and Liverpool, where boxing has a rich history.

Canada: Urban centers such as Toronto and Vancouver with growing combat sports communities.

Australia: Cities like Sydney and Melbourne with vibrant fitness and boxing scenes.

Europe: Countries like Germany, Spain, and France, where combat sports and fitness are gaining traction.

Latin America: Countries like Mexico and Brazil, known for their love of boxing and MMA.

Values: Dedication, hard work, constant improvement. They value products that are efficient, portable, and tailored to their specific sport, rather than general fitness gear.

Lifestyle: Busy, balancing work, training, and social life. They prefer efficient and targeted training tools that maximize results in a short period of time. Likely to follow fitness influencers or boxing professionals online and seek inspiration from them.

 Copy of Copy of BEST MARKET RESEARCH TEMPLATE (AVATAR)

2. Where are they now?

Current State:

- They are actively involved in boxing or other combat sports, regularly training to improve skills. They're already using traditional equipment (weights, bags, mitts), but feel their progress has plateaued or could be better optimized.
- They are skeptical about whether resistance bands are effective for serious boxing training and may have previously dismissed them as a gimmick.

Dream State:

- They picture themselves becoming an unstoppable force in the ring, admired for their strength and skill, and reaching the pinnacle of their potential as a champion.
- Boxers want efficient, affordable gear that boosts their training at home or the gym. They look for stylish, high-quality equipment that enhances performance and makes them appear tough and respected in the boxing community.
- They visualize themselves completely dominating the ring, delivering crushing punches that shatter their opponent's confidence. Each strike lands with precision, leaving their rival helpless and unable to respond. They move with lightning speed, effortlessly

dodging every attack while glancing back to see their opponent falter, often giving up by round two. They crave the thrill of knowing they're training smarter and hitting harder than their peers, breaking their opponent's spirit with every decisive blow, leaving no doubt about their superiority in the ring.

Biggest Fears

1. **Fear of Failure:** Not reaching the pinnacle of their sport despite years of hard work and sacrifice.
 2. **Fear of Injury:** Suffering an injury that could end their career or compromise their ability to train and fight at peak levels.
 3. **Fear of Being Outclassed:** Facing an opponent who may be faster, stronger, or more skilled, highlighting their own weaknesses.
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Biggest Desires

1. **Desire to Win:** The drive to succeed in each match, gaining respect and proving their skill in the ring.
2. **Desire for Legacy:** Leaving a lasting impact in the boxing world, being remembered among the all-time greats.
3. **Desire for Skill Mastery:** Perfecting their technique, power, speed, and endurance to become the best version of themselves.

Problem:

Boxers often miss the targeted training necessary for real in-ring power, relying on weights and cardio that overlook key muscles in the shoulders, back, and core essential for punch speed and impact. This lack of boxing-specific tension leads to stalled progress and lost confidence, as traditional gym methods fail to provide the tools needed to build strength and enhance performance effectively.

Solution:

BoxerBands are a specialized resistance training tool designed to enhance boxing-specific muscle engagement. They add resistance to each phase of a punch, unlike free weights that only build isolated strength.

Key Benefits:

- **Increased Punching Power:** Builds stronger, more explosive punches, giving you an edge in the ring.
- **Improved Speed and Agility:** Enhances quickness and reaction time, helping you stay one step ahead of opponents.
- **Improved Technique:** Refines form and precision by adding resistance, helping you perfect each punch and movement for maximum impact.

Mechanism:

BoxerBands utilize dynamic tension and full-range resistance to provide a superior training experience for boxers.

- **Dynamic Tension:** Mimics the resistance felt in real fights, building strength, speed, and control in key muscle groups for more powerful punches.
- **Full-Range Resistance:** Applies resistance throughout each phase of a punch—wind-up, mid-punch, and retraction—enhancing technique and reducing injury risk.
- **Portable and Versatile:** Lightweight and compact, BoxerBands can be used anywhere, fitting seamlessly into any workout routine for all skill levels.

What You Gain:

- **Enhanced Performance:** Boost strength, speed, and control for greater confidence in the ring.
- **Mastery of Technique:** Improve your punches and movements, helping you stand out in competitions.

- **Convenience:** Train anywhere, ensuring you stay consistent with your goals.

Connection to Desires:

- **Achieving Mastery:** Refine your skills to become the best version of yourself as a boxer.
- **Confidence in Victory:** Greater strength and technique lead to more wins and respect.
- **Legacy Building:** Set a high standard that inspires future boxers.

Product:

BoxerBands are the first resistance bands specifically crafted to replicate in-ring conditions, offering a simple yet highly effective way to target the unique demands of boxing. Ideal for power, speed, and agility training, BoxerBands are an essential addition to any boxer's training toolkit, helping fighters improve faster, see better results, and gain a competitive edge in the ring.

Level of sophistication: Stage 3.5ish BoxerBands are the breakthrough tool for fighters aiming to master boxing fundamentals while developing power and speed. Unlike traditional resistance tools, BoxerBands are designed specifically to enhance boxing techniques by adding controlled resistance to every phase of a punch. This dynamic resistance training focuses on strengthening the key muscle groups used in real fight scenarios, giving boxers a true edge. BoxerBands bring the *precise conditioning boxers need* to achieve faster, stronger, and more controlled movements, and they're easy to integrate with standard gym equipment for even more versatility and results.

Level of awareness: Level 1 Problem unaware, Solution unaware, Product unaware

- Many boxers overlook key muscle groups, especially in the shoulders and back, which limits their speed and power. This common oversight can hinder progress and technique. Our Boxer-Bands are specifically designed to target these crucial areas, enhancing muscle engagement and boosting performance. Backed by science and proven results, these bands can elevate your training and help you achieve the knockout power you desire.

(Backed Claim)

- A relevant statistic highlighting why fighters often struggle to increase their performance is that **over 60% of athletes** report feeling they don't fully utilize strength training that targets their specific sport. Additionally, a study published in the *Journal of Strength and Conditioning Research* found that **only 15% of boxers** incorporate specialized

resistance training into their routines, which is crucial for enhancing power and speed in the ring.

Value - Low

- Run a discount sale (price)
- Testimonials showing you can get results in under 3 weeks
- Offer a 30-day money back guarantee
- Increase desire by showing professional boxers as a hook capture

Belief - Medium

- Educate how most boxers ignore the targeted muscle groups that generate explosiveness
- Explain how these bands target muscle engagement to throw faster and harder punches
- Tell them they have various resistance options according to the benefit they are looking to achieve (high resistance = more power) (low resistance = more speed)

More Resistance increases the intensity of the workout, helping to build power and strength. With greater resistance, you'll engage more muscle fibers in each punch, which can lead to harder, more powerful strikes over time.

Less Resistance allows for faster, more explosive movements. When the resistance is lighter, boxers can maintain quicker hand speed and reaction time, which helps to develop speed without sacrificing technique.

Trust - Low

- Increase trust having reviews at the bottom of the product page
- Increase trust by giving them clear educational content explaining how resistance behind punches is the key to unlock explosive power and speed
- Increase trust by showing a demonstration of me using the resistance bands
- Show a before and after video of shadowboxing with resistance bands
- Show numerous people using the resistance bands to increase trust
- Increase trust by offering a discount for a testimonial

3. What do I want them to do?

- Disrupt their scroll
- See the Ad
- Click Shop Now
- Go to product page
- Read the copy
- Make a purchase

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?

Objections:

- Resistance bands don't build muscle like weights do.

(Educate your audience on how resistance bands create constant tension throughout the full range of motion, leading to enhanced muscle activation, especially in stabilizer muscles.)

- It's not different from other resistance bands out there.

(Emphasize any unique features (e.g., specialized tension for boxing-specific movements, reinforced materials, comfortable handles for grip during intense sessions).)

- Customizable resistance
- Comfortable handles

(Point out how your product is designed specifically for boxers and athletes, compared to generic bands, and offer exclusive training content that complements your product.)

- I already have enough equipment for boxing training.

(Show how resistance bands are portable, allowing for workouts anywhere—whether at home, at the gym, or even outdoors.)

(Explain how resistance bands can complement other equipment by improving speed, endurance, and flexibility, which are not fully addressed by traditional gear.)

How will I get their attention?

Use professional fighters to capture attention

- Sean O'Malley
- Alex Pierra
- Tank Davis

These will capture attention because they are well known fighters and people are drawn to conflict/drama.

Increasing Trust and Belief:

- Explaining how resistance behind the punches are the SECRET
- Demonstrating how to use the bands in a SHORT clip while providing educational copy throughout the video
- Offering a 30-day money back guarantee to reduce risk
- Showing different ways you can incorporate these bands into training sessions


RELATED: TITLE Boxing bands

- Ours is unique because we offer customizable resistances so you can target either speed or power, or a mix of both.

Customers claim these bands are too long for resistance training, our bands are the perfect size to train with

DRAFT

Boxer-Bands - (DIC) Funnel

 RPReplay_Final1730839996.mov (AD CREATIVE)

AD CREATIVE COPY

Want to start knocking your opponents out?

Train with BoxerBands!

These bands target stabilizer muscles often missed in regular workouts.

Shed the bands and feel your hands fly—designed for speed, power, and control.

Choose from 5 levels for power and speed:

More resistance for power

Less resistance for speed

Or double up on bands for maximum intensity.

Don't just know it—feel it.

Click Shop Now 

WARNING: You'll DOMINATE your next match using these!

Want to know the secret to outclass your next opponent?

It's not extra training or expensive coaching.

It's one simple tool to incorporate in your routine.

Start training with the Boxerbands—designed to meet you where you are, guiding you to mastery.

These bands target your stabilizer muscles and enhance muscle memory, giving you more power, speed, and control.

"I used it all month to train for a match, and I felt like Muhammad Ali."

"I'm noticeably faster after a few weeks of using this product."

"I've only used it for 2 weeks and I'm already way faster than I was."



90% of users report increased punching power in just **3 weeks!**



85% see significant improvements in balance and control.



Train Anywhere: Compact design means you never miss a workout.

What's holding you back?

Investing now allows you to gain the edge in the boxing community.

The One Simple Training Method That Turns Average Fighters into World Champions!

Are you tired of being a mediocre boxer?

Well, you need to master the fundamentals first.

No, you don't need expensive coaching or extra training.

You only need the Boxerbands—designed to meet you where you are and guide you to mastery.

These bands strengthen your stabilizer muscles and enhance muscle memory, allowing your hands to feel lighter and more agile—something weights simply can't achieve.

"I used it all month to train for a match, and I felt like Muhammad Ali."

"I'm noticeably faster after a few weeks of using this product."

"I've only used it for 2 weeks and I'm already way faster than I was."

What are you waiting for?

The solution is at your fingertips.

Investing now allows you to gain the edge in the boxing community.

Want to start knocking out your opponents?

It's not some strange technique, mythical training, or secret trick.

One of the biggest factors? **The speed of your punches.**

The faster you strike, the harder you hit — and the better your chances of a knockout.

Forget about endless training or expensive coaching. Get faster with the right tools.

So, how can you increase your speed?

The solution is our Boxer-Bands—the first ever resistance bands that mimic in-the-ring scenarios.

"I used it all month to train for a match, and I felt like Muhammad Ali."

"I'm noticeably faster after a few weeks of using this product."

"I've only used it for 2 weeks and I'm already way faster than I was."

What's stopping you from gaining the edge over your opponents?

 [Shop Now](#)

FIRST DRAFT (**SCROLL BELOW**)

DONT REVIEW THIS ONE

🏆 **Attention Boxers!** ⚡ **Unlock Explosive Power Today!**

Boost your power, speed, and technique with just one portable tool! **Awaken the spirit of triumph** as you step into the ring. where every punch unleashes raw power and electrifies the crowd. Each strike sends your opponent staggering, culminating in a knockout that echoes throughout the arena.

Our resistance bands elevate your training:

⚡ **90% of users** report increased punching power in just **3 weeks!**

⚖️ **85% see significant improvements** in balance and control.

🏋️ **Train Anywhere:** Compact design means you never miss a workout.

⚡ **For All Skill Levels:** Perfect for beginners and pros alike.

Using resistance bands strengthens your stabilizer muscles and enhances muscle memory. This leads to faster, more powerful punches in sparring, as your hands feel lighter without the resistance.

“I was skeptical at first, but after just a few weeks, my punching power has dramatically improved. They’re easy to use, portable, and my go-to training tool!” — John D., Amateur Fighter

🔥 **LIMITED TIME ONLY!** 🔥

72-Hour Flash Sale: 50% OFF! 💡

Act fast—this offer won't last long! Join the **95% of users** who recommend our bands! By investing now, you'll gain an edge over your competition.

👉 **Shop Now**

(VARIATION 2)

The Secret to Perfecting Your Technique in Just 10 Minutes a Day!

Want to know how to maximize your training results in less time?

It's not some strange technique, mythical training, or boxing trick.

It's all about your fundamentals—slow is smooth and smooth is fast.

Take Muhammad Ali, for example—his punches were so fast that opponents were on the ground before they even saw it coming!


So, how can you achieve this lightning fast speed?

You need to train with our **BoxerBands**.

These bands strengthen your stabilizer muscles and enhance muscle memory, allowing you to deliver punches with lightning speed, catching your opponents off guard.

"This is a great product! I used it all month to train for a match, and I felt like Muhammad Ali. It's an awesome workout to get your arms moving like crazy!"

— Kingston Davis

 **LIMITED TIME OFFER: 50% OFF for 72 HOURS!** 

Why the urgency? We want to kickstart your journey to becoming a world champion now—not later. This limited-time offer lets you invest in top-notch boxing equipment without straining your wallet.

 **90% of users** report increased punching power in just **3 weeks!**

 **85% see significant improvements** in balance and control.

 **Train Anywhere:** Compact design means you never miss a workout.

 **For All Skill Levels:** Perfect for beginners and pros alike.

🏆 95% of boxers like you are securing theirs as we speak. Investing now allows you to gain the edge in the boxing community!

👉 [Shop Now](#)

(VARIATION 3)

This Secret Tool Will Make Punch Like Muhammad Ali!

Want to know the secret behind fast and powerful punches?

It's not some strange technique or mythical training.

It's actually one tool that will generate that lightning fast speed.

Just like Muhammad Ali, whose punches were so fast, his opponents didn't see them coming!

Well, to punch like Ali you need to train with our **BoxerBands**.

These bands strengthen your stabilizer muscles and enhance muscle memory. This leads to faster, more powerful punches in sparring, as your hands feel lighter without the resistance.

"This is a great product! I used it all month to train for a match, and I felt like Muhammad Ali. It's an awesome workout to get your arms moving like crazy!"

— Kingsten Davis

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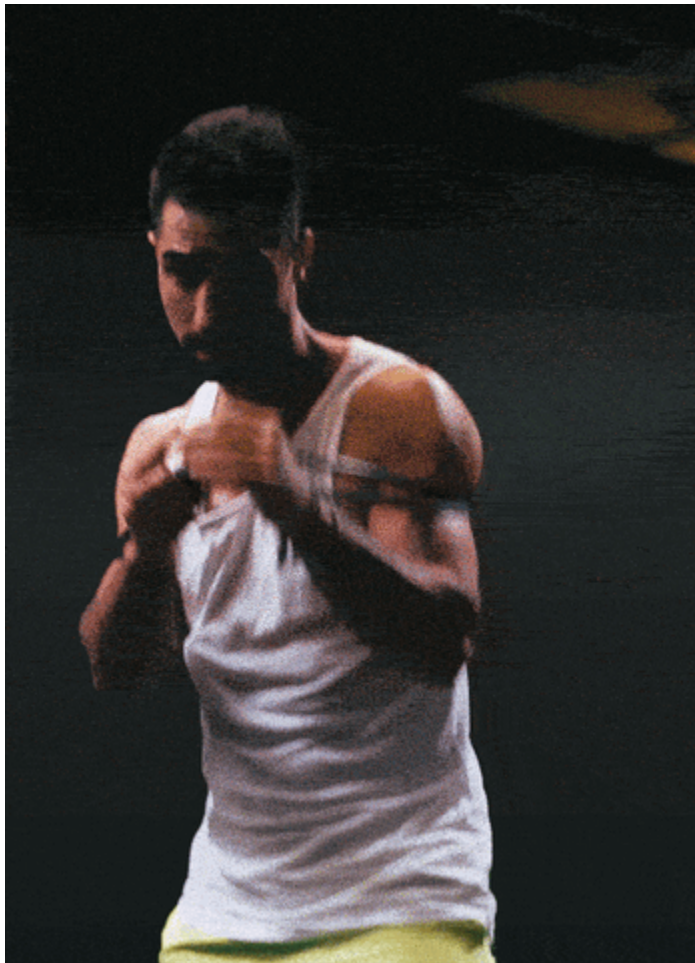
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☀️ **For All Skill Levels:** Perfect for beginners and pros alike.

🏆 95% of boxers like you are securing theirs as we speak. By investing now, you'll gain an edge over your competition. **Grab yours before they run out!**

👉 [Shop Now](#)



Hooks

The Training Method That Turned Average Fighters into World Champions!

The Secret to Perfecting Your Technique in Just 10 Minutes a Day!

How to Maximize Your Training Results in Less Time: The Secret Revealed!

Names for product

Shadowboxers

Boxerbands

Boxerbands 2.0

Fascination points

The dynamic tension hack that can add power to every punch

The hidden advantage of resistance bands for championship-level training

Why 90% of boxers ignore their stabilizer muscles—and lose because of it

The overlooked muscle groups that will transform your boxing game.

How to build punch power without lifting a single weight.

Feel like your hands are gliding after using this tool.

Double your speed with resistance—without losing power

The small training tweak that could change your boxing game forever.

Train smarter, not harder: the technique that saves time and builds power.

Discover how to achieve maximum punch speed without lifting weights.

Boxers say they feel unbeatable after training with this new tool.

The warm-up routine that puts champions in a league of their own.

LONG FORM COPY

Boxers say they feel UNBEATABLE after training with this new tool.

The problem: Did you know that 90% of boxers ignore their **stabilizer muscles** when they train?

Stabilizer muscles keep your punches balanced, controlled, and explosive.

Standard training often ignores the **dynamic tension** needed to refine boxing techniques.

Could this oversight be limiting your potential?

The solution:

The secret to solving this issue is not extra training or expensive coaching.

It's actually one simple tool that 9/10 boxers dismiss as a gimmick. Why? Because it's not fancy or expensive.

So what exactly do you need to train these stabilizer muscles?

You need to train with our **Boxerbands**.

This tool is designed to meet you where you are and guide you to mastery.

How it works:

These bands target those stabilizer muscles and mimic in-the-ring scenarios, adding resistance with full range of motion.

Once you remove the resistance, it allows your hands to feel lighter and more agile—something weights simply can't achieve.

What you get:

- more control
- faster speed
- explosive power
- enhanced technique

Still not convinced?

"I used it all month to train for a match, and I felt like Muhammad Ali."

"I'm noticeably faster after a few weeks of using this product."

"I've only used it for 2 weeks and I'm already way faster than I was."

 **90% of users** report increased punching power in just **3 weeks!**

 **85% see significant improvements** in balance and control.

What's holding you back?

95% of boxers like you are securing theirs as we speak.

Investing now allows you to gain the edge in the boxing community!

 [**Shop Now**](#)

How to knock people out in 3 weeks!

Knocking People Out Was Easy After I Tried This!

Knockouts Came Naturally After Using This Tool!

I Started Winning Fights After Training with This!
3 Weeks Was All It Took to Start Knocking People Out!
I Started Knocking People Out in Just 3 Weeks with This!
Want to Knock People Out? This Tool Got Me There in 3 Weeks!
Knockouts in 3 Weeks? This Tool Made It Happen for Me!
I Felt Like Muhammad Ali After Using This Secret Weapon!
This Tool Makes Your Punches as Fast as Ali's!
The dynamic tension hack that can add power to every punch

(Split screen of "Day 1 vs. Day 14" showing measurable progress.)

Video Hook: *"The secret to knocking someone out with one punch!"*

Script:

- *"Train with BoxerBands."*
- *"These bands target stabilizer muscles that regular workouts miss, unlocking raw power and speed."*
- *"Shed the bands and feel your punches fly—faster, harder, more controlled."*
- *"With 5 resistance levels, you can:*
 - *Build power with more resistance.*
 - *Gain speed with less resistance.*
 - *Or double up for maximum intensity."*
- *"Knockouts aren't magic—they're science."*
- *"Click Shop Now 🔥."*

"Your punches aren't hitting hard enough—fix it today."

"Turn weak punches into knockout power in weeks."

"Punch harder in just 3 weeks—guaranteed."

"If your punches lack power, you need to hear this."

“If your punches lack power, you need to hear this.”

Most fighters don’t realize their power is held back by weak stabilizer muscles. Traditional training doesn’t target them, and that’s why your punches feel weaker than they should.

That’s where BoxerBands come in. Designed specifically for boxing and combat sports, they strengthen the stabilizer muscles that unlock explosive power.

With BoxerBands, you can:

- ✓ Punch faster and hit harder.***
- ✓ Build total control and precision.***
- ✓ Train smarter, not harder, with results in just 3 weeks.***

Don’t take our word for it—90% of users report stronger, faster punches in less than a month.

Why keep training the old way when you can see results fast? Don’t let weak punches hold you back.

Click Add to Cart now and start transforming your punches today.

"Punch faster and hit harder with just 3 weeks of training!"

"Most boxers don’t train their stabilizer muscles—do you?"

"Feel the difference in speed and power—get BoxerBands today!"