

Analyze The Top Market Player

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

Fighters combat sport/boxing

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

learn how to fight

Get into shape

3. How are they getting attention?

By search

4. How are they monetizing their attention?

Getting people to join the gym

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

Have professional fighters teaching,

Have a strong amateur program.

Had famous fighters fight there.

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

none

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

Have stronger beginner programs and have experienced fighters teach.