

Tao Of Marketing Live Example: Boxing Course

Business objective - Get people to purchase the course by the end of the landing page

Winner's Writing Process

1. Who am I talking to?

- a. Mostly men around the age of 18-35 who may or may have not had prior experience in boxing who are looking mostly to learn. Basically complete beginners or men/women with little experience.
- b. **Avatar** - Jeriko is a guy of the age of 22 years old. He has a passion for combat sports and would like to know more about them in terms of practicing them and improving his health and knowledge in fighting overall. He's the type of guy that spends his time on social media all day, no training, eating only shit food. He oftenly watches boxing matches of great fighters and aspires to be like them one day so he can prove to himself and everyone else he is strong and capable. He has anxiety to go into an actual gym and is afraid to step up and take action, be the man he always wanted to be, capable in his favorite combat sport which is boxing and learn a lot of boxing tips and tricks along with the workout methods that professionals use, so he himself can learn from them and potentially learn to be a great boxer. He works a 9 to 5 job, has a stable income to afford a gym membership but lacks the confidence and discipline to take action. He also believes mastering the fundamentals outside of the gym will have him be more prepared when he steps inside a real gym, he believes this way he will have way more confidence and have better results for when the time comes for him to step into the ring.

2. Where are they at now?

- a. Scrolling randomly on IG consuming random cheap dopamine
- b. They randomly come across the course through an AD they see on IG which talks about the course and catches their attention
- c. 3.5 Level of awareness
- d. Stage 4.5 kind of tired of the mechanism (Look out for new mechanism, experience, niche down, and identity plays)
- e. **Current state:**

They're tired of being lazy and not disciplined, not being able to take control of their emotions and life for a better health overall and knowledge in a combat sport.

- They're tired of different online boxing courses that promise many results and overpriced for what they offer
- They want to prove to themselves and their friends/family that they're better, that they have taken control of their life and they're more disciplined to pursue hard tasks such as doing training everyday, something most people in their circle don't do.
- They feel like they lack a lot of confidence and have a lot of anxiety when the idea of them facing an opponent comes up in their head because they feel like they will get wrecked badly and embarrass themselves both inside and outside of a gym.
- They feel bad for the current state of their body, how they look and how they feel.

d. Dream state:

- They want to be disciplined and be able to train hard with no excuses.
- Learn and try to master as much as possible the fundamentals of boxing as possible so then they can step into an actual gym and improve their boxing skills even more.
- They want to increase confidence in themselves and be able to show their friends and family how much they have turned their physical life around. (This plays a role in their self esteem, and a bit on the safety needs on Maslow's hierarchy of needs and to also build and maintain a status inside of a tribe.)
- **Solution:** Online boxing course that teaches you how to master the fundamentals of boxing from the very beginner lvl which you can follow everyday for which lasts only 4 weeks. From then on you can implement everything you learned further in the future to upscale your boxing skills even more
- **Product:** 4 week online boxing course
- **Current desire:** 5/10
- **Belief in idea/solution** - low
- **Trust in company** - Really low

3. What do I want them to do?

- a. Stop the scroll when they see the ad/s
- b. Feel the need to click on the link of the ad/s once they have been persuaded by the copy and then go to the sales page.
- c. Read the whole sales page from the beginning to the very end.

- d. Feel the emotional experience the copy will make them feel which will increase their desire for their dream outcome and trust for the course being the solution to their problem.
- e. **CTA** - Purchase the course

4. What do they need to experience/think/feel to do that?

- a. They need to experience the pain of realizing how they are wasting their life and potential away
- b. They need to understand and really feel that time won't come back anymore and that they may lose a once in a lifetime opportunity to change their health and prove to themselves and all they're loved ones who they really are
- c. They need to feel the feeling of accomplishment after they have imagined achieving their dream outcome of becoming good well rounded boxers but most importantly the hard working disciplined, with good health and a good looking body dream state.
- d. After they have felt all of the pain and desires emotions up above I want them to feel the immediate need to press the purchase button and get the outcome they always wanted.