

Target avatar: Josh

Josh wants to learn boxing so that he can defend himself and his loved ones if push comes to shove. He lives in some hood where crime rates are high.

Josh has to drive very long to get to the gym, as there are no boxing gyms near his area. He doesn't see any progress and rarely gets corrected by his coach when he makes mistakes in these group-training sessions.

Josh wants the status of an elite badass fighter, that's his dream state. But he struggles to throw a strong cross, hook, and uppercut, especially when he needs to throw them in combinations, and he struggles to not get hit when sparring, leaving sparring sessions discouraged and p\*ssed off.

He works a stressful job, he's a young 25-year-old police officer, and he noticed boxing helps with stress management, but he wants to be secure in his ability to deal with violent situations, without using excessive force when facing multiple opponents, and without risking getting stabbed or stomped or going to the ground.

He needs boxing because it provides him with defensive maneuvers that can create distance. He really wants to learn it, but he's not sure if the private lessons that his boxing gym offers are worth the price.

He opens Instagram or Facebook, and these ads show up in his feed.

Prospect: Coach Anthony, his real name is Freddy Anthony Rodriguez

outreach email with FV:

Yo Freddy,

I've recently discovered an opportunity for coaches to connect with more young, struggling beginner boxers and give them the right guidance.

There is something I need to bring to your attention first. While "Come Out Swingin'" directs your audience to videos with very useful information like the drop-turn technique, the links inside your eBook aren't clickable.

If they were clickable, they would create a lot of synergy with a marketing tool I've created for you to take full advantage of the opportunity I mentioned earlier.

I'm attaching it to the bottom of this email, it is based on a reciprocity-building idea I got from Alex Hormozi, who is arguably the best digital marketer of all time.

He used this strategy to generate the largest number of leads for gyms that he was buying and growing.

When you apply this tactic, more of your target market will “buy into” your brand. You’ll warm them up to seek out more coaching from you, and they’ll be more likely to purchase your courses.

I’m writing to you because I think that the online boxing niche is ripe for disruption, and because you own one of the brands that have the potential to disrupt it.

scroll down ( I didn’t include this “scroll down” in my outreach email)

This tool works best as a Facebook ad. Hormozi’s strategy works even if the ad is seen by someone who hasn’t heard of you before because you’ll be leveraging your lead magnet.

Here’s an example:

**Headline:** “Come Out Swingin’”: The Free Boxing Guide From The Famous Coach Of World Champions Reveals 8 Little-Known Secrets To Hitting Without Being Hit, Propelling Beginner Progress Across The Globe

**Description:** Anthony Rodriguez: "These are the exact techniques that all of my elite fighters practice more than anything else, including Tevin Farmer who successfully defended the IBF title four times

**Primary text:**

Basics win fights - this has been proven time and time again by Tevin Farmer, “King Mo”, Raymond Ford, and other champions.

I've been inspired by hundreds of tremendously ambitious beginners, who want to learn and master the basics as quickly as humanly possible.

That's why, after 20 years of coaching innovation, I created "Come out swingin'" - a boxing basics guide that sets your progress up for skyrocketing success, and shares some boxing secrets, including:

- The 6 steps to turn the weakest, most uncoordinated hook into a heat-seeking missile

- When it's okay to DROP your hands down, *without your opponent even seeing it...* just to come back with a finishing strike

Want to learn quickly? Click here to get your free copy → (LINK to the eBook opt-in page)

**Another ad** example...with the same headline, same description, and a different primary text:

A scientific study from John Moore's University reveals the single most explosive boxing punch.

Unfortunately, beginners often abandon this punch because they find it very weak and awkward.

Muhammad Ali dreaded this strike because 4 fighters used it to knock him down. Champions love it because it has the potential to accelerate to the FASTEST hand speed before impact.

It's not the cross, and it's not the uppercuts. I'm talking about the hooks.

In my eBook, I teach one "soup-stirring" technique that makes the mechanics of the lead hook easy to learn... and I teach the 6 steps to turn it into a short, but devastating blow.

Click here to start boxing the right way and harness the power of the hooks -> (link to the opt-in page)

Do these ads match your voice/brand?

Ciao,  
Mihailo Mitrovic

p.s. I think using Sadam Ali's endorsement video in this ad would be perfect, as it would boost your social proof even further.