# Analyze The Top Market Player

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

- People wanting to act as they see “rich teenager” tiktoks
- People who want quick money with minimal work
- People who think that their first ecom store will just blow up
- People wanting to quit there 9-5 to rely on ecom stores
- Andrew is 17 living with his parents, He wants to move out with a successful hustle to his name. He knows very little about ecom and is very eager to build his own store and watch the sales flood in. He’s not sure about what route to take in the beginning but he’s no stranger to taking risks. He would never turn town a hand to get him started and is interested to learn the very basics.

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

- The company and the host seem very authentic through their official achievements/awards
- They claim to reveal a book of 237 product ideas that holds a value of $99
- There is no thought of an obvious scam or catch to a payment

## 3. How are they getting attention?

- The company is running paid ads on youtube which then attracts a prospect to purchase a paid program which claims to teach the basics of ecommerce to scaling 300+ sales a day
- They used a professional into on their add to generate curiosity
- They use positive customer results to develop curiosity and make the viewer want to explore the add
- They claim to have customers making over 600k in revenue whilst only being in their first few months
- They say that you can achieve results like their customers with no knowledge at all and scale in a matter of months

# 4. How are they monetizing their attention?

- They have a paid course that is advertised through their live webinar followed by many email funnels. They also grant free access to an ebook which they claim to be $90 worth of profitable product ideas. The company does not seem to push for small purchases or low ticket buys so their paid program is their main form of monetization.

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

- Eliminates immediate idea of a scam
- There ad link on youtube takes you to a page showcasing a process that you can follow to get started instead of making someone believe how much money can be made
- They instantly give you a brief set of steps to scaling to build intriguement

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

- The reviews and results shown on their webinar isn't quite professional enough
- Emoji in the subject line promote the fear of a scam
- They claim to be holding the viewer a spot for the live webinar which could easily drive a young viewer to think it's a clear scam
- They could advertise an audiobook reaching a wider audience with different learning techniques

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

- Provide several good quality reviews in order to develop, promote beliefs