

12 Blog (Subject) Ideas:

1. Focus
2. Confidence
3. Behaviour
4. Resilience
5. Emotions
6. Friendship
7. Discipline
8. Motivation
9. Respect
10. Courage
11. Listening
12. Bullying

Prompt 1: Blog Builder

Write a compelling, parent-focused blog post titled:

“How Martial Arts Can Help Improve Children’s (insert Subject)”

The article should:

- Speak directly to parents who are concerned about their child’s **(insert Subject)** - e.g., confidence, focus, behaviour, motivation, discipline, etc.
- Start with an emotionally engaging opening story or relatable moment that hooks the reader.
- Highlight the *real-world consequences* of children struggling in this area (home, school, friendships, self-belief).
- Then transition into how martial arts uniquely solves these problems - use vivid sensory language, positive emotional triggers, and forward-focused statements.
- Show transformation - before vs after - using examples of how students change through structured classes, small wins, and supportive instructors.
- Include clear takeaways for parents: what they can do right now and why enrolling their child in martial arts could be a turning point.
- End with an inspiring closing that positions martial arts as both a solution and a long-term investment in their child’s growth.

Use a confident, reassuring, and conversational tone. Keep it easy to read with short paragraphs and clear section headings. Avoid jargon. Make it feel personal, uplifting, and full of hope.

Prompt 2: Pain Points

Based on the blog above, write 6 deep and heartfelt pain points that parents might feel. Each pain point should emotionally connect to the challenges parents face, expressing their worries, frustrations, or fears in a way that feels authentic and relatable. Make sure the tone is empathetic and written as if you truly understand what they're going through.

Prompt 3: Posts

Using pain point number (**insert number**), create a 4-week social media content series (3 posts per week) designed to emotionally connect with parents and show how martial arts can improve their child's life.

Each post should:

- Speak directly to parents and resonate emotionally with their real-life struggles.
- Use NLP-style influence and dopamine triggers, but do not mention them.
- Be benefit-driven, empathetic, and solution-focused.
- Include visual content ideas for each post (e.g. photo, carousel, quote image).
- Include short Reel or video ideas that fit each week's theme.

Format output clearly by Week 1–4, with post titles, captions, and visuals listed under each.

Prompt 4: Email/SMS

Write a complete series of emails and SMS messages for this campaign. Each message should feel like we're speaking directly to the parent, using a warm, conversational tone that builds trust and emotion.

Use persuasive language patterns (NLP-style) to create natural emotional connection and motivation - but do not mention NLP.

Make sure each email and SMS has a clear purpose (awareness, connection, booking, or follow-up), and feels supportive, human, and benefit-driven.

Prompt 5: Voicemail

Write a friendly, conversational script I can use inside GHL as a voice message for anyone contacting me about this topic. Please give me 3 different versions (tone options), each sounding natural and engaging. Keep them short (around 20–30 seconds), make sure they build trust, sound authentic, and encourage the listener to take the next step (like booking a class, replying, or asking a question).

Prompt 6: Funnel Builder

Write a **landing page/funnel** for a martial arts school designed to help parents or adults **book a free trial class** to experience how martial arts can help them (or their child).

The page should:

- Feel **welcoming, supportive, and helpful** - like a friendly guide, not a sales pitch.
- Use **emotionally engaging language** that builds trust and excitement.
- Include sections such as:
 1. **Headline & Sub headline** – capture attention and show the main benefit (confidence, focus, fitness, discipline, etc.).
 2. **Intro Paragraph** – empathise with the visitor’s challenges and highlight how martial arts can help.
 3. **Benefits Section** – bullet points showing life improvements (confidence, respect, self-control, etc.).
 4. **Social Proof/Testimonials** – short, believable parent or student success stories.
 5. **Call to Action** – friendly, clear invitation to book a **Free Pre-Assessment Class**.
 6. **FAQ Section** – overcome objections like “Is my child shy?” or “Do I need experience?”
 7. **Final CTA** – reaffirm the offer and create a sense of ease and excitement.

Use **NLP and dopamine-based writing techniques**, but **do not mention them** — just make the copy feel naturally persuasive, warm, and motivating.

Prompt 7:

Build a complete series of **follow-up emails and SMS messages** for when someone books a **pre-assessment class** at my martial arts school.

The goal is to:

- Confirm their booking and make them feel welcome.
- Build anticipation and excitement before their visit.
- Reduce no-shows by reinforcing the value of attending.
- Follow up after the class with encouragement to enrol in our **Discovery Programme**.

Use natural, conversational British English.

Write in a warm, confident, and helpful tone.

Use subtle NLP and dopamine triggers (but don’t mention them).

Make sure each message sounds personal and caring, not automated.

Include suggested **timing** for each message (e.g., immediately after booking, day before, 2 hours before, 1 day after, etc.).

Prompt 8: Campaign Name (Include Dates)

"Please suggest a powerful, memorable campaign name and the best time of year to launch it.

The campaign should align with martial arts themes, appeal to parents and families, and fit within a yearly marketing calendar for a martial arts school."