Competitor Research Worksheet

Use this worksheet to map out your competitive landscape, define your positioning, and get clear on where your business fits.

STEP 1: Define Your Competitors (Try these free tools):

- 🔍 Google: Search like your customer would
- 📱 Instagram or TikTok: Who's active in your niche?
- ⭐ Review sites or app stores: What are people loving or complaining about?
- 🤖 ChatGPT or AI tools: Ask for a market scan of your space

Your competitors:

1. _____
2. _____
3. _____

STEP 2: Research Your Competitors

Choose 2-3 key competitors and fill out the table below:

Competitor Name	What They Offer	Target Audience	Strengths	Weaknesses	Price Point	Tone/Brand Vibe

STEP 3: What Are Customers Saying?

Check reviews, forums, social media or app stores, note down some positive and negative patterns.

Positive patterns: **Negative patterns (complaints, gaps, frustrations):**

_____
_____
_____
_____
_____

STEP 4: Define Your Position Based on your research, answer the following:

1. What gap are you filling in the market?

_____

2. How is your offer different?

_____

3. What does your customer care most about?

_____

4. How will you position your brand clearly and confidently?

_____