

Marketing Interview: YOUR COMPETITION

1. Competition overview

- 1.1. What is the persona of your competitors?
- 1.2. Who is your competition's customer avatar?
- 1.3. What are competitors saying in their ads, landing pages, webinars, video sales letters, and text sales letters?
- 1.4. What are the offers of your competition?
- 1.5. What risk reversal does your competition use?
- 1.6. What is your competition's pricing?
- 1.7. What is the company and the talent you're competing against like (LinkedIn research)?

2. Competitor Unique Mechanisms

- 2.1. What is the mechanism behind your competitor's offer?
- 2.2. How does your competitor's mechanism/method work?
- 2.3. What is positive/negative about your competitor's approach?
- 2.4. Does your competitor solve a symptom or the root cause?

3. Ignore problem (do nothing)

- 3.1. How does problem fester and deepen?
- 3.2. What are the Ripples (secondary effects of problem)?
- 3.3. What are the Dominoes (complications in time)?

4. DIY (do it yourself / solve problem yourself)

- 4.1. What's the cost solve it by yourself?
 - 4.1.1. Materials?
 - 4.1.2. Education?
 - 4.1.3. Experimentation? Trial and error?
 - 4.1.4. Failure?
- 4.2. Time pain to solve it yourself?
 - 4.2.1. Learning?

- 4.2.2. Executing?
- 4.2.3. Failure?
- 4.2.4. Redoing?
- 4.3. What is the effort/pain to solve it yourself?
 - 4.3.1. Physical labor?
 - 4.3.2. Mental bandwidth (mental tax)?
 - 4.3.3. Travel/Transport?
 - 4.3.4. Organization?
 - 4.3.5. Authorization/Permission?
- 4.4. Opportunity Cost (Missing out on?)
 - 4.4.1. What does prospect miss out on by not solving this problem right now?

5. **Current solutions**

- 5.1. Any horror stories about existing solutions?
- 5.2. Why do other alternatives suck? Inferior? Cobbled together? Piecemeal solution?
- 5.3. What would have to happen for the prospect to solve their problem?
- 5.4. What is the market already using to solve the problem (list out)?
- 5.5. What has their experience been like?
- 5.6. What does the market like about existing solutions?
- 5.7. What does the market dislike about existing solutions?
- 5.8. Does the market believe existing solutions work? (If not, why?)
- 5.9. Has someone tried to solve the market's pain points before in a unique way? (What was the result?)
- 5.10. Is there a conspiracy prospects believe why old solutions didn't work?
- 5.11. Are there any ancient attempts to solve the problem that are unique? What happened? Were they successful but forgotten? Or a failure? Why?
- 5.12. What solutions for the prospect's problems exist already? Why aren't they working for the prospect?
- 5.13. What symptoms of the problem do the competitors address?

6. **Competitor Deficiencies / Defects**

- 6.1. How does the competition compare and contrast to you?
 - 6.1.1. Their costs?
 - 6.1.2. Their quality?
 - 6.1.3. Their longevity?
 - 6.1.4. Their reputation?
 - 6.1.5. Customer perception of them?
- 6.2. What are the competitor negative reviews?
 - 6.2.1. What do customers complain about competitors?
 - 6.2.2. Corrections

- 6.3. What does the competition overlook?
 - 6.3.1. What do they leave out (missing features)?
 - 6.3.2. What costs extra?
 - 6.3.3. How is their customer service?
- 6.4. What are the competitor mistakes?
 - 6.4.1. Do they implement poorly?
 - 6.4.2. Do they have inferior quality or materials?
 - 6.4.3. How do they handle it?

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