

# 1. What is the business objective and why is it important?

- a. We are trying to achieve new sales through Facebook ads to get new customers and sales for the business so that we will grow sales and get money in, it's important because we are just starting and we need money to grow so that's why we want to start a Facebook AD campaign so we can get money and get profit.

# 2. What part of the online presence/funnel am I working on to achieve that?

- a. Facebook/Meta ADs

# 3. Who am I talking to?



- a. I am talking to Samir El-Baz who is 25 years old and works in sales team at a Tech Company.

**Background:** Samir works in a Sales team at his Tech company, We are targeting an enthusiastic kickboxer who does it several times a week to maintain his physical health, with nutrition, he is naturally conscious and strives to have a balanced diet because sometimes he lets himself to have a cheat meal around social gatherings and friends, this tells that he has a flexible approach to healthy living where he **values fun and socializing with friends equally**

For mental health and spiritual being, he often goes and prays in the Mosque, although his involvement in community activities is sporadic, he feels a very strong connection to his own community and his belief to his faith.

He appreciates the products that support his dynamic and active lifestyle, he is looking for supplements that will improve both his physical performance and mental well-being, despite his age, he prefers brands that are transparent about

their ingredients and their impact on health and the environment

**Mini-Life History:** he grew up in Middle Eastern culture with his parents, he mostly grew up with his Dad as his trainer and his parent. His Dad loved him very much in Salim's childhood, his Dad used to cook him food with Kebab, goat meat, and a lot of halal stuff that Salim loved and appreciated with his gratefulness to Allah.

While he was going to school, he was doing kickboxing as his hobby from his father, his father aspires him to become good at kickboxing so he can protect his family, and in school, he felt welcomed around the people, because of his Muslim-brothers and sisters. And then because of politics problems in his country and bombing, he moved to the Netherlands.

First few months, he felt quite awkward around Europeans because they have a big hate to the Islamic world because of Mohammed married 6 year old with a very strict point of view, and Salim didn't feel welcome.

He felt uncomfortable for the first few months in the Netherlands, and then he got the chance to meet his Muslim brothers, who also did kickboxing and had a lot of things in common.

They started going to the gym together, to the mosque together, and have a lot of hangouts.

After a while in the Netherlands, he got an HBO diploma for his Salesman at a Tech company, earning \$8.3k per month.

And now, he is striving to have more of a healthy balance with his religious beliefs so he will reach a full potential at his religion.

#### Samir Avatar Market Analysis

## 4. Where are they right now?

- a. Salim is passively scrolling through his Facebook filled with Khabib, kickboxing, motivational, and discipline type of content. He actively knows that he needs to improve his mental health and physical performance, he heard about Ashwagandha but he doesn't believe the idea very well, he still wants to know some of the confirmation that it can improve his Testosterone, etc.
- b. **Sophistication** - Stage 5, so there is several options, lead with identification, niche down, connect to bigger outside desire, focus on creating "experience", or invent a new mechanism.
- c. **Awareness** - Level 3, he heard about Ashwagandha but he doesn't know which type of brand to trust where to buy the product from. So we need to show the solution as best form of solution.
- d. **Current State** - He is kickboxing and wants to improve his physical performance and mental health, he already improved his mental health with Allah but he thinks that he is only improving his spiritual level and wants to improve his mental health

through supplements. And also to improve his physical performance by increasing testosterone and etc.

- e. **Desired State** - His dream state is to have a great physical performance while kickboxing and not being tired within an average short session and be out of breath. And he wants to punch stronger, he wants to have a good mental health to where he is positive, and to become extremely disciplined.
- f. **Current Desire Level** - 4-5, they are willing to take the change and become better.
- g. **Current Certainty Level** - 2, shallow.
- h. **Current Trust Level**- 1, they don't know us.

## 5. Where do they need to go?

- a. Watch our AD
- b. Click the link
- c. Buy the product

## 6. What do they need to experience/feel/go through to get there?

- a. Watch our AD
  - I. How am I going to get their attention?
    - I am going to catch their attention by using a biological desire of **Tribe** mixed with **Opportunity, newness and food**, followed by **Conflict/Drama, Bold, and Pattern interrupt**.
  - II. How will I keep bringing their attention through the whole copy?
    - I will make them vividly and kinesthetically feel what it's like to use our supplement for the full performance.
  - III. How will I spark the dream desire stated in the copy?
    - I will amplify the dream state of how it will feel like through the veins that their testosterone is going to get risen up.
  - IV. How will I increase the certainty of the idea massively?
    - I will use logic and leverage social proof, and demonstration (video)
  - V. How will I make Salim trust me?
  - VI. How will I decrease the cost?
  - VII. How will I decrease the perceived certainty threshold?
  - VIII. How will I decrease the perceived trust threshold?
- b. Click the Link
  - I. What type of CTA will I use to make them buy the product?
- c. Buy the product

**Format:** PAS

Headline checklist:

☐ Urgent

- ☒ Ultra-specific
- ☒ Unique
- ☒ Useful

if you could only include a headline and a call to action in your ad... could they sort of do the job on their own?

“What effect will this create in the reader’s mind?”

If you’re not sure how to improve a specific part of your copy ask yourself the following question:

“What can I do to trigger the effect I want in the reader’s mind here?”

### **Headline: Extremely drained after every kickboxing fight?**

Studies have shown that with just one dose of high-quality Himalayan Ashwagandha (known for its wellness properties and has been used for thousands of years), you will experience:

- ☒ Boosted Testosterone By 15%: Feel brutally confidence, energized, and ready to win.
- ☒ Increased Strength: Watch How Your Physique Gets Better And Stronger Every Day.
- ☒ Improved Mood: Develop Extreme Discipline And Focus For Each Training Session

These benefits will make you perform at your best, as proven by Institutes like PubMed Real Science.

Take advantage of our special opportunity: Get 10% off, boost your physical performance and take your boxing from uncompetitive to an Islam Makachev elite-boxing level.

**(just an image, it will be an actual video on FB)**

