

Objective And The 4 Questions:

Who am I talking to?

Teenagers aged 15-18+ years old, mostly targeting boys rather than girls. Can be refined to target a broader audience

Where are they now?

They're stuck—fear of missed opportunities and being the victim of bullying. Low confidence and time constraints keep them unable to defend themselves. This fuels frustration (laziness, lack of motivation), shame (procrastination, social anxiety), and regret (inactivity, lack of self-improvement). They fear judgment and appear undisciplined. This cycle reinforces negativity, killing their martial arts desire.

What actions do I want them to take at the end of my copy?

Schedule a free introductory class at OMAC, Join OMAC's membership program, Commit to a specific training schedule, and connect with the OMAC community and the techniques designed to take them to their dream state. Since they do not make their own money, this copy can be refined to encourage and talk to their parents about our services.

What must they experience inside of my copy to go from where they are now to taking the action I want them to take?

Call out their frustrations and problems, spark hope and interest with a real solution, and show them it's possible. My copy needs empathy, inspiration, and building up their curiosity using deep human psychology language and practical guidance. Make joining OMAC easy. Paint a sensory picture of their future at OMAC, make them curious, and guide them to take the first step.

DIC Short-Form Copy

Disrupt

Intrigue

Click

Draft 1

Stop Being The Average High-School Teen!

What's the secret of the most famous guy in your class?

It's not as complicated as you think.

Imagine entering a room where the hidden code to fearlessness has been laid out, not by hackers but by national champions.

You are guided with the promise of unmatched respect and confidence, becoming the leader everyone turns to when things get heated.

Heads turned, Jaws dropped, and eyes set on the new famous kid in school.

This is no fantasy. This is the Olympic Martial Arts Centre (OMAC) effect.

Whether you're a beginner or a seasoned pro, OMAC will allow your confidence to speak louder than big-mouths at your school.

Picture being part of a like-minded team and celebrating your wins in an arena full of people roaring your name.

Our qualified instructors are more than just black belts who know how to teach.

The same instructors have trained countless world champions like Burak Hasan, a taekwondo practitioner who competed in the 2008 Summer Olympics in Beijing.

You can be next. Don't miss out on this opportunity!

[Only a few spots left! - Join us now!]

Draft 2

How To Push Your Confidence To Overdrive!

High school feels like being stuck on a fast-paced treadmill that never stops, a never-ending drag.

Day after day, the same dull, draining classrooms can kill your spirit. So what is the secret to pushing your confidence into overdrive?

It's not about fitting in or being louder and outgoing.
And it's definitely not about changing who you are.

It's OMAC. That's right!

At Olympic Martial Arts Centre, our personalized training is designed to turn your "I can't be bothered" days into a rush of "Watch me nail this!" energy.

Watch your self-esteem skyrocket with every block, strike, and kick.

Imagine the adrenaline-pumping, heart-racing excitement of pulling off techniques straight out of action movies.

Picture the shock in your friends' eyes as jaws drop to the ground.

Girls are lining up to you as you command attention, and getting your crush on your side is now a piece of cake.

Now ask yourself, Do you want to be left behind while others become stronger, faster, and more confident?

Join us! – 10 spots available.

[Claim your spot now!]

PAS Short-Form Copy

Pain

Amplify

Solution

Draft 1

How To Stop Being An Introvert for GOOD!

Hey, you! Yes, you. Is trying to squeeze into conversations driving you crazier than your annoying little sibling?

As you lose your confidence in social events, you lose your social skills as well. You see others smoothly take on the main character role while you're too busy with your fidgety hands.

In these moments, we accept shyness and become invisible to those around us.

Social awkwardness has drowned you with "what ifs". Every potential conversation feels like a minefield.

You'll soon avoid going out because you accepted that, "Oh maybe I'll just stay quiet again, nobody notices me anyway..."

You MUST BREAK this cycle before you lose your friends and yourself!

There's a MUCH better option to self-help books that sucks out shyness like a vacuum. Picture this transformation at Olympic Martial Arts Centre:

- ✓ Build Laser-Focused Self-Discipline & Focus
- ✓ Gain Unbreakable Confidence & Courage
- ✓ Learn Advanced Self-Defence Techniques.

It's time for a real transformation! Join us and see the change for yourself!

[Yes, I'd like to get started!]

Draft 2

Here's the Secret to Becoming Bully-Proof!

When you look in the mirror, what do you really see?

Someone who's always at the corner of the class? Sitting by yourself at lunch, head down, avoiding eye contact?

Are your problems solved if you put on a pair of headphones and just block out everything?

You're the target of those pesky bullies. You face constant harm – physical shoves in the halls, cruel messages online, and brutal verbal jabs.

Forget about “kill them with kindness”. Olympic Martial Arts Centre is the place where you'll not just learn powerful self-defence skills but also put your bullies in their place with moves they'll never see coming.

More than martial arts:

- ✓ Skyrocket Your Confidence & Discipline & Get That Championship “Glow”.
- ✓ Sharpen Your Physical Fitness And Master Effective Self-Defence Skills.
- ✓ Manage Stress Relief Way Better Than Your Go-To Meditation App.

Now, are you going to fight against not only them but your weaknesses, or just accept being their target?

The choice is yours - Join us!

[Take Your First Step!]

HSO Short-Form Copy

Hook

Story

Offer

Draft 1

That Day I Refused To Be A Victim...

That one moment at school completely changed how I see things now. My skills were put to the test and It was time to prove it to not just them but myself.

Just a month into my journey at Olympic Martial Arts Centre, my newfound confidence was on the rise, opening me up to new long-lasting friendships and overall, high school was starting to turn around.

But that was just the beginning. As I walked to my locker, putting my belongings away, that pesky, troublesome bully was there as usual. Little did he know the aces I had up my sleeve. I casually wondered, "Well, what's new this time?" Tension filled the air, he was surprised by my upfront behaviour and started running his mouth.

His attempt to dominate, take my belongings and swing a few fists, was a familiar routine. But this time, I was different.

Panic slowly took hold of me, but the teachings of OMAC were rushing through my veins.

This was a choice I had to make. But the decision was mine and I faced the challenge head-on.

My body moved in a way I never knew it could. He swung but for the last time. I executed a perfectly timed block followed by a swift, powerful kick.

While the bully was relying on his brute strength to keep himself up, I embraced the fire in my mind, the sheer rage of all the times I was mocked, annoyed, hurt and broken.

To finish him off, I performed the perfect butterfly kick that I had been wanting to master. That was enough to fly him to the curb and knock him out cold.

Everyone watched in shock. I simply stood in silence as doubts had evaporated, and a newfound respect from my friends wrapped around me.

I finally learned that my mind quits way before my body does. So no matter how I feel, I make sure I push myself to the limits not just in OMAC but in everyday life.

Since then, my life has been a series of victories. Respect from friends, a feeling of belonging, and an unbreakable spirit became my new normal.

I often reflect on that day in the locker room, grateful for the journey with OMAC that turned me into more than just a student. I finally became a symbol of resilience and strength.

[Unlock the secret to unleash your inner champion at OMAC.]