

NICHE AND OUTREACH RESEARCH

NICHE

- **Health and Fitness** - Training programmes and nutrition
- **Find a company that is small but growing and is making money** - Austin Dunham/AD Workouts

Remember the ingredients for success:

Do they have an existing audience? - YES

- They have a YT channel with over 1m subs and an Insta with over 300k subs

Are they selling some kind of product that has good reviews? - YES

- They have multiple 1 to 1 coaching sessions of different fitness goals for the customer plus a nutrition and diet programme
- He has video testimonials of previous customer and their results from the programmes

ANALYSIS

In Depth analysis of AD Workouts success and opportunities for other brands.

- **Niche/Market** - HEALTH & FITNESS
- **Sub-Niche** - Training programmes and nutrition
- **Brand within the health industry** - AD (Austin Dunham) Workouts

What is their target market and avatar?

Mostly a young male audience from the ages of 20-28 years however, females are also welcomed in his programmes. His avatar is a young male in their 20's who is currently out of shape, and is looking to improve their overall physical aesthetics and abilities.

What are the reasons their customers decide to buy?

Firstly Austin has a website offering a variety of 1 to 1 training sessions ranging from a variety of fitness goals such as a bodyweight training programme or a Calistatics training programme and many more. He also has a motivational video on each landing page and reasonable pricing for each of his programmes, Austin also had video testimonials from previous customers showing their before and after results which adds to the confidence of his customers to buy.

How are they getting attention?

He has a YT channel with over 1m followers and many videos demonstrating his methods and recommendations for those looking to improve their physicality plus an instagram page with over 300k subs with a variety of images and short form content for his followers.

How are they monetizing their attention?

In his bio on both his YT and Insta, he has a link to his main website where he offers his 1 to 1 programmes however, he also has a patreon where he offers premium and exclusive content such as more personal messages from him directly about your fitness journey and goals plus general life advice and fitness advice that he doesn't offer in his programmes.

What is this brand doing better than anyone else?

He is offering a chance to network with him more directly through his patreon where not many other fitness influencers offer that kind of opportunity. He also offers a more unique form of fitness development ranging from more advanced fitness technique instead of the traditional gym workouts.

What mistakes (if any) are they making?

He has a lot of words on most of his landing pages which I feel will put the buyer off from making a purchase because I don't think that they are going to want to read multiple paragraphs explaining why they should choose this programme and why it's going to help them. Which in turn I feel will deter the customer from buying.

What can other brands in the market do to win?

I feel other brands could magpie the idea of offering a premium option where their customers are able to network more closely to the person who has been able to get them to achieve their goals and gain more information that they might not get from their either forms of content, which will also increase their overall revenue.

OUTREACH

- ☒ ~~Find a business with the ingredients for success~~
- ☒ ~~Come up with a hypothesis of something that could help them achieve their goals~~
- ☒ ~~Write a personalized outreach message to them following the principles in the lessons. Aim for maximum impact~~
- ☐ Send your message via email or social media DM

Subject: Revolutionize Your Fitness Business: Let me help you Disrupt the Game Together!

Hey Austin,

As I was watching some of your videos during my latest escape from doing any actual work. Now, I must admit, I'm the type of person who can trip over his own shoelaces, so attempting calisthenics might just end up with me resembling a human pretzel - not a pretty sight!

But here's the deal, Austin, your fitness enthusiasm is infectious. I mean, who doesn't love watching someone perform gravity-defying moves while we snack on chips? Your dedication to making fitness fun and accessible is like trying to find a unicorn, and you've somehow managed it!

Just a thought. What if we were to explore a way to make your fitness methods more accessible to the masses? For example, imagine creating a central hub specifically for new followers that contains content that's not only informative but also ridiculously engaging. It'll be like hunting for buried treasure, however the treasure is pieces of your knowledge.

If this is something that you'd be interested in you are more than welcome to drop me a message by email at AJHCopyCrafted@outlook.com.

Hope to hear back from you to have a laugh and discuss your fitness conquest.

Cheers,

Alex Hansford