

# Dating advice for women

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The top players for giving dating advice to women are:

- Mathew Hussay, he is a renowned dating coach who offers online dating advice specifically targeted towards women.
- Matt Boggs is a well-known relationship coach, author, and speaker. He specializes in providing advice and guidance on dating, relationships, and personal development.

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

Women who have had unsuccessful relationships with men and are trying to figure out "Why did this happen to me?" .

Women who are trying to find high value men.

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

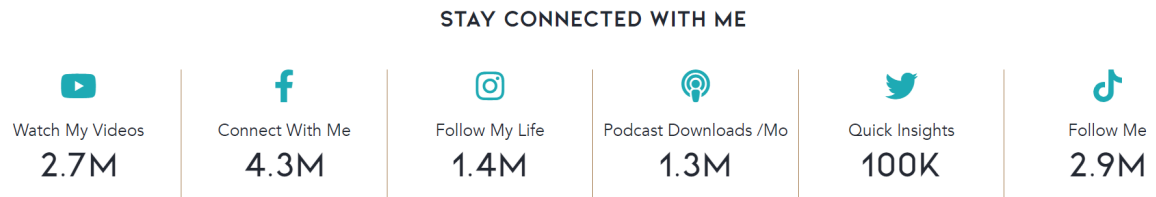
He has a supermodel, Tyra Banks, talking about him. That he is good and has the skill set to help women in their relationship.

He posts his testimonials to let the target audience crave their "Dream state" more.

The programs he offers are all about different topics in the dating world. This sells better than offering one program that will change your life for the better.

Because of his credentials, when you first go to his page. The first page is about making him the best person to help you find the love of your life.

### 3. How are they getting attention?



He is getting attention from all these social platforms.

He has a book that was published in 2013, this a bestsellers according to the New York times. The book is about how to get a guy and reading the book was his "key" to becoming famous.

Dating celebrities has also gotten him some attention from the target market.

Mat is the CEO of the brave thinking institute, an institute to help people better their lives. This attracts markets that are not related to this niche but they could become interested.

Mat has been featured on CNN, Oprah & Friends, The Today Show, Good Morning America and many other media outlets, as well as, shared the stage with some of the industry's biggest names including; John Gray, Jack Canfield, Les Brown, Bob Proctor and Brendon Burchard, and more.

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

Through his books and background, he is basically saying "I can help you get the guy to love you". Afterward the target market thinks that he can help them with their roadblock.

Matt is the guy, you need to find a high value man. Through his youtube channel, he makes videos about helping women in the dating world, also via his instagram and facebook account. He makes it seem that if you have him guide you in this world, it will become easier to overcome the roadblocks in their life.

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

He is very specific when he talks about a situation, this makes it easy for the woman to relate to her "current state" and it creates trust.

On his youtube channel the place where he makes his videos is very calming. They attract more than the the target market to one place, this could help them secure more clients in the future.

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

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The first page is too much about Matt Boggs, too much praise. He should describe more the current state or dream state of the target market.

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

Change the place where they make their youtube videos, women tend to like that.

Start an online blog on their website.

Publish testimonials but write them like a love story.

Not only focus on love life, but expand their horizon and open up some other nieces on their websites.