

## Pain

1. He wants to increase his customer base since it appears that he does not have a lot of customers based on the number of attention he has on social media platforms and generating traffic.
2. Increase LTV for his customers his most popular program is 8 weeks but after 8 weeks how are the customers going to come back for more is a big question mark
3. Muay Thai is not popular for getting money since the average muay thai trainer costs 3.5k-6k per month. So if he is seeking money or attention for muay thai it's very difficult because of its popularity.

## Desires

1. He has an increase in customer base despite Muay Thai being unpopular as a sport. He is able to attract customers to his business.
2. He is able to make his loyal customers increase their value for him by providing more value to them by influencing serious Muay Thai fighters that he can make them better 1% everyday.
3. Muay Thai business has increased influentially and he is one of the best paid Muay Thai instructors despite its low popularity as a sport.

## Email

Subject Line: Top Muay Thai Influencer

Hey there Don,

Your Muay Thai Lessons are unheard of.

I saw your video "Muay Thai Fight Style and Becoming a Complete Fighter" where you show the different traits of fighters and their tendencies. Very unique information, I personally did Muay Thai at High School and I've never heard of these styles (aggressive, elusive, counter, tricky).

It's really a killer sport in my experience!

However exciting Muay Thai is, it's not well-known for making money since the average trainer gets 3.5k-6k\$ per month.

So I suggest you consider a strategy of showing people you're the best trainer to get an elite Muay Thai salary.

I made some copy work for you to use on Instagram. I noticed your posts have lengthy scientific explanations that could be swapped with interesting and enjoyable captions.

Message me back to get my sample work to examine yourself how it goes

Sincerely,

Robyn