

STING

What could they do better?

Increase brand awareness: Only 18K followers but has some good quality products

AI research about them

They are a global boxing brand that is known for its high-quality products and innovation. The company was founded in 1997 in Australia and has since grown to become one of the leading brands in the boxing equipment market.

Their products are used by professional and amateur boxers all over the world. The company's gloves are particularly popular, and its Armaplus gloves are considered to be some of the best gloves on the market.

Sting is also a strong supporter of the sport of boxing. The company sponsors athletes, events, and organizations around the world. Sting is also committed to safety and innovation, and it is constantly developing new products to improve the performance and safety of boxers

They are particularly popular in Australia and New Zealand, but it is also gaining traction in other markets such as the United States and Europe.

Target Market

- What kind of person will get the most out of this product?
- All types of boxers beginners - professionals.
- **Avatar**
- **Name, age, and face.** This makes it much easier for you to imagine them as real people.



Kai 17 years old

- **Background and mini life history. You need to understand the general context of their life and previous experience.**

Kai was born and raised in a small town in Australia. He was an active child, and he loved to play sports. He first tried boxing at 15 after watching some Mike Tyson fights and from then he got the motivation to start boxing

Kai was pretty good when he started. Pretty skinny but fast and he had an idea of how boxing works.

Day-in-the-life. If you can get a rough idea of what the average day in their life looks like you will be able to relate more easily to them.

Kai wakes up at 6 every day and goes to school until 2. After school, he goes home eats and chills at home watching Tiktoks or professional boxers fight, after 5 he goes to training where it's his favourite part of the day, after training goes home and chills and goes to bed early to have energy for tomorrow.

- **Values. What do they believe is most important? What do they despise?**

Being fit and able to fight is their number 1 priority.

They don't like how school is getting in their way.

Also values discipline and hard work.

Current State

- **What annoys them?** Kai is easily annoyed by people who are lazy or who don't take their boxing seriously. He also dislikes people who are disrespectful or who try to intimidate him.
- **What do they fear?** Losing in their fights or getting beaten up in sparring. Also not going professional and letting down his parents
- **What do they lie awake at night worrying about?** Who is going to be his next fighter?
- How many kg's will he have to lose/gain?
- Will this whole boxing thing work for him?

How can he get better at boxing?

Dream State

- **If they could wave a magic wand at their life and fix** He would be the world champion boxer in his weight class.
- He would be wealthy and successful.
- He would be able to travel the world and compete against the best boxers in the world.
- He would be able to inspire other young boxers to achieve their dreams.
- everything.

Roadblocks

- What is keeping them from living their dream state today?

Still kind young to go professional and he doesn't have enough money to have the best equipment/boxing gym.

- What mistakes are they making keeping them from getting what they want in life?
- Not improving in other areas in life for example not going into a gym to get stronger, better physique, more explosive, etc.
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- What part of the obstacle does the avatar not understand or know about?

Kai doesn't understand or know about the importance of mental toughness in boxing. Mental toughness is the ability to stay focused and motivated under pressure. It is also the ability to overcome setbacks and keep fighting for what you want.

Solution

- What does the avatar need to do to overcome the key roadblock?

He needs to practice even more.

Start focusing on mental health for example meditation helps.

- "If they <insert solution>, then they will be able to <insert dream outcome>"

If Kai starts to practice even more and focus on other areas of life

like mental health, then he will be able to become a professional fighter.

Product

- How does the product help the reader increase their chances of success? The boxing gloves feature a unique foam technology that provides superior hand protection. This allows boxers to train and compete harder without fear of injury.

Also designed to feel more comfortable providing a more natural feel.

- How does the product help the reader get the result faster? More protection in the glove which reduces the chances of getting injured + faster recovery
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- How does the product help the reader get the result with less effort or sacrifice?
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- Better gloves for a good price are basically the key

Better punches because of the comfortability and natural feeling.

Less chances of getting injured while also faster recovery

FREE VALUE



🥊 Jab Hook BOOM Armapro Boxing Gloves 🥊

The Armapro Boxing Gloves have unmatched impact absorption, making them a great choice for every boxer! 🔥

Made with extra wrist support which stabilizes your joints while also providing more padding for injury prevention. 💪

These gloves are known for their comfortability and the agility on them will give you a sense of being Muhammed Ali in 1964.

Get in the ring with confidence and enjoy FREE shipping on our gloves today! 🛒