Competitor Market Research

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Successful Coaches ENTERPRISE

Now that you know who your ideal clients are, it's time to get to know your competitors. It's necessary to know what your competitors are doing so you can distinguish yourself from them and price your services effectively.

When seeking out competitors, you need to find not only existing competitors for your target market, but also keep an eye out for possible new competitors.

Places to look for existing competitors includes:

- Facebook Groups and Pages
- LinkedIn
- Your local Chamber of Commerce
- Google search for similar coaches in your niche
- Emails, Flyers, brochures and other marketing literature that have been sent to you
- Products or services advertised that are similar to yours
- Existing clients

Make a list of 5 potential competitors to research. Try to identify only those that are competing for a similar client base as you are.

1. _____
2. _____
3. _____
4. _____
5. _____

Once you have the list choose the top 3 that have the closest ideal client market as yours. Then take your time to do the research and record it below.

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Competitor Profile Summary

	Competitor 1:	Competitor 2:	Competitor 3:
Niche Specialty:			
Main Offers:			
Price Points:			
Main Marketing Message:			
Common keywords:			
Types of content they post/share:			
Media they use the most:			

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WHAT MY COMPETITORS TALK ABOUT THE MOST:			
	Competitor 1:	**Competitor 2:**	**Competitor 3:**
Blog post titles			
Social media ads			
Home Page			
About Page			
Social media groups			
Social media pages			
SlideShare shows			
Webinar recordings			
YouTube channel			
Podcast episodes			
Emails			

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Identify common statements made about these competitors in the following platforms and posts.

WHAT PEOPLE THINK:			
	Competitor 1:	**Competitor 2:**	**Competitor 3:**
Testimonials			
Reviews			

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What do they offer? Gather as much information as you can and note it below. You will reference this when creating your own offers.

Competitor 1:		**Competitor 2:**	
Who will respond most strongly		*Who will respond most strongly*	
Ideal client main problem		*Ideal client main problem*	
How they help		*How they help*	
Hourly rate		*Hourly rate*	
Signature Program (Title, cost, duration)		*Signature Program (Title, cost, duration)*	
Average package price range:	*$____ to $____*	*Average package price range:*	*$____ to $____*
Major benefits		*Major benefits*	
Features		*Features*	
Extras		*Extras*	
USP		*USP*	
CLIENT INFO		**CLIENT INFO**	
Ideal client income	*$_____ yearly*	*Ideal client income*	*$_____ yearly*
Education		*Education*	
Problem		*Problem*	
Wants		*Wants*	
Would benefit most from:		*Would benefit most from:*	

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Competitor 3:		**Competitor 4:**	
Who will respond most strongly		*Who will respond most strongly*	
Ideal client main problem		*Ideal client main problem*	
How they help		*How they help*	
Hourly rate		*Hourly rate*	
Signature Program (Title, cost, duration)		*Signature Program (Title, cost, duration)*	
Average package price range:	*$____ to $____*	*Average package price range:*	*$____ to $____*
Major benefits		*Major benefits*	
Features		*Features*	
Extras		*Extras*	
USP		*USP*	
CLIENT INFO		**CLIENT INFO**	
Ideal client income	*$_____ yearly*	*Ideal client income*	*$_____ yearly*
Education		*Education*	
Problem		*Problem*	
Wants		*Wants*	
Would benefit most from:		*Would benefit most from:*	

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Need support? I'd love to help!

MY PROGRAMS

DETAILS FOR EACH TIER

Coaches Launch Lab

A community where you can learn the steps to build an audience of raving fans who want to work with you, create an offer that has them raising their hands, and deliver your program providing amazing transformation for your clients.

- Doors Always Open
- Cancel Anytime
- Money-Back Guarantee

LEARN MORE

Pro-Coach Collective

An elevated experience for coaches who are looking to take their business growth to the next level, with advanced strategies and tactics to help you scale your business.

- Doors Always Open
- Cancel Anytime
- Money-Back Guarantee

LEARN MORE

Coaching Biz Accelerator

A group coaching program to build a successful, sustainable business so you can serve your clients in the best way possible and create the freedom you crave in your life.

- Doors Always Open
- Cancel Anytime
- Money-Back Guarantee

LEARN MORE

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