

Four Questions:

Who am I talking to?

He is a 20-30 years old male

An amateur boxer who has had a few fights and won several.

Works very hard and goes to the gym every day.

Belief: He works very hard and sees himself as a tough guy.

Why: He goes to the boxing gym everyday, and trains relentlessly. He has had a few amateur fights and this makes him feel like a tough warrior.

Where are they now?

They are training every day, and they have won some fights.

They heavily associate themselves as a boxer and boxing is a large part of their identity.

Why? Because there are very few people who take up boxing, making the fact that he does it stand out more and feel special.

He looks up to boxing champions greatly and admires their discipline, courage, and bravery.

He respects and seeks validation from his boxing coach, as well as other fighters who go to his gym, and fighters in general. Why? Because he highly respects these people and their praise is a lot harder to get than that of an average person.

What actions do I want them to take?

I want them to click the link in the Instagram caption that'll take them to our ecomm website.

What are the steps they need to experience to take the action?

I need to create a movie in their head where they see themselves as a high status, badass boxer, and link that feeling with the brand's clothing. Throughout this story I need to communicate that our brand understands his identity of a boxer.

Roadblocks/Solutions:

He doesn't have any clothing that makes him feel special or makes him stand out as a superior boxer. He feels like he's just mediocre and average, and doesn't feel like other people take him as a serious, high level fighter.

This shirt clearly displays that he's superior to others with the catchphrase "There's Levels To This", showing the identity of a strong more powerful champion.

Analysis:

I believe that my copy paints a picture of their dream outcome well and is something they dream of being on a deep level. I believe a problem is that it might not be believable enough or not vivid enough. I could add more small minute details that only a boxer would understand when describing things, to make the movie more vivid, and show that we understand him.

Top Question: Is this a good length for an Instagram post? I don't want it to be too long and get people to bounce before clicking the link. I did some top player analysis and this post is pretty long compared to theirs.

Instagram Post with Caption:



He was arrogant.

Shoving the doors open to your gym, and walking in with a grin, he challenged you to a fight.

Told you "You'll be on the floor in less than a minute."

You took a deep breath, laced up your gloves, and stepped into the ring.

When you left the gym that day...

He was still on the floor.

Thanks For Playing.

<https://thanksforplaying.com/collections/shirts/products/theres-levels-to-this-tee>