

## **Personal trainers niche:**

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

### **Avatar:**

Young to mid aged people (18 to 40's & 50's).

In need of physical training and movement.

Unmotivated, depressed and undisciplined.

Normale "slave" job people.

Uncertain about themselves.

Wanting more but don't know how to.

Feeling a lot of resistance to signing up.

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

Reviews on the website.

Review video of a customer on the website.

Direct webpage directed to the avatar.

One free training for your email. (using a lead funnel)

### 3. How are they getting attention?

Organically on top three spot on google.

Good under caption for interest and intrigue.

On top on google maps with great reviews (4.8/5)

Pictures and vids of their location.

On top searching bar.

Small “What we do” section on google businesses.

Using LinkedIn, Instagram & Facebook.

### 4. How are they monetizing their attention?

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

Using the customers youtube vid.

A good and direct website. More focussed on the avatar.

Free value.

Short sentences instead of long bulky tekst.

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

Not having a Guru/Brand section.

Could have used more funnels or references to other pages.

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

Focus more on the avatar.

Make their website way more effective and professional.

Build way more intrigue and curiosity. Right now it's more of an explanation with "what" they do with revealing the exact things.

Use and/or optimize their social media.

Instead of using a "health blog" on their website, put it into a weekly mail.