

Cathedral Boxing Club

Business Objective: Get more people signing up for the club and buying memberships.

1. Who am I talking to?

- a. Primarily men, late 20s to early 30s/40s.
- b. Low income jobs like construction
- c. Afraid of getting beat up in sparring or fights in front of crowds. Being extremely nervous to fight. Losing fights. Feeling like an imposter among more experienced boxers. Doubting they'll ever make it in boxing or be able to defend people they love.
- d. Struggling to balance time between training and work.
- e. Want to be able to protect their families.
- f. A lot of boxers started because of childhood events.
- g. Afraid of being too old to start fighting pro
 - i. Afraid of embarrassing themselves.
 - ii. They get nervous easily.
 - iii. They hate losing and when they do feel like all their progress was for nothing.
- h. They constantly worry about technique
 - i. Online forums, constantly asking for feedback/criticism.
- i. Bad cardio
 - i. "I can't run for more than 5 seconds without gassing out"
- j. Dream state:
 - i. Their friends and family would be impressed with their boxing skills, and would watch them frequently fight. They would compete in amateur fights, witnessing crowds of adoring fans smiling and chanting for them. They would feel confident with their boxing technique every time they fight. They would stare at the mirror and see rippling muscles and a confident frame. They would smile.
- k. Not lots of cash/income.
- l. They don't like fight gyms that throw people into sparring ASAP/rush progress.

2. Where are they now?

- a. Active buyers are scrolling on social media
- b. Passive buyers are scrolling and see the ads.
- c. Looking for a good fight gym near them.
- d. They come across my potential client's FB page.
- e. Current belief in idea: 6
- f. Desire/Pain: 4
- g. Trust in company: 0

3. What do I want them to do?

- a. Stop scrolling, attention grabbed
 - b. Book a gym session with my potential client
 - c. Boost levels of trust in my potential client
 - d. Boost feelings of desire
4. Steps in between?
- a. Stop the scroll with threat/opportunity.
 - b. Boost levels of pain/desire
 - i. Vivid imagery
 - ii. Dream state
 - iii. Kinesthetic language
 - iv. Auditory language
 - c. Then boost levels of trust in company
 - i. Social proof
 - ii. Case studies/testimonials
 - d. De-risk the offer of going to the gym as much as possible
 - i. Lower effort
 - ii. Lower sacrifice
 - iii. Lower time needed to get results
 - iv. More social proof
 - e. CTA.
 - i. Urgency
 - ii. Identity play
 - iii. Scarcity

The market is solution aware. The market is (roughly) stage 5 sophistication.

Mechanism: getting into a better fight gym so the avatar can train better, and eventually compete.

Social media posts like below → book a session or two on the Facebook page → show up to the club for the session. → potentially buy things like T-shirts, mugs, etc. (The club doesn't have any other ways of monetizing attention.)

Value equation: The boxing club maximizes the likelihood of achievement since people will get tips and experience from better coaches and up to date equipment. The boxing club also lowers the time taken to get results, as the coach is constantly calling out mistakes and has years of experience...

I HAVEN'T tested my copy.

Roadblock: Not having a gym to properly train in. This prevents them from getting better at boxing. This also stops the avatar from having motivation to train, as they feel like they're

wasting their time. Lastly, this frustrates and annoys the reader, as they want to compete and impress other people like their family, but they feel like they don't know how to do it solo.

Solution: My client's boxing gym, I will position it as being the best possible option for the readers.

Rumble pushups videos:

<https://rumble.com/v4rc6gi-aikido-pushups-.html>

<https://rumble.com/v4rc6gi-aikido-pushups-.html>

Version 1:

Do you want to impress all of your friends and family?

If so, then listen up. 📢

Cathedral Hall is the boxing club for professionals, by professionals.

Imagine walking into a ring...

Smiling ear to ear,

Crowds reverberate your name like a war cry..

People asking *"How is that kid so good?!"*

And your friends and family cheering you on as you win belt after belt...

Cathedral Boxing makes this possible.

We are one of Ayrshire's top boxing gyms, have **19 registered competitors** and more than 5,000 participants and constantly updated equipment.

We are affiliated with Boxing Scotland and have had **30+ competitive fights.**

Sessions are either pay as you go, or monthly. You can cancel memberships anytime.

Over 20 members report a big difference in skills after just 3 - 4 weeks.

Will you be brave like them?

Click here to book a risk-free session before slots fill up.

Version 2:

Do you want to impress all of your friends and family?

If so, then listen up. 📢

Cathedral Hall is the boxing club for professionals, by professionals.

Imagine walking into a ring...

Smiling ear to ear,

Crowds reverberating your name like a war cry..

People ask *"How is that kid so good?!"*

And your friends and family cheering you on as you win belt after belt...

"had an absolutely brilliant time today some good work and effort put in for a great session! all staff are very motivating loved it il be back! 🙌"

"Ben has been going to Cathedral boxing club for a couple of months now and is thoroughly enjoying it. He has grown in confidence and looks forward to going back every week."

We are one of Ayrshire's top boxing gyms, have **19 registered competitors** and more than 5,000 participants and constantly updated equipment.

We are affiliated with Boxing Scotland and have had **30+ competitive fights.**

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Over 20 members report a big difference in skills after just 3 - 4 weeks.

Will you be brave like them?

Click here to book a risk-free session before we sell out.

Personal analysis:

1. I think I actually did pretty well with this copy, minus a couple small things.
 - a. Wasn't sure how else to connect the first line to boxing without making it too long and also wasn't too sure how to connect an opportunity to it. Need to revise that lessono in the bootcamp.

- b. I caught myself nearly going over the word limit again. This isn't as important for long form copy but for ads like this it could be pretty annoying to read. I need to focus on being more concise with my copy.
- c. The main issue I'm spotting is that although I think I understand things like scarcity, urgency, pattern interrupts etc I struggle to be concise with what I;m trying to say. I noticed this even when I was writing a school essay yesterday, I ramble on too much. Would really appreciate any feedback on fixing this.

AI feedback:

"Emphasize the unique benefits and features of training at Cathedral Hall, such as specialized coaching, equipment, or training programs.

Consider refining the language for a more professional tone while still maintaining emotional appeal.

Incorporate more testimonials or success stories to further strengthen social proof.

Highlight any upcoming events, promotions, or special offers to create a sense of urgency and encourage immediate action."