

# WINNERS WRITING PROCESS

Business objective: Get more sales through the website.

## 1. Who am I talking to?

- a. The people who want to get strong and develop a fighter mentality.
- b. Those who want to learn boxing.

## 2. Where are they now?

- a. Scrolling on Instagram watching some fun and fitness reels.
- b. Came across my client's boxing reel advertisement.
- c. Watched the whole ad and got curious about learning boxing.
- d. Click on the Learn More button.
- e. Got directed to my client's landing page.
- f. Level 3 awareness >> They know the problem that they need to learn boxing and also know that they need to join a professional training program to solve that problem. (call out the solution and show our product as the best version of that solution)
- g. Stage 4 on sophistication level.
- h. Current state: out of shape, less strength, feeling unfit, stressed, less knowledge about boxing (Improve by doing more research on customer language {Reviews})
- i. Dream State: In good shape, stronger, fitter body, stress reduction, fighter mentality.
- j. What are they currently doing to solve this problem?**
  - i. Watching YouTube videos of boxing tutorials.
  - ii. Suggestions from friends.
  - iii. Learning from Free E-Book.
- k. Level of desire 2.5
- l. Belief In Idea 4
- m. Trust in company 1.5

## 3. What do I want them to do?

- a. Schedule a Free trial or subscribe to a gym membership

## 4. What do they need to think/feel/experience to do those things?

- a. Welcome text (make people feel happy, and accepted)
- b. Keeping their attention - Bold text with Black and white color, and an image in the background. (Pattern Interrupt)

- c. Compared with other gyms saying “ Other gyms “build” clientele... we build warriors.” - (saying they are the best to teach boxing than other’s)
- d. They have everything that you’re looking for
- e. Bullet points
  - i. Mentioning what you’ll get/learn in their gym
  - ii. Highlighting every program in each line
- f. The reason why you should learn boxing
  - i. Direct to a different page
  - ii. 7 reasons you should learn to box
  - iii. Hitting pain and desires of their avatar
  - iv. RELEVANCE - in the last bullet point
  - v. Teasing pain
  - vi. CTA
- g. Offers
- h. CTA
- i. Showing - 3rd Street Boxing is the best boxing gym cause rated the #1 boxing gym in San Francisco for 2023 by Big Right Boxing
- j. Thier Application
  - i. Bullet points
    - 1. Benefits of application.
    - 2. CTA
- k. Donation Stuff
- l. Newsletter lead magnet

COPY:

**Welcome to Milpitas**

# **SAN JOSE'S ONLY REAL BOXING GYM**

**DESIGNED FOR EVERY AGE GROUP**

If your goal is to quickly and efficiently get better at Boxing, you're in the right place.

**We Build Strong And Fit Champion Boxer's**

**Start Your Journey Now**

## **Here Is What You Will Get:**

- **Unleash Your Inner Confidence:** Discover the secrets to radiating self-assurance, whether you're training solo or with a partner.
- **Master the Art of Precision:** Transform into a knockout technician as you refine your skills, banish mistakes, and dominate the bag.
- **Ignite Your Fitness Journey:** Torch calories with high-octane, full-body workouts that sculpt your physique like a champion.
- **Discover Your Boxing Bliss:** Experience the thrill of dynamic routines that transform fitness into an exhilarating adventure.

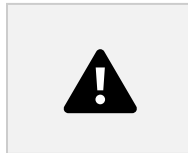
(The above bullet points will be mentioned in square boxes with small images )

**Start Your Journey Now**

## ***MEET THE TEAM MILPITAS***



- **Coach Aaron** (Head Boxing Coach): Coach Aaron began his boxing journey in 2011, honing his skills under the guidance of top coaches in Northern California. After achieving success in amateur boxing competitions, he's thrilled to share his passion for the sport with his hometown of Milpitas.



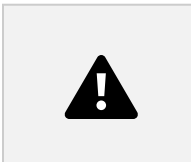
- **Coach Angel** (Head Boxing Coach): Coach Angel is a committed and seasoned boxing coach who embarked on his journey in the sport at the age of 14. Rising swiftly through the ranks, he transitioned from amateur competition to coaching the youth program at a mere 16 years old. Today, he remains dedicated to coaching athletes of all ages, drawing on his vast expertise and love for boxing to guide them toward their ultimate goals.



- **Coach Johnny** (Boxing and Kickboxing Coach): Coach Johnny, a martial arts enthusiast, commenced his training journey in 2004. Transitioning to coaching Muay Thai and Boxing in 2012, he refined his skills under the tutelage of acclaimed instructors, Anh Fairtax for Muay Thai and Joe Bentancourt for boxing. Armed with over a decade of experience, Coach Johnny is a proficient and well-versed coach in both Muay Thai and Boxing disciplines.



- **Coach Justin** (Strength & Conditioning Coach): Justin is certified in ISSA Personal Training and Health Coaching, boasting nine years of invaluable experience. Throughout his career, he's guided numerous individuals toward achieving their fitness aspirations and initiating life-altering transformations. Justin's training philosophy revolves around infusing fun, sustainability, and customization into every session, ensuring it aligns perfectly with your distinct requirements. Whether your goal is weight loss, muscle building, or simply enhancing overall health and well-being, Justin is dedicated to assisting you in realizing your utmost potential.



- **Coach George**(Strength & Conditioning Coach): Coach George's journey into boxing commenced at the age of fourteen in Mississippi, evolving alongside the sport as he entered his twenties. Throughout his tenure, he participated in amateur to Elite/Masters division tournaments, nurturing a deep-seated passion for coaching and fight psychology. Driven by a desire to empower individuals seeking to unlock new levels of mental and physical prowess, Coach George is committed to making boxing and its community inclusive and accessible to all.

## Boxing Programs for everyone:

### 1. MIGHTY CHAMPS (Age 4 - 8) :

- Empower Your Young Champions with the Mighty Champs 4-8 Boxing Program! Watch as they soar with newfound confidence, coordination, sharp memory, laser focus, and robust physical and mental health. Our tailored training and expert guidance pave the way for not just boxing prowess, but also invaluable social skills. Give your child the winning edge they deserve!

### 2. YOUTH BOXING:'

- Looking for a cool after-school activity? Our youth boxing program might just be the perfect fit! We focus on building a solid boxing foundation, improving fitness, and boosting confidence. Kids get to learn the basics – from how to stand and move to throw punches – all while getting in shape with some fun strength and conditioning exercises. It's a great way for them to learn valuable self-defense skills in a safe environment, stay healthy, and feel good about themselves!

### 3. ADULT PROGRAMS:

- We've got it all: Boxing 101, Advanced Boxing, Sparring, Boxing Bootcamps, Cardio Mitts Boxing, Strength and Conditioning, and even Kickboxing.

Whether you're starting fresh or refining your skills, our classes empower you to not only stay healthy and fit but also to command respect, seize opportunities, and unlock your full potential in boxing, ensuring personal security and social recognition.

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## Which Path is for you?

- One-time Enrollment Fee- \$50
- Mighty Champs (ages 4-7) - \$120 a month
- Monthly Gym Membership (Youth/Adult) - \$170/month no contract
- 1-yr contract Gym Membership (Youth/Adult) - \$140/month with a 1-year contract {value for money}

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**Haven't convinced yet? Discover why boxing at Milpitas Boxing is the knockout workout you've been waiting for. [Read more...](#)**

**Start Your Journey Now**

## Here Is What Others Have To Say...

{Testimonials Images & vidoes}

**Start Your Journey Now**

## Boxing Benefits with Proven Research

Boxing isn't just a workout; it's a science-backed path to peak performance. Studies show boxing improves:

- **Cardio:** Burn calories, boost heart health (source: ACSM)
- **Strength & Power:** Build muscle, sculpt your physique (source: JSCR)
- **Coordination & Agility:** Sharpen reflexes, and improve balance (source: JMB)
- **Mental Toughness:** Enhance focus, and manage stress (source: IJSP )

**Ready to transform your body and mind?** Join us at Milpitas the best at these benefits above for expert-led boxing programs.

**Don't let fear hold you back. Boxing is SAFE and it's for EVERYONE.  
We offer programs designed to fit your fitness level and goals.**

**Start Your Boxing Journey Today – Try 2 Days for Free!**

**Get Started Today!**

## **Is This Boxing Gym For You?**

These workouts aren't your typical boxing sessions. They're intense, high-energy sessions that don't take shortcuts, and they're only suitable for some.

### **This program isn't right for you if...**

- ✗** You're ok with staying out of shape.
- ✗** You're ok with feeling physically weak or lacking confidence.
- ✗** You expect overnight results.
- ✗** You tend to skip workouts when it feels like.
- ✗** You're a quitter.

### **This program is for you if...**

- ✓** You're prepared to push your limits to unlock your full strength and power.
- ✓** You're willing to dedicate yourself to staying in good shape.



- ✓ You take pride in your health, fitness, and physique.
- ✓ You're seeking a direct, high-intensity boxing program that's both challenging and enjoyable, delivering tangible improvements in your technique and performance.
- ✓ You're passionate about learning how to throw a real punch.

**Get Started Now!**

## Stay In Touch

Get the latest updates from Milpitas.

**{Insert Email Box} Subscribe**