

Niche: Fat loss/ getting ripped muscle

Brand: Vshred

Analysis:

They use almost all of the fascination key words. Must have a large social media traffic budget having ads on Facebook, Insta, YouTube, Twitter. I did not look at tik tok.  
Use of cliffhangers.

Capture attention:

They use words like easy, short, quick, limited time, guarantee, promise. Show before and after testimonial results of both sex. Cliff hangers. Simpathizing saying its not your fault etc.

Monetize attention:

Heavy on social ads. Vivid photos and videos with the avatars dream state abs/arms etc shown in repetition. The spokesman does podcasts and uses clips in the copy for content. Bold moving text.

Target market Avatar:

A majority of the North American population who want to lose fat and build muscle. It's genius how they start out by getting you to create an avatar for them to target more specifically. " Tell us what body type you are so we can tailor your specific needs."

Tapped desires:

People want fast, effective, something not like they have done before. People who have been working hard but hit a plateau. Not sure if they are doing the right things. They offer solutions to all that. Results in as little as a week, only 15 minutes a day 3× a week.

Copy:

I have a feeling there is only 1 product, but they get you to do the test, so you think they are talking to you. Then offer short quick solutions.

The video has all these great things but I feel it is too long.

They use a "you have been working hard thinking you should be doing this... Wrong. You could be doing our secret concept that actually works."

They give some tips for value on what you should really be doing. Although they don't show how to apply them. This makes you need to purchase to get the technique/package.

Splitting the product into 3 showing how each individual part is worth way more on its own but since they are combining them. Then cut the price in half.  
What a deal!

Funnels:

I did not make a purchase so all I observed was the you tube ad. I can't see why they wouldn't have LTV to sell you every month. If I was to try to take them on as a client I'd suggest a group chat, awards along the way, membership length status, bonuses etc.

Acquired lessons and plans.

Add more visuals in video format if doing social ads. Have clients gather content.