

# WINNERS WRITING PROCESS

---

**Business Type:** BJJ Academy

**Business Objective:** My business objective is to create a funnel that monetizes all the attention we get from socials, for an online BJJ course.

**Funnel:** Sales/SM Funnel

---

## WINNER'S WRITING PROCESS

### 1. Who am I talking to?

- a. Men and women who are beginners with BJJ. They are typical BJJ beginners who are excited to learn but also apprehensive about the challenges ahead, we're targeting mainly men, 90/10.
- b. They are looking for a supportive environment where they can develop their skills, improve their fitness, and gain confidence.
- c. Most importantly is the development of their skills in BJJ and self confidence.
- d. We're talking to white belts who have attended their first classes, but are just progressing at a slow pace. This course will help speed up the rate at which they improve, through prioritizing different skills that make the most difference.
- e. We are talking to BJJ white belts who have a high willingness to learn and have attended some classes already. They are beginners in Brazilian Jiu-Jitsu, typically male, aged 20-35, and are eager to fast-tracking their progress in the sport. These individuals are motivated by self-improvement, physical fitness, and gaining confidence.

## 2. Where are they now?

- a. They are doom scrolling on Instagram.
- b. They are at the top of the funnel, viewing social media content.
- c. They see our content promoting our online course for beginners
- d. Current levels:
  - i. Pain/Desires: 5/10 - They really want to improve their skills in BJJ but they aren't in desperate need of an online course.
  - ii. Belief: 5/10 - BJJ courses are everywhere, so their belief in this program is fairly in the middle, as they have lots of video testimonials and positive reviews.
  - iii. Trust in the courses: 5/10 - if they like Jordan Teaches Jiu Jitsu or figures similar to him then their trust may be higher but I don't see it being higher than a 5.
  - iv. Level of Market Awareness: Level 3/Solution Aware
  - v. Stage of Market Sophistication: Level 5 Sophistication
- e. Current State:
  - i. Inexperience: They feel lost and overwhelmed by the new terminology and techniques. Fear of looking dumb or getting stuck in awkward positions during training. Anxiety about forgetting techniques right after learning them
  - ii. Low Self-Esteem: They worry about looking dumb or being outperformed by others. Low confidence within themselves.
  - iii. Fear of Submission: The idea of being tapped out makes him nervous. Fear of being submitted by someone smaller or less experienced, can lead to embarrassment and self-doubt.
  - iv. Physical Fitness: Mark is out of shape and worries he won't be able to keep up with the conditioning demands of BJJ.
  - v. Mental Blocks: Past experiences with bullying or competition can make him hesitant to try new things.
  - vi. Fear of Failure: They are afraid of being submitted by people who are smaller or less experienced than him.
  - vii. Injury Concerns: He worries about getting injured or hurting someone else.
- f. Dream state:
  - i. Experienced
  - ii. Above average skill set
  - iii. High confidence in themselves
  - iv. Mental edge in their grappling skills
  - v. Improved physical fitness
  - vi. Capable of submitting opponents
  - vii. Competent in the terminology and fundamentals

- viii. They envision themselves in peak physical condition, feeling strong, agile, and full of energy.
- ix. They want to gain respect and admiration from his peers and instructors, feeling proud of his progress and achievements. Ultimately, he aspires to transform his self-doubt into unwavering self-belief, gaining a sense of accomplishment and mastery in BJJ

#### **4. Values, Beliefs, and Tribal Affiliations (Side Note)**

Our avatar is named Mark. Mark values discipline, perseverance, and continuous self-improvement.

He believes that with the right guidance and effort, anyone can achieve their goals. He aligns himself with a community of like-minded individuals who are also passionate about BJJ and self-development.

Mark respects those who are dedicated, hardworking, and supportive, and he seeks to be part of a tribe that encourages growth and celebrates each other's successes.

### **3. What do I want them to do?**

- a. Stop scroll on IG
- b. Consume content
- c. Like content
- d. Follow clients instagram
- e. Sign up to newsletter
- f. Click link to land on video sales page for our online course
- g. Buy online course

### **4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?**

Stop scrolling and consume content.

Consume content and sign up to our newsletter.

- a. This traffic will come from a newsletter sharing free tips on BJJ.
  - i. In order for them to sign up to our newsletter, the content has to be intriguing, appealing to the eye and match their awareness, pains and desires.

- ii. They need to feel like this was meant specifically for them. Feel trust in the person speaking.
- b. They will then click the link to our BJJ course and land on our video sales page.
  - i. In order for them to click the link to our BJJ course, our short form copy has to do its job.
  - ii. DIC - since our audience is not aware of our course. We only have one IG reel promoting the course.
- c. Immediate Engagement:
  - i. Once they arrive at our sales page, I want to catch the reader's attention with an intriguing headline that stands out with appealing color contrast, specific fonts and something that's aligned with their desires. Adding a compelling thumbnail as well.
  - ii. To even consider watching the video, the page has to offer a smooth, easy-to-navigate experience at first glance.
  - iii. These factors should lead to them watching the video since they have excitement to learn about BJJ and are curious to learn more.
- d. Click play on the video and develop their interest second by second.
  - i. I need them to stay engaged throughout the video. Provide a high-quality video experience with engaging visuals and dynamic movement. Resonant with their current state, fears and dreams.
  - ii. Then tease special solution "omg they have what I need" (open a loop to peak their curiosity and spark more interest)
  - iii. Provide authority trust boosters with relatable stories and testimonials from other beginners.
- e. Open more loops in our video to bribe them to keep watching.
  - i. "First let's figure out if this course is for you"
- f. This will then allow us to introduce the hero, show their desires (becoming a beast at BJJ) , and show challenges our hero dealt with.
  - i. When I started, I did xyz that led me to abc
  - ii. Seeing this should increase the trust in the hero as the hero dealt with the same things they did and will resonate with their pains.
- g. Communicate the discovery of the solution.
  - i. Abc is how I figured xyz out.
- h. Show solution by providing dream state (improved physical fitness, mental edge on matts and confidence in skill set for BJJ)

- i. Hero will show a dream state, finally winning tournaments, being confident on matts, and rolling with a mental edge. Showing visuals of the hero winning tournaments etc.
- i. How we came up with this product.
  - i. What made your client create this product? (a question I need to ask him)
- j. Introduce prism + specifically for beginners.
- k. Price anchor
  - i. This isn't your typical \$200 or \$300 course.
  - ii. Prism + is only \$14.99 with EVERYTHING you need to know as a beginner.
- l. Rest of long form copy is introduced.
  - i. By now I've assumed this video will increase all 3 levels.
  - ii. Trust: This part will be increased due to the personality of my client, outgoing, high mojo and straight forward. All of his followers have seen his content before so some trust has been established over time.
  - iii. He also has primal leadership indicators, owns a gym, well built physique, confidence in tone and posture.
  - iv. Belief: This level will be increased because of the guarantees, the person teaching you is a black belt with loads of medals for competitions and years of experience teaching and training.
  - v. We will have some weaknesses because we don't have any reviews, testimonials or social proof. Will need to create some.
  - vi. We can also create a money back guarantee to increase this level.
  - vii. Cost is low, 15 bucks a month.
  - viii. Current state: The perceived value they're going to get is definitely worth it. But I have to make sure I make the customers understand that.
  - ix. Price is super low, only 15 bucks but effort, time and sacrifice into learning the skills takes time. But most people understand this.

# START OF DRAFT

## HEADLINE:

### ATTENTION WHITE BELTS!

**The Secret To Progressing Faster In Jiu-Jitsu As A White Belt.**

### SUBHEADLINE:

Learn everything you need to progress 2x faster in Jiu-Jitsu in just 3+ Hours:  
This Has Everything You Need To Know!

### CTA:

Progress Faster In Jiu-Jitsu With Prism+ !

## BODY TEXT:

### (Opening)

A Guaranteed System To Help You Progress Faster In Jiu-Jitsu.

Do you train Jiu-Jitsu? Are you feeling frustrated with your growing pace? Then you need to learn the system we use inside Prism +. It's one of the most effective methods to learn Jiu-Jitsu, this system will help get you from white belt to high level blue belt as quickly as possible!

✅ Feature Driven - make the offer tangible and valuable.

Video Lessons on Positional Escapes, Guard Retention, Offense from guard, Passing guard, Submissions and Takedowns, bonus content (ebooks), and more!

✅ Make it Exclusive, trigger tribal affiliations and sense of community.

Exclusively for white belts! We created this content to help white belts progress 2x faster to blue belt.

Designed exclusively for white belts and blue belts! We created this content to help you progress 50% faster.

✓ Provide Authority, Credibility, and Specificity.

15+ years of grappling knowledge taught by Jiu-Jitsu black belt and instructor that's helped hundreds of students progress 50% faster than 99% other beginners.

Consistently help white belts to winning blue belt tournaments in 12 months.

Think of a shorter way to write that.

Up to 40% in terms of improvement rate.

Your objective is to build trust, bring clarity and a comprehensive sense of value making the course appealing.

A system that will turn you into a beast on the matts.... A proven system that guarantees you can get results by narrowing down to what matters most on the matts.

Unfortunately, there's no shortcut or hack that will make you unbeatable.

Jiu-Jitsu is hard. The process takes time and you'll have to work on your defense, and offense from all sorts of angles and invest time to become the best Jiu-Jitsu player you can.

However, there is a learning system that speeds up the process by focusing on what matters most. You don't have to worry about learning EVERYTHING, but simply what gets you in dominant positions on the matts and competitions.

It's a system that's extremely effective, simple to learn and makes everything that much more enjoyable! And I promise, once you start using this system you'd wish you found it earlier.

You would have never guessed it, [XYZ name] . This is a need to know Jiu-Jitsu learning system suitable for all belt levels but white belts gain a significant advantage over higher belts! Learning and applying everything 50% faster than most.

3 Reasons Why You Need Prism +

✓ Progress 50% Faster Than You Would Without The Course

Look I get it: I want you to progress faster just as much as you do, learn new techniques and effectively apply them. So the order in which we present the courses will allow you to prioritize what's most important to actually develop your skill at a faster rate.

### ✓ A Complete And Proven System

Are you tired of learning new techniques and not being able to remember any of them? With our task based games, and teaching of specific techniques. We offer a simple system that is easy to learn and has helped hundreds of students progress at a faster rate than normal.

### ✓ No More Uncertainty

Are you unsure of what to do next in certain positions? That will cease to exist after learning this system; you'll almost always know what to do next. This system will build the confidence and certainty on how to navigate yourself on the mat.

## (Introduction of Expert)

Hi, I'm Nick Angeloni, the guy behind this course.

I've been training Brazilian Jiu Jitsu for 15+ years. I'm a black belt competitor, owner of Prism JiuJitsu, one of the fastest growing teams in San Diego and retired King Of The Cage World Champion.

I'm here to share the essential lessons and techniques I've learned over my 15+ years of experience.

Check out the video below!

## BODY/VSL OUTLINE:

### [Opening Scene]

*[Dynamic visuals to catch attention: someone being choked out, students rolling, or instructor demonstrations]*

### [Cut to Coach Nick in a well-lit dojo, speaking directly to the camera]

**Coach Nick (enthusiastic, engaging voice):** "Are you a BJJ white belt feeling frustrated by your growing pace? Unsure of how to navigate yourself on the mat? You're not alone. But



imagine a path where you quickly gain confidence, a high level skill set, and a strong foundation in Brazilian Jiu-Jitsu."

**Nick:** "Hi, I'm Nick Angeloni, [Black belt Jiu Jitsu competitor (i'll figure out my record), retired Kotc world champ, founder of Prism Jiu Jitsu, one of the fastest growing schools in San Diego County.] I did not go the traditional route when starting a school, I branched off on my own. I started with 10 white belts who knew absolutely NOTHING. I was able to grow these white belts into competition winning blue belts in 18 months, winning team and individual trophies. Everything I'm going to teach you in this course is what helped my students start from square one to progress 2x faster than most. I've designed this course to share these secrets with white belts like you."

**[Cut to scenes of Nick discussing basic techniques: XYZ ABC]**

**Narrator:** "With our complete system, you'll master techniques essential for your BJJ journey. These techniques will build your confidence and skill set, setting you up for long-term success."

**[Show a student testimonial, how the courses helped them improve their BJJ]**

**Coach Nick:** "For the first few months, focus on the techniques and master them. Positional Escapes, Guard Retention, Offense from guard, Passing guard, Submissions and then Takedowns. This foundation will 2x your growth in your jiu-jitsu journey. My techniques require no strength, speed, or flexibility – just a high willingness to learn."

**[Cut to animated text highlighting key features]**

**Coach Nick:** "Our course offers:

- A 30 day free trial.
- Short, concise, and easy-to-consume content.
- Task-based learning games.
- Constantly updated content, multiple videos uploaded every month.

By the end of this course, you'll have a solid BJJ foundation, boosting your confidence and competence on the mat."

**[Cut to Nick speaking directly to the camera again]**

**Coach Nick:** "Competence is what wins. Whether you're just starting or need to a few steps, our course is designed to make your jiu-jitsu growth 2x."

**[Cut to animated text/Ending Scene: "Exclusive Offer for White Belts"]**

**Coach Nick:** "Don't miss out on this unique opportunity. Sign up today and start your free trial. Build your foundation, boost your confidence, and become the Jiu-Jitsu player you've always wanted to be."

### **[Call to Action: Text Below Video]**

Sign up for your free trial today!

Take the first step towards mastering Brazilian Jiu-Jitsu. Click the link below and start your journey today!"

## **COPY AFTER VSL:**

### **(Core Content)**

As a beginner, your focus should be on learning what provides the most growth at the quickest rate.. I teach you everything you need in order to 2x your growth as a white belt. By honing these skills, you'll build a strong foundation that will enhance your entire Jiu-Jitsu journey.

This Jiu Jitsu course offers a systematic approach, easy to learn and actually apply the techniques you learn.

### **(Benefits of the Course)**

**Why should you join? Here's what you'll get:**

- **A 7 Day Free Trial:** Experience the course before committing.
- **Short, Concise Content:** Easy to consume and understand.
- **Dynamic Teaching:** Games and tasks in each video to ensure you can apply the moves.
- **Constant Updates:** Stay up-to-date with the latest techniques.
  
- **One-on-One Access to Instructors:** Personalized feedback and guidance. (?) - We're thinking of making this an upsell.

By focusing on these techniques and drilling these fundamentals, you'll develop a well-rounded game that can adapt to any situation. With Nick's guidance, you can transform from a struggling white belt into a confident blue belt.

**(Closing Statement)**

Remember, competence and confidence are what wins matches. Whether you're just starting out or need to revisit these techniques, this course is for you. Don't let gaps in your knowledge hold you back. Take control of your BJJ journey today.

**CALL TO ACTION (CTA):**

**BUY NOW**

**(Photo of the Course)**

***Foundations Of Brazilian Jiu Jitsu By Nick Angleoni***