

KING MAKER SOCIETY

WEEK 1 // SPONSOR VISIBILITY

# How Fighters Actually Get Sponsors.

The 5-step visibility playbook for martial artists with under 10K followers.

## BUILT FOR THE BROTHERHOOD

Most martial artists are working harder than the people getting paid. This playbook is the exact set of moves serious fighters use to get noticed, respected, and backed. No fake hype. No motivational fluff. Real visibility.

*Read it. Apply step one this week. The brothers are watching.*

## THE TRUTH BRANDS NEVER TELL FIGHTERS

# Why most martial artists get passed over.

Most fighters believe sponsors come when the follower count gets big enough. That belief is what keeps them invisible for years.

Brands do not pay for follower count. Brands pay for fighters who are easy to bet on. A fighter who shows up consistently. A fighter who looks like they represent the brand well. A fighter who already moves like a pro before anyone gives them a check.

The fighters getting deals at 3K, 5K, 8K followers all have one thing in common. They make brands feel safe.

This playbook is the exact framework to do that. Five steps. Apply them in order. The fighters who do this consistently for 90 days start getting DMs from brands they did not even pitch.

## What brands actually evaluate before reaching out

<b>1. Visibility</b>	Do people actually see you? Reach, engagement, consistency.
<b>2. Brand fit</b>	Do you look like the kind of athlete this brand wants tied to their name?
<b>3. Reliability</b>	Will you actually post when they pay you? Do you show up on time? Do you respect agreements?

The 5 steps below are designed to make a brand check every one of those boxes when they land on your page. Even if you are under 10K followers right now.

## STEP 01 // CONTENT BEACHHEAD

# Build one page that hits hard.

Brands do not chase fighters who post once a month. They chase fighters who feel alive online. Before anything else, you need one page that posts often enough to feel like a real athlete account.

## Pick one platform first

For martial artists, Instagram is still the strongest base for sponsor visibility. TikTok grows faster but Instagram is where brands actually scout. Start there. Add the others later.

## The 4 content types every fighter page needs

<b>TRAINING</b>	Sparring clips, pad work, conditioning, drills. Shows you are serious.
<b>FIGHT</b>	Highlights, walkouts, post-fight moments. Shows you compete.
<b>LIFESTYLE</b>	Recovery, food, routines, gym life. Shows brands what they would buy into.
<b>MINDSET</b>	Short voiceovers, reflections, lessons. Builds connection beyond the fight.

## The 3 worst mistakes fighter pages make

- Only posting highlight clips. Brands cannot read who you are from one type of post.
- Inconsistent posting. A page that posts 5 times one week and disappears for a month signals risk.
- No face. If you never show your face, brands cannot picture you representing them.

### ACTION THIS WEEK

Post 4 times this week. One from each content type above. Do this for 8 weeks straight. By week 8 your page will look like a real athlete page, not a hobbyist account.

## STEP 02 // POSITIONING

# Look like a pro before you are one.

When a brand clicks your profile, they decide in 3 seconds. Your bio, your profile photo, and your highlight reels tell them whether to keep scrolling or take you seriously.

## The bio formula

Your bio should answer three things instantly: who you are, what you do, and where you are going.

### BIO TEMPLATE

Line 1: Your name and what you fight in. *Example: Pro MMA Featherweight.*

Line 2: Your gym or team. *Example: Out of [Gym Name].*

Line 3: Your mission in one short line. *Example: Building a legacy one round at a time.*

Line 4: A CTA link to your latest fight, content, or brand collab.

## Profile photo rules

- Clear face shot. No sunglasses, no group photos, no shadows.
- Shot in or around martial arts context if possible. Gym, ring, or fight posture.
- Lighting from the front. Phone selfie in good light beats any bad studio shot.

## Highlight reel structure

Pin five highlights at the top of your page. Brands click these first. Most fighters waste them. Use them like this:

- **FIGHTS** - your best fight footage, finishes, and walkouts.
- **TRAINING** - sparring, drills, conditioning.
- **LIFESTYLE** - food, recovery, training camp vibe.
- **WINS** - belts, medals, milestones.
- **PRESS** - any podcast, interview, news mention, or brand tag.

### ACTION THIS WEEK

Spend 90 minutes auditing your profile. Rewrite your bio using the template. Change your profile photo if it does not pass the 3 rules. Rebuild your 5 highlights. Do not move to step 3 until your profile would make a brand stop scrolling.

## STEP 03 // BRAND-BAIT CONTENT

## Post the content brands secretly look for.

There are 5 content patterns that make brands DM fighters directly. Most martial artists never post any of them. If you start mixing these into your weekly content, you will get attention you did not have before.

<b>1. The transformation clip</b>	Before and after of your training. Camp prep, weight cut, skills evolution. Shows discipline, which is what brands want their name attached to.
<b>2. The brand-context shot</b>	Photo or clip with clean gear, branded apparel, equipment visible. Brands picture themselves in the frame and reach out.
<b>3. The behind-the-scenes</b>	Fight week, sparring camp, weigh-ins, family before fights. Brands buy stories, not posts.
<b>4. The story-told voiceover</b>	A 30 to 60 second clip of you talking over your own training footage about why you do this. Single most underused move for fighters.
<b>5. The win-with-credit post</b>	After any win, tag your gym, coaches, current sponsors, and partners. Shows brands you are loyal and would shout them out too.

### The training x lifestyle x fight formula

If you are stuck on what to post next, run this rotation: one training post, one lifestyle post, one fight or competition post. Repeat every week. This rotation alone makes your page look 3x more rounded than 90 percent of fighter pages out there.

#### ACTION THIS MONTH

Plan 8 brand-bait posts for the next 4 weeks. 2 per week. Use the 5 patterns above. Schedule them or batch shoot them. Stop posting random clips. Start posting on purpose.

**STEP 04 // POSITION WHERE BRANDS HUNT**

## Stop being invisible to the people you want.

Brands hire scouts and use specific search behavior to find fighters. If you are not showing up in the places they look, you do not exist to them. This step puts you in the line of sight.

### Tag locations brands monitor

Add a location tag to every training and fight post. Use your gym's location, big fight venues, or major MMA hubs. Brands search location-tagged content when they want to find fighters in a specific market.

### Tag bigger fighters the smart way

Do not spam tag pros. That kills your reach. Instead, tag fighters bigger than you only when there is a real reason. Trained with them. Watched their fight. Quoted them. The tag should make sense. Brands and algorithms reward the legit ones and punish the spammy ones.

### Engage with brand pages before you pitch

Pick 10 brands you actually want a deal with. Follow them. Comment on their posts thoughtfully for 2 weeks before ever sliding into their DMs. When you finally pitch, they will recognize your name. That alone gets you opened over the 1,000 cold DMs in their inbox.

**ACTION THIS WEEK**

Build your target list of 10 brands. Follow all of them. Engage with at least 3 of their posts. Add location tags to your next 5 posts. Save this list. You will pitch them in step 5.

## STEP 05 // THE OUTREACH MOVE

# The DM sequence that actually gets replies.

Most fighters either never pitch brands or they pitch them the wrong way. Both kill the deal. Brands get hundreds of fighter DMs that all sound the same: long, desperate, and asking for free product. Here is the 3-message sequence that flips that.

## Message 1: The intro

*Hey [Brand Name], been wearing your stuff in camp for a while. The [specific product] held up through [specific situation]. Quick question, do you guys ever work with up and coming fighters?*

Short. Specific. Casual. You are not pitching, you are starting a conversation. The specific product and situation prove you actually know their brand.

## Message 2: The value drop (only if they reply)

*Appreciate you getting back. Quick context on me: I fight out of [gym]. I post training and fight content [X times per week] across [platforms]. I have my next fight on [date]. I would love to wear your gear walking in and tag you in the content if that is something you are open to.*

You give them a clear, low-commitment ask. A walkout tag costs them nothing and gets them exposure. From this single yes, real deals often grow.

## Message 3: The follow up (5 to 7 days later if no reply)

*Hey, just wanted to bump this in case it got buried. No worries either way. If now is not the right time, would love to circle back closer to fight night.*

One follow up. Calm. Not desperate. If they do not reply after this, move on. There is always a next brand.

**ACTION THIS WEEK**

Pick 5 brands from your target list of 10. Send message 1 to each. Track replies in a simple spreadsheet. Move to message 2 only on the ones who respond. Repeat the process every 2 weeks with fresh brands.

## WHAT HAPPENS NEXT

## This is only the surface.

The 5 steps in this playbook will move the needle for any fighter who actually applies them. But this is only the surface of what King Maker Society works on with martial artists every week.

Inside the brotherhood, members get accountability, content creation support, live Zoom group discussions, fight IQ training, personal brand support, networking with other serious martial artists, sponsor visibility coaching, and mentorship from people who have actually built media presence as athletes.

It is not just information. It is environment. Most fighters fail because they are surrounded by people who do not push them. King Maker Society fixes that.

### JOIN THE BROTHERHOOD

**King Maker Society membership: \$30 per month. Cancel anytime.**

Inside you get: live Zoom group discussions, 24/7 accountability chat, content creation support, sponsor visibility coaching, personal brand growth, mentorship, and a network of serious martial artists building together.

**Sign up:** <https://buy.stripe.com/9B69AU2oU2sX8NubDr57W02>

**Follow on Instagram:** @kingmakersocial

*Apply step 1 this week. Real visibility starts with the move you make today.*

KING MAKER SOCIETY LLC

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