

MASTER PRODUCTION BRIEF

THE CENTER WITHIN

Thailand Edition

FIGHT CVMP

2026

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1. PROJECT OVERVIEW

The Center Within is a premium 7-day digital performance reset program designed to help high-performing individuals recalibrate their nervous system, restore internal clarity, and regain disciplined forward momentum.

Filmed in Thailand following Juan Grey's professional fight, this edition captures the psychological and physical integration phase after intensity—offering a structured system to reclaim composure, direction, and identity.

This is not therapy.

This is not spirituality.

This is applied performance discipline integrated with lived experience under pressure.

2. PRODUCTION OBJECTIVE

Produce a high-quality digital product and marketing asset suite that:

- Positions Juan Grey as a grounded performance authority
- Launches a scalable evergreen product (\$97–\$197 tier)
- Establishes a strong foundation for future programs
- Builds long-term IP value under FIGHT CVMP

3. PRIMARY DELIVERABLES

Core Product

- 7 Core Video Modules (20–30 minutes each)
- Day 0 Long-Form Podcast (45–60 minutes)
- Downloadable Performance Plan Worksheet
- Commitment Letter Template
- 90-Day Structure Framework PDF

Marketing Assets

- 60–90 second Cinematic Trailer
- 5 Short Social Cutdowns (20–45 seconds each)
- 10 Micro Quote Clips (10–20 seconds vertical)
- Skool Banner (Hero Visual)
- Course Thumbnail (Skool/Udemy style)
- Book Cover Visual (The Center Within)
- Program Wheel Visual (8-pillar system)
- Behind-the-Scenes Reel

4. TONE & BRAND ENERGY

Tone

- Calm
- Grounded
- Composed
- Minimal
- Cinematic
- Mature
- Controlled strength

Emotional Experience (Target Viewer Response)

- Peace
- Internal confidence
- Stability
- Direction
- Composure
- Quiet power
- Emotional safety

Avoid

- Over-motivation
- Screaming hype
- Pseudo-spiritual language
- Guru aesthetic
- Overcomplicated theory
- Fitness influencer energy

5. AUDIENCE PROFILE

Demographics

Age: 20–40

Gender: Male and Female (balanced appeal)

Psychographic Profile

- High achievers
- Creatives
- Entrepreneurs
- Athletes
- Post-breakup / post-loss / post-transition
- Burned out high performers
- People who feel drifted or scattered

What They Want

- Nervous system control
- Clarity
- Structure
- Confidence
- Direction
- Emotional grounding

What They Do NOT Want

- Therapy talk
- Spiritual dogma
- Motivational yelling
- Complicated biohacking

6. CORE MESSAGE

After intensity comes emptiness. Most people drift.

The Center Within teaches you how to regulate, stabilize, and rebuild from composure—not emotion.

*Stillness before action.
Structure before momentum.
Discipline before confidence.*

7. VISUAL STYLE STANDARDS

Cinematography

- Natural light preferred
- Black and white hero shots
- Warm earth tones for Thailand
- Controlled camera movement
- Static framing for authority shots
- No chaotic handheld energy

Lighting

- Soft light
- Sunrise/sunset gold tones
- Avoid harsh midday overhead light
- No neon or colorful distractions

Wardrobe

- Black fitted shirt
- Neutral earth tones
- Barefoot when possible
- Minimal branding
- Clean grooming

8. PRODUCTION ASSET CHECKLIST

Core Course Assets

- Day 0 Long Podcast filmed
- Day 1–7 Modules filmed
- Clear audio recorded
- Backup audio recorded
- B-roll for each module theme
- Worksheet content captured
- Commitment letter example recorded
- 90-day plan breakdown filmed

Trailer Assets

- Fight clip (hand raised)
- Slow motion shadow boxing
- Breath close-up
- Meditation sunrise
- Walking alone cinematic
- Journal writing
- Calm eye contact hero shot
- Water or nature immersion shot
- Voiceover recording clean

Social Assets

- 5 short motivational excerpts
- 5 nervous system teaching clips
- 5 structure/discipline micro clips
- 3 aesthetic Thailand clips
- 1 behind-the-scenes clip

Brand Assets

- Official brand mark clean PNG
- Program wheel visual
- Skool banner
- Course thumbnail
- Book cover
- Quote template design
- Typography locked
- Color palette locked

Legal & Business

- IP ownership agreement signed
- Revenue share clarified
- Payment processing confirmed
- Launch price confirmed
- Launch date locked
- Skool setup ready
- Checkout link prepared

9. FILMING SCHEDULE STRUCTURE

Day 1	Hero shots + Trailer + Podcast
Day 2	Modules 1–3 + B-roll
Day 3	Modules 4–7 + Closing Ceremony shots
Day 4	Pickup shots + Marketing assets + BTS

10. LAUNCH STRUCTURE

Pre-Sale Window

Duration: 5–7 days

Early Price: \$97

Standard Price: \$147–\$197

Launch Sequence

1. Trailer drop
2. 3 content teasers
3. Authority positioning post
4. Pre-sale email
5. Cart open
6. Cart close urgency

11. SUCCESS METRICS

Target Goals

- 50 early buyers
- \$5,000–\$10,000 first cycle
- Testimonials collected
- User transformation documentation
- Long-term evergreen funnel established

Key Performance Indicators

- Conversion rate (visitors to buyers)
- Average order value
- Course completion rate
- Testimonial collection rate
- Social share rate
- Refund rate (target: <5%)

12. FINAL PRODUCTION STANDARDS

This production is about precision and restraint. We are building a long-term intellectual property asset.

Every shot must reflect:

- Calm power
- Control
- Maturity

If something feels forced—we cut it.

— END OF MASTER PRODUCTION BRIEF —

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