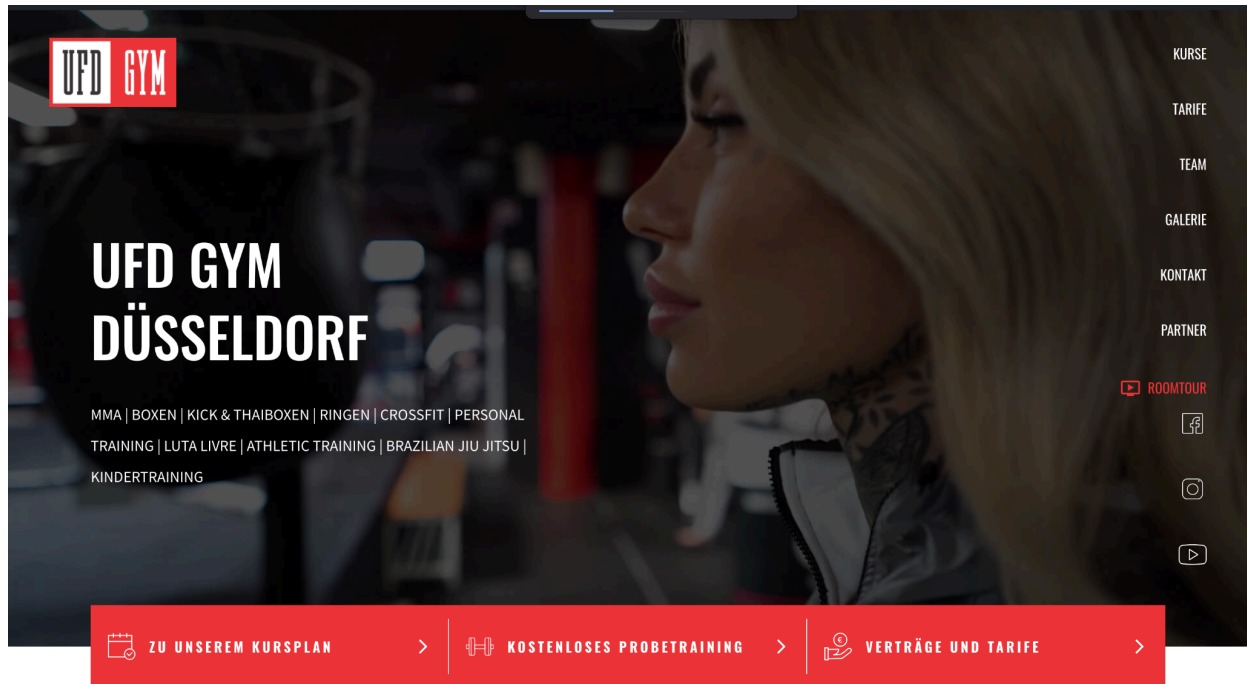


# Top Player:



**UFD GYM**  
**DÜSSELDORF**

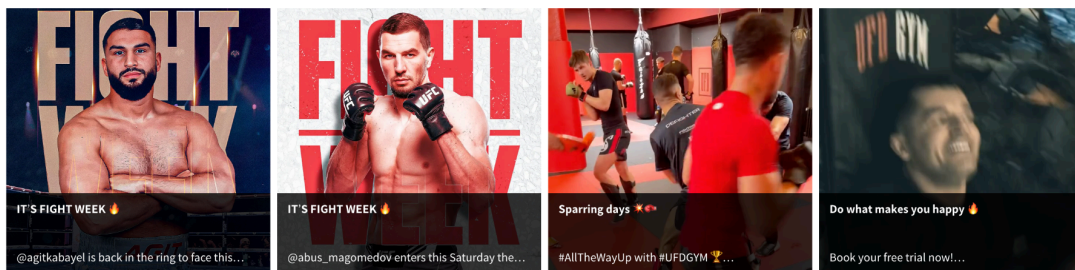
MMA | BOXEN | KICK & THAIBOXEN | RINGEN | CROSSFIT | PERSONAL TRAINING | LUTA LIVRE | ATHLETIC TRAINING | BRAZILIAN JIU JITSU | KINDERTRAINING

KURSE  
TARIFE  
TEAM  
GALERIE  
KONTAKT  
PARTNER  
ROOMTOUR

ZU UNSEREM KURSPLAN > KOSTENLOSES PROBETRAINING > VERTRÄGE UND TARIFE >

## INSTAGRAM FEED

### UFD ON INSTAGRAM



 MEHR AUF INSTAGRAM

## UFD YOUTUBE CHANNEL



## Who am I talking to?

Lafkiri MR

## Where are they?

Lafkiri MR

- Home page of the website
- Level 3 Market Awareness: Call out the solution and position this boxing club as the best one there is.
- Stage 5 sophistication level – identity play, niche down advertising, “concierge” approach
- High intent buyer:
  - Current feeling of pain/desire: 4%
  - Trust in idea/concept: 4%
  - Belief in the company: 0/5

## What do I want them to do?

- Continue browsing the website
- Start trusting and seeing Lafkiri Boxing as an authority figure
- Book a trial training

## What do they have to experience in order to do what I want them to do?

- Homepage Setup:


- Heading Video

- Content of people using the facilities while smiling and enjoying it
  - E.g. boxing bag, skipping area, sparring rings, changing area, etc.
  - High-fiving each other, community spirit, relaxation, victory
- Vibrant and bright colors, green purple blue red black
- Only shows FIT actors with bare skin. Some of them are WOMEN.
  - Smiling while they work out
  - Muscles (dream outcome)
- VERY high quality ultra realistic video
- Fast cuts and quick dynamic movement from camera and actors
- Video starts playing and then the text transitions up; pattern breaks.

- Heading Text

- Logo on top left
- Bold, heavy white text: “UFD GYM” positioned on the left of the screen.
- Capital, unbold white text of all the courses on offer, hyperlinked to the course pages.

MMA | BOXEN | KICK & THAIBOXEN | RINGEN | CROSSFIT | PERSONAL  
TRAINING | LUTA LIVRE | ATHLETIC TRAINING | BRAZILIAN JIU JITSU |  
KINDERTRAINING

- - New here?
    - “Try out the entire gym for a whole session for free.”
    - CTA: “FREE TRIAL TRAINING”
  - 

## ■ Instagram Posts Section

- “Instagram feed” -Small heading text
  - UFD ON INSTAGRAM -Large bold heading text
  - Simple moving animation videos of their posts on Instagram
  - CTA: MORE ON INSTAGRAM

## SELL SECTION:

- TEXT:
  - BECOME PART OF THE [NAME] FAMILY
    - **WERDE MITGLIED**
  - CTA: BOOK TRIAL TRAINING
- PHOTO: High definition photo with high brightness and strong contrast
- Many people standing together in sports clothing (everyday people)
- Friendly actions (hands over each others' shoulders, smiling)
- Background of a lot of equipment
- “YOUR TRAINING AREAS” Section

- *Text*

- [Service/Class type]:
  - [Action] your [pain] and [pain-relief] in the [area]
    - “Train your shortened muscles and relieve any lingering pain in the PHYSIO room”
  - CTA: “To the Physio Room”
- [Service/Class type]:
  - [Authority building term, e.g “stable and heavy”] [equipments] for your [activity + goal]
    - “Durable and strong punching bags for your training and performance.
  - CTA: “To the Performance Area”
- [Service/Class type]:
  - [Target value] [equipment]: [desired outcome from possessing the value]
  - CTA: Discover [area name]
- [Service/Class type]:
  - Train in the [target value, e.g. goal oriented] with the new [insert mechanism]
  - CTA: “To functional training”

- *Images*

- Dream outcome people doing the categorical action, while
  - Showing bare skin
  - Straining themselves (real authentic feeling of pain and power) – see it on their faces
  - In the middle of movement
- Vibrant colors, high contrast
- Camera focuses on the people and slightly blurs the background

- SWITCH STUDIO Section

- “Are you in another studio? No problem! If you switch to [gym name], you will train for up to 12 months for free - depending on how long your contract with the old studio still runs. Simply select “exchange offer” and off you go!”
- CTA: “SWITCH NOW”



## **PRODUCT PLAN Sales Page**

### **1. HEADING IMAGE**

- a. 3D photo of two people using the mechanism. E.g: The early bird training
  - 1. People walk in while the sun is shining outside like it is actually 7:00 AM.
  - ii. Woman present in the photo
  - iii. Vibrant photo, high colour grading on light blue to white
  - iv. Focus on the two people, background is blurred
  - v. High definition quality

### **2. HEADING TEXT**

- a. Name of mechanism with logo of the brand
- b. “What is [mechanism]
  - i. Briefly highlights pros of the unique mechanism
    - 1. “Smart strength training on EGYM Equipment”
    - 2. “Support from your fitness first coaches”
- c. “*JOIN NOW*”
- d. “ARRANGE A TRIAL TRAINING SESSION”

### **1. SALES IMAGE**

- a. Shows a large gym, with a focus on side angles of normal everyday people using the equipment.

- i. The members look mediocrelly fit; not muscular but not morbidly obese
  - ii. All members are naturally moving dynamically while going through the ROM
  - iii. Appears focussed on their workout.
- b. Female beauty in the center of the photo
  - i. Highlights her in the photo by contrast and color grading (blonde hair, red clothes vs black, white, and gray outfits of everyone else)
  - ii. Certain amount of bare skin
- c. High vibrancy and color grading.

## **2. SALES TEXT #1**

- a. Heading: “What advantages does EGYM offer me?”
- b. Subheading: Simply [select basic action like “choose your goal and train effectively”] – [mechanism differentiator] will do the rest for you.
  - i. E.g. “Simply pick your course and show up consistently– our coaches and state-of-the-art equipment will do the rest for you”
- c. Advantage Listings:
  - i.  [insert mechanism differentiator] [verb] [advantage]
    - 1. The focussed, but still varied and never boring structure of our training ensures that you will never be bored and always motivated to fight and get better.
  - ii. Do the above 5 times for each mechanism.
- d. CTA: “Book a Probetraining and Test Out the [Mechanism]”

## **3. SALES TEXT #2**

- a. HEADING: [Mechanism name]: [General category] has never been so [cool, fun, growth-inducing, etc.]
- b. SUBHEADING: In the [mechanism name + general category], the [latest, safest, easiest, fastest (numerator of value equation)] generation of fighting, we help you by:
  - i.  [verb] from [advantage of mechanism]
    - 1. Benefit from the latest sports science findings for training planning

2. Get personalized feedback from our coaches with 10+ years of experience
- c. BODY: In the [mechanism + general category], you can train [numerator of value equation], even as a **beginner**. [Insert mechanism operation technique, like “self guided by the equipment”] means that you are much less likely to [painful outcome].
- d. BODY: But [insert potential concern of someone joining, like too incompetent fellow fighters] [verb, like get their money’s worth], because the [mechanism rebuttal]
- e. CTA: “BOOK PROBETRAINING” or “JOIN NOW”

#### **4. SALES TEXT #3**

- a. HEADING: [Mechanism name]: [mechanism feature] for your fitness goals
  - i. EARLY BIRD: YOUR training program for YOUR fitness goals
- b. SUBHEADING: [Direction question and number fascinations]
- c. BODY:
  - i.  [Market’s ideal goal]: [how the mechanism helps in reaching the goal]
  - ii. Repeat the above 8 times
- d. CTA: “JOIN NOW”

#### **5. CLOSE THE CLIENT:**

- a. HEADING: [Percentage off] your membership.
- b. SUBHEADING: Scarcity, Only until [insert date]
- c. “Secure your exclusive offer”
  - i. If you sign up for [medium-high ticket], you will receive [discount offer]
- d. “INCLUDING:”
  - i.  [Discount offer]
  - ii. Repeat 3 times total
- e. “We reserve the right to extend the offer”
- f. CTA: “JOIN BOXTEAM NOW” and “TEST US OUT FREE”

#### **6. Q&A**



- a. 11 general questions about the mechanism
  - i. “How does [mechanism] work
  - ii. “Can I reach [market target outcome] with [mechanism]?”
  - iii. Etc. etc.

=====

## **TRIAL-TRAINING OPT-IN SECTION**

### **PROBETRAINING PAGE Heading:**

#### 1. VIDEO

- a. Content of facilities being used
  - i. Boxing bag, skipping ropes, weights area, 1-1 coaching, group training
  - ii. High-fiving each other, community spirit, victory, achievement, success
- b. Vibrant and ultra-bright colors like green, purple, black, blue, red, neon
- c. Fit actors with bare skin and muscle smiling while working out
- d. High quality and ultra realistic video
- e. Fast cuts and quick dynamic movement from camera and actors

#### 2. HEADING INTRO TEXT:

- a. Kostenloses Probetraining
  - i. “Test your BoxClub for 1 day free of charge and without obligation”
- b. CTA: “KOSTENLOSEN TERMIN BUCHEN”
- c. Objection handling: “NOCH FRAGEN?”

### **PROBETRAINING PAGE Sales:**

#### 3. Images

- a. People using barbells, elliptical cycles, etc.
- b. Super bright light, sweat glistening on forehead
- c. High contrast, easy to see the people and the equipment
- d. Very fit men with visible muscles, veins, and strength (dream outcome)
- e. Female beauty: bare skin, lots of smiling, no flabby fat (dream outcome)

4. Text Part 1

a. WHAT AWAITS YOU AT LAFKIRI BOXING:

- i. [Target value] [mechanism] [time] \* 8 times
  1. Professional and entertaining shadow footwork and sparring sessions every day.
- ii. And much more - start your first workout now!
- iii. CTA: FREE TRIAL TRAINING

5. Text Part 2

- a. "How does the Probetraining work?"
- b. "You decide how your training is structured. Select a course you want to try and show up for training.
- c. PLUS: You can [insert positive outcome] without [extra work for the business]. For [unnecessary extra in case it's preferred], you are welcome to [call/register/whatever]
- d. CTA: Book Probetraining

6. Text Part 3

a. Questions and Answers about the Trial Training

i. **Can I do the trial training with two people?**

1. *Of course, it's more fun with two people! You both just have to register individually for a trial session at Lafkiri Boxing by using the registration form. We look forward to seeing you!*

ii. **What should I bring with me to my trial session?**

1. *The most important*
  - a. *Sportswear and separate clean sports shoes*
  - b. *A small towel for training*
  - c. *Something to drink or a water bottle*
2. *And then get started right away!*

iii. **How long does the session last and at what times is it available?**

1. *Check the timetable and arrange your trial training for a whole day.*

iv. **How does a trial training session work?**

1. *You decide how your training is structured! Complete the training of your choice successfully and flexibly with our trainers.*
  2. *CTA: "Arrange a trial training session"*
- v. How old do I have to be to take a trial training session?**
1. *You can take a trial training session with us from the age of 14*
    - a. *14-15: Come with a parent/guardian*
    - b. *16-17: Bring a consent form from a parent or guardian*
    - c. *From 18: Come directly to training*
- vi. Can I use the [mechanism] during the trial training?**
1. *Of course, the [mechanism] is available to you free of charge. Check whether it is available on your trial training day here: [book probetraining page](#).*
- vii. CTA: "TO FREE TRIAL TRAINING"**