## Marketing Interview: YOUR COMPETITION

1. Competition overview
   1. What is the persona of your competitors?
   2. Who is your competition's customer avatar?
   3. What are competitors saying in their ads, landing pages, webinars, video sales letters, and text sales letters?
   4. What are the offers of your competition?
   5. What risk reversal does your competition use?
   6. What is your competition's pricing?
   7. What is the company and the talent you're competing against like (LinkedIn research)?
2. Competitor Unique Mechanisms
   1. What is the mechanism behind your competitor's offer?
   2. How does your competitor's mechanism/method work?
   3. What is positive/negative about your competitor's approach?
   4. Does your competitor solve a symptom or the root cause?
3. Ignore problem (do nothing)
   1. How does problem fester and deepen?
   2. What are the Ripples (secondary effects of problem)?
   3. What are the Dominoes (complications in time)?
4. DIY (do it yourself / solve problem yourself)
   1. What's the cost solve it by yourself?
      1. Materials?
      2. Education?
      3. Experimentation? Trial and error?
      4. Failure?
   2. Time pain to solve it yourself?
      1. Learning?
      2. Executing?
      3. Failure?
      4. Redoing?
   3. What is the effort pain to solve it yourself?
      1. Physical labor?
      2. Mental bandwidth (mental tax)?
      3. Travel/Transport?
      4. Organization?
      5. Authorization/Permission?
   4. Opportunity Cost (Missing out on?)
      1. What does prospect miss out on by not solving this problem right now?
5. Current solutions
   1. Any horror stories about existing solutions?
   2. Why do other alternatives suck? Inferior? Cobbled together? Piecemeal solution?
   3. What would have to happen for the prospect to solve their problem?
   4. What is the market already using to solve the problem (list out)?
   5. What has their experience been like?
   6. What does the market like about existing solutions?
   7. What does the market dislike about existing solutions?
   8. Does the market believe existing solutions work? (If not, why?)
   9. Has someone tried to solve the market's pain points before in a unique way? (What was the result?)
   10. Is there a conspiracy prospects believe why old solutions didn't work?
   11. Are there any ancient attempts to solve the problem that are unique? What happened? Were they successful but forgotten? Or a failure? Why?
   12. What solutions for the prospect's problems exist already? Why aren't they working for the prospect?
   13. What symptoms of the problem do the competitors address?
6. Competitor Deficiencies / Defects
   1. How does the competition compare and contrast to you?
      1. Their costs?
      2. Their quality?
      3. Their longevity?
      4. Their reputation?
      5. Customer perception of them?
   2. What are the competitor negative reviews?
      1. What do customers complain about competitors?
      2. Corrections
   3. What does the competition overlook?
      1. What do they leave out (missing features)?
      2. What costs extra?
      3. How is their customer service?
   4. What are the competitor mistakes?
      1. Do they implement poorly?
      2. Do they have inferior quality or materials?
      3. How do they handle it?

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