

Avatar→

Target audience:

The target audience is both men and women between the ages of 10-30 who want to lose a lot of weight while boxing.

Painful current state:

He is very confident and strong, but doesn't have enough money to monetize it.  
Wants more people to buy, but doesn't know how to persuade people to buy.

Desirable dream state:

Doesn't want to rely on his youtube channel to get his website attention.  
Wants to eventually quit his job and start making money off of his courses.

Values and beliefs

Believes that he has what it takes to turn a fat man into a strong confident ripped man.  
Knows all of the benefits of boxing but doesn't monetize it because it would be boring.

Character traits:

Strong, ripped, intimidating, confident.

How could I level up his business?

Getting to monetize his website and make it feel more intense and exciting.  
Needs a copy in order to help the lead want it even more, to get more sales.

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- Subject line→ hey! Is this coach V?

Let's both admit it coach, you have an amazing youtube channel, amazing boxing experience, and know TONS about the boxing mental and physical benefits.

You're super strong, confident, and leave an impression in your videos.

But none of it matters if you don't know how to show it off correctly.

when people click on your website, you don't really know how to connect with your customer.

And all boxers have this problem with their business.

But businesses like fight club, and title boxing. They know how to connect, because they have key phrases that they use.

But with how many subscribers and followers you have, me and my partner could help you achieve it better.

So me and my partner are going to share with you a little peak at what the top boxing businesses say that makes them so successful.

Right here.

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Heading: Why did you give up that dream of boxing?

Everyone knows how to throw a basic punch and maybe even a combo!

But **no one** ever follows through with it, they wuss out because it's "too hard."

I know that you have thought about it.

And **you wussed out**. Like the rest of them!

You might have quit because you felt awkward, or didn't have the right equipment or coach.

But I teach you how to lose 25+ pounds just by **THROWING YOUR HANDS**.



Get up and stick with it this time. I believe in you, your friends and family believe in you so get up and work hard.

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Those are our ideas, this piece by itself won't work, so if you want us to finish it for free email us back.

We have other ideas, so ask us if you want some more.

Fisher stokes  
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Strategic business partner