

Reach your **FULL AESTHETIC POTENTIAL FASTER** with the **POWER** of **BOXING...**

Picture yourself walking with MAXIMUM CONFIDENCE both inside and outside of the gym and make it a REALITY - this IS your CHANCE!

CAN YOU LOOK IN THE MIRROR AND BE PROUD OF WHAT YOU SEE?

Become the healthiest and fittest version of yourself both mentally and physically to give all of YOU to those YOU love.

BOOK A FREE CONSULTATION CALL [button]

These SCIENCE-BASED COACHING TECHNIQUES will transform your body and mind into MACHINES and let you finally CONTROL your LIFE...

- Fix BAD HABITS during the FAT LOSS PROCESS you DIDN'T KNOW you HAD.
- SHRED FAT without using the TREADMILL and CROSS-TRAINERS
- Learn the BEST self-defence method to PROTECT those you LOVE.
- SMASH through training walls and become ULTRA CONFIDENT in your skin.

Join the FAMILY of the ELITE, have YOU got what it takes?

INSERT TESTIMONIALS

Enter your e-mail to register your interest below:

Email:

Need to add disruptive image

Personal Analysis

- Title sells a dream of being in the best looking shape FASTER and also includes the niche of boxing which is what the client specialises in.
- The copy puts a lot of emphasis on the current state of the reader, enhancing the way they see themselves at the moment to then convert that into action to change.
 - Examples being the subheading playing on the readers confidence level and then connecting it to their dream outcome of being super confident/fit and healthy.
- I feel this copy falls with a CTA to a specific product, the main aim of this page is to drive traffic to a emails list and also to book consultations with my client. This could be a future aim to include a newsletter or mid ticket subscription based product.
- As seen Testimonials will be added which can help the reader with trust.
- Also would add a nice background and image to create a more professional feel.
- Bullet points are concise and use Macro to micro language which enhances curiosity.
- I feel the Title is missing something. I can't put my finger on it but I feel like it needs to grab attention more, plus the word aesthetic could be too complex for people.
 - Maybe playing on the current situation as well as the desired outcome.

Who am I writing to?

- All people aged 18+ who want to start their fat loss/self-defence journey in the gym both male and female.

Where are they now?

- Maybe they lack confidence or motivation but they struggle with self belief and esteem, they could have tried the gym before and not seen results they desired, they may want to change but don't know the right steps to do so.

What must they experience inside of my copy to go from where they are now to taking the action I want them to take?

- A strong sense of insurance that they will be able to reach the goal and that it is easier than they think
- They must be able to picture themselves in their dreamstate to enhance the feeling of motivation to click the CTA.
- They must be able to know that what I'm offering is of high value and is something that they may not have tried before and is a trusted route to their desired state.

What actions do I want them to take at the end of my copy?

- To either book a consultation call or sign up to the email list.

Roadblocks/Solution Mechanisms

Main Roadblock is confidence along with low general self esteem and motivation coupled with bad previous experience in the gym trying to lose weight. The general feeling is that of helplessness that whatever they try in the gym it just doesn't seem to be working for them - whether that includes dieting/workouts.

Solution would be to show them a clear streamlined path through consistent tried and trusted workout routines (using boxing as the main source of cardio - which eliminated the mundane nature of running on treadmills) along with diet plans and motivational emails and products to help them on the journey to get their results of being healthier/fitter/happier and achieve the dream body that they have craved all in the shortest and most realistic time possible for THEM.