

# ChatGPT Prompts - Researching Your Competitors

## FILL-IN-THE-BLANK PROMPTS:

1. Here are the names of my top competitors in [industry]: [competitor 1], [competitor 2], and [competitor 3]. Generate an analysis of their strengths, weaknesses, and market position.
2. Here is a list of the key products or services offered by my top competitors. [Product 1] by [Company 1], [Product 2] by [Company 2]. Analyze their pricing, features, and marketing strategies to gain insights into their competitive position.
3. Please provide a list of the marketing channels used by my top competitors. Analyze their messaging, targeting, and customer engagement strategies to identify areas for improvement and gain a competitive advantage.

## OPEN-ENDED PROMPTS:

1. "Who are my main competitors in the [industry/niche] and how do they compare to [my company/product]?"
2. "What are my competitors' [strengths/weaknesses] and how can I use this information to gain a competitive advantage?"
3. "What kind of [products/services] do my competitors offer and how do they compare to [my company/product]?"
4. "What kind of [pricing strategies] do my competitors use and how do they compare to [my company/product]?"
5. "What kind of [marketing strategies] do my competitors use and how effective are they in [generating leads/attracting customers]?"
6. "What kind of [content] do my competitors publish and how can I create better content to compete with them?"
7. "What kind of [social media presence] do my competitors have and how can I leverage social media to compete with them?"
8. "What kind of [customer service/support] do my competitors provide and how can I improve my own customer service/support to compete with them?"
9. "What kind of [SEO strategies] do my competitors use and how can I improve my own SEO to compete with them?"
10. "What kind of [partnerships/collaborations] do my competitors have and how can I establish similar relationships to gain a competitive advantage?"

