ChiefAdvice

FREE PRINTABLE WORKSHEET

Competitor Analysis Worksheet

Compare up to five competitors on products, audience, pricing, channels, strengths and weaknesses, and customer feedback, then find where you can be different.

BUSINESS NAME

MARKET OR CATEGORY DATE

Free to print and use for your own business.
chiefadvice.com

START HERE

How to use this worksheet

Use only public information: websites, social profiles, price lists, public reviews and anything customers can see. Fill in what you can and leave the rest blank rather than guessing.

1. **Choose three to five competitors.**
   Page 3. Include direct competitors, indirect ones and the alternatives customers use instead of buying.
2. **Compare what they offer.**
   Pages 4 to 6. Products, audience and pricing, side by side.
3. **Look at how they market.**
   Page 7. See which channels they use and how often they publish.
4. **Weigh strengths and weaknesses.**
   Pages 8 and 9. Include what customers say in public reviews.
5. **Find your opening.**
   Pages 10 and 11. Decide where you can be clearly different.

WHERE TO LOOK (PUBLIC INFORMATION ONLY)

- ☐ Their website and pricing pages
- ☐ Their social media profiles
- ☐ Public reviews and ratings
- ☐ Their newsletter, if you subscribe
- ☐ Their published content
- ☐ Search results for your category
- ☐ Mentions in articles or directories
- ☐ Customer questions in public groups

PART 1

Competitor overview

List the businesses your customers compare you with. Add a note on your first impression of each.

COMPETITOR AND WEBSITE	TYPE (DIRECT, INDIRECT,	SIZE OR REACH (MY ESTIMATE)	OPERATING SINCE	FIRST IMPRESSION

WHO DO CUSTOMERS CHOOSE INSTEAD OF BUYING FROM ANYONE? (DOING IT THEMSELVES, DOING NOTHING)

PART 2

Products and services

Compare what each competitor sells and how they describe it.

COMPETITOR	MAIN PRODUCTS OR SERVICES	KEY FEATURES THEY PROMOTE	WHAT SEEMS TO BE MISSING

WHAT I OFFER THAT THEY DO NOT, AND WHAT THEY OFFER THAT I DO NOT

PART 3

Target audience

Work out who each competitor seems to be speaking to, based on their words and images.

COMPETITOR	WHO THEY SEEM TO SERVE	THE MESSAGE THEY USE TO ATTRACT THEM	TONE AND STYLE

WHICH AUDIENCE IS UNDERSERVED, OR SPOKEN TO IN A WAY THAT DOES NOT FIT THEM?

PART 4

Pricing

Record public prices and how they are presented. Note the pricing model, not just the number.

COMPETITOR	PRICES OR PLANS	MODEL (ONE-TIME, SUBSCRIPTION,	DISCOUNTS, FREE TRIALS, BUNDLES	HOW PRICE IS SHOWN

MY OWN PRICING COMPARED

Where do I sit among them: lower, similar or higher? Does my price match the value I deliver?

PRICING GAPS I COULD FILL

PART 5

Marketing channels

Tick the channels each competitor appears to use actively, and note how often they publish.

COMPETITOR	WEBSITE	EMAIL	INSTAGRAM	FACEBOOK	LINKEDIN	VIDEO OR ADS

HOW OFTEN THEY PUBLISH OR POST

CONTENT THAT GETS THE MOST RESPONSE

CHANNELS WHERE MY COMPETITORS ARE WEAK OR MISSING

PART 6

Strengths and weaknesses

Be fair. Note what each competitor does well, because your customers will notice it too.

COMPETITOR	STRENGTHS	WEAKNESSES

PART 7

Customer feedback observations

Read public reviews and comments. Look for patterns, not single opinions.

WHERE I READ IT (SITE OR PLATFORM)	WHAT CUSTOMERS PRAISE	WHAT CUSTOMERS COMPLAIN ABOUT	HOW OFTEN IT APPEARS

PATTERNS I NOTICE ACROSS COMPETITORS

CUSTOMER WORDS I CAN LEARN FROM (PHRASES THEY USE TO DESCRIBE PROBLEMS AND WISHES)

PART 8

Differentiation opportunities

Now decide where you can stand apart in a way customers care about.

GAPS COMPETITORS LEAVE OPEN

WHERE I AM CLEARLY STRONGER

WHERE I AM WEAKER (AND WHAT I WILL DO ABOUT IT)

WHAT CUSTOMERS WOULD PAY MORE FOR

OUR "ONLY WE" STATEMENT

We are the only _____ that _____.

THREE DIFFERENCES I WILL TEST IN MY MARKETING

1.
2.
3.

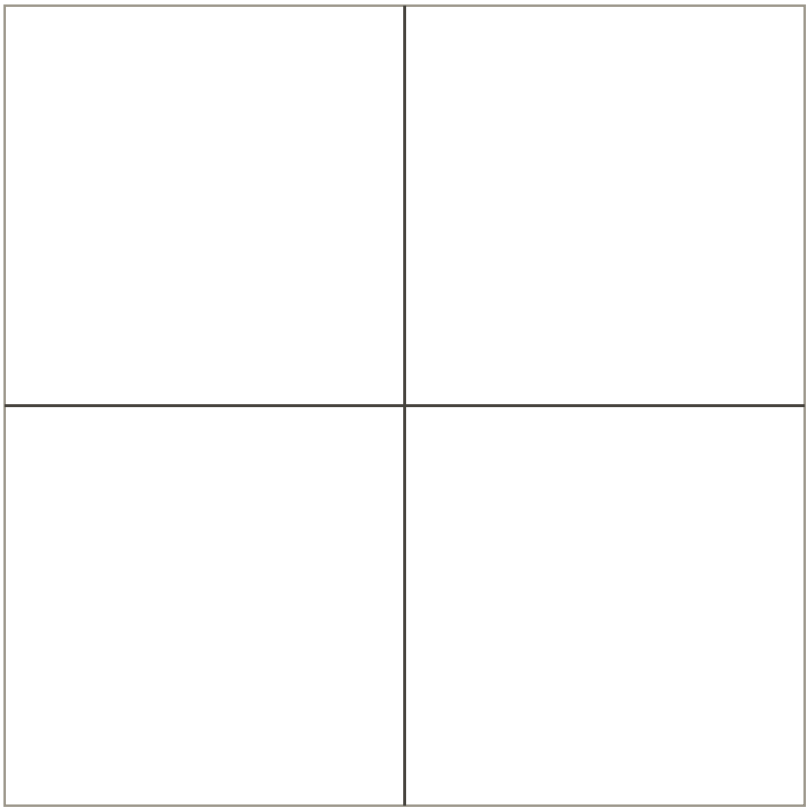
SUMMARY

Positioning map

Choose two things customers care about, one for each axis, then place yourself and your competitors. Look for empty space.

VERTICAL AXIS: NAME IT

HIGH / MORE



LOW / LESS

LOW / LESS HIGH / MORE

HORIZONTAL AXIS: NAME IT HERE

WHERE IS THE EMPTY SPACE, AND COULD I OWN IT?