

# Analyze The Top Market Player

---

**By Luani Santos**

Niche: Wealth

Sub-niche: Entrepreneurship and starting a business

Prospect: Iman Gadzhi

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

**-Target market:** Young males between the age of 15 and 30+

**-Avatar:**

**Name:** James.

**Age:** 19 years old.

**Face:** sunken eyes, average haircut, average face, average body. Just like a Jefferey

**Background and mini-life story:** James, a 19-year-old young man, struggled to find his place in life. He yearned for financial success but lacked the resources and support to achieve it. With no strong father figure in his life, he had to navigate the world on his own. He found solace in books and spent most of his time reading and learning new things. Though he didn't have many friends, he cherished the ones he had and hoped to make more connections in the future. Despite his challenges, James remained optimistic and determined to create a better life for himself.

**Day-in-the-life:** James wakes up late in the morning and spends some time scrolling through social media on his phone. He then makes himself a quick breakfast and spends some time watching videos on YouTube or playing video games. Without a

clear sense of direction, James struggles to figure out what to do next. He might spend some time trying to brainstorm ideas, but ends up feeling overwhelmed and indecisive. Instead, he might opt to take a nap or just lounge around the house.

As the day goes on, James begins to feel a sense of guilt and dissatisfaction with how he's spent his time. He might try to force himself to read a book or do some work, but without a clear purpose or motivation, he finds it difficult to focus.

In the evening, James might reach out to a friend for some guidance or support.

Together, they might talk through some of his goals and aspirations, which helps James gain some clarity and direction. He ends the day with a renewed sense of purpose and a commitment to take more intentional action towards his dreams.

**Values:** James may not have a clear idea of what he values most in his life. He spends a lot of his time on unproductive activities like social media and video games, which suggests that he may not have a strong sense of purpose or direction.

However, his willingness to reach out to a friend for guidance and support could indicate that he values interpersonal relationships and connections with others.

Additionally, his commitment to taking more intentional action toward his dreams at the end of the day could suggest that he values personal growth and self-improvement.

Overall, while it's difficult to determine James' core values from this scenario, it seems likely that he may place a high value on interpersonal relationships and personal growth. Self-improvement and relationships.

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

James paid for the membership to join Iman Ghadzi's community because he found inspiration and motivation from Ghadzi's teachings and example. After feeling lost and directionless in his life, James may have been searching for guidance and found it

through Ghadzi's content. By paying for the membership, James may be seeking a more in-depth experience with Ghadzi's teachings and hoping to connect with like-minded individuals who share similar goals and values.

Additionally, the membership may offer valuable resources and tools that can help James achieve his financial and personal goals. For example, the community may provide access to mentorship, networking opportunities, and exclusive content that can help James improve his skills and knowledge.

Overall, James may have paid for the membership as a way to invest in his own growth and development, and to take meaningful action towards achieving his goals.

### 3. How are they getting attention?

Iman Gadzhi promotes his brand through the use of posting content on his social media which has a large following, and through paid advertisement. And other business owners or people who have a following on social media also promote his content.

Iman approaches his audience in a very personal way, showing a lot of relatability, and offering genuine FREE value that most famous people don't offer. He shares content that teach any man on how to become the best version of themselves in every possible realm, which includes: time management, making money and being in the best mental and physical conditions. He teaches his audience how to achieve financial, time, and location freedom, in a way that relates and shows empathy to everyone who watches him.

### 4. How are they monetizing their attention?

He monetizes his followers' attention through his 2 different online communities which both have the goal of teaching people how to grow their online businesses to achieve financial independence. And through his clothing brand

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

Iman Gadzhi has been in the market for 7-8 years with a lot of experience. He markets his online communities in a different way than most people. He gives a lot of FREE value to his followers, giving a lot of tools that those alone could be enough to make someone successful. Then through the lesson he gives, he creates intrigue and curiosity that make people want to know more about him, and the other way he teaches exclusively to a group of people, which is his community online.

In sum, he focuses his content on providing genuine and true value to his followers. His brand is being advertised on almost all social media. And Iman Gadzhi's brand isn't the only one advertising him. Other YouTubers and people on social media talk about his brand

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

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

Other brands in the market can win by applying some of the strategies that Iman Gadzhi applies with his brand, by improving the content they provide and the value that they provide to their audience.