

ABOUT *Your Competitors*

Q1:

Who are your main *competitors*?

Place yourself and your top 5 competitors on this marketplace spectrum.



ABOUT *Your Competitors*

Q2:

How do you solve your clients problems *differently?*

Dig deeper with these questions:

- *What's different about your skill set, knowledge, background, life experiences, etc. that allow you to help your client in different ways than your competitors?*
 - *What's the process you go through with your clients? Write it down, step-by-step, taking note of what makes you different.*
-

Q3:

Who are potential *collaborators* for your business?

Dig deeper with these questions:

- *What other businesses serve the same market as you, but offer different or complementary services/products?*
 - *Do any of your competitors seem like they'd be open to collaborating with you?*
-