

## 1) Niche or market

wealth niche

→ sub niche: Online Business: E-commerce, affiliate marketing, and dropshipping

## 2) : legendary marketer

Facebook followers: 117 k

Reviews not so good but does make very much money

## 3) Analyze The Top Market Player

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

What kind of people are we talking to?

- Men or Women?

both

- Approximate Age range?

20-60 years old

- Occupation?

especially employee and freelancer or self-employed

- Income level?

800 - 3000 dollars/month

- Geographical location?

people all over the world but especially USA

## **target group**

### **beginner in affiliate marketing :**

- people who have little or no experience in affiliate marketing and want to learn the basics

### **digital entrepreneurs:**

- people who already have a digital business or are planning to start one and want to integrate affiliate marketing into their business

### **advanced affiliate Marketer:**

- people who want to expand their skills and their income level

### **passive income:**

- people who are looking for passive income streams, as an affiliate marketer or other online business models

### **website operator:**

- people that are interested in promoting and selling their products and services online in form of websites and their blogs

### **Target Avatar:**

- John, 35 years old, male, employee in a job from 9-5
- married with 2 children
- income: approximately 4600 US dollar/month
- training/education or a bachelor's degree

### **Challenge and pain:**

- wants to increase his income to ensure financial security to his family → physiological needs/safety needs (personal security, resources, health, property)
- discontent with his job/ does not fulfill him → freedom, maybe status
- has interests in online business and income opportunities but limited knowledge about them → status, freedom recognition, respect
- because of this he is searching for frameworks and blueprints to develop skills in digital marketing and entrepreneurship

### **Desires:**

- build a profitable online business to gain financial freedom → Esteem (freedom, status, recognition, self-esteem)
- opportunity to have more time with his family and being able to work flexible → love and belonging (family, but freedom as well)
- develop his abilities to be successful with his online business

→ the desire to be the best one can be → in this case it is the desire to reach the state where you have no limits and can do whatever you want (financial freedom)

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

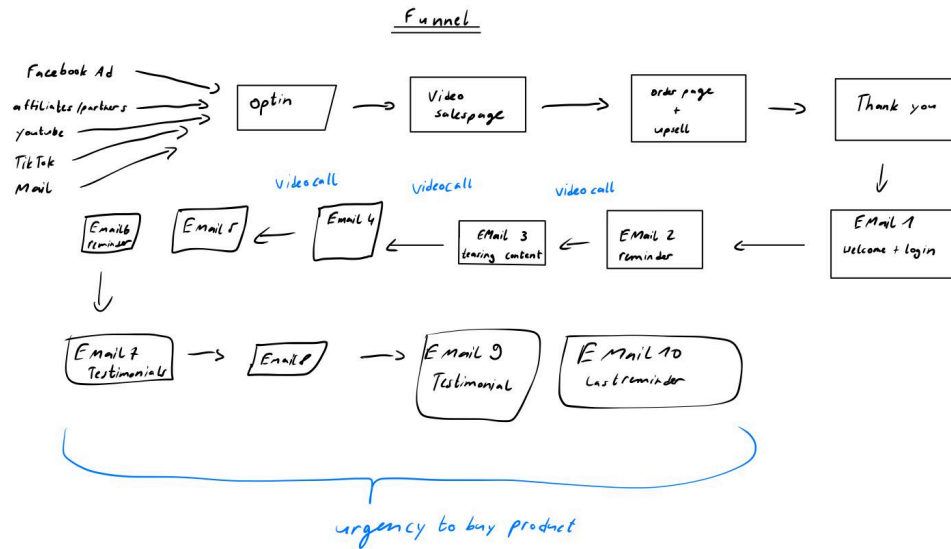
- they feel understood from the company → this creates very big trust which is very important for digital marketing
- David Sharp tells the people about his story → he has a great story telling (The hero's journey) which is why people feel connected to him because he has been through exactly the same pain and struggles as the customers → they can identify with him and therefore he must know precisely what they need
- he keeps it very simple and he reveals the roadblocks of the customers and furthermore he shows a mechanism to the solution → providing value
- he starts with a challenge for a very cheap price and provides very high value for the customers → gives simple blueprints they can use directly to pass the roadblock
- moreover he has the right upsells to increase their income
- with this high value the customer creates trust and feels like he knows now what to do to achieve their desires
- while this process the customers gets to know the company and the people that are working their and also the feeling that they are a family helping each other
- the company makes them feel like they have the same mission
- while the challenge is running he does email marketing in which he remembers at the challenge and gives valuable content and he guides the customer through his value ladder with the challenge
- while the challenge he makes them feel like they can do it and because of this the customers want their desire more and more and buy his high ticket product
- authority and credibility
- he knows their pains and desires

## 3. How are they getting attention?

- paid facebook ads, probably instagram ads, → has a great social media presence
- but most important and influential by affiliate marketers, because after their challenge in which they provide so much value and maybe the customer already bought the high ticket product they give them the opportunity to start affiliate marketing with their product and since the customer has had such a good experience with you, i will feel good about it and will want to do it → most of the attention is free of other content creators who produce content and refer to their affiliate link with their product  
→ **partnering with others**
- has very good email marketing in which he always provides value and leads the customer through a funnel which results to a sell
- also gave webinars for free to get attention

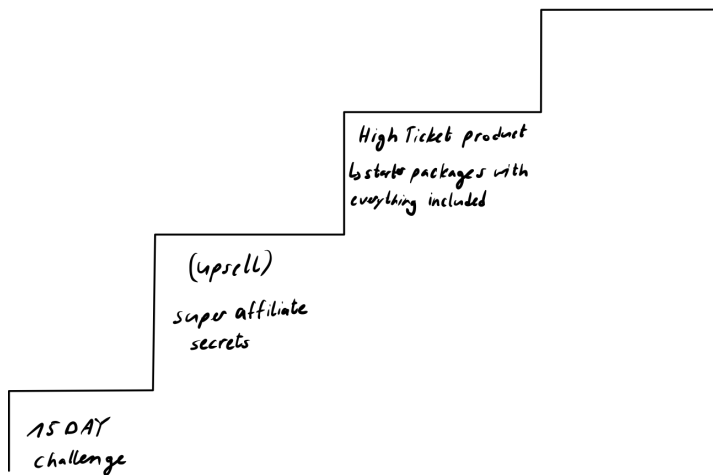
## 4. How are they monetizing their attention?

- professional EMail marketing
- monetizing by offering their customers to partner with them (as an affiliate)



- Monetize their attention by guiding their customers through a value ladder

#### Value Ladder



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

- their brand provides massive value to the customer for a very low price
- while this challenge they have 2 weeks time to increase their authority and credibility, develop trust, shifting their beliefs, make valuable Email marketing and to get to know the employees and the company
- **great copywriting** because they meet people on an emotional track so that the desires and the pain are amplified
- giving the customer the feeling of having the same identity and the same mission

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

- their support is very slow → need to fix that because that is the reason why they have very bad reviews
- for every other product they need to make a call (too much effort) → can make information landing page and if there are any questions they still can book a call
- moreover for a call the customers have to wait maybe a month

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

- need to develop massive authority and credibility by providing massive value to the people, showing they have the same mission, and develop trust by getting to know different people from the company
- the right copywriting
- improve their storytelling with for example the hero's journey
- Email marketing → using free traffic to sell high ticket products
- social media presence and ask others that they should recommend them