

# My Competitors

## Define who you are competing against

Your brand needs to be doing something differently to your competitors so you can secure your piece of the market. #Day5 is all about defining who your competitors are. Search for them on Google using the key words and phrases your potential customers would use, then record your findings on the table below to give you an overview of at least 3 of your competitors (save or print duplicate copies so you have one table for each).

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|---|--|
| <b>Business Name</b>  |  |
| <b>Website &amp; Social Media Handles</b>   |  |
| <b>Products or Services</b>   |  |
| <b>Who are they appealing to?</b>   |  |
| <b>What makes them different?</b>   |  |
| <b>What are their strengths &amp; weaknesses?</b><br>TIP: Check out their reviews |  |
| <b>Notes</b>  |  |