

Avatar Description/Story: Mark, 26 years old is your everyday guy. He wears his white tee, goes to his regular 9-5, and spends all day dreaming about the type of person he could be. He wonders and wonders about the different things he would want to become. Within his daydream, the thought comes up “What if I learn how to fight? That way, I won’t get picked on and I’ll be like one of those guys in the movies!”

He gets motivated and searches up a couple of videos on how to begin boxing for beginners. He watches, does a couple of poorly done jabs and footwork, and calls it a day 15 minutes after.

The next day, he’s scrolling and comes across a video of someone beating the crap out of someone who does BJJ.. He continues watching and gets curious about how this guy can teach him through his videos. Naturally, he clicks on the profile and sees the link tree of the content creator. Mark being the curious guy he is, clicks, and gets to see his website, social media, etc.

Mark checks out the website and the different programs. We all know Mark isn’t going to just pay at the first one he sees, so he’ll search up some verification. Then, the IG captions come into play. “Let’s see what other people have to say on a more professional site”

And there he goes:

Marketing:

What kind of people are we talking to?

- Man (let’s call him Mark)
- 24-36 years old (26 in this case for the sake of our man Mark)
- Amature fighters who recently got into fighting. Also includes people who do combat sports without money. Probably have multiple jobs at this stage of their career.
- With only fights, 5700\$-11400\$ per year. With a second job, 42200-47,900\$
- East Falmouth, MA

Painful Current State

- They fear not being able to achieve the things that they want in life. Mainly, not making it to the professional leagues.
- They’re angry at how hopeless it feels. They would describe it as a painful and rough experience
- They’re always working and tense about their next fight and what they need to do to become better fighters
- Mark is embarrassed about how unskilled they may be at times (losing fights...) and how they haven’t made it yet
- When they try to tackle the problem of being stuck in the “amateur loop”, they get the same answer, “work, grind, bloody tears, etc”
- Their friends think it’s pointless and it’s not that important to learn such a thing as fighting
- They would describe it like “Clarence man, I’ve been looking in MMA lately. It’s tiring as hell and it looks like I’ll never be like the greats. I train every single damn day and I get no fights, and

when I do I end up fumbling it.”

Desirable Dream State

- If they could change their life within the snap of their fingers they would be that buff, masculine, and scary dude who could beat the living hell out of anyone. They'd have a ton of confidence, pride, and most of all happiness. Of course, they'd be a professional menace in the MMA scene.
- They want to impress everyone who told them they couldn't be the person I described above.
- Mark would feel on top of the world, being able to do anything that they wanted
- They desire that feeling of power, the feeling that they could do whatever they want because of their status. This includes walking in the street, addressing people, and overall the respect that comes with being a successful fighter
- They'd express this along the lines of “Just watch me, give me some time and I'll become the absolute MAN. I'll be able to do anything I want and no one can tell me otherwise! I'll finally be that guy who everyone's afraid of and can dominate in any fight, and situation

Values and Beliefs

- They believe that if they have someone to guide or teach them about how to fight, then that'll be the starting point for many other things in life (upward spiral effect). Mark thinks he can solve the problem, he just needs time.
- “All this training feels useless” “I've got to get big soon, I need money” “Maybe I should quit at this MMA scene. The way things are going, I'm going to be a broke bum in the street.”
- They tried to solve this by studying and trying out different forms of exercise. The thing is, he ends up getting demotivated and tired from all the training.
- They'll decide if something will work depending on if other people have done the same thing and succeeded
- Mark respects fighters like Mike Tyson, Conner McGregor, and Khabib N, because of how unique and dominant they were in their space. He also respects anyone who tries to improve their life in general.
- They value honesty, discipline, genuineness, but most of all a willingness to help themselves and others.

Roadblocks

- The only thing keeping our man Mark from achieving anything is his skill level and fighting experience
- Mark is only practicing the basic stuff he has learned in his fighting journey. Yeah he gets better stamina and such, but he's only doing repetitive exercises and not learning
- Mark doesn't understand what exactly he has to do to achieve his goals
- Once he gets someone to coach him, he'll be in a great direction

Solution

- The avatar needs to have something that boosts his chances of getting into the professional league
- “If they work hard and train correctly, then they will be able to become a literal force of nature”

Product

- The products will set our man Mark to becoming a fully-fledged fighter, knowing all sorts of fighting styles
- The products give them the community, the information, and the guidance he needs to succeed in his fighting journey
- The product will condense everything AJ knows as a professional athlete and fighter.
- The product gives Mark everything he has to do to become the man of his dreams so that he doesn't have to figure everything out himself
- Mark will be able to connect with other people like him that will help him, form deep relationships with him, and have fun with each other (sparing, training, and being in each other's company)
- As long as it's helpful/profitable in some way, Mark won't mind buying anything related to MMA

Mark hates how repetitive the market can get, constantly offering the same gloves, same mouthguards, same headgear, but in different colors.

IG caption 1: 10-Week Fight Camp

Right now your opponent is training like crazy, thinking of all the ways they could destroy you... 🎯

They're thinking of all the moves you'll pull, the strategies you'll use, and how they'll read you like a book 📖.

When will you realize, you're losing before the fight even starts...

That's why you've got to think ten steps ahead, learning new skills to surprise your enemy 🌟.

And I'll show you exactly how to do that through various forms of combat, transforming you into a complete fighter.

The link's in my bio for you to leave your opponent in shambles 🥊🔪

IG caption 2: Combat Program

If you think MMA is merely about raw power and aggressiveness, you couldn't be more wrong... 🥊

MMA is the harmony of muscle, stamina, strength, and power, all mixed into one perfect symphony 🎵.

If even one thing is off, the symphony falls apart, leaving gaps in your technique.

If you're losing your fights, nine times out of ten, it's because of this imbalance.

And with the link in my bio, I'll show you exactly how you can fix it 🔧.

IG caption 3: Regular Athletic Person Program (regular people getting fit, if you're confused)

Just because you aren't a full-time fighter doesn't mean you can sit around scrolling on your phone all day 📱.

Your body has so much potential, begging to get the chance to shine.

You might even have the genes to become the next world champion.

Yet, you waste it by letting your body rot. Sinking into your bed beyond recognition 🛌.

But it's not too late to release your potential...

Click the link in my bio, and you'll discover the body you've been holding back for so long. 🔥.

IG caption 4: Football Program (Wild change of topic, I know)

Football season is right around the corner, have you been training lately🏈?

To decimate this football season, you'll need to train with a certain type of coach.

Someone who's coached multiple successful athletes.

Someone who went D1 themselves ⭐.

Check the link in my bio to discover the key to success that has molded many players into star athletes 🔑