

FIGHTING GYM SOCIAL MEDIA COPY

Who am I talking to?

14-30 male mainly (some female)

Where are they now?

- Social media
- Looking for a fighting gym
- Looking for a new hobby/fitness activity

Current State

- Worried they might get bullied or beaten up
- Want to learn self defence
- Improve their skills
- Learn a combat sport
- Fearful

Dream state

- Lots of confidence
- Be able to fight
- Compete
- Be strong

Awareness level 3 - solution aware

Sophistication level 5 - niche down/identity play

Levels

- Worth the value 5/10
- Belief 3/10
- Trust 1/10

What do I want them to do?

- Contact client
- Come to free session
- Get them to come back

What experience do they need to see/hear/feel to get them to follow through

Contact my client

- Cta (whatsapp button)
-

Come to free session

- Offer a free session
- Cool image
- Show what we teach

Get them to come back

- Concierge approach

Why (gym name) is the best for you!

If you're tired of always being harassed or feeling weak and fragile, then you **NEED** to learn at least one of the six techniques we teach to never feel fear again.

Our patient and highly skilled coaches will turn you into a **MARTIAL ARTS MACHINE...**

MMA - Kickboxing - Muay Thai - Brazilian Jiu Jitsu - Sambo - Elimination of fear

We master it all...

We fight and have fought **PRO FIGHTS!**

Our Brazilian Jiu Jitsu Coach "Pitbull" is **RANKED 2ND IN THE WORLD**

Shed your cowardly frame and unleash the inner **WARRIOR** you're meant to be!

Contact us now to schedule your first session completely **FREE!**