**Competitor Analysis**

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**There are three types of competitors you can research:**

**Direct Competitors:**These are coaches or businesses that solve the same problem for the same client group that you do.

**Indirect Competitors:** These coaches or businesses who solve the same problem for the same client group but with a solution that’s similar to yours.

**Alternative Solutions:** These are alternative solutions to the same problem.

**Be Your Customer**

To conduct competitor research it is a good idea to play the role of your ideal clients. Think what they think, then do what they might do to solve their program. This might involve the following:

1. Social Listening: click on their ads from Facebook, Instagram, LinkedIn etc.
2. Join their email list and click on the links in their sales emails
3. Google relevant keywords, including their brand name, phrases from the problem they solve and click on their Google Ads

\*Customise the fields to suit your client group or market. For example if your clients hang out on YouTube but not Instagram, then edit those fields.

**Competitor #1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Social Listening** | | | | | | |
|  | **Facebook** | | **Instagram** | | **Linkedin** | |
| **Website** | **URL** | **#Likes** | **URL** | **Followers** | **URL** | **Followers** |
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| **Business Information** | | | | | |
| **Offer or Solution** | **Price** | **Structure** | **Benefits** | **Strengths** | **Weaknesses** |
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| **Google Keywords** | | | |
| **Rank** | **Top Organic Keywords** | **Top Paid Keywords** | **Top Referring Domains** |
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**Competitor #2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Social Listening** | | | | | | |
|  | **Facebook** | | **Instagram** | | **Linkedin** | |
| **Website** | **URL** | **#Likes** | **URL** | **Followers** | **URL** | **Followers** |
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| **Business Information** | | | | | |
| **Offer or Solution** | **Price** | **Structure** | **Benefits** | **Strengths** | **Weaknesses** |
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| **Google Keywords** | | | |
| **Rank** | **Top Organic Keywords** | **Top Paid Keywords** | **Top Referring Domains** |
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**Competitor #3: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Social Listening** | | | | | | |
|  | **Facebook** | | **Instagram** | | **Linkedin** | |
| **Website** | **URL** | **#Likes** | **URL** | **Followers** | **URL** | **Followers** |
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| **Business Information** | | | | | |
| **Offer or Solution** | **Price** | **Structure** | **Benefits** | **Strengths** | **Weaknesses** |
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| **Google Keywords** | | | |
| **Rank** | **Top Organic Keywords** | **Top Paid Keywords** | **Top Referring Domains** |
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**Competitor #4: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Social Listening** | | | | | | |
|  | **Facebook** | | **Instagram** | | **Linkedin** | |
| **Website** | **URL** | **#Likes** | **URL** | **Followers** | **URL** | **Followers** |
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| **Business Information** | | | | | |
| **Offer or Solution** | **Price** | **Structure** | **Benefits** | **Strengths** | **Weaknesses** |
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| **Google Keywords** | | | |
| **Rank** | **Top Organic Keywords** | **Top Paid Keywords** | **Top Referring Domains** |
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**Competitor #5: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Social Listening** | | | | | | |
|  | **Facebook** | | **Instagram** | | **Linkedin** | |
| **Website** | **URL** | **#Likes** | **URL** | **Followers** | **URL** | **Followers** |
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| **Business Information** | | | | | |
| **Offer or Solution** | **Price** | **Structure** | **Benefits** | **Strengths** | **Weaknesses** |
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| **Google Keywords** | | | |
| **Rank** | **Top Organic Keywords** | **Top Paid Keywords** | **Top Referring Domains** |
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**Competitor #6: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Social Listening** | | | | | | |
|  | **Facebook** | | **Instagram** | | **Linkedin** | |
| **Website** | **URL** | **#Likes** | **URL** | **Followers** | **URL** | **Followers** |
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| **Business Information** | | | | | |
| **Offer or Solution** | **Price** | **Structure** | **Benefits** | **Strengths** | **Weaknesses** |
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| **Google Keywords** | | | |
| **Rank** | **Top Organic Keywords** | **Top Paid Keywords** | **Top Referring Domains** |
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**Notes:**