

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 boxing 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 boxing programs, social media, testimonials, etc...

Mark sees the online courses and wants to see what they're like, but he isn't stupid enough to just buy straight off the bat. “Let’s see his Instagram that must be trustworthy!” So he checks it out and sees all our content creator’s posts, and videos.

Marketing:

What kind of people are we talking to?

- Man (lets call him Mark)
- 24-36 years old (26 in this case for the sake of our man Mark)
- Backbone workers (truck drivers, manufactures, warehouse workers, etc) (let’s say fast-food employee)
- 52000-75000\$ per year
- Jacksonville, Florida

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 physical confrontation. And even if they know how 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 to life, they feel unmotivated, lazy, and hesitant to do any changes in their lives.
- Their friends think its pointless and its not that important to learn such a thing as boxing
- They would describe it like “Clarence man, I’ve been looking into learning boxing lately. I’m tired of always being that little bitch that can’t do anything. I’m completely scared of everything and anything, but its about time I do something about.”

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, but 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 box, 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, Muhammad Ali, Sugar Ray Robinson, and George Foreman because of how unique and dominate they were in the boxing 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 fully into boxing and to reap all of its benefits
- The products gives them the community, the information, and the guidance he needs to succeed in boxing
- The product will condense 15+ years of fighting experience from a professional fighter into 3 services that will turn Mark into an absolute unit in a month
- 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 its 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.

IG Post/Ad 1, Online Coaching Group:

Constantly swinging hooks and jabs at the bag aren't going to get you anywhere...

To become an unstoppable force of nature, you'll need to surround yourself with boxers.

Boxers with years of experience, capable of knocking out anyone who comes in their way.

All fighting and competing to become the best in the world. 💪

In an environment like that, you'll gain the power of a thousand suns on accident! 🙌🔥

💡 We're all waiting for you here at Budo's Boxing Corner. Link is in Bio. 💡

IG Post/Ad 2, Physical condition/getting in "fighter" shape:

You'll never become an indomitable beast if you get tired from sparing for a minute...

Your next fight could be right after your shift, and there's more on the line than a fancy paycheck.

Think of all the things you have yet to do and accomplish.

Once you're dead, the game's over and you'll never get to experience how it feels to walk with your head held high.

The fate of your dreams and aspirations are all in your hands. The link awaits you in my bio.

IG Post/Ad 3, Fighting Blueprint:

There has never been a better time to learn boxing.

With all the terrible things happening in the world, you need to become someone like Mike Tyson.

That's why I made a blueprint to help you be "combat ready" and explode your progress as a boxer. 💡🔥

With every single step you take, you'll feel your very essence change into one like Sugar Ray Robinson's.

And I'll guide you every step of the way, making sure you're on the right track. 🥊

💡 You have tons of potential just waiting to come out. All it takes is a simple click of the link in bio to unleash that fighting spirit. 💡