

Analyze The Player - Andrew Kwong

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

Andrew's targets are more Intermediate to Advance fitness markets. They know about fitness and are already starting. Andrew helps them to correct their posture and even perhaps go into competition.

As Andrew is on Social Media, I have noticed that his Audience on IG/TT are more trolls like with huge opinions whereas his YT Audience has been more supportive and love his videos.

Market Research On Andrew Kwong's Audience

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

Andrew is genuine and teaches his viewers correct techniques. He seems to genuinely want people to train better. The Avatar is generally men who have started to work out, but are not getting much gains and seems to be getting injured easily.

3. How are they getting attention?

Creating videos on YouTube, TikTok and IG.

4. How are they monetizing their attention?

Affiliate Marketing and Anytime Fitness App

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

He could do so much better, but he is great on IG and TikTok

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

Not capturing his audience, and promoting other people's stuff.

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

Outreach Email To Andrew Kwong

Subject Line: Great Instructional Videos Andrew, Do You Have A Loyal Fan Base?

Hi Andrew,

Reaching out to say well done on creating great videos. I especially enjoyed the “Butt Wink” in your Common Squat Mistake IG Reel.

You spend so much time and effort researching, editing and then producing each video.

Which leads me to wonder... **Do You Get Paid Enough???**

I know you get a lot of views on TikTok but they don't pay well. YouTube Shorts payments are on the rise. But that is a 3rd party platform known to change their rules all the time, which you can't control.

I'm not sure what your arrangements are with Anytime Fitness. As you are sharing the platform with other coaches, you may not have a loyal following there.

You have huge potential to build a huge brand. Imagine a following of raving fans that will become your loyal paying customers.

My name is Michael May and I'm a Digital Marketing Specialist. Your videos on YouTube caught my attention.

I want to form a Strategic Partnership with you to develop your brand. I want to help you monetize various streams of income that YOU have FULL CONTROL over.

I did my Market Research and I noticed there are lots of areas to improve your revenue stream and brand.

Instead of getting \$100 to answer 1 video question. Imagine getting thousands, even tens of thousands of dollars doing the same thing!

Instead of doing 1:1 coaching and getting limited time and funds. You can now coach hundreds, even thousands of clients at the same time.

Don't worry... I know your concerns about custom workouts and plans.

I have a way which will allow you to make tailored workout and diet programs for your clients. All designed to match their individual habits and body shape.

I don't want to see you spend hours upon hours creating valuable content on YouTube, IG and TikTok... and NOT get PAID what you deserve!

If you're sick of that too, then let's find a time that suits both of us for a business call.

Sincerely,

Michael May

[LinkedIn Profile](#)