

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?

1. Research Todd V Dating

Niche: Dating

Company: Todd V Dating

Target Market

Men of any age that struggles with interacting and meeting women and wants to improve their dating life.

Avatar

Gabriel, 23 years old.

A college student that lives alone in a foreign country to study business.

Gabriel's routine is very basic, he wakes up, has some breakfast, goes to college, gets home to play some video games, and relax.

Rarely goes out on weekends because he has no social skills and neither do his friends.

He and his friends are basically the stereotypical nerds.

Current State

Gabriel is a very shy individual. He never had a deep connection with any girl in his entire life.

He made some friends here and there (female included), but they were always the unpopular nerdy group.
Gabriel is a virgin.

He struggles to talk to women in general, never makes eye contact, and is terrified of touching a girl.

His lack of confidence and life outcomes made him cultivate a limiting belief that he is destined to die alone and never experience intimacy with the opposite sex.

This self-imposed belief is a major source of suffering for him.

He often feels lonely, horny, anxious, and gets depressed because he can't do anything about it.

Gabriel is seen as the weak, nice little "friend" by other girls that know him.

Dream State

Gabriel has a deep desire of being part of the "popular kids".

He dreams of getting a girlfriend and having a fun and abundant social life.

He wants to be seen as an attractive man by other women and profoundly respected by other men.

Roadblocks

Gabriel is not aware of how to deal with social anxiety. He thinks that this is just who he is.

He lacks knowledge of social skills and female psychology.

He doesn't know that success with women is a learnable skill.

Solution

Gabriel needs to shatter the belief that this is just who he is and understand that this area of his life can be improved with the right knowledge and directed action.

Product

Todd 3 day bootcamp (coaching program) will to teach Gabriel all he needs to know to start making his way to the dream state.

It offers valuable knowledge, gets him to take massive action, and gives him immediate feedback directly from Todd.

Todd's personal guidance will shatter Gabriel's limiting beliefs.

It's a program designed to get him really good results as fast as possible.

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

Todd has a huge audience of loyal followers which gives him massive credibility.

He has a bunch of youtube videos demonstrating his skillset and proving that the results are real.

He's been in this industry for more than 10 years and is seen as a big authority figure in the dating niche.

3.How are they getting attention?

Mostly through Youtube. He has over 240k followers and constantly posts videos.

4.How are they monetizing their attention?

He offers a bunch of products (online courses) and personal coaching.

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

He has more videos of live demonstrations of his skillset than anyone in that niche.

Offers massive free value on Youtube and on his website.

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

Lack of testimonials on his website or on some of the product pages.

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

Put out more videos of live demonstrations of their skillset. These types of videos tend to go viral.

Create a more diverse and bigger value ladder.

Offer more free value through social media in general.

