

Kinobody.

1. Perform full research on their target market and avatar

Male: 18-30 years old, looks after his health or wants to improve his health. Wishes to attract more women and get more respect from men.

Generally into self-improvement. Goes to the gym. Can spare money for it.

2. What are the reasons that customers buy?

It is a personal brand that has been built over the years, with many testimonials. Pretty much an established brand. Greg(founder) is pretty much consistent with what he advertises

- 3.How are they getting attention?

Through personal brand, ads. Most of it of course comes through personal brand and founder's body.

4. How are they monetizing their attention?

They send traffic from posts and videos to products. Furthermore, they have their newsletter.

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

Advertise through showing. Lifestyle, vlogs, and tutorials.

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

I saw sometimes that people make fun of him because he is kind of narcissistic and gives over-the-top advice. Sometimes not relatable to ordinary folks

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

Swipe his sales page, and create a personal brand, and programs that suit that brand.

Proctor Gallagher.

1. Women and men(but mostly women) who want to achieve something specific. Most likely love and money. Age: 25-60.

Believe that they can achieve anything just by imagination.

2. What are the reasons that customers buy?

They want a magic pill to make their life right. Whether it's imagination, magic, you name it. Easy way out. Easy pleasure.

3. How are they getting attention?

Mainly through personal brand and online traffic. He was even mentioned in media

4. How are they monetizing their attention?

Free webinar(funnel) to coaching, private community and courses

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

Consistent videos, motivational speaking, gives hour long lectures.

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

Not much mistakes that I see.

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

Consistent posting on YouTube, having free content and funnel that will convert leads.