

# WWP for Adults starting Martial Arts

## What Specific Business Objective Do I Want to Achieve?

1. I want more people come to the adult classes
2. I need to use logic to show them that they need to train Martial Arts to protect themselves and their families.

### 1. Who am I talking to?

- a. People ranging from 18-40.
- b. They might not have reached their career aspirations and now they feel like failures. They want to feel that confidence and self belief easily and quickly.
- c. For the older range they are more than likely out of shape and want to work out but don't like the idea of running on treadmills etc, so they want to burn calories while doing something fun.
- d. Bullied while they were younger and that made them feel insecure and weak and martial arts gave them the confidence & self belief.
- e. Childhood trauma they could have went through a troubled childhood and it still haunts them to this day.
- f. People lacking confidence in themselves or their fitness levels & appearance.
- g. People who are introverted and struggle to find friends by themselves.
- h. They have no idea how to defend themselves and this scares them and makes them feel uncomfortable.
- i. They are intimidated by others and start martial arts as an adult.
- j. They have a desire to improve & get fit while doing something productive.

### 2. Where are they now?

- a. They are sitting scrolling on Instagram in their house after a day at work where they feel undervalued.
- b. They are a level 3 of market awareness. They understand they don't know how to defend themselves and they don't know how to handle conflict. They don't know what gym is the best one for them.
- c. They are a stage 3 market sophistication. They don't understand any mechanisms in martial arts but they have heard all the claims before. They need to be presented with a mechanism in their head that is believable to them.
- d. They are feeling undervalued and invisible.

- i. Work might be the only thing that they get up for and they don't even like it.
  - ii. There is no excitement in their life and they never interact with new people or learn new skills.
  - iii. They have some residual trauma from their childhood (being bullied or having reckless parents)
- e. The cost is very high for them. (4/10)
  - i. Their feeling of pain is not that high but it is constant, and their desire is next to nothing because they believe that they are too old to start now.
  - ii. They will say that they have no time or it's going to cost too much.
- f. The belief in the idea (3/10)
  - i. This is on the floor, they are so wrapped up in their own world that they believe that martial arts has worked for other people but they are different that's why it'll not work for them. They don't believe the value can be delivered.
  - ii. The certainty threshold is very high and it's because the people I'm talking to are introverted. They know they are going to have to put themselves in an introverted situation and it will be uncomfortable and they want to avoid this at all costs. They have to see clear proof that it will work and for someone like them.
- g. The trust in the product (5/10)
  - i. They understand the concept of martial arts. They know at least 1 person in their life who trains so they understand that it is meant to give you discipline and confidence.
  - ii. They have also seen high profile athletes in the UFC being some of the most confident guys there are and for the older generation they know because of people like Bruce Lee and Jackie Chan.
  - iii. The local people would know about Martial Fitness as it is a known martial arts gym.
  - iv. The trust threshold needs to be high as they are very introverted, shy and anxious. They are known to keep themselves to themselves and not let people get close.

### 3. Where do I want them to go?

- a. I need to show them their dream state and future pace. They need to understand that they are not the first person who feels like this and that gyms deal with people like them all the time and help them push for their dream state.
- b. I need them to focus on the journey and self improvement they will have while training martial arts.
- c. Show the unexpected benefits, not just the fitness benefits but also the personal growth and self improvement.

- d. I want them to go to the website when they search for martial arts near them. Then I need them to go over to the adults section and read from there.
- e. The cost threshold
  - i. I need to dangle the carrot of their dream state while kicking them in the ass at the same time.
  - ii. They will throw up objections like they have no time or money. So I have to show them that everybody has the time they just need to organise their schedule better.
  - iii. The money situation is a bit more difficult and I will counteract this by offering them a free week or trial week to wet their appetite.
  - iv. I need to show them that the sacrifice will be worth it, because a lot of people don't want to start because they know it will be a lot of work.
- f. The belief in the process
  - i. I want their belief to skyrocket so I need to prove it to them and show them that it works and it will work for them.
  - ii. I want them to feel like the class was specifically made for them and they resonate with it that much.
  - iii. I want them to feel like the gym has absolutely no ego or judgemental characters at all.
  - iv. I need them to see the results of the mechanism so the belief increases. I need real life people who have gone from their situation to their dream state.
- g. The trust in the company
  - i. I want them to feel at home and like the class is their family and where they feel most comfortable.
  - ii. I need them to understand that it doesn't matter what skill level they are at, they will be treated with the right amount of care they need.
  - iii. I want them to read the testimonials of the company and see that other people in the same situation found success in the company.
  - iv. I want them to see the head coach as a 'father-like' figure, someone who is there to teach and guide them and help them upgrade themselves.

#### 4. What steps do they need to take to go from where they are now, to where I want them to go?

- a. I will analyse the Gracie Barra gym in Belfast.
- b. The first thing you see is the title of the gym with a video of people training in the gym in the background. The motion colours are engaging.
  - i. The title turns into questions about their dream state and do they want it.
- c. We are shown the different skill levels and the prices of these classes. The photos look professional and show the dream state of people doing martial arts.

- d. The bullet points under each class give the reader a general idea of what they will learn.
  - i. This takes away the fear of the unknown. At least they know the general idea of the class.
  - ii. Also after this they have a free 2 week trial. This lowers the cost threshold as they won't have to spend any money at all to begin.
- e. They add authority and boost the trust and belief in the mechanism by showing their experienced coaches.
  - i. Each photo of the coach has them in the proper attire and instead of some nonsense it has their social media linked so we can check them out for ourselves and get a better feel for them.
- f. WHY GRACIE BARRA
- g. This starts off with a massive image of the crest of the club and then a slideshow of some of their classes with some cool visual effects that catch the eye of the reader.
- h. The next title is about brotherhood. The reason for this is because most people who start martial arts have a hard time trying to find friends and they yearn for that sense of brotherhood. This increases the belief in the mechanism.
- i. They add trust in the business by using their owners name. Gracie is one of the most well known names in martial arts. Boosts the authority and credibility in the business, and thus boosting the trust in the company.
- j. The rest of the section is very vague and gives limited specifics on a market. They aren't resonating with anyone on a deeper level.
- k. Every section should have an image of someone acting out their dream state. The images will keep them engaged.
- l. The headline does not stand out on the page, the reader will more than likely scroll past.
- m. The text should be all about the reader and how they will be able to achieve their dream state or show them their current state. This text focuses too heavily on their instructor which is a good credibility play but they do not link these ideas together.
- n. They use the free trial to lower the cost threshold which is a good play to try and get people through the door. I will steal this and pitch it to my clients.
- o. The credibility play boosts the trust a tiny bit but I still don't know why this gym makes them the best in N.I. Just because they have the best instructor doesn't mean they will be the best gym for me. I have no belief in the mechanism, it is like any other BJJ gym.
  - i. I will use social proof to boost belief. The testimonials or stories I will use will come from people who were nervous about starting but they tried it out and now they love it.
  - ii. I will also set up a bring a friend class where members will bring a friend with them to class and they will receive a prize in a raffle or something. This will help get the word out around town about the club and people will come because of the trust they have in these friends.

## 5. AKA Thailand

- a. The home page
  - i. We are met with Merch and bright red and black colours.
  - ii. Picture of a jacked man training martial arts (dream state)
  - iii. They do not have a specific target market; they just focus on different people and experience levels. I would state that we have different classes for these skill levels. Helps increase the belief in the mechanism and lowers the cost threshold.
  - iv. It puts them at ease because they know they won't be the only low skilled person there and they won't be embarrassed thus lowering the cost.
- b. The 3 different buttons.
  - i. These buttons fast track them to information that they want to know. It keeps friction to a minimum which allows for a smoother user experience so they don't bounce.
- c. A word from the CEO
  - i. This is meant to increase the trust in the club as we now can put a face and name to the owner making it feel more real.
- d. Credibility booster
  - i. 'The best gym in the world' boosts the authority and credibility of the gym.
  - ii. They have a youtube video to watch and in it is Dana White the owner of the UFC. This video alone would get people to come down to the gym because as combat sports fans we all know who he is and we trust him. Also Cody Garbrandt, a famous UFC fighter, is in the video training as well.
- e. Testimonials
  - i. Most of his reviews are famous UFC fighters and former champs. These alone will get people down to the gym just to say they trained at the same gym as these people.
  - ii. This massively boosts the trust in the company and the belief in the mechanism.
- f. Training styles
  - i. The copy is very vague and doesn't really focus on many emotional drivers at all. They give a background on muay thai but not to why it will help you or help you reach the dream state.
  - ii. I would offer a free trial class for every discipline thus lowering the cost.
  - iii. The belief & trust is already sky high because of the video and testimonials of all the trusted and loved famous fighters.
  - iv. For my clients I will focus on relating to the readers and resonating with their situations and pains from their current state. This will increase the trust in the company.
  - v. I will then future pace them focusing on trying to show that the gym will help them massively in becoming a more confident and athletic individual. Then back it up with success stories and testimonials.

- vi. What I will steal from this is the different sections for each specific situation. Because there is a large spectrum of people all with different stories and backgrounds/goals, they have split it all up into different paragraphs so each person reading resonates with a situation.
- vii. I will use their headline structure as for their market it uses all the levers of the value equation.
- viii. Showing them pictures of people performing their dream state also engages them and keeps them from clicking off.
- g. FACEBOOK/INSTAGRAM
  - i. Their reels are interesting and get attention because they stand out.
  - ii. One of their reels there is a man bench pressing underwater, this is never seen usually so it makes it stand out. It is also controversial, meaning that people will want to give their opinion on it.
  - iii. Their other videos look like they are professionally filmed and edited this gives the gym more credibility and trust .

## Adult Martial Arts for Self-Defence & Respect?

Can we all agree how boring it is to run in the same spot on a human hamster wheel for 45 minutes, staring at the same place on the wall?

But that's what we have to do if we want to get into shape.

WRONG!!!

Imagine looking in the mirror and seeing someone who exudes confidence and power, someone who is respected and even a bit feared.

I have seen many people like you come through the door and they have completely turned their lives around, so why can't you?

The only thing they did differently was take raw ACTION!

With the world becoming a more dangerous place day by day, you need to learn to defend yourself and your loved ones against any unwelcoming threats.

People look past martial arts to get into shape. They think it's all guys running around in white pajamas, punching thin air.

Don't make the same mistake as everyone else, because I bet you that you will achieve huge biceps and washboard abs (that will have heads turning at the beaches) much faster when you train martial arts.

Picture yourself not only in the best shape of your life but also learning skills that will have your friends saying to people, 'Don't say nothing to Joe, he does Martial Arts.'

Don't let your insecurities or social anxiety hold you back anymore. This future is yours. You just have to be brave enough to reach out and snatch it.

Not everybody does, not everybody can leave the bubble of excuses they have made for themselves.

So...

Are you going to finally invest in yourself, or are you going to return to scrolling TikTok?

Take action, click [here](#) to see if martial arts is for you! And use the FREE trial class ASAP!