

Goals:

Overall Promote Brand to bring problems and brand back into prospects' minds.

Get people to feel excited about joining the discord.

Inspire curiosity by refuting thoughts prospects might have about the solution to their problems.

Sneak Peak the Online Course

Subject Line: "4 Common Smash Mistakes (Your Racket isn't One!)"

Do You Have What It Takes to Smash Like a Pro?

This email is for those ambitious and aiming to improve.

In my free public discord server, I've been analyzing Your Smashes and I see the same **4 amateur mistakes** a lot of you don't even know you're making...

If your smash is not perfect and, especially if you are getting **injured**, then these mistakes likely apply to you

1. Not Throwing Yourself into it 🏸

"My Smashes are so slow!"

"I keep Mistiming my Shots!"

"How Do I rotate my body into the shot?"

"Where is the Power Generated From?"

2. Playing Like A Robot 🤖

"I feel so tense when playing..."

"I can't find a rhythm"

3. Not Having Control of Your Body 💪

"My wrist hurts so much from yesterday's training"

"My shoulder feels weird...am I hitting correctly?:

"Should I be doing any exercises outside of the court for badminton?"

4. Having Bad Impact and Swinging Slow 🏸

“How do I get my smash to sound like a Pro?”

“Why do I keep hitting the frame of my racket?”

“Why is my smash so easily defended?”

Most of You will read this, acknowledge your mistakes, and ignore them

This is why you repeatedly make amateur mistakes and your smashes are mistimed, slow, and weak

This is why you are viewed as a **beginner player**.

To the small percentage of you who are action takers: Here are the indepth solutions to fix these amateur mistakes - [Link to blog \(Free Value\)](#)

Hard work and training alone will not make you a Pro player...

If YOU are the type of player who has the relentless desire to improve faster in 1 MONTH than others will in YEARS...

then start revolutionizing your gameplay here... [LINK](#) to online course

[Join Our Discord and Have Pros Review Your Smash](#)

Market Research Template

Who exactly are we talking to?

***Words in BOLDED BLACK are responses**

What kind of people are we talking to?

- Men or Women?

Men and Women, badminton is played by both genders.

- Approximate Age range?

10 - 40

From young children starting out to adults looking to pick up a new hobby the training program is personalized for anyone looking to improve their skills and play like a pro. The lower limit is set at 10 because that is the approximate age children begin to consume content online and have a drive to learn more. The higher limit is set at 40 because we are marketing online via email and organic content. People past 40 usually do not spend a lot of time consuming content or reading emails. However, this is only approximate and the only real limit on age is they have to be young/old enough to play badminton.

- Occupation?

No strict requirements

Occupation that allows them to interact with digital space and become familiar with technology such as digital coaching.

- Income level?

Low to Middle

Higher income citizens will likely seek to have personal, in-person training and would not need to worry about expenses such as travel and time. Because the virtual, personalized training is not very expensive, \$50, lower to middle class citizens who feel that travel and in-person coaching is too expensive would want a service like online coaching.

- Geographical location?

Anywhere in the world where you can play badminton and have a network connection.

Target Market:

Painful Current State

- What are they afraid of?

They are afraid that they are not playing at the level they want to and not reaching their potential as a badminton player. Because the training is tailored for every level and every possible person's problems with their game, we can't just say everyone is afraid of being outcompeted or afraid of losing matches. However, everyone who wants to improve at badminton is deep down afraid that they are letting themselves down and not reaching their potential.

- What are they angry about? Who are they angry at?

They are angry about the cost of coaching, frustrated that they cannot improve themselves, angry that they are not achieving the results they wanted, and upset at themselves. With today's inflation, everything around our target market seems expensive and they are upset that coaching is also expensive. If they have a coach, they are angry that their coach is maybe just feeding them shuttles and not giving them feedback on their technique. They feel they need an alternative but whenever they try to learn a new shot or new strategy it does not work and they end up giving up on it.

- What are their top daily frustrations?

Our target market may but likely does not play badminton on a daily basis. However, when he/she has time available they eagerly try to spend it playing and improving badminton. Our target market is people who genuinely want to improve at the game but are having roadblocks with money, time, and value. Throughout everyday life their top frustrations are how everything is so expensive and that they can't find good value anywhere. Thus, we will need to market the course with as much perceived value as possible.

- What are they embarrassed about?

They are embarrassed about their skills as a badminton player. They try to get better on their own but end up embarrassing themselves even more, when they can't do what they said they set out to accomplish.

- How does dealing with their problems make them feel about themselves?

They spend a lot of time online trying to figure out the solution to their problems. After long periods of trial, error, and practice, they fix one small problem they were once running into. However, they feel motivated to want to get better fast. Even though they feel good about solving their problems in badminton, deep down they know that they need to be progressing faster and retaining skills better.

- What do other people in their world think about them as a result of these problems?

Our target market is afraid that others may look down on them and maybe surpass them if they don't fix the problems in their game. They want to improve at a rapid pace.

- If they were to describe their problems and frustrations to a friend over dinner, what would they say?

Prospect: "Man, I just can't seem to get my backhand slice down...Like I've watched almost every single tutorial on it and it just doesn't work."

Prospect: "Yea, I mean I think it's a problem with the angle of my racket, but I'm not too sure. And I sure as hell can't afford coaching to figure that out!"

Prospect: "You know how expensive everything is now? Like it's absurd! Even in the small badminton club I go to. Coaches are charging close to \$90 bucks an hour!"

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?

Our prospects are very devoted and motivated to play badminton and improve their skills. They are obsessed and love badminton. If they could wave a magic wand they would have the skills of Lin Dan's in his prime. This is a strange question but it reveals a lot about the prospect. Not only does it show the prospect's love for badminton but it also shows the prospect's wanting to live a life of fame, money, and skill like Lin Dan. They likely want to impress people with their new badminton skills and beat others at their favorite activity.

- Who do they want to impress?

Anyone who is currently better than them/anyone who they respect. They also want to impress themselves and beat away any insecurities they have about their skills.

Values and Beliefs

- Who do they blame for their current problems and frustrations?

If they have a coach, they blame their coach and feel that they can't find a good coach who teaches them the right skills that they need to improve on (Instead of just feeding shuttles). If they do not have a coach, they blame themselves or their situation with money as something that is limiting their ability to improve at badminton.

- Have they tried to solve the problem before and failed? Why do they think they failed in the past?

They have tried to solve the problem in the past by learning online through videos or/and trying to learn from a friend. They think they failed in the past because they were not learning under structured personalized, professional feedback. They may have also tried to solve the problem by getting a low rate badminton coach. They think they did not improve because their coach does not teach them the best techniques and tips.

What character traits do they value in themselves and others?

- What character traits do they value in themselves and others?

Character traits that they value in themselves are their determination, ability to put in the work, and drive to improve. They believe that under the right guidance they can and will get better at badminton.