

Analyze The Top Market Player

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

Niche- wealth/money Twitter

Tweetsandclients.com- Founded by JK Molina

Target Market- Agency owners that want to monetize their Twitter accounts to onboard higher-quality clients.

Current monthly income is anywhere between 10, 15, and 20k a month.

These agency owners see bigger and better accounts booking at least 30 calls a day, and they are only booking 1-2 a day. The target market begins asking themselves these 3 questions:

1. Am I really that incompetent?
2. Is my audience really taking me seriously?
3. What's going on?

What are the reasons their customers decide to buy?

- Having trouble with consistently onboarding new clients every single month.
- These small revenue agency owners were having trouble monetizing their Twitter accounts correctly to get way more engagement and attract higher-quality clients.

- They want to attract quality clients to grow their agencies to at least 30, 40, 50, and even 60k a month.
- They didn't really know what type of content to put out and they needed a strategy for content creation.
- Struggling to get a loyal following
- Have a misconception about Twitter, They think they need a ton of retweets to land clients.

2. How are they getting attention?

The guru gets their attention through Twitter, Instagram, and YouTube.

3. How are they monetizing their attention?

The guru (JK Molina) uses YouTube for video content, and they create podcast-style content with their customers. For Instagram, they use the short-form copy as in posts.

As for Twitter, they create content in a format of how their ideal clients want their profiles to look. The guru also uses social proof to attract more leads and monetize their content.

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

The guru is specifying who they are going to help and helps the client/customer put together a strategic content creation plan. Their brand or service is not like the common Twitter Growth guides you see floating around on Twitter.

They have a lead magnet on likeaintcash.com. It's a free Twitter monetization checklist.

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

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

Other brands can try to better monetize their content and improve their Twitter growth guides.