

Top Market Player: Greg O' Gallagher

1- Men looking to change their physique and build the moviestar body of their dreams that are in their teens till the late 40s.

2- Customers have a level of fat in their bodies or are too skinny that makes them uncomfortable to show off their body and feel shame which leads to lower confidence and lower chance of social life.

3- They are getting attention through their Instagram Reels , Youtube Content and Tiktok.

4- Youtube Views through Adsense, Selling Online Courses, and selling Kinobody products that help with Men's testosterone levels

5- This brand's entire goal is to get the dream state body of every man and they use that through movies which is where we aspire to look like these actors cuz if we believe we can look like them we can also have some of their qualities. This is what the brand really excelled at.

6- Not Uploading Enough Vids on their youtube channel, and no email newsletter that can build a connection between the reader and the product

7- I would upload consistently on Youtube to help increase my profits in Online Course and have an Email Newsletter that will build the connection between the reader and the product Increasing the confidence in the product, connection , and brand awareness thus increasing the profits.