



The 3 Key Componentnets

You Must Get Right To Sell Online

Know Your Competitors

Research

1. Know Your **Prospect**
2. Know Your **Competitors**
3. Know Your **Product**

Know Your Competitors

Now That You Know Your Prospect,
Getting To **Know Your Competitors** From
A Marketing Perspective Allows You To
Improve On What They Do Well And
Include What They've Missed.

Know Your Competitors

You'll find your top 5 competitors.

And then you'll fill out a competitor worksheet for each one.

Who Are Your Competitors?

Anyone making the **same promise**
or offering the **same solution**

They don't have to be offering the
same product!

Who Are Your Top Competitors?

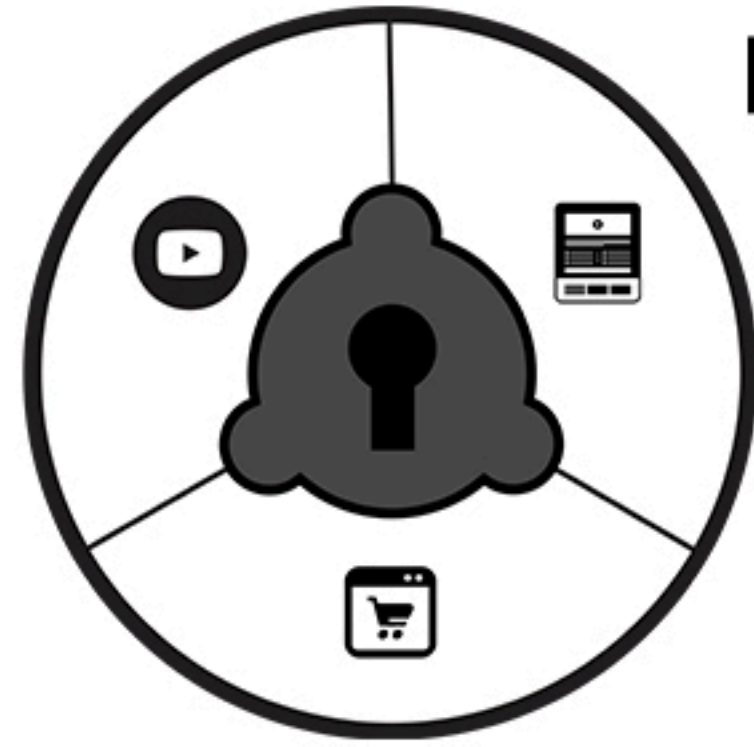
- Those most likely to be competing for clicks.
- similarweb.com - High volume of visitors
- Chances are they're bigger than you. (**Peloton** might be a competitor for fitness, **Nutrisystem** for weight loss, **Russell Brunson** for marketing, **Tony Robbins** for life coaching, etc.)

STOP HERE

Find and write the names/website of
your Top 5 **Competitors.**

Next Up...

The Marketing Elements



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