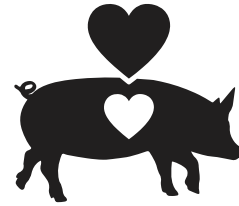


Know your Competition!

List the strengths and weaknesses of YOUR competition in each category. List what THEY are good at and what THEY are not so good at. Remember, you have more than one kind of competitor. Some competitors do the exact same thing that you do. Others do something slightly different but also offer your products/services. And others are completely different, but after the same dollar.



**WHAT'S YOUR
BACON?**
MASTER HAPPINESS

Competitor:

WHO are they? Who is this Competitor? How would you define them? How would your customers define them?

Strengths:

Weaknesses:

WHAT do they do? What do they sell? What is their brand? What are they selling beyond their product/service?

Strengths:

Weaknesses:

WHERE do they do it? Where are they selling? Where do you see them? Where do your customers see them?

Strengths:

Weaknesses:

HOW do they do it? How do they go to market? How do they find and keep customers? How are they perceived by your customers?

Strengths:

Weaknesses:

WHY do they do it? Why do they offer these products/services? Why would your customers buy from them?

Strengths:

Weaknesses: