

Analyze The Top Market Player

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

Relationships-Fresh and Fit Podcast

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

Consistently and Frequently provide insightful and valuable information from a male perspective

3. How are they getting attention?

Viral moments, informative moments, beautiful women,

High achieving guests, consistency

4. How are they monetizing their attention?

Merch, books, private coaching, ads

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

Transparent with the audience. Consistently offering valuable information

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

They are anti-matrix programming. They would be more profitable if they went along with matrix guidelines.

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

Provide consistent, informative and entertaining value from a male focal point. Promote men's mental health and overall well being