

Analyze The Top Market Player

<https://www.momsintofitness.com/about-lindsay-brin/>

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

Their target market is women that have given birth and wish to get their confidence back and feel good in their bodies.

They went through surgery and various traumatizations that got them out of shape(belly fat mostly).

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

I tried jumping right back into my old routine after baby and it just left me in pain feeling like I was injuring myself. I love how you did these in progressive steps so I can start out easy since I've lost so much of my core

strength during pregnancy. Just did it for the first time and got off the floor with some back pain relief already.

Also I like how you do the entire routine with us so I don't have to keep pausing the video. - the clients appreciate the organization of the exercises(in a pãrogressive way) which help them get their core strength back without injuring themselves and being in much pain. They also enjoy the guru showing the exercises fully, by doing them herself.

This is perfect for me; not too intimidating that I give up, and something I can easily do morning and evening.

Thank you! - the exercises are not too intimidating for

the clients, making them feel safe while doing them and making them more eager to exercise daily.

Wow! This is the most realistic exercise routine I've ever seen for diastasis recti. My youngest is coming up on 7, and I've tried so many things over the years to pull my stomach back into place and nothing has seemed to help. I have felt like every routine I've found up to now has had 1-2 exercises that made my stomach push out while doing it and that just "undoes" any progress you've made. Thank you so much! - compared to other gurus and businesses in this niche, that offer poor exercises that have no effect, this guru offers great

exercises and a great routine that feels realistic to their clients and offers real results.

I am completely new to working out and I feel this exercise working -before I didn't know how to engage my core correctly -but I feel that I can do this video easily- to clients that are new to working out and have never done it before, the exercises are not too difficult and the explanations make it easy and clear for them to understand.

I am a stay at home mom of 3 little ones. Two girls that are 5 and 3 and a little boy that is 10 months. I got into fitness after college and have continued to use it to get

back into shape after each baby. With your programs I have gained back my confidence and motivation to keep pushing forward.- this course helped her clients get back into shape and get back their confidence to work out and improve every day.

3. How are they getting attention?

They have a youtube page, with only 2 videos that got close to 1 million views. They share a sample of what exercises they could find in the paid program(which is linked in the description of the video).

They also have an Instagram page with 36k followers where they post a lot(1.4 k posts) and another new account(official) which has 111k followers.(they forgot to

delete the old insta account from the youtube description links)- in her last video she mentions she will see us in the next video(never appeared). In the description she has a link to her website, but the link does not work either. It sends me to a nonexistent page, which makes me believe she used these youtube videos (that are 5 years old) for her old website that she has recently changed. Her instagram link is also old, redirecting me to her old insta account. On her new site she has upgraded her videos and programs.

They also have a Facebook page.

4. How are they monetizing their attention?

They have links to their sales page in the description of every post and in their profiles description(youtube,

insta and facebook). She offers a subscription-based service, which costs 14.99\$/month with a 7 day free trial. She does not have a value-ladder, the only product selling being the subscription-based one, so there is no upscale possible. The copy quality is not bad(they have the gurus story section, they have testimonials, they have the workouts videos presented in a nice, easy to understand manner), but they do not use much emotional connection. They use some customer language, but they don't use DIC or PAS to increase the customers' pain or desire to reach their desired state. I would try to amplify more the pain of the avatar, the pain of having to live for the rest of your life in this body that you completely hate and find

completely ugly, not being able to get back to your old gorgeous slim body that you loved.

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

They have a good guru section that creates a lot of trust and authority because of all the proven certificates and diplomas she owns in this domain.

They also use good customer language throughout the sales page. Their social media content is very good for getting attention, because they are posting small free snippets of exercises that people can watch and make them desire the whole program.

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

They are not monetizing their attention enough, by creating and posting ads on their social media that makes the viewer click the link to the program.

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

Offer more products to their customers(for example different exercise routines from easy to hard, considering some women had more pregnancies and have their abs muscles weaker than others that had less pregnancies).

Try to connect with the avatar more through their sales page or email sequence by using more emotions and showing them how bad their life could get or how good their life could get if they take action.

They could have a survey based sales page or just create a survey for their current sales page where the clients can give details about how many kids they have, how much pain they feel in their body, how hard it is to do various exercises etc. etc. so that they can create the perfect training and nutrition plan for them.

Offering some food recipes or small exercises for a part of the body as free value for their leads.