

Analyze The Top Market Player

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

Arm wrestling fans, want to be stronger in the sport.

Mostly 16-22 years old young men. They desire to be the best at arm wrestling, bringing them status and glory in school, university, or work. The income level is very low-300-2k dollars—geographic location- all over the world.

These people desire to be strong and current pains are- being weak. They look up to their influencer and want to be as strong as him.

Some people of potential leads are aware of the problem and have started buying arm wrestling training equipment. But the other unaware people don't know what to do.

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

Their customers buy because they know that if they act as the best influencer in arm wrestling they will become as strong as him.

3. How are they getting attention?

He is getting attention on Instagram- through posts and reels about his training, and arm wrestling competitions. On YouTube, he uploads videos of the competitions he is participating in, mini vlogs, and more of his training.

4. How are they monetizing their attention?

Selling his merchandise. He sells cups, t-shirts, metal bottles for water, hoodies, and hats.

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

The brand relies on itself. If he wasn't that good arm wrestler and obsessed with it he wouldn't have been a better-paid athlete.

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

In my opinion, he has only low-ticket products and he can do much more and earn much more money. For example lead magnet, training program for over 100\$, selling equipment for armwrestling.

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

Other brands can leak free information to be a better arm wrestler(AKA lead magnet). Paid training programs(money demands on the experience of the

wrestler). Arm wrestling products to make people stronger(products for stronger grip, forearm, or wrist).

Arm wrestling coaches coach people so that one day they can become coaches in this field.