

Marketing IQ Challenge

The Challenge:

Analyze a Top Brand in a sub niche.

The Specifics:

#1 Pick 1 sub niche

#2 Find a TOP Brand in that sub niche

#3 Figure out WHY they are successful, full research on their avatar, roadblocks and solutions, their products, and their visible funnels. WHY ARE THEY BUYING?

#4 Summarize the lessons I've learned and how I'm going to apply them.

1. Pick a sub niche

I picked the sub niche of **Online Courses/Coaching on Affiliate Marketing for regular 9-5ers**

2. Find a TOP Brand in that sub niche

Legendary Marketer is the brand.



It's a multi-million dollar brand with more than a decade of experience.

We are talking 8 Figures a year only through their affiliate program.

The founder is David Sharpe, featured in Forbes magazine, Entrepreneur, and Inc. 5'000. Now also invested in real estate besides Legendary Marketer.

They've managed to establish themselves around the world.

Legendary Marketer (LM) is a leading Brand in Affiliate Marketing & Online Courses/Coaching. They Inspired thousands of other brands to establish themselves. Responsible for a massive impact on the Online Courses & Coaching niche.

3. WHY are they successful? Full Avatar research. Products & Visible Funnels. WHY are they buying?

WHY are they successful?

There are various factors that made them so successful over the years...

- It started when David Sharpe revolutionized the entire marketing education space. He made online marketing education available to all “normies”.

Quote:

**“There Wasn't A School For Online Marketers...
So We Made One”**

- The reason they kept growing, was the constant update on their Products.

Through this, they did not only keep their existing customer base alive but also kept attracting new customers.

- Another reason is that they keep adding new programs like Courses for business owners looking to scale.

I realized how smart that is. They first create lots of business owners and then launch a new course to help them scale. Genius!

Fun fact: They are responsible for most of their competition.

- The most powerful reason is the insane transformation story of David Sharpe himself. He went from heroin addict to online marketing millionaire.

The reason I say powerful is that everyone knows how devastating heroin is to its consumers. And the fact that such a person can break free of it and go way beyond it, implies that EVERYONE can make it.

- They have an excellent color pattern and design. It already looks valuable only by visiting their website. Gives the feeling of a higher class, superiority if you like so.

- They have massive indicators of Authority. The founder and his company is mentioned in Forbes magazine, Entrepreneur, and Inc. 5'000.

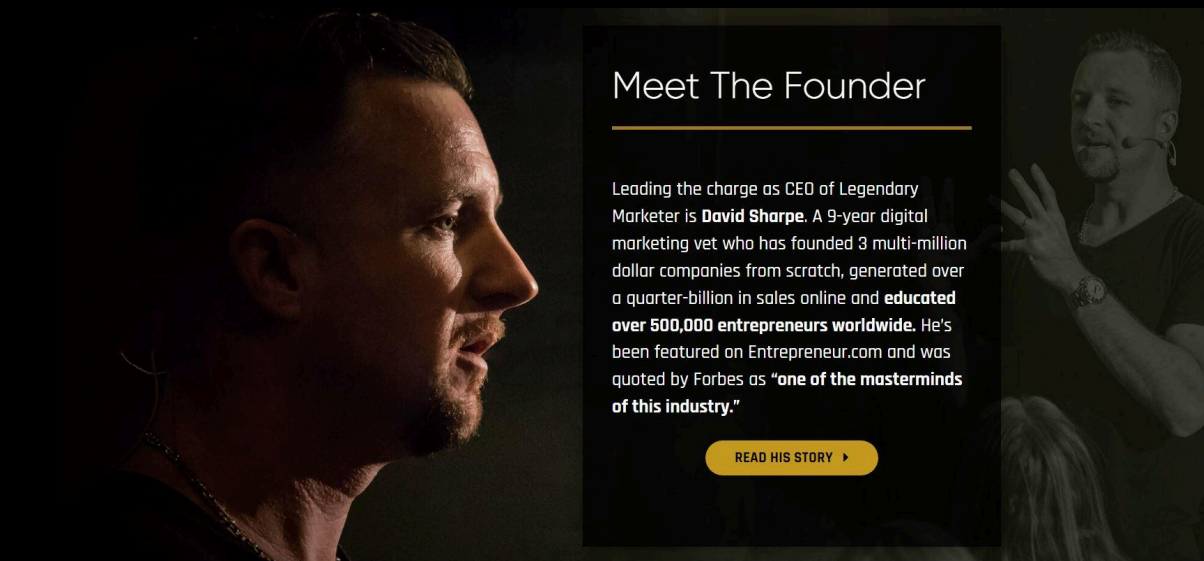


- They are big fans of Video marketing. I understand why. The Founder, David Sharpe, is a lovely person and can resonate with leads with a single video. You want to trust him after listening. Great leverage of likeability. That brings me to the next point...

- Of course, they have various success stories after all these years. Reaching from young men of 21 years, all the way to 70-year-old grandmothers. Wanting to spoil their grandchildren.

It's hard not to find anyone who doesn't resonate with a single one. I want to point out that they specifically use success stories. That's much better than Testimonials. All in the format of an interview (most of the time) with the Man himself, David Sharpe.

Here's a taste of their professional design and the story of the founder.



Full Avatar research:

Most of my research is based on the testimonials on their website so it's kinda a big mix.

- **Their avatar** is between 25-50 years old. It's impossible to get a description together because they target such a broad audience. Everyone with a 9-5 and

a regular education degree. It's not even necessary for them to have a lot of money due to their large range of products. More to that later on.

- **Background.** The Avatar has gone the traditional path of life. Has worked his ass off to finish High School and get his “highly praised” degree from college. Once graduated he managed to get a decent job that allows him to build a family and buy a House/Apartment. Of course, going more into debt during the process.

- **A day in his life.** He gets up every morning after the third snooze alarm for 5 days a week. This leaves him very little to no time to prepare for work. So he generally rushes to his 9-5. He does what he has to do and works hard to get at least that part done.

- **Their values.** He believes in integrity and hard work. He also believes that there must be some other & better way of life. He hates mentioning his Job. He's ashamed of what he does. Mostly because he doesn't believe in it. He can't stand up for it. He believes that with the right products and skills he could reach anything in life. He certainly does not believe in spending years to develop some sort of skill that helps him escape his 9-5. At least not anymore. Feels that there must be a faster way, especially nowadays. He hates those “get rich fast gurus” on all the ads he gets on Facebook. He is aware that an online business is the only way, but he doesn't know where to start

- **Outside Forces.** Has a wife that's in his ears for a better house, car, or education for their kids. He loves his wife so it hurts him to see her unhappy and complaining for more. He would love to give them what they want. But has too much responsibility to quit his 9-5 and dedicate all his time to a business. Although he values the opinion of his friends, he would still like to rub some sort of success in their faces. He would like to be more respected by the company he surrounds himself with. Gain status and upgrade in real-time in front of them.

Roadblocks & Solutions

The biggest roadblock their target audience encounters is the “how to”. Most of them are aware that they need to do something online but they don't know how and where to even start. A lot of them are experiencing the dilemma of too many options. Meaning they don't know what to go for, what the fastest way is, or what the most simple business model is to go for.

Legendary Marketer does an amazing job in removing those concerns. They give them EVERYTHING they need. Tons of knowledge. Even more templates and Done For You funnels. Landing pages and much more. Those in need also have personal coaching from people who have already made a lot of money.

Products & Funnels

Products

They have a wide range of products and have done a great job with their value ladder.

FREE VALUE

Their free gift is a video from the CEO. He gives insights into affiliate marketing and how easy it can be with the right guidance. It doesn't seem like real value. The only thing it does is hype up the viewers and give them a sense of “everyone can make it”. Still, an awesome video, and I felt it myself. Ofc they capture everyone's email and first name.

LOW TICKET

Entry product is an insanely cheap online business-building course with overwhelming much Value. After reading what it contains I'm not surprised they make that much money. I know for a fact that no one gives out that much info and even personal help in the online course niche for only \$7! A ridiculous amount of bonus templates for cold emails, FB ads, and video scripts. It's a fantastic offer and impossible to

resist. To bring even the most indecisive leads to buy, they give you a 30-day money-back guarantee. **\$7**

There's only 1 visible upsell without buying. It's on the same page as the low-ticket offer. It's an upgrade to the \$7 course. Claims to fast-track people's results by revealing what their "super-affiliates" have done.

MID TICKET

Next on their value ladder, they have a great mid-ticket offer based on a subscription model. They call it The Marketers Club. With live webinars inside. Sharing even more knowledge on how to grow a following. They talk about sales secrets from the 5 billion dollar man. That's a great way to build curiosity and give indicators of competency at the same time. Now everyone reading it is gonna want to know who that billionaire is. **\$30 per month**

HIGH TICKET

They have a total of **5 high ticket offers**.

- An Affiliate Marketing Course. Talking about passive income and how great it is to wake up in the morning with tons of Sales notifications. **\$2'500**

But I noticed that they don't talk much about it on their website. Maybe I would get the full dosage when I buy the entry product and go through the upsells.

- A course on how to create any kind of digital product. This looks more for those who already have a business and want to create better products to market and sell. **\$2'500**
- A course on Coaching & Consulting. Teaching how to identify their niche, create an offer, and clarify their pitch. Plus how to deliver

their service and scale a business for max profits and the least stress. **\$2'500**

- Events & Masterminds Course. For those looking to expand beyond digital products. And learn how to plan, host, and profit from live events. **\$2'500**
- Last but not least, their own Mastermind Event, hosted by the founder himself in a huge mansion. Enough space for all the participants to live and enjoy a millionaires lifestyle. There's not much information on the website. Interested people have to book a call to learn more about it. It sounds very expensive so I'm guessing **\$10k+**

Funnels

This company is so big and has such a huge presence. I couldn't find any other funnels than the Free Gift opt-in page. That's about it. Maybe they have more when I buy from them through one of their affiliates.

Otherwise, their opt-in page is very intriguing. Makes it sound like that one free video will get me a big step closer to my dream state. Would feel very silly not to give them my simple Email address and first name.

WHY are they buying

They have mastered the specificity of products and have massive competency & authority indicators.

It's hard to mistake that they know exactly what they're doing.

They have a wide range of offers that fit so many types of leads.

A great presentation of what they already did for hundreds of thousands of people from all over the world, no matter the background.

They increase the likelihood of success so far, people will hardly be able to resist.

And at the same time, they decrease the efforts to the smallest by giving out entire Done-For-You businesses.

4. Summarize the lessons I've learned and how I'm going to apply them.

I've learned having huge indicators of authority and competency will allow any business to lack in certain places and still not lose money.

I've also learned that no business should leave money on the table. And create as many niche-fitting products as they can. Now the trick is to keep them valuable and not split stuff apart and sell them. The best option is to create them according to the issues that exist in their niche.

The biggest lesson I learned today was when Value is provided, it should be in huge disproportion to its price tag. Value > Money. That means overdelivering.

Another one is: A professionally designed page/site can already make the decision in each reader's mind if they buy or not.