



The 3 Key Components

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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