

- Their story and where they come from
- Who are their representative are
- Analyze the guru's message
- What their ultimate avatar is (who they're speaking to, what pain points they're targeting)
- What language they're using (fear, desire..)

- About the content is the instagram of the founder
- Best performing reel is that talks about “Longevity and healthy ageing”
- The hair loss reel performed well, it's the best till now
- [Assumptions]the target market is mostly for women
- When she talk about fruits it blow up “for some reason”

Here is the website <https://www.pranabydimple.com>

Her is the description of the founder (found on youtube)

- Started the youtube channel in 8 Apr 2020

Dimple Jangda is a Gut Health expert & Ayurveda Health Coach.

Awards: honorary doctorate by National American university for her research on Ayurveda & Gut Health, Times Brand Icon, 40 most influential under 40 by Indian achiever's club, shepeople digital TV award, India's most trusted healthcare award.

Prana Healthcare centre has treated 2500+ patients from 53 countries, Prana Academy for Ayurvedic Lifesciences has introduced Ayurveda to 4500 students from 57 countries. She has conducted over 300+ workshops. On this channel.. 5000 year old ayurvedic science and modern research based science comes together, to help prevent and cure chronic diseases!

To book a consult with our Vaishyas and Dr Dimple, or apply for our Masterclass on Ayurvedic diet, ayurvedic detoxification, gynaecology, herbalism, sports nutrition, yoga Mudra, Skincare, pre natal care, visit

www.pranabydimple.com

Ayurveda,ayurvedic,prana by dimple jangda,dimple jangda,jain university,dimple,dimple jangda,prana

- The youtube channel is being there for the sake of being there
 - Most of her attention cme from her personla brand that she built
 - The instagram page of the business is not getting enough attention
 - She look like trying to get people from fans of her and her content, to customers in her business
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- Firrst thing she's doing in her website is stacking A TON OF CREDABILTY
 - Fist thing I assumed after first look on the website is it look like spa
 - Skin & Hair, CareWeight Loss, these are the first ones mentioned in the website (I assume that these ones are the most two things this audience care about)
 - The business is local



- Here is her low ticket offer <https://gut-reset.pranabydimple.com> fucksake, she made a whole sales page for this low ticket, SHE LOVES STACKING HER CREDABILITY
- Not much attention from facebook, but she post constnlty, 3-4 a day (desighned pictures where she just write some informations about her niche)