

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Martial Arts

Business Objective: Attract and convert potential students through an effective search funnel

Funnel: search funnel breakdown

Awareness: Drive traffic through search engine optimization (SEO) and paid search ads.

Interest: Capture leads using landing pages with compelling offers (e.g., free trial classes, ebooks on martial arts benefits).

Decision: Nurture leads through email marketing with testimonials, success stories, and educational content.

Action: Convert leads into students through a clear call-to-action (CTA) on signing up for classes.

WINNER'S WRITING PROCESS

1) Who am I talking to?

- Potential martial arts students of various age groups, including children, teens, and adults.
- Parents looking for activities for their children.
- Individuals interested in self-defense, fitness, or martial arts as a sport.

2) Where are they now?

- Researching martial arts options online.
- Browsing social media for fitness or self-defense classes.
- Reading reviews and testimonials of local martial arts schools.

3) What do I want them to do?

- Sign up for a free trial class or introductory session.
- Download a free guide or ebook on the benefits of martial arts.
- Subscribe to the newsletter for more information and updates.

4) What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting

- Trust and credibility through testimonials and success stories.

- Clear benefits of martial arts (e.g., fitness, self-defense, discipline).
- Easy and straightforward steps to sign up or get more information.

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Search Funnel Creation

1. Search Engine Optimization (SEO) and Paid Search Ads:

- Keywords: Focus on long-tail keywords such as "martial arts classes near me," "self-defense training for kids," and "fitness martial arts for adults."
- Ads: Create targeted Google Ads campaigns highlighting unique selling points like free trial classes and expert instructors.

2. Landing Pages:

- Design: Clean and professional with a strong headline, engaging images, and clear CTAs.
- Content: Highlight benefits, include testimonials, and provide an easy form for signing up for a free trial or downloading a guide.

3. Email Marketing:

- Welcome Email: Send an immediate follow-up after lead capture with a thank you message and next steps.
- Nurture Sequence: Send a series of emails with testimonials, success stories, and educational content about martial arts.
- CTA: Consistently include a CTA to sign up for a class or request more information.

4. Conversion:

- Follow-Up: Personal follow-up calls or emails to encourage sign-ups for classes.
- Offers: Provide limited-time offers or discounts to create urgency.

1. Research Competitors:

- Identify top competitors in the martial arts industry and analyze their funnels.
- Look at their landing pages, email marketing strategies, and CTAs.

2. Sales Page Analysis:

- Review content and layout of successful sales pages.
- Note the language, testimonials, and CTAs used.

3. Customer Journey:

- Map out the customer journey from initial search to conversion.
- Identify key touchpoints and optimize them for better engagement and conversion rates.

Action Steps

1. Keyword Research:

- Use tools like Google Keyword Planner, Ahrefs, or SEMrush to find high-traffic keywords.

2. Create Landing Pages:

- Use tools like Unbounce, Leadpages, or WordPress to design high-converting landing pages.

3. Set Up Email Marketing:

- Use email marketing platforms like Mailchimp, Constant Contact, or ConvertKit.

4. Monitor and Optimize:

- Continuously monitor the performance of the funnel.

- Use A/B testing to optimize landing pages and email content.

Draft for Sales Funnel Content

Landing Page

Headline: "Discover the Transformative Power of Martial Arts with a Free Trial Class!"

Subheadline: "Join our community and experience the benefits of martial arts for fitness, self-defense, and personal growth."

Benefits Section:

- "Boost Your Fitness and Strength"
- "Learn Practical Self-Defense Skills"
- "Build Confidence and Discipline"

Testimonials:

- "Martial arts has changed my life! The instructors are amazing, and I feel more confident and fit." - John D.
- "My kids love the classes, and I've seen a big improvement in their behavior and focus." - Sarah M.

Call-to-Action:

- "Sign Up for a Free Trial Class Today!"
- "Download Our Free Guide on the Benefits of Martial Arts"

Form:

- Name
- Email
- Phone Number

- Preferred Class Time

Email Sequence

Email 1: Welcome

- "Thank you for your interest in our martial arts classes! Here's what you can expect."

Email 2: Testimonials

- "Hear from our students how martial arts has transformed their lives."

Email 3: Benefits

- "Discover the top benefits of martial arts for your physical and mental well-being."

Email 4: Call-to-Action

- "Ready to start your martial arts journey? Sign up for a class today and see the difference!"