

Niche : Boxing gym

Business objective : Bring new customers from IG to try their first boxing gym for free

Note : This script will be an AI voiceover of clips of the boxing gym + music + sound effects

Script :

Ever felt the weakest when you had to be the strongest ?

Since 2007, we've been Downtown Montreal's top boxing gym.

We train complete beginners to transform fear into power and gain unshakable confidence.

With our expert coaching, you'll build strength, discipline and master the art of boxing

Join our motivating community and start your journey to becoming the best version of yourself.

Comment 'Champion' for a free boxing class !

Winner's writing process :

Who am I talking to :

- 16-40 years old men living in Montreal
- People who want to learn to defend themselves in a confrontation
- People who want to Become confident, fearless and powerful in face of conflict
- People who want to be strong enough to protect their loved ones
- People who want to challenge themselves and become their best self
- People who want to build discipline by doing something hard
- Fighter fans

Where are they now :

- Scrolling through Instagram and Facebook feed
- **Level awareness** : Solution aware. They are aware of their problems, they know that boxing will make them badass, but they haven't heard of our boxing gym.
- **Market sophistication** : Level 4-5. Tired of every influencer promising insane confidence. I will have to use an engaging approach. Ex : 9 weeks incel to gigachad challenge. Try to create an identity play (talk about the community, brotherhood, family), and experience (minimize friction and add pleasantness).
- **Current feeling of pain and desire** : 3/10. They are aware of these problems that bother them every minute of their life, but right now they are distracted with scrolling and social media to hide the pain

- **Do they know about this idea ?** How much trust do they have in this idea : 5/10. They know boxing will change them but they also believe in other martial arts and gym
- **What levels of trust do they have in the company** : 3/10. Never heard of UD.

Current state :

- Felt weak and scared in a recent confrontation
- They can't fight so they feel helpless in presence of danger
- They've never had a fight in their life
- Don't feel like a man because of lack of confrontation
- No control over their life and circumstances
- Helpless and allow people to walk all over them : There was nothing I could do and I hated it
- Bored of gym
- Lacks discipline

Dream state :

- Walk anywhere with confidence because they that whatever happens, they got the situation under control cause they can fight.
- That dangerous but calm and focused guy in the face of stress
- No social anxiousness and more present and relaxed
- Feel more comfortable meeting new people because they can handle the situation because they've been through so much worse
- Better posture and stand taller with head high. They look at people in their eyes
- MOre confident because they smile, strong look, smile more
- They look physically fit. Low body fat and perfectly toned muscles looking like a world class athlete
- They get respect and fear from others because they are known as the fighter
- More testosterone, energy and discipline. Feels capable and like a leader
- Has purpose and drive to win and beat competition in life.

Roadblocks :

- Never had a fight and trained in martial arts. Doesn't want to get embarrassed in front of others
- Never challenged themselves in such a hard sport so they have low self-esteem
- Scared to get hurt and punch in the face
- Nervous of meeting new people and feels socially awkward
- Scared he might not be fit enough to be a boxer.

- Scared of people's judgment
- Females might be scared that it's all males
- They might think it's Too expensive.
- They are lost... Should they start Bjj,MMA, etc
- They think muscles are enough...So they only do weightlifting

Solutions :

- Join a martial arts community. Challenge themselves in a competitive, ambitious and like-minded community. Join a brotherhood of high value man pushing each others to the top
- Build a character by going through challenges, develop fighting skills, strengthen their body, and gain the traits of their dream state.

Product/service :

- Best boxing gym in DT Montreal since 2007
- Free trial classes
- Former national champion
- Stood the test of time
- Focuses on the art of boxing. Mix of technical classes and lots of cardio.
- Provide essential boxing gears/equipments : Boxing ring, gloves, hand wraps, headgear, speed bag, precision bag, heavy bag, mats,
- Top experienced and knowledgeable coaches
- Beginner friendly classes and all fitness levels
- All ages, male and female,
- No sparring is required until you decide when you feel comfortable.
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Structure of reel :

- Increase pain/desire by talking about their problem : Current painful state + dream state
- Reveal solution to these problems : Boxing as a solution to their current painful state and reach their dream state and why it's the perfect solution
- Say why Underdog boxing gym is the best way to take advantage of that solution and reach that dream state (better than all other martial arts + gym)
- What do I want them to do : Catch their attention, watch the video, get them amped up about their situation, Comment Champion to book their first boxing class for free

Winner's writing process :

Type of business : Boxing gym

Business objective : Get new customers from IG by making them comment a word and I'll DM them to book their first free boxing class...

Target audience :

- People who want to challenge themselves and become their best self
- People who want to become physically/mentally strong
- People who want to carry themselves with more confidence and character.
- People who want respect from other man and desire from woman
- 16-40 year old man and woman living in Montreal
- People who want to overcome their fears
- People who want to build discipline by doing something hard
- Fighter fans

2. Where are they at now?

- Scrolling through Instagram and Facebook feed
- **Level awareness** : Solution aware. They are aware of their problems, they know that boxing will make them badass, but they haven't heard of our boxing gym.
- **Market sophistication** : Level 4-5. Tired of every influencer promising insane confidence. I will have to use an engaging approach. Ex : 9 weeks incel to gigachad challenge. Try to create an identity play (talk about the community, brotherhood, family), and experience (minimize friction and add pleasantness).
- **Current feeling of pain and desire** : 3/10. They are aware of these problems that bother them every minute of their life, but right now they are distracted with scrolling and social media to hide the pain
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Current painful state : Not their full potential, Low energy, low confidence, mentally/physically weak, nervous around danger, anxiety, low testosterone, no discipline, no control over their mind, man don't respect them, woman don't notice him, not best version, lacking something in their life, shy, nervous around danger, low testosterone, no motivation/discipline, helpless, can't perform under stress, out of shape, fear of everyone, lazy, delusional and hiding the truth, no control over their mind, stressed and anxious, holding onto past traumas, fake toughness, inconsistent, negative self talk, too sensitive and emotional, embarrassed

Dream state : Strong as f**k, they have the body of a warrior, the best existing version of themselves, they control their mind, they are unstoppable, men respect them and women desire them, they have the discipline / confidence / energy to chase their dreams. Talk to that girl, network with this millionaire. They can protect their loved ones, extremely calm and focused under pressure, fire in their eyes that woman notice, Their mental health is the best they have ever been. Nothing can stop them. They can go talk to that girl, learn to say NO without being scared of the answer. They would feel capable in any realm of human endeavor (lol). They are motivated for something good and they can defend themselves. Walk taller, think clearer, less stress, more humility. Brave. They can defend any argument because they know deep down if anything happens, I got the situation under control. Girls feel safe when they walk near him. Girls see a lion in their eyes and see them as bad boys because they aren't scared of anything and boxing has strengthened their mental toughness so they don't fear any competition. Girls feel like pray near them and they see him as a predator. Man respect him because they know he is disciplined and dangerous.

Structure of reel :

- Increase pain/desire by talking about their problem : Current painful state + dream state
- Reveal solution to these problems : Boxing as a solution to their current painful state and reach their dream state
- Say why Underdog boxing gym is the best way to take advantage of that solution and reach that dream state (better than all other martial arts + gym)

What do I want them to do : Catch their attention, watch the video, get them amped up about their situation, Comment a Champion to book their first boxing class for free

Terms customers use to describe their dream state :

- Strong character and fighter, defeating fears and pushing to limits
- Feel great after each amazing, intense class
- Not judged but welcomed and treated with respect
- Network and meet awesome people in a safe space

- Perfect mix of conditioning, mitt work, heavy bag technique, defense, and footwork within an hour
- Challenging and informative classes that motivate and discipline
- Experienced, knowledgeable, and motivating coaches
- Brotherhood atmosphere with pro techniques
- Achieve the healthiest state of life with next-level cardio
- Great atmosphere, affordable lessons, and fun, light-hearted environment
- Laugh through the pain, feeling taken care of in a family-like gym
- Surrounded by humble people and a positive vibe
- Boxing helps lose weight, stay fit, express oneself, and discover true self
- Clean gym with amazing ambiance and reel boxing vibes
- Encouraged to challenge and surpass limits
- Train with pro boxers and knowledgeable coaches
- Best boxing workout with a complete boxer's routine: technical skills, strength, conditioning, cardio, and power
- Feel great after each workout, learning and sparring with experienced boxers
- Find a second family in a friendly, big, and clean gym
- Resemble a battlefield where warriors become their best selves
- Incredible atmosphere and impeccable coaching
- Surpass oneself with technique breakdown and analysis, making difficult work satisfying
- Professionalism of coaches, underground movie-like look, and best place to release stress
- Coaches care about each student's success, providing super intense, killer workouts
- Empowering experience focusing on boxing the right way
- Supportive community that helps each other reach the top

3. What do I want them to do?

- Catch their attention, watch the video, get them amped up about their situation, Comment a word to book their first boxing class for free

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

1)How do top players grab attention :

- Lots of movement : Sparring, heavy bag, etc
- Dangerous guys (tattoos, muscular, sweating) and hot chicks
- Start with Question that every viewer asks themselves : Ex what is discipline ?
- Funny Transition from funny clip (ex goat hitting someone) to dude explaining something
- Screen alternating black with beat of music (contrast + movement)
- Audio : Motivating music : Hip-hop, Eminem,

- Big Red words

2)How do top players increase pain and desire :

- Using motivational quotes from legendary fighters : Connor McGregor, Mike Tyson, someone they want to listen to
- Using audio voiceover + music : Motivation, mindset, discipline, success, fast paced music
- Telling audience that they're losing time and opportunity of their life
- Talk about mindset and discipline
- Telling Importance of self defense : Ex, Imagine your girl gets catcalled and all you can do is kick a ball
- Use words like improve your posture, mobility, gain muscle, stronger, lose weight, empowered, confident, see what you're capable of
- Welcoming friendly community, friendly and experienced coaches.

3)How do top players increase trust and credibility :

- Clips of coach explaining art of boxing, giving tips, Giving heavy bag combos, and people are listening
- Showing testimonials, introducing fighters and interviewing students from the boxing gym
- Show friendly community and coaches taking care of fighters...

Other scripts :

Script :

Script 1 :

"Did you know that the strongest, most confident version of yourself is waiting for you ? Waiting for you to start boxing !

With our underground movie-like atmosphere and knowledgeable coaches, you'll experience a complete boxing routine. From strength and conditioning to cardio, speed, power, and the art of boxing itself.

Join our welcoming brotherhood of high value men and become unstoppable. Comment 'Champion' for a free boxing class."

Script 2 :

Do you dream of becoming a great boxer ?

Our experienced coaches turn complete beginners into advanced fighters. Join a brotherhood of high value men where everyone pushes the other to their limits !

Comment "Champion" for a free boxing class !

Script 3 :

Relief all your day's stress, comment champion for a free boxing class. Open in DT Montreal since 2007

Script 4 :

Looking for the best boxing gym in downtown Montreal ? I got you ! Open since 2007, Underdog boxing gym is gathering boxers of all levels ready to join our challenge: "Become the Baddest Person in the Room in 90 days."

Start the hustle now, and shock everyone by the end of summer. Comment "Champion" to get a free boxing class !

How much more confident would you feel if you had that dream body ? How would attractive women look at you ?

Did you know that Boxing is the fastest way to lose weight and get that perfect athletic shape ?

Come train boxing in a welcoming and motivational community and join our Challenge : "1 pack to 6 pack before the end of summer"

Comment "Champion" to try a free boxing class !