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## Overview

One of the most important steps to beating your competitors is to craft an offer that is superior to what they are currently providing for the market.

This blueprint will show you how you can quickly and easily collect information about your biggest competitors in the market.

## How You Can Use This?

- You can use this blueprint to collect information about your competitor's current offers.
- Once you collected information about their offers, you can put together a superior offer for your specific market.

## Tools And Resources

Finding your competitors is easy. But what is challenging is knowing what to look out for in your competitor and note them down.

Then you can start figuring out what are the exact differences that each competitor has in a specific aspect and how to differentiate your business.

This is why we created this blueprint and a template to help you get started on breaking down your competitors' offers:

- Competitors Offer Analysis Worksheet

You can download a PDF version of the blueprint and the resource here.

You can read the blueprint first then use the worksheet to apply it to your business.

## Creating A List Of Competitors

### Brainstorming

The first thing you need to do is to brainstorm a list of competitors in the market. Write down who are your top 3-5 direct competitors in the market.

You might also want to look at alternatives in the market.

For example, if you're a fitness instructor and you are helping clients lose weight, you might also want to look at other services such as nutrition consultation or cryotherapy programmes.

### Using Google Search

You can easily find your competitors by searching for your product or service on Google.

Try these keywords in Google:

- {product type} {country} (E.g. Probiotics Singapore)
- {product type} (Eg. Probiotics)
- buy {product type} (Eg. Buy Probiotics)
- shop {product type} (Eg. Shop Probiotics)

There are 2 places that I will look at:

- Ad Listings
- Search Listings

I'll usually look through Ad Listings to find competitors that actively promoting on Google Adwords.

You can find them at the top of your search results.

If they are actively promoting on Google, it might mean that they have a working offer that sells well.

I'll also attention to the first 10-20 search listings and take time to go through their websites.

About 24,700,000 results (0.35 seconds)

## Renew Life® Probiotics | Official Site

**Ad** [www.renewlife.com/OfficialSite/UltimateFlora](http://www.renewlife.com/OfficialSite/UltimateFlora) ▾  
Shop Ultimate Flora™ High Potency Formula w/ Billions of Live Probiotic Cultures  
15% Off w/ Auto Delivery · Money Back Guarantee · 100% Satisfaction · Reward Points  
Types: Probiotics, Enzymes, Cleansing, Fibers, Oils  
15% off + Free Shipping · Ultimate Flora™ Probiotic · Renew Life® Cleansing

## Daily Probiotic Supplement | Digestive System Support

**Ad** [www.phillipsdigestive.com/Probiotics/Colon-Health](http://www.phillipsdigestive.com/Probiotics/Colon-Health) ▾  
Contains 3 Types of Good Bacteria to Help Support Digestive and Immune Health.  
Save Now · Helps Occasional Bloating · Replenish Good Bacteria · Support Colon Health  
Types: Lactobacillus Gasseri, Bifidobacterium Bifidum, Bifidobacterium Longum

## 2018 Most Effective Probiotics | See How to Choose the Best One

**Ad** [www.smarter-reviews.com/Best-Probiotics](http://www.smarter-reviews.com/Best-Probiotics) ▾  
We Did The Research For You - Don't Buy Before You See This.

## TruBiotics® Official Site | Daily Probiotic Supplement

**Ad** [www.trubiotics.com/One-A-Day/Probiotics](http://www.trubiotics.com/One-A-Day/Probiotics) ▾  
One A Day® Trubiotics Naturally Supports Digestive & Immune Health.  
What Are Probiotics? · TruBiotics® Coupons · Ratings And Reviews · FAQs · Buy Now

## Shop on Google Sponsored ⓘ

 <p>Renew Life Ultimate Flora... <b>\$22.99</b> Puritan's Pride 365-day returns</p>	 <p>GutPro Powder ~ 30 g. <b>\$99.95</b> Corganic</p>
 <p>Nature's Bounty Nature's Bount... <b>\$7.11</b></p>	 <p>Primal Blueprint Primal Probioti... <b>\$18.99</b></p>

Note: If you are located out of the country you are targeting, you would want to use a VPN to browse from a different country.

To find out what is your current IP address, you can use a tool like this.:  
<https://www.iplocation.net/find-ip-address>

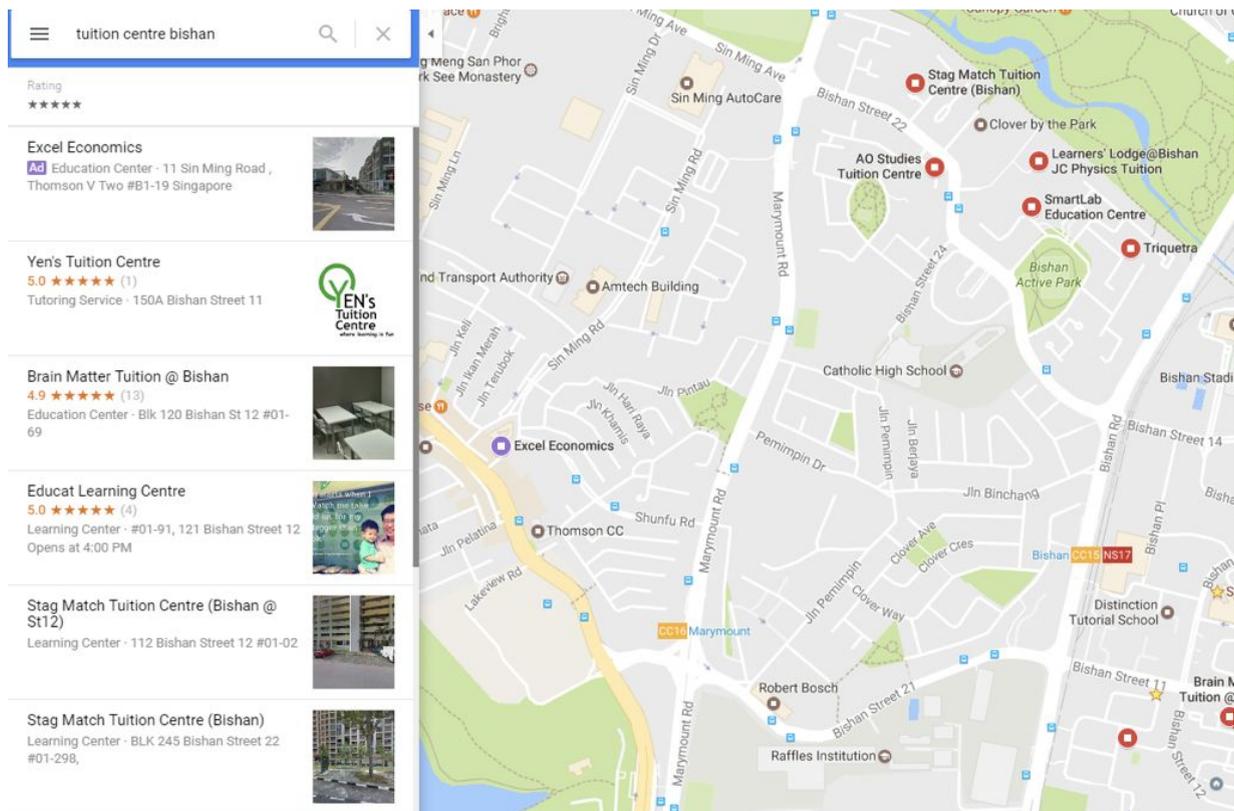
Also, we recommend using another browser like Microsoft Edge or Safari that doesn't keep track of your location. This is because if you use Chrome and you're signed in, Google will be able to detect your location.

## Using Google Maps

Google Maps is a great place to look for competitors around the same local area e.g. state or city.

You can go to: <https://www.google.com/maps> and do a search for similar businesses around your area.

You'll see a list of competitors around a specific area and where they are located on the map.



## Using Google Shopping

If you're in the product business, you can use Google Shopping to look for products that are similar to yours.

Click on "Shopping" in the top navigation menu. You can sort by review score to pick the more popular products. You can also filter by price, type, ingredient, form e.g.

The screenshot shows a Google Shopping search for "Probiotics > Supplements > Pill". The interface includes a top navigation bar with "All", "Images", "Maps", "Shopping" (highlighted), and "More". On the right, there are "Settings" and "MY SHORTLIST (0)". Below the navigation, the search results are sorted by "REVIEW SCORE".

On the left side, there are filter options:

- CLEAR ALL FILTERS**
- Your location: New York
- Show only**
- New items:
- Price**
- Up to \$15:
- \$15 – \$30:
- \$30 – \$45:
- Over \$45:
- Price range: \$ \_\_\_\_\_ to \$ \_\_\_\_\_
- GO**
- Form**
- Capsule:
- Chewable:
- Gummy:
- Liquid:
- Pill:
- Powder:
- CLEAR**

The search results list three products:

- New Chapter Bone Strength Take Care Supplement Slim Tablets - 60 tablets**  
\$22.17 from 10+ stores  
★★★★★ 208 product reviews  
Dietary Supplement. Non-GMO verified formula. Non GMO Project verified. nongmoproject.org. Plant-sourced whole-food calcium ...  
New Chapter · Digestive Health · Eye Care · Heart Health · Bone & Joint Health · Supplements · Probiotics · Magnesium · Calcium · Pill  
Other size options: 90 tablet (\$27) 120 Tablets (\$32)
- Jarrow Formulas Bone-Up (Vegetarian), 120 Tablets**  
\$13.27 from 10+ stores  
★★★★★ 284 product reviews  
Vegetarian/Vegan Bone-Up provides calcium citrate, a vegetarian/vegan source of the essential mineral calcium and a form that ...  
Jarrow Formulas · Digestive Health · Bone & Joint Health · Supplements · Probiotics · Magnesium · Calcium · Potassium · Glucosamine · Pill  
Other size options: 90 Capsules (\$12) 120 Caps (\$11)
- Rainbow Light Prenatal One Multivitamin, Tablets - 90 count**  
\$29.74 from 20+ stores  
★★★★★ 473 product reviews

## Using Amazon.com

Another great place to look is Amazon.com or other major e-commerce websites in your country.

If you're using Amazon, you can sort the products by "Featured" at the top right hand corner. This will give you the top bestsellers in the product category.

The screenshot shows the Amazon.com search results for 'probiotics'. The page features a navigation bar at the top with the Amazon logo, delivery location (newark 07101), and various account options. Below the navigation bar, there are category filters and a search bar. The main content area displays three product listings:

- Hyperbiotics PRO-15 Probiotics - 60 Daily Time Release...**: Labeled as a 'Best Seller', priced at \$23.72 (down from \$49.95). It has a 4.5-star rating from 7,440 reviews and offers free shipping.
- Probiotic 40 Billion CFU. Guaranteed Potency until Expiration...**: Labeled as 'Amazon's Choice', priced at \$17.82 (\$0.30/Count). It has a 4.5-star rating from 2,416 reviews and offers free shipping.
- Garden of Life Dr. Formulated Once Daily Women's Probiotics...**: Priced at \$27.92 (\$0.93/Count). It has a 4.5-star rating from 987 reviews and offers a \$2.00 discount with a coupon and free shipping.

The left sidebar includes filters for 'FREE Shipping', 'Show results for', and 'Refine by'.

## What Information Do You Need?

### Using The Competitors Offer Analysis Worksheet

By now, you should have downloaded the worksheet and fill up the first 2 columns of the worksheet based on your research.

You can see an example below from one of our clients who is running education programmes in Singapore.

	A	B	C
	No.	Competitor's Name	Website URL
1	1	CMA	<a href="http://www.cma.edu.sg/">http://www.cma.edu.sg/</a>
2	2	Kumon	<a href="http://sg.kumonglobal.com/">http://sg.kumonglobal.com/</a>
3			

In this section of the blueprint, I'll be covering the different information you need from your research.

### Where To Find The Information

There are many places you can go to find out more about your competitors.

- Competitor's websites
- Ads
- FB pages and groups
- Relevant forums, blogs, FB groups
- Use / get someone to use their products/services, record down the experience
- Talk to their customers, salespeople, distributors
- Attend relevant networking sessions & trade shows

You might not be able to fill up all the columns in the worksheet and that's perfectly fine.

# GrowthTribe

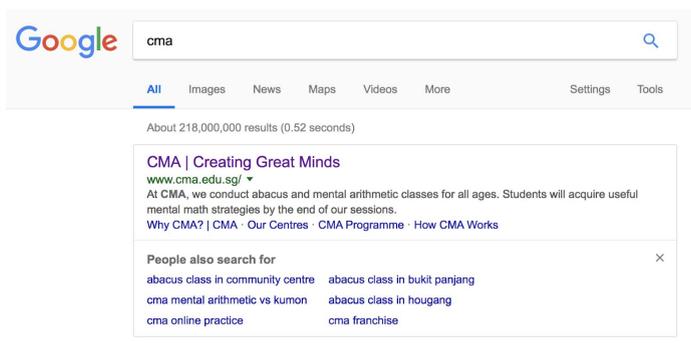
The key is to get as much information as possible so you can position your products or services in a way that stands out from the competitors.

## Positioning

The first thing you want to know is what the brand is known for in the market.

Usually, you can find this in the meta description in their search engine listing.

When you enter the brand name in the search engine, you'll might see a short description of how they position themselves.



You can also check out their website and look at the first message that comes up. In this case, we can see that they position themselves as the “No. 1 Largest Mental Arithmetic Education Centre” in Singapore.



You can look through the rest of the website such as the “About Us” page to get an idea of how they position themselves in your market.

## Credibility / Proof

You can also look at what kind of credibility they have on their website to support their positioning in the market.

Some sources of credibility includes:

- Awards
- Media feature
- Clients
- Testimonials
- Endorsements from influencers
- Founder’s background

Usually, you can find this in their “About Us” or product page. Here’s an example from the CMA website.



## CMA is an award-winning educational institution

CMA is an award-winning educational institution registered with the Ministry of Education and is accredited and appraised by the Taiwan ROC for the Association of Children's Abacus Calculation.

- Our mental arithmetic programme has been tried and tested for more than 30 years.
- We have acquired an impressive track record over the years.
- We have produced star students who have performed exceptionally well academically.
- We are the pioneer of the 'two-hand, four-fingers' abacus technique.
- Our syllabi effectively promote the use of both the left and right brain.
- Our curricula incorporate the use of multimedia-based and online learning to enhance learning.
- We create a lively and enjoyable learning environment for our students.
- Our ability-based programme allows students to learn according to individual pace.
- Students will sit for an international CMA examination to assess his progress.
- We have accessibility at your convenience through 23 centres islandwide.



## Products & Services, Target Market & Price Range

This is probably the easiest part of the whole exercise.

You can easily find this information on their website, in their physical stores, any marketing materials they might publish.

In this example, we were able to find out more about the courses provides by CMA on their website.

We conduct events to celebrate student success such as our National Arithmetic Competition where parents, students and teachers from 23 centres gather to promote closer bond and learning experiences.



## COURSES

Kindy Programme	Kinder Programme	Primary Programme	Youth / Adult Programme	Senior Citizen Programme
Certified Trainer Course				



**KINDY**  
PROGRAMME

**PROGRAMME OVERVIEW**

If they have a physical storefront, we recommend you visit the stores and ask the staff questions about the different products or services.

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If you're selling a product or service online, you can do research on e-commerce sites such as Amazon.com and Google Shopping.

## Best Sellers in Probiotic Nutritional Supplements

- 

1. Probiotic 40 Billion CFU. Guaranteed Potency...  
★★★★☆ 3,250  
\$18.76 ✓prime
- 

2. Garden of Life Dr. Formulated Once Daily...  
★★★★☆ 1,118  
\$29.39 ✓prime
- 

3. Hyperbiotics PRO-15 Probiotics - 60 Daily...  
★★★★☆ 7,587  
1 offer from \$24.96
- 

4. Culturelle Kids Chewables Daily Probiotic Formula...  
★★★★☆ 674  
\$18.05 ✓prime
- 

5. Nutrition Essentials #1 Rated Probiotic - Most...  
★★★★☆ 10,528  
\$19.99 ✓prime
- 

6. NewRhythm Probiotics 50 Billion CFU 20 Strains...  
★★★★☆ 902  
\$16.99 ✓prime

## How Are They Better Than Us?

Now, this is the part that requires more in-depth research.

You need to be as honest as possible about how your competitors are superior to you. It's easy to claim that you're the best but that's rarely the case in most markets.

The first thing you can do is to look for comparison reviews online.

You can type {your brand} versus {competitor's brand} on Google and look for well-researched articles that compare your products and services with your competitor.

## What are the best math enrichment programmes for your child?

Nalika Unantenne  
The Asian Parent 11 July 2014

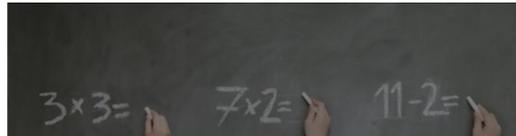


### Best math programmes for kids in Singapore

Mathematics.

One simple but crucial word when it comes to a child's education. A good understanding of mathematical concepts teaches children important mental skills such as logical and critical thinking.

Learning about money, calculating percentages and understanding fractions in early elementary grades will teach kids practical life skills such as computing their taxes and following a recipe when they are adults.



You can also check out forums for the market's opinion on the difference between your product and service.

Home Forums Motherhood, Pregnancies And Babies Matters Of The Heart

We've compiled a list of frequently asked questions and their answers at <http://singaporemotherhood.com/forum/threads/faq-on-using-the-new-forum.21478/>

### CMA or MPM

Discussion in 'Matters Of The Heart' started by collectionz, Mar 22, 2010.

Page 1 of 4 1 2 3 4 Next >

 Hi Mummies,  
Will appreciate if anyone can give me some advise / comments on the above 2 programs. Am considering to sign my child for one of the above.

Thanks in advance! 

**collectionz**  
Member  
collectionz, Mar 22, 2010 #1

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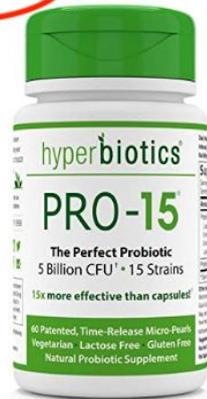
 Hi, CMA is purely to train for mental maths and MPM is more of the methodology stuff.

**jershejos**  
Member  
jershejos, Mar 30, 2010 #2

If you are selling on e-commerce platforms, you might want to check out your competitors' products and services and how they are reviewed. In the example, this probiotic product has 7,587 and  $\frac{4}{5}$  stars.

## Hyperbiotics PRO-15 Probiotics - 60 Daily Time Release Pearls - 15x More Effective than Probiotic Capsules with...

★★★★☆ 7,587 customer reviews | 31 answered questions



### About the product

- GET 15 TIMES MORE RESULTS THAN WITH CAPSULES. With superior patented technology, our living organisms reach deep into your intestinal tract where they are needed most. Our formula will even reach your large intestine. See below to understand the Science behind the Superiority.

Read through the reviews find out what your customers value.

This will give you an idea of what kind of product your customer will more willing to buy if you can deliver the same results.

Alternatively, you can look at product comparison sites that places your products and services side-by-side with your competitors.

Rank	Winner	2nd Place	3rd Place	4th Place	5th Place	6th Place	7th Place	8th Place	9th Place	10th Place
Score	95%	93%	90%	85%	82%	78%	77%	76%	74%	73%
Antivirus Software										
All Software Available for Instant Download	VIPRE Antivirus SAVE 30% \$39.99 \$27.99	ESET Antivirus — (no discount) \$39.99	Norton Security SAVE 43% \$69.99 \$39.99	Bitdefender Antivirus SAVE 58% \$59.95 \$24.99	Panda Antivirus SAVE 25% \$39.99 \$29.99	AVG AntiVirus SAVE 20% \$49.99 \$39.99	Avast Antivirus — (no discount) \$39.99	Kaspersky Anti-Virus — (no discount) \$39.95	McAfee AntiVirus SAVE 58% \$59.99 \$24.99	Avira Antivirus — (no discount) \$44.99
	BUY	BUY	BUY	BUY	BUY	BUY	BUY	BUY	BUY	BUY
	READ	READ	READ	READ	READ	READ	READ	READ	READ	READ
Works with Win 10	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Works with Win 8x	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Works with Win 7	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Works with Win Vista	✓	✓	✓		✓	✓	✓	✓		

## How Can We Beat Them Without Compromising On Price & Value?

Now that you collected all these information about your competitor's brand, products and services...

The next step is to write down some ways you can beat your competitors without lowering your price or reducing the value of your offer.

You can share the sheet with your teams, especially those who are in the front lines interacting with customers on a regular basis.

Ask them for ideas on how you can provide more value for your target market. The key is to generate as many ideas as possible.

Target Market	Price Range	How Are They Better Than Us?	How Can We Beat Them Without Compromising On Price & Value?
K1 - P2/P3	\$110 / month, 30 - 45 mins (they are more expensive)	MPM students still use fingers, more number sensitive. In terms of speed, they are faster.	A lot of them don't know how to express the answers, skip the working
K1 - P6 (majority of the students are up to P2)	\$110 / month, 1.5 hours	Repetitive. Same style of learning. 100 questions to be done within 1 minute.	Children find their lessons boring. Rote learning. Child cannot apply to other questions which are different. Don't force kids to finish many questions at a certain time. Sufficient questions. Kumon over-drills. Not strong in Mathematics (love to stay beside Kumon)
K1 - P6 (majority of the students are up to P2)	\$140 for 45 minutes to 1 hour	Centre looks better. Customer service is better than ours (we are usually one-man centres). She has stopped MPM.	More manipulatives. Better curriculum. Their worksheets are very topical. Ours is use different topics (concept versus thinking skills). Assessment-based critical thinking.

## What's Next?

Now that you have done the research on your competition, the next step is to put together an irresistible offer for your market - an offer that your prospect simply cannot say "no" to.

We created the perfect blueprint for this. You can read more about it here.

If you do decide to use paid traffic to target, you can find out how to ethically spy on your competitor's ads with our blueprint.