

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 footwork video. 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 gym classes, social media, testimonials, etc...

Mark sees the location of the gym and the different info on his classes and such. We all know Mark isn't going to just sign up and go to the location, so he'll search up some verification. Then, the email subscription comes into play. "I can just sign up and receive free info without spending a dime!"

And there he goes to sign up.

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)
- Backbone workers (truck drivers, manufacturers, warehouse workers, etc) (let's say fast-food employee)
- 52000-75000\$ per year
- East Falmouth, MA

Painful Current State

- They fear being average, not being able to protect themselves, and being a victim to life
- They're angry at how helpless they are in a physical confrontation. And even if they know how to fight, they aren't good enough to defend themselves
- They're always bored about not having anything to do, yet they always have that thought behind their head saying "I gotta turn my life around" or "I need to change"
- Mark is embarrassed about how unconfident and unskilled he is at everything.
- When they try to tackle the problem of being a victim of life, they feel unmotivated, lazy, and hesitant to do any changes in their lives.
- 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 into learning mma lately. I'm tired of always being that little bitch that can't do anything. I'm completely scared of everything and anything, but it's about time I do something about 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.
- 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 safety, the feeling that they don't have to worry about anything and they could be at ease. This includes safety from their problems like rent, relationships, and other things they might have to handle
- 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 able to feel good about myself that I've done something meaningful in my life..."

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.
- "If only I hadn't wasted so much of my time on meaningless crap" "The only reason I'm not doing anything now is cause I have to work tomorrow" "I should've studied harder"
- The tried to solve this through studying and trying out different forms of exercise. The thing is, he was the only one responsible for his progress so naturally he quits cause its too hard.
- 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 Kahbib 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 laziness and lack of someone to teach him/keep him accountable
- Mark is doing meaningless things that don't have a purpose to them. Yeah, he begins drinking more water and looks into doing exercise, but he either isn't consistent with them or no real change happens to him.
- 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 the curiosity to look for solutions and search for credible sources
- “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 8+ years of fighting experience from a professional fighter into 3 services that will turn Mark into an absolute unit.
- 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 boxing

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

Email One: Welcoming Email:

Subject Line: Martial Arts: The Key to Feeling Powerful

Hey (name),

Right off the bat, I respect you for deciding to learn Martial arts.

You must understand that 99% of people will **never** be able to defend themselves in a fight. The fact you're here reading this right now separates you from most of the world.

You're a part of the 1% that will not only be built for combat but a danger to anyone who threatens you or your loved ones.

If you think that this is it, you couldn't be further from the truth...

Imagine the feeling when you've actually learned how to fight.

The next time you find yourself in a fight, you'll be completely confident and make the other side regret ever messing with you.

And I'll be right here, using my 8+ years of professional fighting to turn you into the indomitable beast you're destined to become.

But first, I want to get to know YOU. I could tell you all the deadly techniques I know, but it'll be a waste of time if you can't even throw a proper jab.

So reply to this email and tell me, what do you think Martial Arts are all about?

Looking forward to seeing your thoughts,
-Coach Cody

Email Two

Subject Line: The Thing Every Fighter Ignores That Kills Their Potential

It's great to see you again (name),

I'm sure you've seen a video of someone doing a fancy spinning kick that ends up being the finishing blow to a fight.

And I'm also completely sure you've tried doing the exact same thing in your room a second

after seeing that clip.

As much as I want don't want to believe it, the reality is...

Your chances of this kick landing are as high as you winning an argument against a pissed-off toddler on steroids.

Most fighters will only focus on these clip-worthy moves, but forget what really gets them there:

Fundamentals.

The only reason you can do this kick was because you can push the bag a little with your foot.

Fighters like Conner McGregor and Khabib had the success they have from sharpening their BASICS.

You'll never be anything but a mediocre fighter without mastering the basics first.

That's why at our gym, we'll always focus on sharpening your basics before you reach the next level.

So instead of copying what you see on Youtube, train with us and you'll see the developed fighter you'll become.

For now, keep practicing your jabs and kicks. You'll end up thanking yourself in the future.

Talk to you soon,
-Coach Cody

Email Three:

Subject Line: The BEST way you can deal with a street fight

Hi (name),

Do you **really** know how to deal with a street fight when you're in a stuck alleyway?

And no, running away isn't on the table anymore.

Will you kick them in the nuts, and scream at the top of your lungs?

Barely keep your eyes open and start swinging?

All these things will get you mauled alive in real-time.

The best way to deal with a street fight you cannot run away from is to know how you and the other person will react.

There's a quote that the great Chinese military general and strategist, Sun Tzu talks all about this exact concept:

“Know the enemy and know yourself in a hundred battles you will never be in peril.”
-Sun Tzu

Our self-defense classes will help you apply this quote and never fear walking the streets again.

You'll know:

✔ ***How to spot a threat***

✔ ***How and where to strike back***

✔ ***How to defend yourself against multiple attackers***

✔ ***How to handle weapons yourself***

✔ ***And more to cover everything you'll need in a life-endangering situation!***

Martial arts are great for defending yourself, but not everything will be like your everyday sparing match.

So enhance your personal security, and sharpen your instincts to a razor's edge.

I'll be waiting for you,
-Coach Cody