

Top Player: NASM / HFS academy

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

Target market: Personal trainers, or people who want to become a personal trainer.

Avatar: Valerie, 30 years old, fit and wants to become a nutritionist and personal trainer.

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

Their products have great reviews on amazon and social media. A little more expensive than others, but they have an international network and their certificate is valuable in Europe, Asia, USA, UAE, Canada...

3. How are they getting attention?

Mostly through social media.

4. How are they monetizing their attention?

Great advertising and great products. A lot of popular athletes are advertising them.

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

With their certificate you are welcome to start working in almost any gym world wide.

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

The website they send you (funnel) from their IG page is not perfect.

Loading takes too long, design can be better.

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

They are well known in the world, so for smaller brands to compete with them, they need to lower the price and bring someone very popular to advertise them.