

## 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. \_\_\_\_\_
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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							