

Your Competitive Market Analysis

Your Top 3 Competitors

- 1.
- 2.
- 3.

**What is the product / service positioning of your competitors' offer?
What are the deliverables? Price point? Payment terms? Bonuses?
Guarantees / Risk Reversals? (You want to create an offer that FAR
OUTSHINES THEIRS)**

- 1.
- 2.
- 3.

**Common headlines your competitors are using on sites, social media,
blogs. Also look into and find their sales pages, VSLs, webinars, etc.
List three common themes that you may be able to use in your
business.**

- 1.
- 2.
- 3.

How do these competitors position themselves?

- 1.
- 2.
- 3.

What is the competitor's unique marketing selling proposition?

- 1.
- 2.
- 3.

What common promises and product claims are competitors making to their market?

- 1.
- 2.
- 3.

Any unique mechanisms your competitors are using?

- 1.
- 2.
- 3.

What are the competitors' testimonials saying?

- 1.
- 2.
- 3.

Notes on competitors top ads: (save these and leverage for your future ads)

- 1.
- 2.
- 3.

Top sites your competitors are advertising on:

- 1.
- 2.
- 3.

Your Customer Profile

Customer Avatar:

Meet Stacey



Tell us a little about your avatar. What do they do? How do they spend their week? What do they do outside of work? Where do they get their news?

How much do they make? How do they feel about their job? What are their concerns in life? What aspects of their life or personality effect how you market your product to them?

Tell us about their history. What happened in the past that led them up to this point? How do they feel about what happened in the past? Perhaps a former job, an experience they had, or a trip that they took. What are they currently interested in because of this event?

What is their family and relationship status? Are they married? Divorced? Single? Do they have children? How many? Does anything about their relationships have a bearing on how they might use your product or fit it into their week? Does your product address any of their concerns that relate to their family?

What is it about your product that matters to this person? How does it solve a need, ease a pain, or make them feel good? How does it better their life?

What sorts of thoughts should go through this person's head right before they decide to purchase your product? What is the "final straw" that makes them pull the trigger?

Some Key Questions:

1. What keeps them awake at night? What are they stressed about? What are they afraid of?
2. Who are they angry at?
3. What are their top 3 daily frustrations?
4. What trends tend to occur in their lives?
5. What do they desire the most?

6. Is there a built in bias in the way they make decisions? (analytical, emotional, relatable...(brian tracy buyer types is smart here)
7. Do they have their own language or jargon
8. Who else is selling something similar to them and how?

Other Key Questions :

What is their current situation?

1. Why is their current situation painful? How would they describe their current situation? How would they describe their pain? How would others describe their current situation and pain?
2. Why is their desired situation better than their current situation? How would they describe their desired situation?
3. What's blocking them from achieving their desired situation on their own?
4. How would they describe the thing that's blocking them?
5. What lies are they believing?
6. Why are they believing these lies?
7. What things is your niche interested in that other people are not interested in? What interests are truly unique to them?
8. What are some hot topics that only an insider in your niche would know? What things do people keep telling you on your strategy session calls that are unique specifically to this niche?

Additional Questions If You've Already Done Calls With This Niche

1. How have you generated your strategy sessions with this niche so far?
2. What has/hasn't worked when it comes to generating strategy sessions with this niche?
3. Look at your current clients, what similarities do they all share? What traits do they share? How would you describe your clients? How would they describe themselves?
4. Look at the people you had strategy sessions with that said no. What traits do they share? How would you describe the people who said no? How would they describe themselves?
5. What is your offer?
6. What result is the offer designed to create?
7. How do you describe your offer on the strategy sessions that were successful in signing up clients. Listen to the recordings, the part where you state the offer, what did you say?
8. What objections did people have on the strategy sessions calls you did?.
9. How did you handle these objections? Write your rebuttals to the most common objections below.

General Demographic Data (Aud In)

1. Gender
2. Age
3. Income
4. Geographic Location (Lifestyle)

Consumer Pain Points / Desires / Objections

- What Do They See?
 -
- What do they hear?
 -
- What do they think & feel?
 -
- What do they see & do?
 -
- Pains, Frustrations, Fears, Problems
 -
- Dreams, Desires, Hopes, Wants, Needs
 -
- Objections
 -

Market Research

1. Top 3 related youtube channels. What are their headlines? What are they saying in the first couple seconds that conveys pain points?
 - a.
2. Top 3-5 related books on amazon - what are the headlines? Copy? What are they saying in the reviews?
3. Top 3-5 physical magazines in the space - headlines, copy, what are the articles about? Products being sold?
 - a.
4. Top 3-5 online magazines & blogs - what articles are most popular? About what? Headlines? Pain points?
 -
- Relevant sales pages
 - List Here.
- Youtube... Trends (great content ideas)
 -
- Amazon Book Reviews
 -

Your Marketplace Awareness

1. List the mass desires of your target market?

1.

2. Out of the mass desires, select the broadest one with the most power. In other words, the most common thing that people want solved NOW (urgent). Make sure you solve this problem.

1.

3. Bold to identify the level of market awareness for your offer

1. Most aware –

1. they know the product name, and they know the price. I.e colgate

2. Product aware –

1. They know the product, don't know the price. They may or may not know about you, but they know there are products out there that can solve their problems. But they don't know the price

3. Solution aware –

1. In this market all they know is there is possibly a solution at best. They may not even believe there's a solution to their problem, but they at least know they want the solution. This is where many fall into. These can be also called "skeptics"...they're a colder market. If they do know there's a solution, then you really want to emphasize benefit. If they don't believe, you might have to presell and educate the market a bit.

4. Problem aware –

1. They may or may not know they have a problem...understand if your market is the aware of the problem or not. If they aren't you have to presell and create the problem, if they are you start with more benefit.

2. ex. one of the biggest problems in paid media is tracking, but people entering the market don't know there is a problem

5. Unaware

1. Here you are completely opening up a new market, or they're a dead market.

2. A dead market is when they've been hit with so many claims they're dead...here's where you create a new mechanism to revive the market.

3. This is where in permanent forces like weight loss you have to create a new mechanism over and over.

6. [Understanding Market Awareness](#)

4. Identify (bold) the level of sophistication of your market

1. First stage - First to market

1. OK to use just simple, direct offer copy

2. Second state - Second to market

1. Take existing claims of the competitors that are first to market and expand on them and inflate their claims. Enlarge until unbelievable

3. Third stage – they've heard all the claims

1. Mature market, inflate claims have no effect and are too broad.

2. Above you're talking about what your product DOES (benefits), now your talking about how your product works (mechanism)
 3. More unique you can make mechanisms, the better. Can fall in line with USP
 4. Ex: Intermittent Fasting
4. Fourth Stage – Elaboration and enlargement
 1. Elaborating on mechanisms and making them even more complex and benefit rich. Repeat of stage two
 2. Ex. Different “methods” of intermittent fasting
5. Fifth Stage – Dead Market
 1. Heard all the claims and ignore them
 2. Won't happen in permanent force created desires (i.e weight loss)
 3. Identification copy – allow prospect to identify and be a part of the “group” or “labeling” they want to be
 4. Drawback is can be click-baity and not get qualified clicks
 5. Ex. Woman cigarette ads
5. **Uncover Your Unique Mechanism** (if needed)
 1. What is the unique component of your product or service that delivers the end result?
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 2. What is a common component of your product or service NOT being talked about by your competitors?
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