

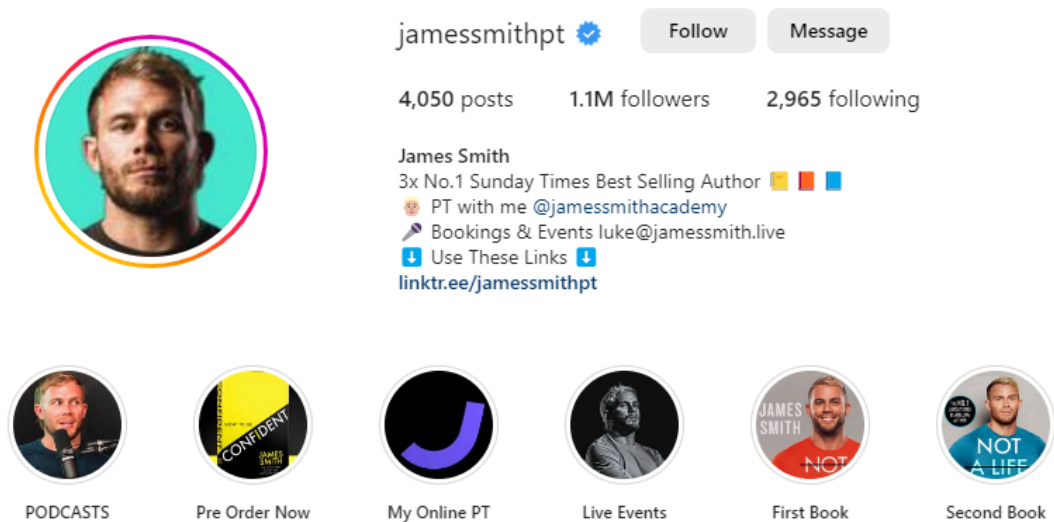
COPY CORSAIRS CHALLENGE

Pick 1 sub-niche


Fitness - Personal trainer

Find a TOP brand in that sub niche

<https://www.instagram.com/jamessmithpt/> - jamessmithpt





The image shows the Instagram profile of jamessmithpt. The profile picture is a circular portrait of a man with a beard and short hair, wearing a black shirt, set against a teal background with a colorful circular border. The username 'jamessmithpt' is displayed with a verified badge. Below the username are buttons for 'Follow' and 'Message'. The profile statistics show 4,050 posts, 1.1M followers, and 2,965 following. The bio identifies him as James Smith, a 3x No.1 Sunday Times Best Selling Author, and includes links to his PT academy, booking email, and a linktr.ee profile. At the bottom, there are six circular icons representing different content types: Podcasts, Pre Order Now, My Online PT, Live Events, First Book, and Second Book.

jamessmithpt 

[Follow](#) [Message](#)

4,050 posts 1.1M followers 2,965 following

James Smith
3x No.1 Sunday Times Best Selling Author 
 PT with me @jamessmithacademy
 Bookings & Events luke@jamessmith.live
 Use These Links 
linktr.ee/jamessmithpt

PODCASTS Pre Order Now My Online PT Live Events First Book Second Book

James is a personal trainer. He is successful, does podcasts, has 3 books, he has a fitness coaching academy and an app for it. <https://www.jamessmithacademy.com/>

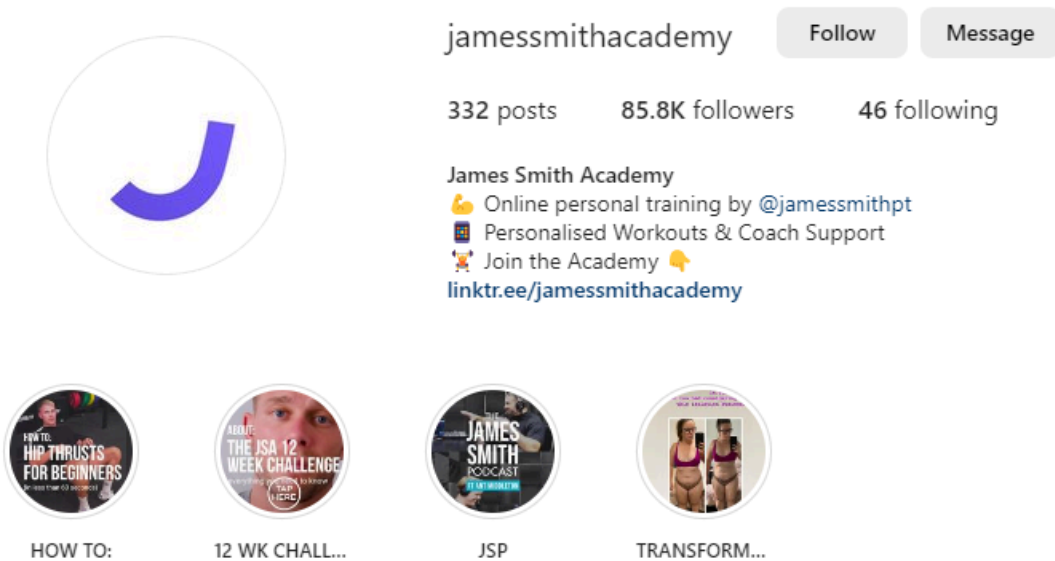


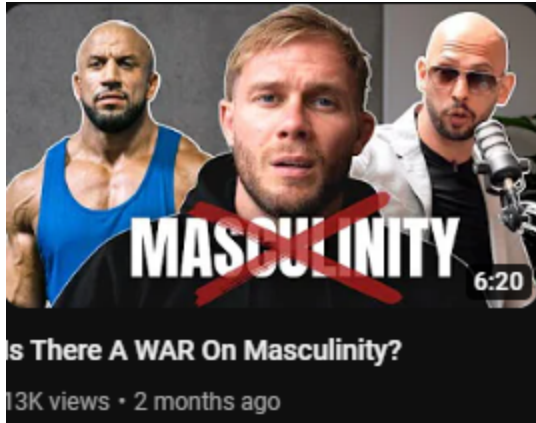
Figure out WHY they are successful, full research on their avatar, roadblocks and solutions, their products and their visible funnels. WHY ARE THEY BUYING?

First of all, taking a look at his Instagram where I believe he has the biggest presence (1.1m followers), we can see that he is posting apx. 7 times a week. Sometimes he does it less, sometimes more. There are days without posts and there are days with multiple posts. So he is consistent maybe not on a daily basis but on a weekly basis for sure.

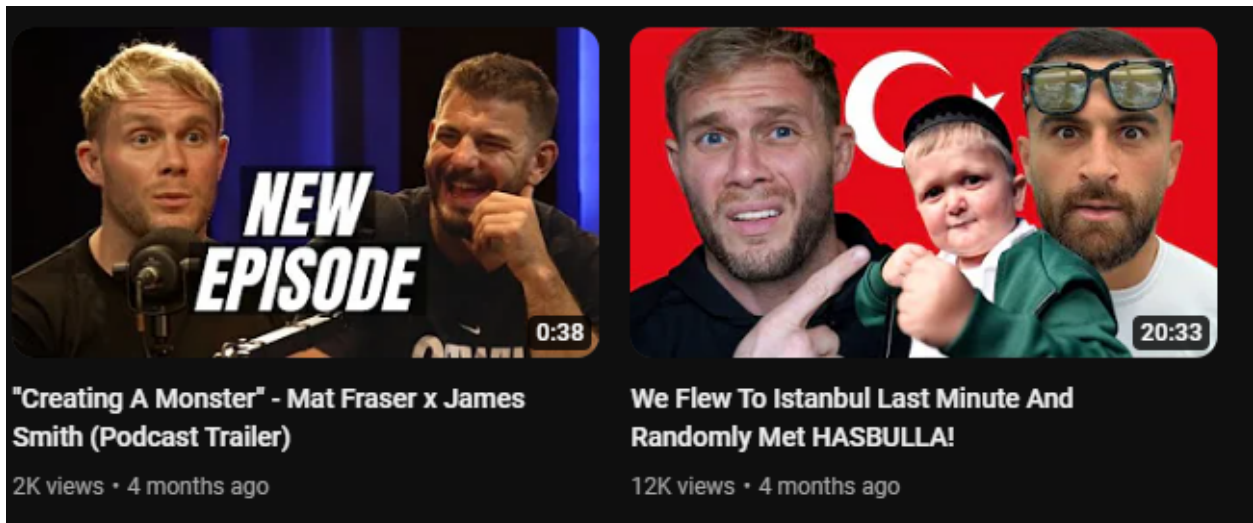
Regarding the content of his posts, the majority of them are free value, some of it related to his actual products as well. For example why they are not working for some people and what to do to get them functioning, which dispels a lot of doubts regarding the products.



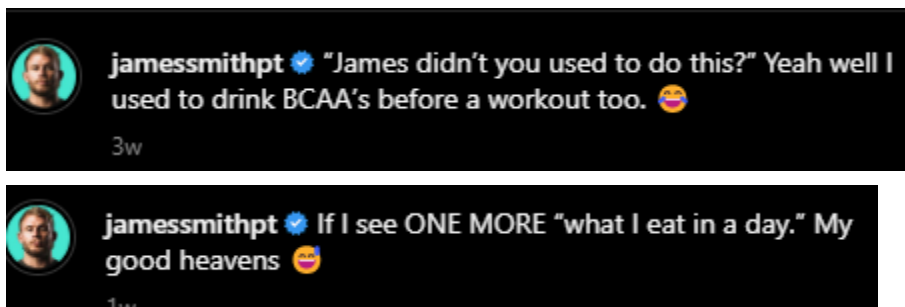
He explains many things using graphs, to make it simpler and easier to digest. Some of his posts are not related to fitness though, so that might be a way for him to diversify his content to attract a different type of audience.



Also, there are some clips from podcasts he does and collaborations with other content creators.



The captions on the posts are usually short and simple, rarely is he selling anything.



An important note here is that everywhere, from informative videos to random videos and even captions, there is a good dose of humor. I think this is one of the crucial things to his success because any content he creates even if you are not into fitness or are not interested in the actual value in the video, you still want to watch it due to it being extremely entertaining.



Going through other media it is pretty much similar. There is a lot of shared content between them, of course for example on Twitter there is much more text and YT is more vlogs.

Now what I found interesting is that in none of the videos/messages is he selling anything. He is providing free value, tips and tricks, opinions and tutorials. He builds a closer relationship this way with his audience. Through humor, entertainment, and the value he provides, he becomes more than just a personal trainer. You feel connected somehow because of the casual nature of the content. He becomes trustworthy so once you click on the link in his profile you are already prepped for buying the products since a lot of that doubt is gone.

Research

Avatar:

Jamie, 27 years old, works as a delivery guy. He lives with his parents and has had a girlfriend for 2 years. Day in the life: Wakes up at 10am, has coffee and breakfast, watched yt reels, meets up at 12:30 with his girlfriend for a coffee and after that from 2pm to 12pm works delivering pizzas. From midnight to 3am he either spends time on social media, plays games or is watching a movie.

Current state:

Even though he is not living an ideal life, he is happy with his current situation. Does not take himself too seriously and enjoys the company of his friends and family. His girlfriend loves him, but is sometimes worried about his future. This transfers over to Jamie from time to time and he

feels he should do something different or otherwise his girlfriend will become less interested as time goes on and eventually leave him.

Dream state:

He would love to get a better body. Even though he is not overweight he sees that there is a lot of room for improvement. Ideally he would have an athletic body, not that of a bodybuilder but a nice, clean, normal physique. If he had a magic wand he would get a better job, be more confident, move out from his parents and move in with his girl. They would spend more time together and she would be more dedicated to him. Also he would not be in constant fear that she could leave him at any moment.

Main roadblock:

He needs more confidence to take his life into his own hands and is reluctant to start anything because of that. He is tight with his time (or so he thinks) and is unsure of where to start.

Solution:

Start going to the gym and build a better body to increase confidence, which will transfer to other areas of life, his job, housing situation and his girlfriend.

Product:

James Smith Academy is an online training platform with a monthly membership fee. It provides personalized gym or home training program, around-the-clock support from an experienced coaching team, Momentum Score, which is used to track progress and keep people accountable, recipes and meal plans that match the users nutritional requirements and also has a 14 day money back guarantee if you don't like it.

IG comments:

That's exactly what I do thanks to your book 🙌 my allowance for daily calories from Monday to Friday are 1350 🍷 cuz I like wine and cheese at weekends 😊

Hi James. Thanks for this, i wonder if you might be able to answer my question please, how does exercise affect this? Does exercising mean you can still have the full amount of calories day to day or should you still reduce cals to get the weekly amount? Thanks v much!

Agree 100 with this. I didn't need a cheerleader, or someone to stand and watch me lift. Instead needed a personalised programme to increase my general strength and one where i can check-in with the coaches on my own terms. Found [@jamesmithacademy](#) to be really helpful and would highly recommend them to anyone. Thanks team

Yes 100% correct if you stay rigid youre minimising back muscle contraction and you arms are doing most of the work 🙌

YT comments:

Hey James, appreciate the great knowledge. What's your take on sugars impact on body composition. As someone focused on aesthetics I try get my calories from nutrient dense foods. Do you reckon that progress may be slower for example if I swapped the calories from my pre-gym porridge to a cookie aha?

he speaks the truth, I need to drink less sugar free sodas, but thats an addiction I created, not coca cola. Its my last vice, lost 65 kg, stopped smoking, no more take out, no more alcohol either (very new, see how that goes), you need a treat here and there, so I doubt ill ever give up my soda completely. Im even contemplating exercising, jeeez leave my soda alone.

Fuckin love your honesty and the way you tear down the bullshit of the fitness industry. I'm a 50 year-old retired special warfare operator. I work out hard, eat my protein, lift heavy with traditional exercises, listen to my body and ENJOY my time in the gym. I'm 188cm and 108kg with about 8% body fat (and that's with losing my lower leg to an IED in Afghanistan). I really enjoy your ideas about balance-diet, drinking, mental health & the occasional cigar. Keep spewin the truth, we'll keep listening...love your book! 🇺🇸

I have just completed an assignment on this at university, very interesting subject. Sedentary time is the issue, keeping regularly active throughout the day, and trying to avoid long bouts of sedentary time. That being said everyone is free to decide what they want to do. There are just advisories should anyone want to reduce the risk of certain diseases. Love your videos, please post more quality content 😊

Book Reviews:

I love James and I loved 'Not a Diet Book' but I'm afraid I'm completely the wrong demographic for this book being 50 years old. This is aimed at a much younger audience who are still figuring out who they are and what they want to do with their lives. If this had been written 25 years ago it would have been a great help but I'm not unhappy with my job etc and only wanted a few pointers on how to stop procrastinating and build healthier habits, I'll reread his first book instead.

I've followed James for a few years and was thrilled when he released his first book. It is exactly what I expected from him, which is straight-forward talk about health, fitness and life. It's interesting to learn about his journey and there are a lot of nuggets of wisdom scattered throughout that make me want to buy multiple copies of the book in hard cover to give out to various friends and family members. All of the information that you've read and looked at and listened to over the years, all the information overload and over complicated explanations about how to lose fat and look fit are simplified here. Thank you, James, for putting this out there in such a way that EVERYONE can understand it. It's not complicated, any more. It never needed to be in the first place, but there was too much money involved in keeping health and fitness complicated and contradictory and keeping people confused and frustrated.

I highly recommend this book for anyone who wants to un-complicate health and fitness and fat loss. I also highly recommend following James on one of the social media platforms he is on. You'll be glad you did.

Love James' no nonsense approach to fitness! Proper advice from years of working in the industry and calling out all the B*S*. Straight talking advice, which can be backed up by the science. Get fitter and healthier physically and mentally. You won't have to live on kale and ice cubes, it's realistic, you can still enjoy a slice of pizza. If you haven't already check out his YouTube and his online James Smith Academy. Warning* not for snowflakes!

I'll start by saying I find James Smith equal parts funny and annoying (mostly from his social media posts), and I'll happily admit that I bought this book to see whether the hype was worth it. And like my opinion of James, it kinda is and it kinda isn't. It's a good source of basic easily to digest 'fitness' information that in very simple terms tries to dispel the pseudo-science and blatant marketing tactics of the fitness industry. But it's all a bit 'Emperors New Clothes' it's not groundbreaking and there's certainly nothing I didn't know, or you couldn't find out easily enough for free. It's good in that it's all in one place with references, and as he states you can dive in deeper in your own time... so fair enough. My main issue is that James makes a point about PTs giving their clients the exact same workouts that they do themselves (PTs who do crossfit will have their clients doing crossfit etc)... Well this book is kinda like that. So in essence the advice is Calorie deficit, rid you life of the job & partner you no longer like, get some sun, maybe fight someone, live with your parents if you have to and sleep more. And this is all pretty much how the BJJ loving and single Mr Smith (who's now in sunny Australia) has chosen to live his life. That can't work for everyone, particularly if you have challenging and full lives with responsibilities and a family. It's an overly simplistic approach that has worked for James, so well done to him. I'm not a hater, and the info is good & sound and some will like it for exactly what it is. I do too. But it's basic and besides giving the information that may help some people learn, it can't help with the 'how' and probably won't change many lives as claimed (but there's lots of plugs for his online fitness academy if you fancy it) Oh, It's also wrapped up in a giant picture of himself, obviously.

Why the avatar is buying

I think the avatar is buying more because of the casual personality of James than the quality of the products themselves. He is leveraging his charismatic persona to make people buy his products. Also, he is using simple terms, understood by everyone to explain fitness concepts that resonate with the average reader. People don't want to be bored with the scientific data and how it applies to their body yada yada. He provides a realistic and down to earth version of training at the gym. He is carefree and as many of his followers say has a no BS attitude. I think a lot of people see themselves in James. They don't want to be professional bodybuilders and dedicate all their time and life into working out. He is a normal fit guy, with a good sense of humor and a charismatic attitude which is how many people want to see themselves as. He says that you can still drink a can of soda and have a cheat meal from time to time, which is normal, so the "mountain" the customers have to climb does not seem that high. James makes fitness fun and engaging and anyone who is a beginner and wants to start feels like they can trust him to lead the way.

Visible funnels

One of the most interesting things I saw while researching James is that he has a calorie deficit calculator. It is one of his links in the bio. The majority of people want to know how many calories they need to intake to be able to lose weight so this is a great way to get clicks. Now once you put in the information about your age and body you get a number. I don't know if it is correct but it doesn't matter. IT'S FREE. and once you get the results there is an option to get a better more detailed version or to ask any questions regarding it. All you need to do is insert your name and email address. I think this is a great way to build an email list as almost all people even ones not interested in fitness would find this calculator engaging. This link is both in his "personal" acc bio and in the Academy profile bio.

His main profile where he has 1.1m followers has links to his app, his podcast and yt. Also he has a link for a request for him to be your personal trainer. These need to be opened by <https://linktr.ee/> though. The one displayed directly in his bio is the @ to his academy profile. Also in the highlighted stories there are amazon links to his books.

The academy profile has <https://linktr.ee/> with a link to a 12/6 week challenges he hosts regularly, a link to the sales page for the Academy membership, a link for the 7-day free trial of his app and the calculator link.

Summarize the lessons you've learned and how you are going to apply it. Share with the group in the most engaging format you can come up with

First of all, his charismatic, carefree persona coupled with constant humor in his videos and posts makes his content extremely engaging and entertaining. This in turn greatly builds his audience and creates a loyal fanbase. In this sense, he is more of a content creator than a personal trainer. He is leveraging social media to increase the connection between him and his followers/potential customers. The brand he built around himself represents a normal fitness life. He does not go to extremes and does not take himself or working out too seriously. There is a healthy balance of fun and accountability.

By separating his personal profile and the profile of his product (James Smith Academy) he ensured that only the ones really interested in starting their fitness journey will go to the second one and enroll. This way he does not affect his reputation with his audience by trying to sell them something directly. He makes FV and if people find it helpful and want to go a step further they can just go to the academy profile where he can sell to people who actually want to buy. He is relatively consistent with his posts, utilizes trending topics and other influencers/content creators to expand his audience and maybe the most important take from all this is that he uses a lot of humor everywhere.

What I am going to do with this information

There are a lot of things he does well I think can also translate to other niches such as:

- Being consistent
- Connecting with your audience by being relatable
- Utilizing humor
- Leveraging social media

There are different ways of implementing these things depending on the niche and the scale of the business. It is not smart to create a separate product profile if the client has 4k followers for example. But if it is already a formed brand with a substantial audience, then maybe doing that is not a bad idea.

Also being relatable, casual and funny is something I think would work in general, either for a client or even for our own outreach. No one wants a stiff, stickup and serious conversation.

All in all, this was an interesting project and I learned a lot. If you guys want to check James out and add something to this, please feel free to do so, the more the better.