

1. Perform full research on their target market and avatar. DR.Eric berg's Target market is people with serious and relatable health problems both physical and mental . Alexander medically retired at an early age from the US Army due to back problems,he was over 300 pounds.He found Dr. Berg through his Youtube channel and started watching videos on Keto & Intermittent Fasting.Since starting Keto, Alexander currently weighs 185 pounds after losing 115! His goal is to get to 170

2. What are the reasons their customers decide to buy?  
People decide to buy their products because they know the seller, he provides information about himself and a clear purpose on what he intends to do. trust the product with the results they bring from past and current customers that provide lots of good and valuable feedback.

3. How are they getting attention?

People are able to find on all social platforms , Youtube , facebook instagram etc. also with valuable information the customers tend to help with the attention that comes back .

4. How are they monetizing their attention

Getting viewed daily on youtube , having a website where they sell digital and physical products for their customers .

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

The brand is consistently providing value , and relatable desires.

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

...

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

Other brands could reach out more and get a bigger audience , hammer down on the common desires and provide lots of valuable information/products.