

Target market and avatar - young beginner boxers who want the status of a badass, want to learn to protect themselves and others, and be the baddest martial arts guy. Their coach doesn't pay enough attention to them, or they don't have access to a coach or a classic boxing gym, they train in the garage/at home.

I wrote Instagram captions so my prospect can generate more traffic and turn them to leads, and also generate more leads from his audience by making people click on his link in bio which opens an opt-in page and gives them a free eBOOK.

My email:

Hey Fran,

I've spent the last two weeks analyzing what Tony Jeffries is doing, including the mistakes he is making. I wrote some captions to increase engagement with your target audience on Instagram and ascend them up your funnel to your lead magnet. I suppose you're using the lead magnet to eventually promote your online courses. These captions are free of charge, I'm in this for the long game.

I'm looking to partner up with someone to disrupt the online boxing market and become wealthy. I think your brand has the potential. If this is something you're interested in, then perhaps we would make a good team.

I recently watched your video about bullshit boxing detectors. I can see how this is very useful for your audience since we are so surrounded by disinformation and so-called experts in this digital age. Thanks for sharing the message!

I've pasted captions for 3 posts below, they are designed to direct more of your audience, and the traffic they generate to your opt-in page.

Ciao,

Mihailo

p.s. I'm not a boxing expert, so feel free to tell me if I got something wrong, or if this doesn't match your voice.

POST 1:

Why Beginner Boxers Become Stiff And Rigid In Sparring

Are you struggling to land any punches that aren't awkward and weak, even though you hit like a truck on the heavy bag?

Learning to relax and loosen your muscles up will let you translate your skills to sparring much faster, and help you endure more rounds.

If you are getting hit with the slowest overhand in sparring, even though you're normally very quick and explosive, then you are most likely suffering from the freeze response.

We are often taught that adrenaline triggers either fight or flight mode, which is not entirely true.

This is why my trainees are always surprised when they get "frozen".

Don't worry! You can lower the amount of adrenaline your body produces by making your mind more familiar with sparring.

I would recommend you get used to getting punched... without actually getting punched.

In the next few posts, I will share tips and drills that will grow your confidence and let you spar with the scariest, most experienced guys in your gym while staying relaxed.

Stay tuned if you're really prepared to become fearless through practice, and click on the link in my bio to find more free boxing tools.

POST 2:

Spar With The Scariest, More Experienced Guys In The Gym As A Beginner... Without Losing Your Chin

Even though you may think that sparring with other beginners is a good idea, you are more likely to get hurt.

Everyone gets more tired in sparring in comparison to normal training, beginners especially.

If you both gas out, you are bound to lose control as your survival mechanisms are kicking in harder.

In fact, you may not even be aware of how hard you're hitting. You probably won't be aware of the damage you're taking since adrenaline numbs you.

Your "boxing" session becomes a brawl.

It's better to ask your coach to pair you up with a more experienced partner who is not a douchebag.

They may seem like the scariest option, but you're better off training with them. They know how to dial their punching power down and spar lightly with you.

They will not be panicking. You can learn in a safer environment, and learn more quickly.

You can train like a fighter, or brawl like a meathead.

If you are disciplined, and you want tools that will propel your sparring progress and give you an optimal foundation to build your unique fighting style, I'll share 7 of them in my eBook - click on the link in my bio to receive your free copy.

POST 3 :

Enter The Matrix With These 3 Defense Drills - Slip Jabs Like Neo

These drills will program your brain and muscle memory until dodging becomes second nature:

1. DON'T Attack And Learn To Dodge Faster By Slowing Down:

Pick a combination and tell your partner to punch you! Start VERY SLOWLY, so that you can dodge everything! He can throw a jab-cross-lead hook or any other combination you'd like.

When you're comfortable, tell him to bump up the speed! If you get hit, slow down again.

2. Face Your Fear Of Getting Punched In The Face By Looking Into The Abyss

Keep your eyes on your opponent at ALL times. This will prevent you from getting knocked out, and allow you to punish them with effective counter-punching.

If you find yourself looking away from your opponent as he's throwing punches at you, you'll gain more control over your mind with this drill:

Don't defend yourself, let your partner throw a flood of punches in front of your face, without the punches actually touching you.

Remain still. Blink for 2 seconds. Open your eyes for 4 seconds. Repeat blinking and opening as he shadowboxes in front of you for 1 minute.

3. No Partner? No Problem - This Drill Can Be Trained From Home

Use a slipping bag, or make one by attaching a tennis ball, or a boxing glove to a string. Hook it to the ceiling. Give it a push. Let it swing. Now slip, duck, bob, and weave. You can use a mirror to dodge as the object is coming from behind you!

If you don't want to pick up bad habits, drill with the proper mechanics in mind. Bad habits can leave you open for knockouts.

If you develop good habits, you'll get to choose whether you want to charge at your opponent relentlessly, or wait for their mistake and counter them to oblivion.

Don't wait on your coach to correct your habits. You can take a few minutes to check your technique instead of wasting years training hard, just to spend more years reprogramming your muscle memory.

In my eBook, I share the optimal mechanics for the most protective boxing stance, ducking (for defense and counter-striking), other defensive tools, and much more - waste no time by clicking on the link in my bio to receive a free copy.

NOTE - I have some very disruptive pictures you could use when posting these captions, but I don't want to send any unsolicited attachments, since this is the first time I'm writing to you. Do you want me to send the images over?