

Analyze The Top Market Player

- 1. Perform full research on their target market and avatar.**
- 2. What are the reasons their customers decide to buy?**
- 3. How are they getting attention?**
- 4. How are they monetizing their attention?**
- 5. What is this brand doing better than anyone else?**
- 6. What mistakes (if any) are they making?**
- 7. What can other brands in the market do to win?**