

➡️ **The business**

Niche: Mental performance

Successful brand in that space: [Brian Cain Peak Performance](#)

🐜 **What are the ways they capture attention** 🐜 :

Compelling Instagram post & stories

Facebook Advertisement

Daily Podcasts

Authority: Blue check on Instagram

💰 **What are ways they monetize attention** 💰 :

Intriguing Offers via link tree:

- Free 3-Day course
- Free Masterclasses
- Free coaching session

Target market:

Athletes

Coaches

Golfers

Baseballers

What desires do they tap into:

- Being mentally strong and having a clearer mind when doing the sport.
- Increasing your performance on the field.
- Succeeding in being/becoming a professional.

Copy Analysing:

🌟 Facebook ad #1 🌟

Top coaches know that the missing link in their athletes getting the results they want is mental performance.

If your players don't have the tools, routines and habits they need to stay mentally strong, they are missing a critical piece of the game to take them from "average" to "elite"

The problem is most coaches and trainers don't have a plan for coaching mental performance.

The good news is that just like strength and nutrition, you can train mental performance.

For nearly the last two decades I've been one of the most sought after Mental Performance Coaches for coaches and athletes of all levels --- from professionals in the MLB, UFC Fighters, championship winning colleges around the country down to high school football teams.

I created a free training to teach coaches and trainers 3 crucial mental performance skills every athlete needs AND how to start coaching them in your clients right now.

Click the [Learn More] button 👉👉 and I'll show you my most powerful mental performance secrets to level up your coaching in the next 3 days.

Salespage 💰:

Has a lot of fascination and has testimonials

He talks about **you** a lot.

Decent copy

Analyse funnel 💰:

Instagram post stories	>>	Linktree with freebies	>> Lead Creation
Facebook AD	>>	Website landing/sales page	>> Direct buyer/Created
lead after abandoned shopping cart.			

He does a good job of bringing in customers.

He uses only two social platforms to get his business known. And by using freebies he does a good job of saving them in his customer base without having to sell them on anything.

This can be used for later on by email campaigns.

Lessons for client work

Find as many lessons as possible and then plan ways to use them for your own client work, outreach, etc

Reaching out:

Telling him how he can monetize his leads that bought nothing from the start by using indoctrination and sales email campaigns.

Telling him how he can improve his Facebook Ads copy and get better results through it.

Telling him there are ways he could use to improve his funnel.

Asking him if he already thought of creating a USP (Unique selling proposition) and putting it on his socials and website.

Asking if he already got someone managing this.



Free value:

- Facebook ad copy
- Email campaign idea
- Funnel Idea
- USP Creation Idea
- An Instagram postscript that will blow up