

## Corsairs challenge ROUND II Athlean X



**Complete a detailed analysis of WHY they are successful.**

With 13.2 million subscribers on their main YouTube channel and 4.3 Millions subscribers on their Spanish channel, Jeff cavaliere bring a different scientifically tested methods that will help you into your fitness goals.

The way Jeff utilize regular exercises but also different and weird exercises to build a body catch the attention from every one who is watching him. And it's not only by the way he is a professional on the field, it's because his body and the people he trained is a majuscles social proof.

And also when you go to the page. It is clearly the level of professionalism the page has, you can found a lot of cases of success adapt to every kind of public and body, this is one of the most important sections I saw on the page, because you can choose what kind of story you want to read, a female or male story? What kind of success story do you want to read?

### REAL GUYS. REAL RESULTS

FROM FACTORY WORKERS TO COMPUTER PROGRAMMERS, OUR GUYS HAVE  
CHALLENGED THEMSELVES TO CHANGE THEMSELVES...

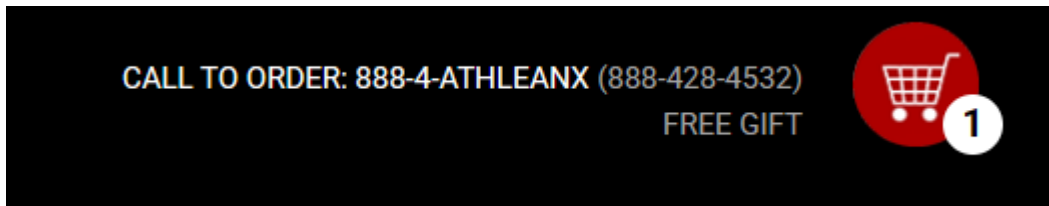
**SORT BY:** **ALL** "BIG" GUYS ATHLETES FIT OVER 40 HARDGAINERS & SKINNY GUYS JUST AVERAGE GUYS

## THE RESULTS

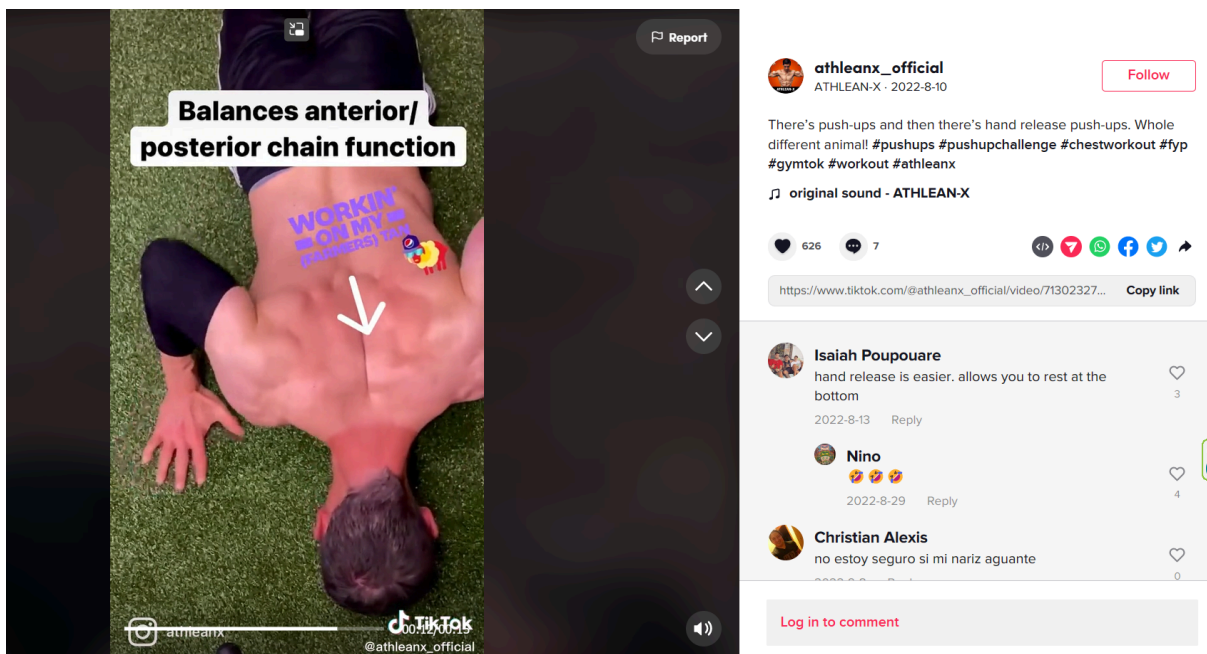
### REAL WOMEN. REAL RESULTS

FROM BUSY MOMS TO BUSINESS EXECUTIVES. AX WOMEN HAVE  
CHALLENGED THEMSELVES TO CHANGE THEMSELVES...

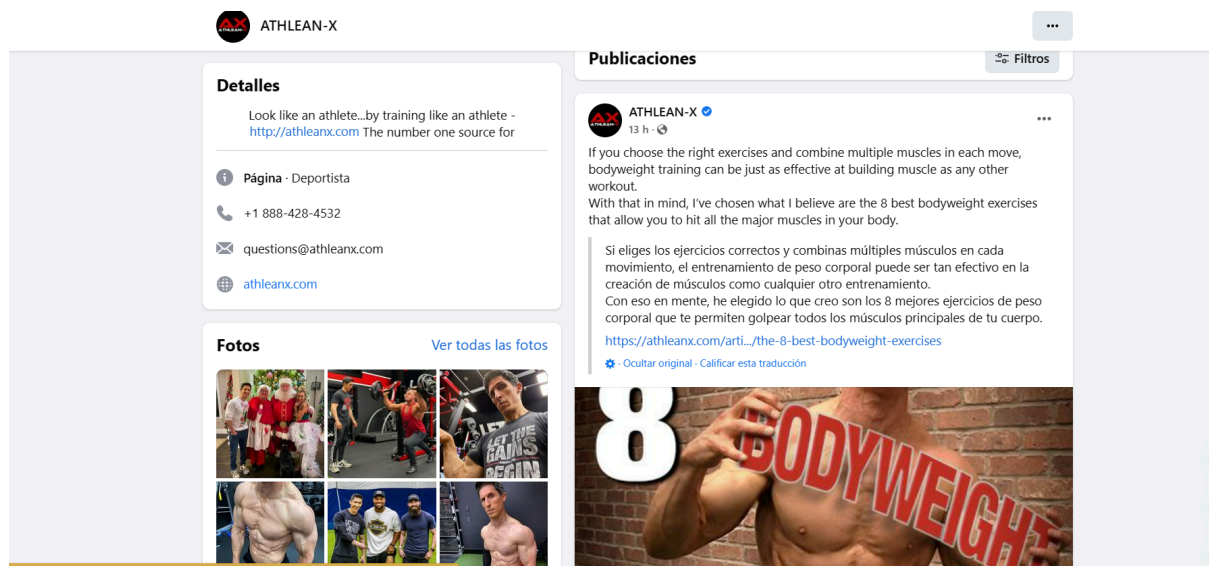
There is an example of how the results are sectionalized.



Another point that make this page interesting is that he offer a free biceps guide in exchange to put your email, Is an excellent lead magnet for every person who is on the page, because, they already know that every piece of video or information Jeff make, is going to add value, the problem here is that this guide it's difficult to see, unless you buy something is the only way you are going to see it.



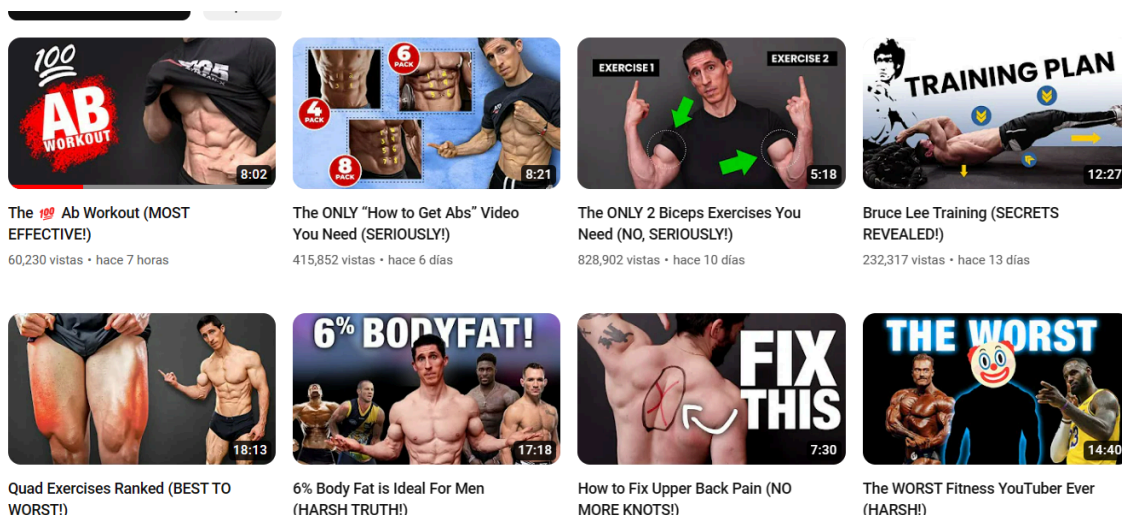
On his Instagram, he also has a lot of mini tips that you can include into every routine.



His Facebook page helps him to lead his public to watch old videos and keep monetizing, it's an exchange of value, they receive an excellent content and Jeff receive a view, like or a comment.

## What are the ways they capture attention?

On his YouTube's channel, the way some titles are made, makes difficult now to watch some videos, the titles add a lot of curiosity and makes every video a new adventure and a new exercise to add in my routine, every video adds value, and it's really mind-blowing how from a scientific perspective, Jeff explains every video with a level of professionalism that I never saw before in a YouTube channel. Every video he does, is a piece of value for their subscribers, it's simply impossible to ignore.



## What are the ways they monetize attention?

They monetize attention by providing real value from their YouTube subscribers, this kind of value demonstrates the compromise of research about a specific topic, then make the video with the specific tools to explain the video and then Jeff will sell his courses that I must say, looks fantastic, and even though their subscribers don't bought his courses at that moment, there will be a day that after watch all his content, the subscriber will felt the necessity to buying or will felt anxiety because he desires the course, but he can't afford it. It's difficult for another channel to compete with this class of professionalism.

## Who is their target market and avatar?

Jeff has a lot of avatars, that's the reason he put a little survey on his website to identify what will be the best workout course from every avatar, in fact every video is targeted to attract different Males and females from different ages and different goals, every video is like a mini course from that specific avatar.



I must say the variety of avatars are between 16 to 55-year-old, which are looking from differences objectives, those could be a female or a male looking to improve their body.

With all this wisdom I have, I understand that every video Jeff make, is for every avatar he has on his channel, he makes videos specifically from each one of them, I don't know if he or his creative team has like a calendar about what kind of content they will be doing in order to approach a specific amount of avatars or an avatar itself.

Product: AthleanX plans for achieving an athletic body

Target Market

**What kind of person is going to get the most out of this Product?**

Individuals who are fitness enthusiasts, gym-goers, or athletes who are looking to transform their bodies into an athletic physique also people who have muscular pain or some disease related to their age.

**Who are the best current customers, with the highest LTV?**

The best current customers are fitness enthusiasts and athletes who have a high income and prioritize their physical appearance.

**What attributes do they have in common?**

Current customers are disciplined, self-motivated, and determined to achieve their fitness goals. They are also health-conscious and prioritize their overall well-being.

**Avatar**

**Name, age and face.** John, a 30-year-old was a fitness enthusiast, with two kids, married and living in Arizona, is passionate about transforming his body or at least think on the idea to achieve an athletic physique. Fan of the NFL. He has a chiseled jawline and a strong, muscular build that exudes confidence.

**Background and mini-life history.**

John is a software engineer who spends most of his time working in front of a computer. He has always been interested in fitness and used to play football in college, he dreamed about being a professional NFL player. However, due to his lack of consistent and discipline, he hasn't been able to maintain his fitness routine due to his busy work schedule.

**Day-in-the-life.**

John wakes up early in the morning to run before work, he lacks of consistency so, he will run for 10 minutes then he will go to his house to sleep a little more. The alarm sounds, 8:30 am, is going to arrive late, again, with speed, tries to put his best clothes, have breakfast with her wife, argue about a pointless problem, wake his children and take them to school and then, go to the work.

**Values.** What do they believe is most important? What do they despise?

John values Masculinity and hard work, those components drive him far into the company, he's a provider and lovely father, however he also He despises laziness and procrastination, he lives with the idea of what if, due to his college's years playing football.

**Outside forces.**

John feels that his sedentary job and unhealthy eating habits are the biggest outside forces that are negatively affecting his fitness goals.

## **Current State**

What is painful or frustrating in the current life of my avatar?

John is frustrated from the past, thinking about his lack of progress in achieving his fitness goals. He feels that he has hit a plateau and is not seeing the desired results despite his hard work.

### **What annoys them?**

John gets annoyed when people or his own family demotivates him about the idea of have a athlete body “naturally” and he doesn’t recognize the effort he needs to put into his fitness routine.

### **What do they fear?**

John fears that he will never be able to achieve his desired physique and will lose motivation to start his fitness journey, also he is stuck on his past.

### **What do they lie awake at night worrying about?**

John lies awake at night worrying that he will not be able to balance his work and fitness goals.

### **How do other people perceive them?**

People perceive John as a lazy and regular individual, but they do not recognize the hard work and dedication he puts in some moment when he was young.

### **What lack of status do they feel?**

John feels that he is not achieving his desired level of fitness and importance into his work and with his family, this makes him feel like he is not at the same level as other man into his age.

### **What words do THEY use to describe their pains and frustrations?**

John describes his pains and frustrations as feeling stuck and not seeing the results he desires despite he did hard work.

## **Dream State**

### **If they could wave a magic wand at their life and fix everything, what would their life look like?**

John's dream life would be one where he has achieved his desired athletic physique and has the ability to maintain it with ease. He would feel confident, strong, and proud of his hard work he will be respected on his work and their family will see him as a male role model .

What enjoyable new experiences would they have?

**John would be able to participate in sports and physical activities with ease and enjoy the benefits of being on an excellent shape.**

What's holding Mike back is his lack of knowledge and time management skills when it comes to fitness and nutrition. He's making the mistake of trying to do too much at once and getting frustrated when he doesn't see immediate results. Mike needs help understanding how to make sustainable changes in his lifestyle that will lead to long-term success.

The key roadblock for Mike is creating a consistent fitness and nutrition routine that he can stick to despite his busy schedule. To overcome this, Mike needs to prioritize his time and focus on small, achievable goals that will lead to bigger changes over time.

AthleanX fitness plans can help Mike implement the solution by providing him with a personalized plan that fits his schedule and goals. The plans are designed to increase his chances of success and get results faster by targeting specific areas of his body and providing him with nutrition advice that complements his workouts.

The AthleanX fitness plans help Mike get results with less effort or sacrifice by providing him with clear guidance and support throughout his fitness journey. Mike can have fun with the AthleanX plans by trying out new exercises and seeing the progress he makes over time.

Ways to use this knowledge from my own outreach:

First, A way to really improve my outreach a different and creative outreach that, can looks weird, but the goal is make it work, instead of put as SL: How you can grow your Facebook page, I can consider use SL: your Facebook page is not growing up much as a midget.

Something strange, but that can really works.

As a free value, Going deep down as I did with the research I did with Jeff, is going to be the best for me, because it is going to allow me to understand the necessities from my prospect and Also is going to understand much better his avatar, instead of just put the FV on the email, explain to the prospect, why I did that?, how it's going to work and how they can use this FV in order to obtain better gains, as Jeff do, he provides so much value that their followers appreciate his professionalism.

About my outreach the best thing I can do is dissection my copy and make a deep analyzing why I'm put in this word, why this coma and not a period?, what kind of tone I'm using, this tone with my prospect personality, what is my goal into this copy and how this copy is going to achieve that?