

Analyze The Top Market Player

Market/Niche: Fitness Industry

Businesses: Dan Go (High-Performance Coach To Entrepreneurs)

1. Perform full research on their target market and avatar.

Their **target market** is entrepreneurs who are successful but aren't happy with their physics.

Avatar - John, 34 years old. Entrepreneur. After university he worked on his side hustle. They are overweight

Their **current state** is happy with their businesses but they know that they can't command respect if they don't get lean.

Their **dream state** is feeling confident in themselves because they got lean, and now they are commanding respect on calls and in their lives.

They doubled their incomes.

If you've ever wanted to take your shirt off at the beach with confidence

The key **roadblock** is they don't have time to spend on getting in shape because they are busy entrepreneurs.

Solutions - Get Lean Strong & Energetic Without Spending Hours In The Gym or on Restrictive Diets

Product - Build The Body You've Always Wanted With A

Personalized Roadmap That Fits With Your Busy Entrepreneur Schedule.

“Dan helped me understand why I continued to make the same unhealthy choices over and over, as well as strategize some practical solutions that could fit into my busy day-to-day life”

“They’re practical, tactical, and give no-fluff advice that you can trust”

“Just incredibly useful advice that you can read and take action on immediately.”

“In 12 Weeks...



Down over 33 lbs!



Down over 7” off the waist



Developed a sustainable ROUTINE

He now has more than enough energy to play with his kids when he gets home.”

“And Daniel, he did every fad diet in the book...

In 16 Weeks...  Lost 34.3 lbs  Dropped 6 inches from the waist  Increased energy.

Since his transformation, he's doubled his income & got married!”

2. What are the reasons their customers decide to buy?

Customers decide to buy because of the value he makes in tweets, and emails. And because of social proof from famous entrepreneurs.

3. How are they getting attention?

He gets attention a lot through Twitter. He tweets something valuable to people, such as “Getting your body in shape is like having a second lease on life. You become stronger. You have more energy. Your brain works better. You feel more confident. There are zero downsides to improving your health.”

The tweets with the most attention are tweets where he talks about tips on how to live longer, the benefits of getting in shape, why you should prioritize your sleep, etc.

4. How are they monetizing their attention?

Under tweets and threads where he provides value at the end, there is a link to his newsletter. And in his bio, he talks about how he helped millions of people and there is a link to a free strategy call.

On an **Opt-In page**, he grabs attention with a good headline “BUILD YOUR BODY & INCREASE PERFORMANCE IN 4 MINUTES OR LESS” And below a button are testimonials about his newsletter.

In the newsletter, he is probably making people up his value ladder.

Free Strategy Call - A page where in the headline he talks about the solution. Below the headline is a unique video, where he wants you to close your eyes and imagine how will you look if you keep having bad habits. He is talking about how he will help you if you are a busy

entrepreneur, and below are the before and after pictures and what will you discuss with him on a call.

When you click on a button, you are going to a page where is a another video about a call. And there you are going to fill out a brief form, where you will give him an email.

This free strategy call is a good way. Because they give him an email, crucial for making customers up a value ladder. But also is a good way if they achieve great results from a call they will 100% buy the next Value Ladder product. And the next higher Value product is the “Lean Body 90 System for High Performers”. Pricing of this product is \$400. But you get a 50% coupon code as “bait”.

5. What is this brand doing better than anyone else?

He does a free coaching call, where he will help you get your dream body without spending a lot of hours in the gym and preparing diets. He doesn't blindly give you a diet, he adapts a diet to your lifestyle. You will 100% get results, and when you get them you want to take the \$400 course.

6. What mistakes (if any) are they making?

7. What can other brands in the market do to win?

Other markets can do similar things but with skinny people, building slowly their relationships up the ladder. And they can on the sales page put a video where a customer will close their eyes and make a movie in their head. Basically PAS framework in a short form video.