

DEFINE COMPETITIVE SET

STEP 1: Define competitors that have services that could replace yours or similar to yours.

STEP 2: Circle top brands—those with top market share and distribution.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____

STEP 3: Narrow down to direct competitors.

1. _____
2. _____
3. _____
4. _____
5. _____

COMPETITIVE ANALYSIS

Companies	Reputation	Point of Differentiation	Positioning	Key Target Audience(s)	Quality	Core Brand Message	Benefits
You _____							
Competitor #1 _____							
Competitor #2 _____							
Competitor #3 _____							
Competitor #4 _____							