

Step 1 - Pick 1 sub niche

Musical instruments

Step 2 - Find a TOP brand in that sub niche

<https://www.drumeo.com/> Teaching how to play the drums

Step 3 - Figure out WHY they are successful, full research on their avatar, roadblocks and solutions, their products, and their visible funnels. WHY ARE THEY BUYING?

Visible Funnel: Where are the clients coming from? A ad, youtube or search engine(SEO)?

What is the avatars:

Name: Jordan

Background: Jordan is a 28-year-old African American woman who grew up in a family that valued music and creativity. Although she took piano lessons as a child, she was always drawn to the drums and wished she had the opportunity to learn to play.

Day in the life: Jordan works full-time as a graphic designer for a local advertising agency. In her free time, she enjoys listening to music, attending concerts, and spending time with her friends and family. She has recently decided to finally pursue her passion for drumming and has started researching online resources and local music schools.

Values: Jordan values creativity, self-expression, and personal growth. She believes that music is a powerful form of communication and wants to use drumming as a way to connect with others and express herself.

Outside forces: Jordan faces a few outside forces that could impact her ability to pursue her drumming goals. She lives in a small apartment and worries about disturbing her neighbours with loud drumming. She also has a limited budget and may need to save up for lessons or equipment. Additionally, she has a busy schedule and needs to find time to practise and take lessons while balancing her job and social life.

The only Roadblock I can see is the fact that they have an array of musical teachers with no brief description of who they are on the website.

If this was shown this would definitely boost the trust from a customer.

Their products are online drumming songs and tutorials. Clients seem to be coming from youtube.

They have a resource drum page with free material.

They have a faq section which is great.

Having a diverse race of people at the front shows unity.

They are buying because of the expertise shown in the youtube video. Also the huge amount of people working in the brand shows other creators believe this is credible to teach on this platform too.

People are also buying due to the cheap barrier or cost to entry. The funnel is also very well put together.

Step 4 - Summarise the lessons you've learned and how you are going to apply it. Share with the group in the most engaging format you can come up with.

I have learnt that having a cheap barrier to entry then upselling works well as this company has 200k people subscribed or engaged with their website. This means that 10% of their subscriber count are active members of the community.

Having free resources really does help in any industry.

Also in the email giving free resources straight away to customers is smart rather than giving a welcome speech on who you are.

Customers are only in the space to improve.

(Bonus Step 5 - Use what you learned to reach out to their competitors and offer your help)

Are the competitors using the email newsletter effectively, i.e giving away information that will put the potential client in the right direction. Rather than using HSO to hook the customer on the first email.

Does the other competitor have free resources on the site that entice the client to buy paid.