

Copywriting Challenges

Corsairs challenge ROUND II

Picking Brand

Pick a niche you like.

Boxing

Pick one of the top, most successful brands in that space.

Tony Jefferies

Complete a detailed analysis of WHY they are successful

What are the ways they capture attention?

Example of a way they catch attention:

One way they captured attention in a video was by using a highly disruptive thumbnail like this:



This Thumbnail is very unique and out of the ordinary for a platform like YouTube. The fact that this is apparently a self-defence technique will shock the viewer and make them curious causing them to click on the video to find out. As a matter of fact, when I was doing research for him, this video is the first that caught my attention and I was even inclined to watch a bit of it to find out what it is all about. He also looks shocked in the thumbnail which also adds more intrigue and makes unanswered questions in the viewers head.

Another way he captures attention is in this video:



He shows a drastic before and after of him just watching TV and then he is standing in the gym looking very ripped which is a good way of catching attention.

He also uses an alright title but it could definitely be improved.

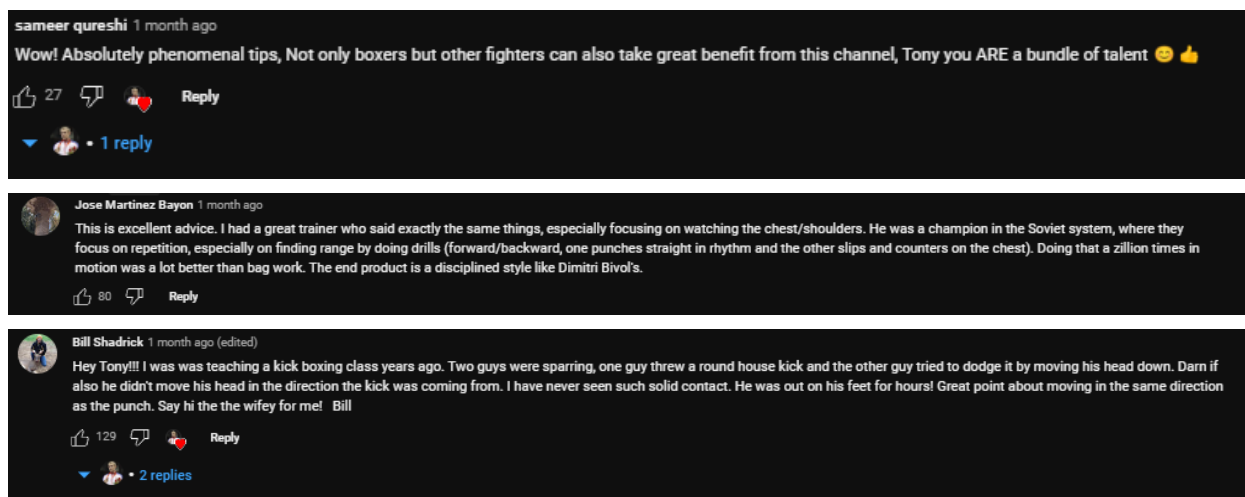
If someone that struggles with motivation sees this then they will probably click this as it is a highly disruptive video for someone that specifically struggles with this.

What are the ways they monetize attention?

His YouTube Strategy

Tony Jefferies monetises attention by providing an immense amount of value and soft selling during the videos and in the descriptions. He barely mentions products in his videos and due to his lack of hard selling, his audience really like him.

These comments prove this:



How he gets his audience to like him:

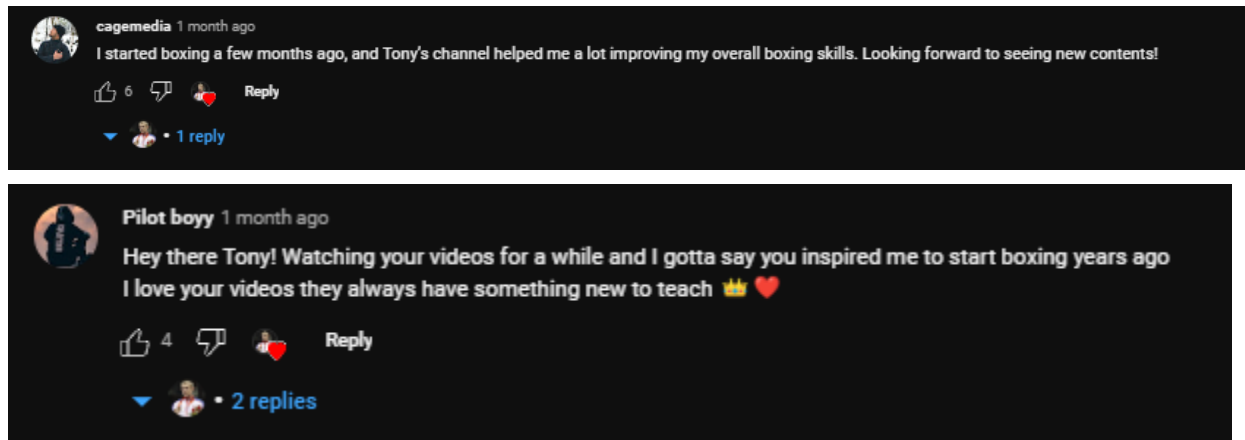
Advice - His audience really like his advice and he uses his vast banks of knowledge about boxing to provide his audience with value which makes them really like him.

Him replying to comments - Also If you have noticed in the comments, he (or someone on his channel) often replies to comments which makes people like him even more as he is engaging with his community very often making them feel close to him.

Friendliness - He is also a very friendly guy and he uses this to his advantage to get his audience to like him.

His content - His content provides an immense amount of value to the average Tony Jefferies watcher.

These comments and the comments above prove this:



These comments reinforce the fact that he provides an immense amount of value which makes his viewers really like him.

An example of the types of value he provides is tips, free tutorials, how-to videos, guides and even self-defence videos. This makes his content suitable for a wide variety of people not only boxing people.

How he monetises his relationship with his audience

How he uses his relationship with his audience - He monetises attention by using his great relationship with his audience to soft sell products to them. This strategy retains his relationship with his audience and also makes them more inclined to buy his products as he is not stuffing products down people's throats.

Funnel - He funnels some of his viewers that are looking for a solution for their boxing problems to his various websites. He has a product that is pretty good, and has a lot of testimonials from a lot of famous people and fighters including Rhonda Rousey and Deontay Wilder. These people are famous in their sport and this gives people the social proof to get the courses from him.

Other methods of monetisation

Youtube Ads - Due to him being a Youtuber, he also monetises people's attention by adding ads to the video. As this is common practice on YouTube, there are basically no downsides to this so his relationship does not take a hit. He gets quite a bit of view on his channel, therefore, he makes quite a bit of money from YT ads.

Who is their target market and avatar?

Coaches

Average boxers

Famous Fighters

Famous People - His ideal customer is probaly famous celebrities and popular people with a lot of money.

This is because:

The more money someone has the more money they can spend without a second thought.

He can put it on his testimonial and have even more social proof.

They probably are not very good at boxing and will have a higher LTV from them as they will probably buy more products/services to get better at boxing faster.

Avatar

Name - Tom Age - 27 Face - Skinny face with good bone structure and pencil neck.



Tom is a famous celebrity who got popular from music. In school he was always made fun of due to his skinny and bad physique and he was always called pencil neck - he still does. After finding out that becoming famous does not ease the amount of backlash he gets, he decided to start boxing.

Tom wakes up, does music things, wastes time, and goes sleep.

He really likes his music, he thinks that having a good physical presence is important as not having one is much worse,

Outside forces - Fans, haters, family, music people, his friends.

What desires do they tap into?

He taps into the desire of average boxers wanting to be better than they currently are and better than all of their friends. He does this by creating a lot of videos about various topics that a boxer would find useful and using effective video titles like Olympic Boxer Reacts to Mind BLOWING Self-Defense or KNOCK SOMEONE OUT WITH THIS 1-2.

He does not really mention much about dream states in his copy.

Analyse their copy

Sales Page

**Do You Want the Skills of an Elite Boxer... to
Gain an Unfair Advantage Over anyone else in
the gym?**

**or Simply Boost Your Confidence Knowing YOUR boxing IQ
is the best it can be?**

*"I will Show YOU How to Throw K.O. Punches Like Deontay Wilder... Throw Hooks Like
"Iron" Mike Tyson and Have Slick Footworklike Sugar Ray Leonard"*

Tony Jeffries - Olympic Medalist and Former Unbeaten Professional Boxer

Even If You've Never Stepped into a Gym

All YOU Have to Do Is Watch What I Do... and Repeat!

TONY'S BEEN FEATURED IN

ESPN

**LA
Times**

**MUSCLE
FITNESS**

Men'sHealth

sky sports

INDEPENDENT

NBC

**M
TV**
MUSIC TELEVISION

FOX

**NEWS
WORLD**

**DAILY
STAR**

Some People who learnt from Tony



TRAVIS BARKER

DAMIAN LILARD

LEWIS HOWES

CHRIS HEMSWORTH

BRENDAN SHCAUB

ROBBIE WILLIAMS



SUGAR RAY LEONARD

RONDA ROUSEY

DEONTY WILDER

PHIL HEATH

ANTHONY DAVIS

COOPER KUPP



MICHELLE KHARE

TAYLOR LAUTNER

KAYLEY CUCCO

ANDREW WHITWORTH

ADIRAN LIMA

SKYLER GRAY

**Game Changing Boxing Education
-Life Long Skills**

SOME of the many Masterboxing members experiencing amazing results...

303 Total Reviews

5.0 ★★★★★

Hi Tony! I usually don't send messages on Instagram, but I thought I should do it this time!! I bought both of your video packages and they're awesome!! They are much better than great!! I just started boxing a few months ago, and I think I'm really lucky to have the chance to see those videos by now!! Thank you so much for making them!!



Bro i wanted to thank you for sharing your knowledge with us, I learned a lot from your videos and won a my fight by the body shot combination I had from your videos. Only wanted to thank you and wish you a happy new year!



fightlawyer.vegas commented: I have said for a while now that I think Tony Jeffries is the best "teacher" of boxing in the business. There are a lot of good coaches & trainers, but they are mostly used to coaching and training boxers with a background already. Tony honestly "teaches" in a way like I've not seen before.



elmcitymassmedia [@tony_jeffries](#) is pretty much the ONLY boxing guide I watch to be honest. [@jbkingrtg](#) [@bear_lifec](#) his experience and skill level in instruction, watch his videos, it's basically a master class. Thank you Tony as always brother!

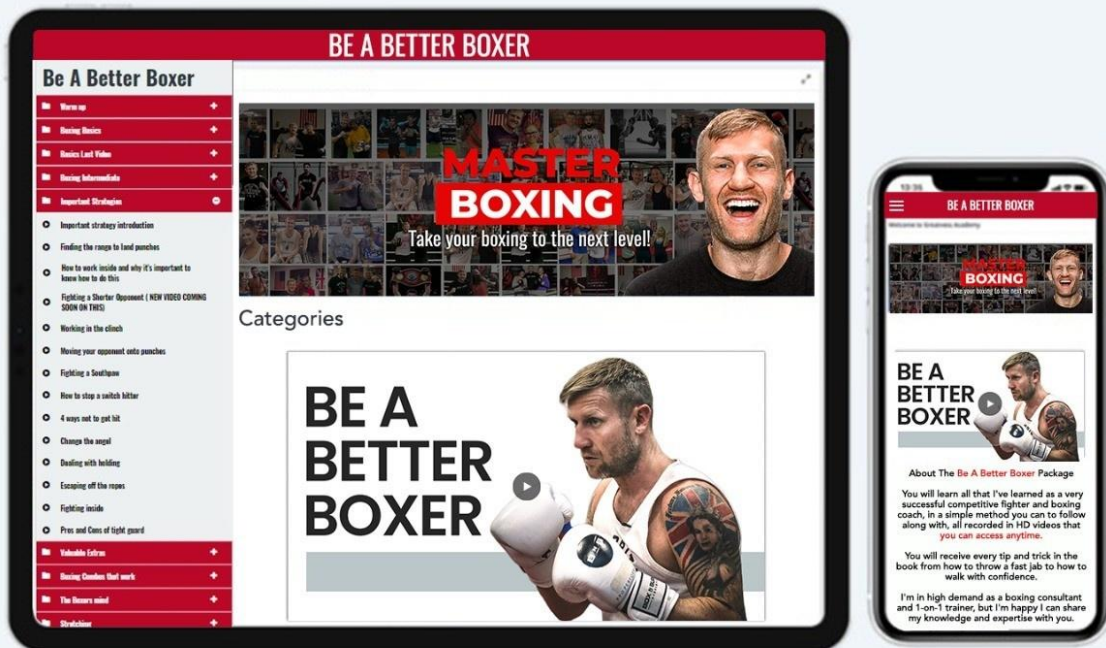


4h [Reply](#)

As a member of BE A BETTER BOXER PACKAGE, you'll gain instant access to:

The Master boxing main library

From punching faster to better defence, The masterboxing Library has the expert advice you need to improve your boxing no matter what LEVEL YOU'RE AT.



Full lifetime access, 80+ Videos

Get this guided how to videos that I have never shared on any social media platform, so you have totally exclusive content I've shared with top boxers and clients like Deontay Wilder, Ronda Rousey, Brendan Shcaub, Chris Hemsworth, Robbie Williams, Lewis Howes, Travis barker, Damian Lilard. This is a growing library and will always be getting better.

Gain Exclusive acces to my "EXPERT BOXING" Group

This is a private Facebook group where you can ask me personal question, share ideas, methods with our encouraging community of boxing enthusiasts who are there to help each other when ever we need it.

Full 200+ Bonus video section INCLUDED!

Every tip and trick in the book, I've stacked this with every single boxing education, I've ever made from social media and other places, and put it in to 1 easy place for you to navigate through, so when your looking to improve or work on absolutely anything, its there for you

BENEFITS OF THIS PACKAGE

Improve your confidence!

This will help improve your boxing all around, you will start to look forward to sparring with the best guy in the gym and lose that anxiety.

Learn from the best

I'm way more than one of these people on IG that post flashy mitt work videos. I've walked the walk my whole life as you can see with my achievements. My passion is now to help you gain confidence through your boxing ability, to be a way better version of yourself, to walk in the gym with your head held high.

Improvements on your defense

There is nothing more frustrating then when you can't hit your opponent right? Well if

you improve your defense you can be that guy. Then once you start frustrating your opponent, it makes them easier to hit them.



You will learn to punch harder

So when your sparring or fighting, your opponents really have to think twice about committing with their punches or they will get hurt.

You will learn to punch faster

I'm sure you have heard the phrase "Speed Wins" well it does, and once you can punch at your ultimate speed, hitting and not being hit is a lot simpler

Learn by videos & more

Learn simply by watching videos, practising and perfecting without any BS to get you FAST RESULTS.

200+ Bonus Videos

Get Access to every video I've ever posted on social media all in one folder so you can easily find any videos.



WHAT WILL YOU LEARN

The progress success tracker

- How to perfect your punches to really improve your offense
- How to punch harder making your opponent wary of being hit by you
- How to punch faster to help you "hit and not be hit"
- How to work and hold inside to keep your opponent afraid of mixing it up
- How to wrap hands for ultimate protection

Ringcraft, how to move forward and backward to get your opponent where you want him

How to land that body shot hard
How to effectively feint and get your opponent to do what you want him to do
How to prepare your mind
Tactics on how to fight a southpaw and will
Pluss alot more

I've absolutely stacked this package to give you the perfect way to improve and track your progress, you you can be the very best version of your sefl.



ABOUT TONY

The Worlds #1 Boxing Educator

Olympian / Coach / Educator

- Olympic Medalist - Beijing 2008
- European Gold Medallist
- 7 Times National Champion
- Retired Undefeated Professional Boxer
- Captain of The Great Britain Boxing team
- 106 Career Fights (over 40 fights won inside the distance)
- Co-Owner of Box 'N Burn boxing fitness gym - named California's #1 Gym by Men's Health
- Taught over 2,000 coaches how to teach boxing
- Taught over 20,000 people how to box in Box 'N Burn gyms



Do you study other boxers and wonder “how did they do that?”

I've committed my life to the sport of boxing, I know every area of the sport inside out. I will help you work on your boxing, teaching you how to do it the right way and get into good habits!

Are you frustrated that you're working hard but not seeing any major improvements in your boxing?

I will train you at the very highest level and help you reach your full potential!

Whats others are saying about this life long BE A BETTER BOXER package







I want to take a minute to tell you a story before I tell you about the package...

I've committed my whole life to boxing....

My granddad taught me how to throw punches

as soon as I learned to walk, and when I turned 10 years old, he took me to my local boxing club.

When I first started training, it was tough for me.

As I was big for my age, I had to spar with much older lads, and they took great joy in knocking me about the ring.

Honestly, I wanted to quit, I couldn't stand it.
But I stuck with it.

Boxing didn't come naturally to me.

However, the more I pushed in the gym and studied great fighters, the more things worked out for me in the ring.

I know what it feels like to be nervous before a sparring session.

I used to have major anxiety about sparring anyone with more experience than me and I'd always try and talk myself out of it...

But once we'd touched gloves, the many hours I'd spent training would take over and I'd usually end up dominating the other guy if not in that session, sometime down the line.

13 years after I laced up my first pair of gloves and almost 100 fights later, I took my amateur boxing career to the highest level possible and became one of only 3 boxers on the Great Britain team to be awarded a medal in the 2008 Beijing Olympic Games.

I haven't told you this story just to brag.

But instead to show you what can be achieved with the right mindset and training.

And today, I'm going to share all my training methods/secrets with you.

You'll be able to see exactly what boxing training I did that helped take me from small competitions in my hometown, all the way to the world's biggest sporting event.

The BIGGEST Training Mistake Boxers Make...And How To Fix It!

Without a doubt, the biggest mistake made by boxers, and boxing fitness enthusiasts in the gym is....

Spending the majority of their time training only what they're good at.

Whilst training your strengths isn't necessarily a bad thing, I'm sure you've heard the saying that 'you're only as strong as your weakest link'.

This couldn't be more true for boxing.

With this package, I give you the knowledge that will help you enjoy the things that you probably don't like training.

Analyse their funnels.

His funnel is not very sophisticated.

He does not have an email list, landing page, not running ads.

He seems to only get his audience through his socials and through selling in videos.

He does not tap into pains and desires very often.

He provides too much value without enough selling.

He has an alright value ladder but he can do better. He has low-ticket products, no lead magnet, a mid-ticket product, and a high-ticket product. He can improve his value ladder by adding more products, and membership products, and he needs to focus on 1 target market at a time as he has multiple target markets.

Find as many lessons as possible and then plan ways to use them for your own client work, outreach, etc

Communicating with audiences through the comment sections is a good idea to keep people engaged and to keep someone's community liking them.
I can encourage anyone I work with to do this so they can get an increase in engagement etc.

Providing a shit ton of value is a great way to get your audience to like you.
I can use this by providing a lot of value so that when I am working with a client then they will have a good long term relationship with their audience and make them money.

Soft selling is a great subtle and effective tactic to keep people engaged and make a good profit.
I can use this often with clients as it will make them money without sacrificing their relationship with their audience.

A wide variety of products can help everyone using the value ladder and it also builds a lot of trust.
When I am working with a client, I can encourage them to produce more products to fill out his value ladder.

Having multiple socials with high followings is great for maximising the value someone can extract from their audience.

I can encourage a client to have multiple socials so they can make more money and be more recession proof.

Having good quality products is a great way to get recurring business.

I can get the prospect to increase the quality and price of their products so they can get more value from it and so he attracts good customers and not shitty complainers.

Keep a healthy balance of sales things and value things. Too much of one is not good.

I can use this by keeping a healthy ratio of value to selling content when I am working with a client to preserve a good long term relationship.

Stacking a lot of social proof and all kinds of testimonials is a great way to get sales much easier and reduce friction.

I will encourage a client to make the boldest claims that they can back up.

Having all types of media is good for making compatibility.

Add lots of different types of media to a sales page or landing page or whatever.

Fascination Challenges

Blitz Fascination Challenge

Earthwax

DONT try this earthwax gel if you want your hair to be dehydrated...

Migration

Why you should NEVER migrate to Canada if you value your freedom...

Zombie

Have the mental energy of a zombie? This will eliminate procrastination and amplify your drive to work sleepless nights...

