

100 Pushups

[Rumble Video](#)

Value Equation:

Perceived likelihood of achievement - **Strength:** High, as the parents have no idea about self-defense or sport **Weakness:** Parents have to trust the trainer as they don't have the expertise.

Time Delay - **Weakness:** The parents have to sacrifice time in their day driving their children to the studio and wait for them.

Dream Outcome - **Strength:** It's about the parent children and their future life, so there is a lot of value in the product as it prepares their, most valuable asset.

Effort & Sacrifice - **Strength,** prospects have to get up physically, go to our location, trust our trainers and the process, trust other members.

4 - Questions

Who am I talking to?



****Kris' Profile****

Kris is a 27-year-old woman from Braunschweig. She lives with her boyfriend in an apartment. Kris loves traveling and collecting new experiences. She enjoys adventures and leads a varied life.

Kris loves variety in food and tries to eat healthily, but often eats too much or unhealthy foods due to a lack of time. She attempts to incorporate tips from influencers and top athletes into her daily routine, but she doesn't know much about healthy nutrition.

Kris has school sports experience and has tried training at home. She trains irregularly and is often unmotivated, making excuses that frustrate her because she doesn't achieve her goals and feels stuck. Due to her lack of expertise, Kris often feels insecure and directionless. She believes her training plan is rigid and fears that incorrect exercise execution makes her efforts ineffective.

Kris dislikes her repetitive, rigid exercises and seeks more variety and fun. She believes a more varied plan will motivate her to get fit and push her limits.

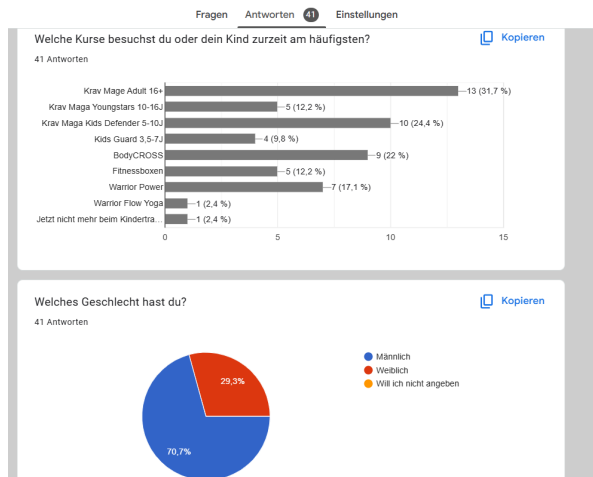
Kris prefers group training because she can motivate, challenge, and exchange ideas with like-minded people. She is particularly attracted to small, relaxed, and friendly group atmospheres.

She desires a trainer who can help her reach her goals faster, motivate her to her limits, and make her feel supported with a balanced and effective full-body workout. She wants someone who can help with questions and correct improper exercise execution.

Kris' main goal is her health; she wants a fit body and to become a better person, serving as a role model, to other women, showing their strength. She wants to achieve her goals faster and hates stagnation in her progress.

Kris seeks higher self-confidence and a better appearance. She wants to prove to her acquaintances that she values herself and achieves her resolutions.

Kris is looking for a community of people who share her values and with whom she can become a better person together.



The story gives a pretty accurate description of the avatar, we even run a Google forms on this.

****Men or Women?****

Example: Both

****Approximate age group?****

Example: 25-40 This age group is often in a phase of life where health, fitness, and social connections are high priorities.

18-45

****Occupation?****

Example: Occupations in the social public sector: Examples include students, doctors, shift workers, jobs that are somewhat active and sedentary.

Students

Doctors

Shift workers

Sedentary jobs

Public sector

****Income level?****

Example: Likely middle class, enough for travel, owning an apartment.

Desirable are middle and upper income levels to generate cross-selling (nutrition counseling, personal training, etc.).

****Geographical location?****

Example: DE, Braunschweig, Suburban areas, approximately 25 kilometers around Fit and Fight.

****Painful current state****

What are you afraid of?

Example: That they will not achieve their goals, will stagnate and die unfulfilled, that they will become physically ill and not achieve their dream body through effective training, or even get injured.

****What are they angry about?****

They are angry that they cannot find a solution to finally train regularly or bring variety into their plan. They are frustrated with their lack of knowledge in training, the stagnation, and the waste of time with ineffective exercises.

Not finding the right training offer
Wasting time with the wrong training

****Who are they angry with?****

Example: They are angry with themselves because they do not have a tailored training plan and cannot motivate themselves to go through their stiff and boring exercises.

They are angry because they have not yet found their tailored training.

****What are your biggest daily frustrations?****

Example: Boring ineffective training, low motivation (tired) due to their stressful job, stiff exercises, and uncertainty about their effectiveness. They feel like they are stagnating and cannot reach their goals.

Lack of time
Stressful job

****What are you ashamed of?****

Example: They are ashamed that they have not achieved their goals, are not disciplined enough, and do not look as good as others, do not meet the beauty ideal, are too fat.

Being unfit
Not meeting the beauty ideal
Being overweight

****How do they feel when dealing with their problems?****

Example: They feel helpless, insecure, overwhelmed, and lost because they cannot find a solution to motivate themselves or have the necessary expertise.

Helpless
Idealess
Overwhelmed

****What do other people in their world think about them as a result of these problems?****

Example: Others think they lack ambition, self-worth, are boring, and may be pitied.

No ambition
Low self-worth
Pitied

****If they were to describe their problems and frustrations to a friend over dinner, what would they say?****

Example: "I wish I could find the right plan to train regularly and also have more fun & variety in training." "A group that supports and motivates me." "I want to feel comfortable in my body and be more confident."

Support needed to achieve goals
I need long-term motivation
I want to be proud of myself

****Desirable dream state****

If they could instantly transform their life with a magic wand, what would they want it to look and feel like?

Example: They have found a motivating group that supports them on their journey to become healthier and fitter, a trainer who supports their plan and helps them reach their goals faster. They have the motivation to train regularly and push their limits, having fun and variety in training. They would be more confident and fulfilled. They would be perfect and a role model for others.

They would be admired and seen as a role model
They would be happy and satisfied

****Who do they want to impress?****

Example: They want to impress themselves by becoming a better person and achieving their dreams. They also want to impress their environment with their appearance and improvement as a person, to show that they can and have the will.

My closer environment work, leisure friends, and family

****How would they feel about themselves if they were living in their dream state?****

Example: Their life would be perfect. Full of happiness, fun, and success.

My life would be perfect. Full of happiness, fun, and success

****What do they secretly wish for most?****

Example: Secretly, they want to live healthier and fulfilled lives, achieve their fitness goals with fun and motivation, become more attractive, mentally stronger, and find a supportive community.

Achieve my fitness goals and be proud of my appearance.
Be very popular in my fitness group

****If they were to describe their dreams and desires to a friend over dinner, what would they say?****

Example: "I finally want to find the right training program that motivates me and is fun, so that I become more athletic and feel more comfortable."

Boost my self-worth
Satisfaction and happiness in my life

****Values and beliefs****

What do they currently believe about themselves and the problems they face?

Example: They believe that they are mainly capable of becoming healthier and fitter with professional help and knowledge. They believe they cannot solve their problem alone because they cannot motivate themselves. They think they can reach their goal faster and train more effectively with professional help.

Reach my goal faster with professional help
Achieve more sustainable results

****Who do they blame for their current problems and frustrations?****

Example: They blame themselves for not having enough discipline to train regularly. They also believe that the unhealthy lifestyles of their parents and partners negatively affect them and make it difficult for them to get fitter.

Themselves
The parents
The partner

****Have you ever tried to solve the problem and failed? Why do you think you failed in the past?****

Example: Kris tried a little sport but failed because she cannot muster the motivation to train regularly, as she has no idea about fitness or exercise. She believes she cannot push herself properly to her limits without supervision and thinks a trainer and group training are right for her.

I was not properly supervised
The chosen method was wrong

****How do you evaluate and decide if a solution will work or not?****

Example: Chris decides if it will work by noticing that she is exhausted and has reached her limits.

She also evaluates the results, such as weight loss, getting stronger, or sweating, as well as whether she had variety or even fun.

Physical indicators
General well-being

****Which people or brands in this area do they respect and why?****

Example: Kris respects top athletes, trainers, and other influencers who provide tips in the fitness and nutrition fields or share their experiences. She respects like-minded people who have the same goals of staying fit and healthy or improving daily.

Top athletes

****Which characteristics do they value in themselves and others?****

Example: They appreciate honesty, openness, discipline, assertiveness, self-confidence, kindness, ambition, and helpfulness.

Humor
Reliability

****Which characteristics do they despise in themselves and others?****

Example: Arrogance and unfriendliness
Lies
Breaking promises

****Which trends in the market are they aware of? What do they think of these trends?****

Example: They may be aware of trends such as functional training, HIIT (High-Intensity Interval Training), and health-conscious nutrition and find them meaningful.

Calisthenics
Crossfit

Yoga

Where are they now?

- Stage?
- Sophistication?

Current desire:

Certainty & believability:

Trust in the company: Very low, the reader just discovered our brand on Google.

Where do I want them to go?

Desire -

Certainty -

Trust -

What steps do I need them to take?

Roadblock - Solution - Product:

Problem -

Dream State -

Roadblock -

Solution -

Product -

Full Funnel:

Its a SEO optimized Home page, the reader searches online for

The reader gets on the homepage and signs up for a free trial training.

Personal Analysis:

- The biggest problem is the length, and where my sentence **skips** to the next Line, this makes it harder to read, especially on mobile. I tried changing the words and even rewriting sentences, changing fonts and size but I wasn't able to avoid it.
- Too much copy: I want to persuade the reader and keep it short but the German language makes it hard to keep sentences and text short, if I skip some words or use metaphors I could possibly shorten it!

Example:

16:16 61%

FAQ Krav Maga
Krav Maga Experts

02:13

Über Fit and Fight 38

Krav Maga, entwickelt von der israelischen Verteidigungsarmee, gilt aufgrund seiner realitätsnahen Selbstverteidigung und Kampfszenarien,

als das **effektivste System zur Selbstverteidigung** der Welt. Krav Maga lehrt praktische, einfach zu erlernende Techniken, die sich auf der Straße bewährt haben,

während es deine Fitness und Beweglichkeit verbessert. Fit and Fight wird dir helfen deine Selbstsicherheit zu erhöhen und dich in die **beste Form deines Lebens** zu bringen,


während du Spaß hast und lebensrettende Techniken erlernst. Alle unsere Krav Maga Kurse in Braunschweig sind für Männer, Frauen und Kinder konzipiert,

denn jeder verdient das fortschrittlichste und effektivste Krav Maga Training.

Wer wir sind

16:17 61%

fitandfight38.de/171



Warum Fit and Fight?

Wir sind stolz, die besten Fitness- und Krav Maga Kurse in Braunschweig anzubieten.

Um diese hohe Qualität beizubehalten, müssen unsere hoch qualifizierten Trainer ihr Kampfsport und Lehrfähigkeiten kontinuierlich weiterentwickeln und verfeinern.

Bei Fit and Fight 38 lehren wir nicht nur effektive Krav Maga Techniken zur Selbstverteidigung,

sondern bieten dir auch einen **Personal Fitness Trainer** an, der dir bei deinem Fitnessziel zur Seite steht, für abwechslungsreiches Training sorgt und deine Fragen beantwortet.

Wir sind kein Sportstudio, sondern eine Familie. Bei uns trainierst du in kleinen Gruppen in einer lockeren Atmosphäre.

Unsere motivierten Trainer und Mitglieder sorgen dafür, dass du an dein Limit kommst und schneller dein Fitnessziel erreichst.

Jetzt Mitglied werden




- The focus of the copy could be shifted more towards the Skills and value lessons their Children Learn.

Copy:

Note:


- This is obviously a German audience, so the copy was translated to English with GPT, translation errors may occur.
- This homepage is targeting 3-Avatars, (due to multiple courses) so the general copy like “about us” or “who we are” is optimized for all 3-avatars. ← That generalized copy is highlighted green

Unsere Kurse




Krav Maga Erwachsene 16+

Stärke dein Selbstvertrauen & Sicherheit, lerne Krav Maga, die effektivste Selbstverteidigungsmethode der Welt, mit unseren zertifizierten Trainern, die dich unabhängig von deiner Erfahrung, sicher, und schneller an dein Fitnessziel bringen.




Krav Maga Kinder

Unser Krav Maga Kinder Programm lehrt Schritt für Schritt, wie Kinder ihre persönlichen Grenzen setzen und ihre Sicherheit schützen können. In einer spielerischen, kinderfreundlichen Umgebung fördern wir Spaß, Fitness & Selbstvertrauen und bereiten sie auf die Zukunft vor.



Functional Fitness

Erreiche dein Fitnessziel schneller mit abwechslungsreichem Ganzkörpertraining in einer lockeren, motivierenden Gruppe. Unser erfahrener Trainer hilft dir, effektiv und verletzungs-frei fit zu werden, und unterstützt dich dabei, deine Grenzen zu überwinden.



Yoga Für Anfänger

Finde deine innere Ruhe und verbessere deine Flexibilität & Mobilität mit unserem Beginner freundlichen Yoga Kurs. Egal welche Erfahrung du besitzt, unsere professionelle Yoga Trainerin lehrt dich die effektivsten Übungen, um Stress abzubauen und dich neu zu entdecken.

Krav Maga for Kids

Our Krav Maga for Kids program teaches children step by step how to set their personal boundaries and protect their safety. In a playful, child-friendly environment, we promote fun, fitness, and self-confidence, preparing them for the future.



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Wer wir sind

(General)

About Fit and Fight 38

Krav Maga, developed by the Israeli Defense Forces, is considered the most effective self-defense system in the world due to its realistic self-defense and combat scenarios,

as it teaches practical, easy-to-learn techniques that have proven effective on the streets,

while also improving your fitness and agility. Fit and Fight will help you increase your self-confidence and get into the best shape of your life,

while you have fun and learn life-saving techniques. All our Krav Maga courses in Braunschweig are designed for men, women, and children,

because everyone deserves the most advanced and effective Krav Maga training.

Who We Are

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Jetzt Mitglied werden



(General)

Why Fit and Fight?

We are proud to offer the best fitness and Krav Maga courses in Braunschweig.

To maintain this high quality, our highly qualified trainers continuously develop and refine their martial arts and teaching skills.

At Fit and Fight 38, we not only teach effective Krav Maga techniques for self-defense,


but also provide you with a personal fitness trainer who will support you in achieving your fitness goals, ensure varied training, and answer your questions.

We are not just a gym, but a family. Here, you train in small groups in a relaxed atmosphere.

Our motivated trainers and members ensure that you push your limits and reach your fitness goals faster.

Become a member now

Selbstverteidigung Kinder



Youngstars 10-16 Jahre
Krav Maga Jugendliche




Kids Defense 6-10 Jahre
Krav Maga Schüler



Kids Guard 3,5-7 Jahre
Krav Maga Kinder

Warum Selbstverteidigung Für Kinder Und Jugendliche?

Wir Vermitteln Selbstbewusstsein, Durchhalte-vermögen und Fitness



Schüler-Mobbing

Jeder fünfte Schüler berichtet, gemobbt zu werden. Opfer von Mobbing sind einem erhöhten Risiko für Depressionen, Ängste, schlechtere Schulnoten und Schulabbruch ausgesetzt.



Negative Effekte Von Mobbing

Mobbing beeinträchtigt direkt die Lernfähigkeit der Schüler. Mobbing-Opfer leiden häufig unter geringem Selbstwertgefühl, Unsicherheit und Ausgrenzung, was zu weniger Freunden führt.



Gesundheitsprobleme

Erwachsene, die von Schulmobbing betroffen sind, berichten spürbar schlechtere mentale und Körperliche Gesundheit im Vergleich zu denen, die nicht in der Schule gemobbt wurden.

Why Self-Defense for Children and Teens?

We impart self-confidence, perseverance, and fitness.



Bullying Among Students

One in five students reports being bullied. Victims of bullying are at an increased risk for depression, anxiety, poor grades, and dropping out of school.



Negative Effects of Bullying

Bullying directly impacts students' ability to learn. Victims of bullying often suffer from low self-esteem, insecurity, and isolation, which leads to fewer friends.



Health Problems

Adults who were affected by school bullying report significantly poorer mental and physical health compared to those who were not bullied in school.

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